Programmatic Display Advertising

GLOBAL MEDIA KIT

TARGETOO

INDEX

TARGETOO

REACH AND AUDIENCES

⬚ TARGETOO

Publishers

EUROSPORT

Women'sHealth

Football ITALIA

FG
FITGIRLS.NL.

NEWS SOCCER

I LOVE HEALTH

Men'sHealth

sky SPORTS

RaceXpress

SPORTING life
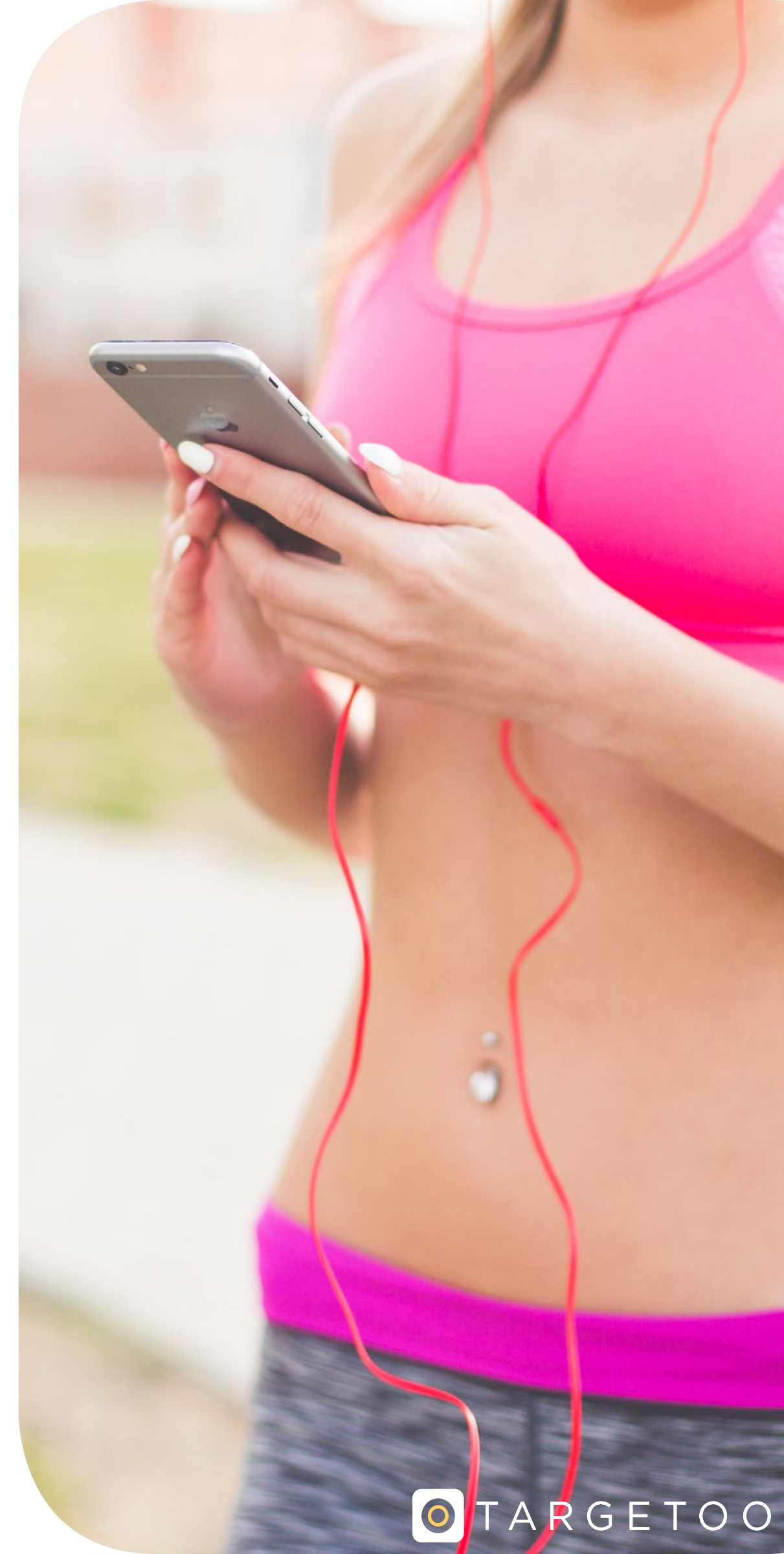
URBAN RUNNERS

SPORT & HEALTH

There are several ways to reach an audience with an affinity for sports:

1. A whitelist containing sport related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of having a owner who likes sports.
3. Ads can be served on the exact locations of – for example – health-centres and gyms, by doing so; reaching a sporty audience.

