

Targeting - Desktop

Description:

In a **desktop 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)

Specifications	Required input
[1] Targeting	Shares, indices, ETFs, crypto, foreign exchange...
[2] Creatives for desktop	billboard or halfpage ad or medium rectangle
Volume	Number of impressions (availability query after consultation if necessary)
Date	Period of the campaign
Further specifications	Products, ISINs, regions, customer interest...

The screenshot illustrates a desktop targeting campaign for ETFs on the finanzen.net website. The main banner (labeled 1) and a sidebar ad (labeled 2) both promote the 'ETF-Sparplan' with a focus on being accessible to beginners. The website's navigation and market overview sections provide context for the financial product being advertised.

Example:

https://www.finanzen.net/etf?ast_override_div=superbanner:605544169,mrec:605543919,sky:615835638

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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