

Targeting - Mobile

Description:

In a **mobile Targeting campaign**, advertising is displayed to a predefined target group.

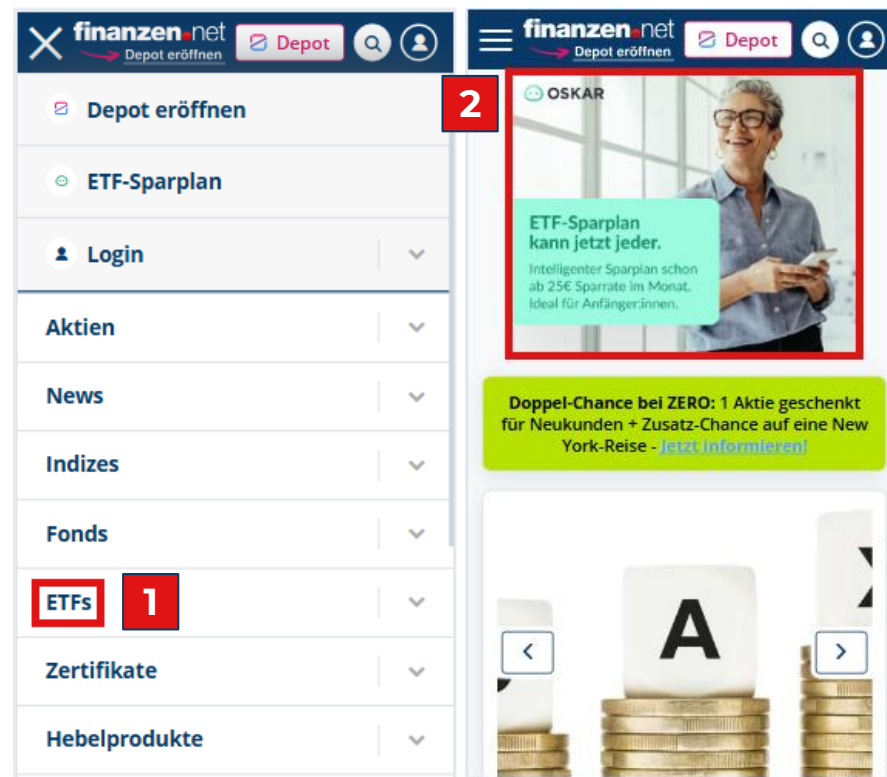
Examples:

Category targeting (e.g. certificates, ETFs, funds),

Interest targeting (e.g. traders, users interested in crypto)

Product targeting (e.g. ISINs, Valor)

Spezifikationen	Benötigter Input
[1] Targeting	Shares, indices, ETFs, crypto, foreign exchange...
[2] Creatives for mobile	medium rectangle mobile
Volume	Number of impressions (availability query after consultation if necessary)
Date	Period of the campaign
Further specifications	Products, ISINs, regions, customer interest...



Example:

https://www.finanzen.net/etf?ast_override_div=banner:605543919

contact persons: Angelique Thüerer, Denise Fischer, Lissette Pacheco, Michael Kappenberger; **mail:** adops@finanzen.net;

User-based targeting

- High-net-worth Individual
- Commoditiesreverse convertibles
- KO or OS warrants
- Logged in to finanzen.net
- Real-time pages
- Foreign exchange
- Bonds
- Funds
- ETFs
- CFDs
- Bonus certificates
- Discount certificates
- Savers
- Trades regularly in the portfolio
- Logged into the trading desk
- “Normal” trader
- “High” trader
- Professional investor in broker account
- Private finance area
- Interest rates
- Factor Tracker Certificates
- High-net-worth Individual
- Interest rates/bonds, HSH Bonds, Interest rate news
- Trading products
- Investment products
- Diamonds
- Depot volume > 10.000€ & ETC
- User custody account negative
- Link with zero account
- Crypto pages