103.456.000 daily impressions available

Our technology allows us to serve – worldwide - on roughly 228.000 apps and mobile websites. Pretty much every app or site that allows ads can be included in your campaign. These apps and sites can have a country-specific audience (local relevance) or are popular all around the world.

TARGETOO

TopGear

autoaid

autokostencheck.de
Alle Autos. Alle Kosten.

AUTOBLOG.NL

AUTOJUNK.NL

gas pedaal .nl

Auto Week

autowereld.nl

AUTO SCOUT 24

AUTOCAR

AUTOMOTIVE

There are several ways to reach an audience with an affinity for automotive:

1. A whitelist containing automotive related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of having a owner who likes automotive content.
3. Ads can be served on the exact locations of – for example – car dealers and events, by doing so; reaching an automotive audience.

251.106.000 daily impressions available

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TARGETOO

COSMOPOLITAN   VIVA   FASHIONISTA   marieclaire

DESIGNER VINTAGE.   ELLE   GLAMOUR   VOGUE   THE DENIM DAILY
PRE-OWNED WITH LOVE

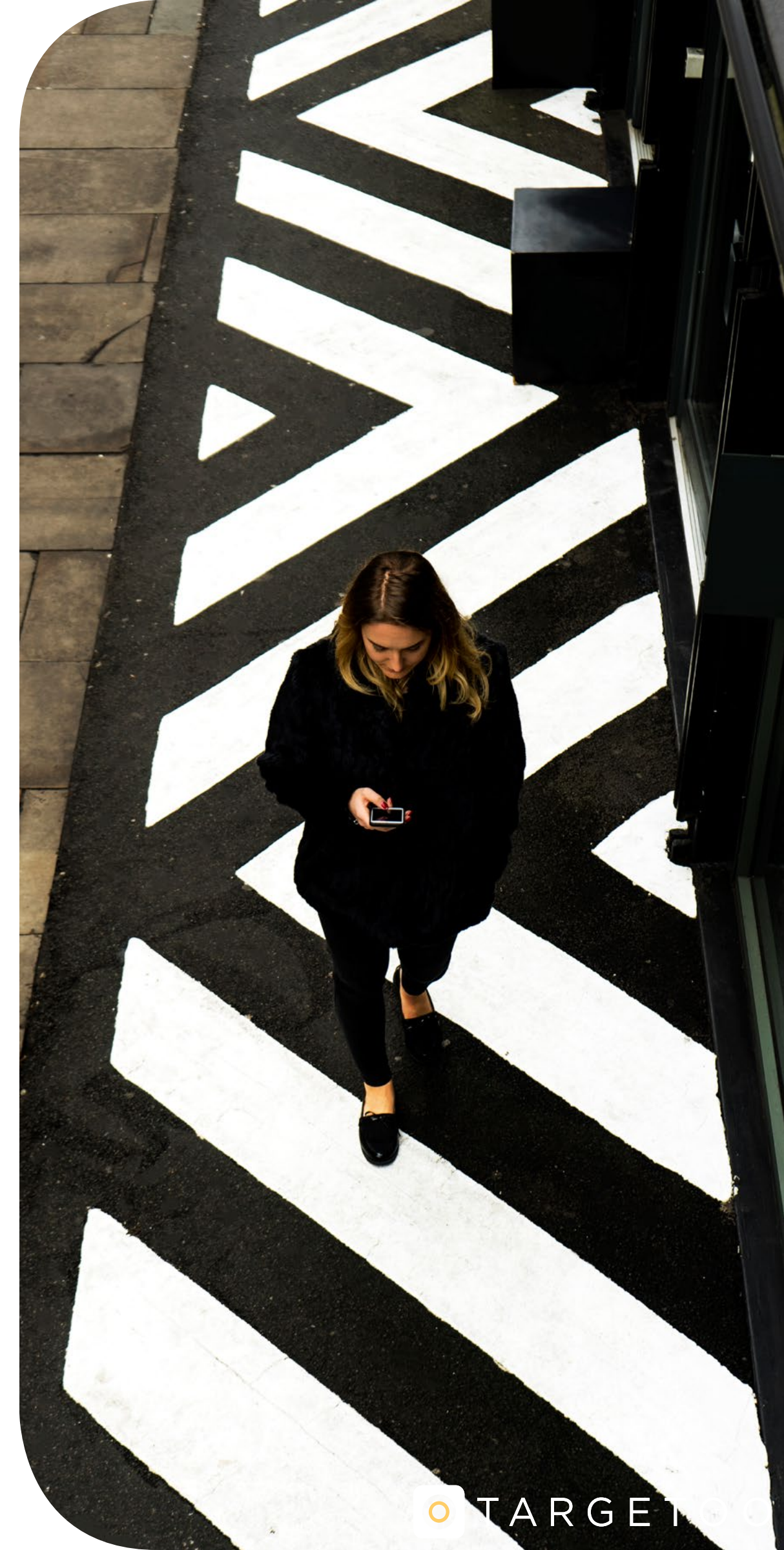Harper's BAZAAR   NOUVEAU   FASHIONCHICK

FASHION

There are several ways to reach an audience with an affinity for automotive:

1. A whitelist containing automotive related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of having a owner who likes a fashion related content.
3. Ads can be served on the exact locations of – for example – fashion events and shopping area's, by doing so; reaching an audience with an affinity for fashion.
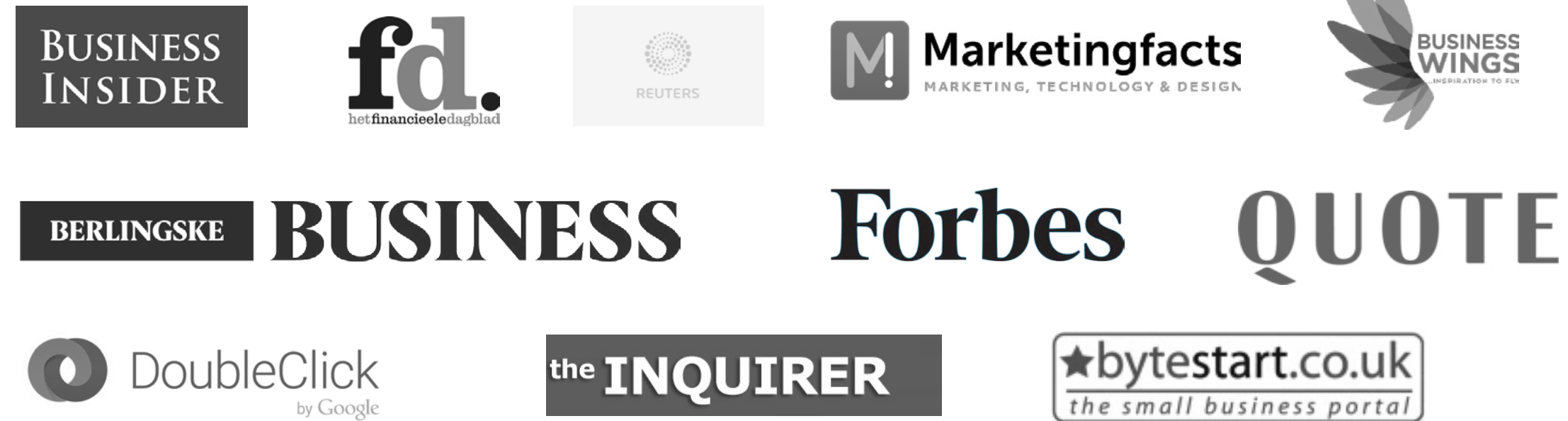
99.245.000 daily impressions available

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TARGET

BUSINESS / CAREER

There are several ways to reach an audience with an affinity for business:

1. A whitelist containing business related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of having a owner who likes business related content.
3. Ads can be served on the exact locations of – for example – industrial area's, by doing so; reaching an audience with an affinity for business.

