

# AUDIENCE INSIGHTS REPORT

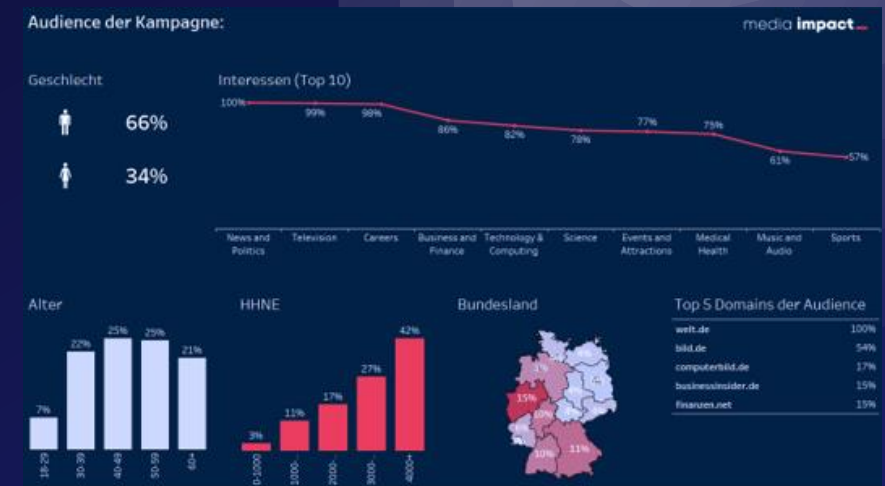
With the Audience Insights Report after the end of the campaign, we show:

- Socio-demographic characteristics of the audience reached
- Expression of interest
- Geography
- Called domains within the Media Impact portfolio
- Basis for Customised Persona and Iterative Focusing

Suitable for IO and Programmatic (SSP-DSP-Xandr) campaigns on Media Impact Inventory

Gross Price: 750€

GET TO KNOW YOUR CUSTOMERS BETTER!



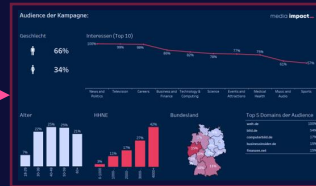
<sup>1</sup> Excluded are campaigns: Social Boost, Performance Boost, Regio-Plus, Regio-Flex and Amazon Targeting.

# WE FIND YOUR MATCHING TARGET AUDIENCE

Brand Story



Audience Insights Report



Interest Targeting



Perfect Fit



YOUR ADVERTISEMENT IN PORTFOLIO

After a campaign or native integration, we can use the Audience Insights Report to define a suitable target group for your brand. This information helps us to make a suitable targeting for the follow-up campaign in the form of interest or perfect fit targeting or even a customised persona.

Customized Persona

ABOUT ME



SETTING



SKILLS

