

# Targeting - Mobile

## Description:

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

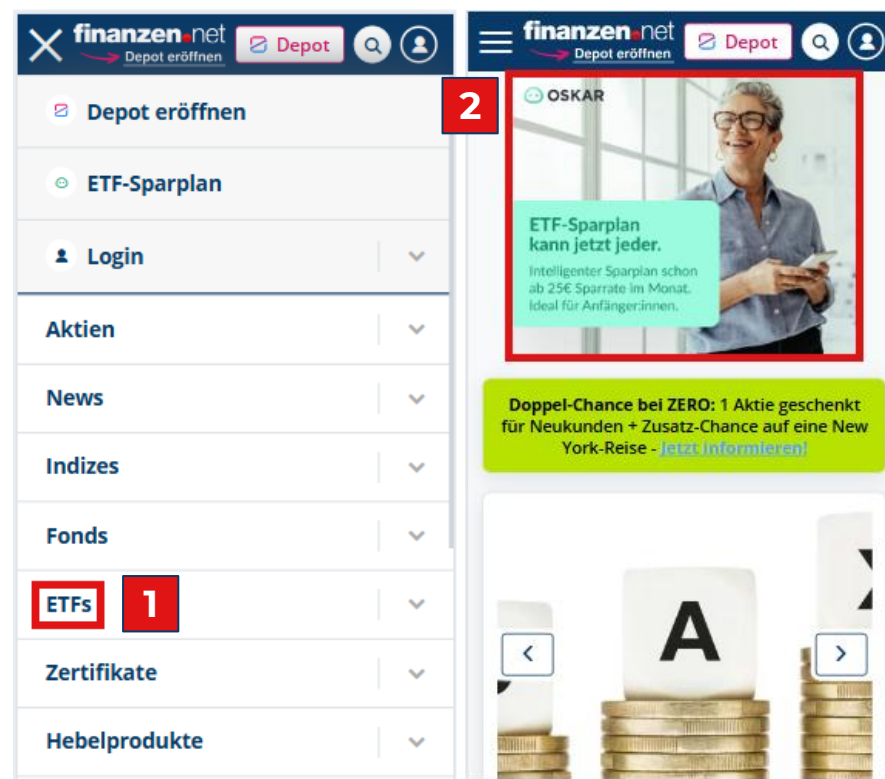
Examples:

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 | <a href="#">medium rectangle mobile</a>                                       |
| Volume                   | Number of impressions<br>(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](https://www.finanzen.net/etf?ast_override_div=banner:605543919)

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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