113.978.000 daily impressions available

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TARGETOO

Publishers

YOUNG / STUDENTS

There are several ways to reach an audience that can be described as being students:

1. A whitelist containing student/young related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of being in the age group of students.
3. Ads can be served on the exact locations of – for example – universities, by doing so; reaching an audience that can be described as being students.

243.658.000 daily impressions available

Our technology allows us to serve – worldwide - on roughly 228.000 apps and mobile websites. Pretty much every app or site that allows ads can be included in your campaign. These apps and sites can have a country-specific audience (local relevance) or are popular all around the world.

TARGETOO

Publishers

chickslovefood

iens

WG-GESUCHT.de

Eenig wonen

24K

ROOMED

Jamie Oliver

Smulweb

Voedzaam & Snel

huislijn.nl

BIERNET.NL
De grootste biersite van Nederland

FOOD, DRINKS & LIVING

There are several ways to reach an audience that likes cooking, food and style in general.
1. A whitelist containing food related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of having an owner who likes food/cooking related content.
3. Ads can be served on the exact locations of – for example – restaurants and cooking events, by doing so; reaching an audience with an affinity for food/cooking.

149.226.000 daily impressions available

Our technology allows us to serve – worldwide - on roughly 228.000 apps and mobile websites. Pretty much every app or site that allows ads can be included in your campaign. These apps and sites can have a country-specific audience (local relevance) or are popular all around the world.

TARGETOO

Publishers

elite *traveler*
THE PRIVATE JET LIFESTYLE MAGAZINE

Discovery CHANNEL™

Time Out

NATIONAL GEOGRAPHIC

Expedia®

zoover

REISJUNK

airlines24.com

AIRLINERS

Hotels.com

FIJNREIS

Dagje Weg.NL

TRAVEL

There are several ways to reach an audience that likes travel.

1. A whitelist containing travel related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of having an owner who likes travel/travels a lot.
3. Ads can be served on the exact locations of – for example – airports and hotels, by doing so; reaching an audience with an affinity for travel.

72.167.000 daily impressions available

Our technology allows us to serve – worldwide - on roughly 228.000 apps and mobile websites. Pretty much every app or site that allows ads can be included in your campaign. These apps and sites can have a country-specific audience (local relevance) or are popular all around the world.

TARGETOO

ebay

BBC

CNN

NEW YORK POST

TAGESSPIEGEL
RERUM COGNOSCERE CAUSAS

Het Parool

MORNINGSTAR®

The New York Times

THE Sun

rtlnieuws

AD

AccuWeather

The Telegraph

ALL OVER THE WORLD

There are several ways to reach an audience that likes (global) news.

1. A whitelist containing news related publishers (apps and sites) can be activated for your campaign.
2. Third party data can be utilized to serve ads on devices which show a strong indication of having an owner who likes news.

59.793.000   daily impressions available

Our technology allows us to serve – worldwide - on roughly 228.000 apps and mobile websites. Pretty much every app or site that allows ads can be included in your campaign. These apps and sites can have a country-specific audience (local relevance) or are popular all around the world.

TARGETOO

LOCATION

SITE URL

APP NAME

LANGUAGE

DEMOGRAPHIC

OPERATING SYSTEM

WEATHER

CARRIER

WIFI

GPS

CONNECTION

INTEREST TARGETING

TIME

COUNTRY TARGETING

DEVICE/MODEL/MAKE

AUDIENCE TARGETING

TARGETING VARIABLES

TARGETOO

CASES

TARGETOO

PHILIPS HUE LIGHTNING

Ad Engagement: **26%**

Avg.Time Spent **3.08 sec.**

Click here

Objectives
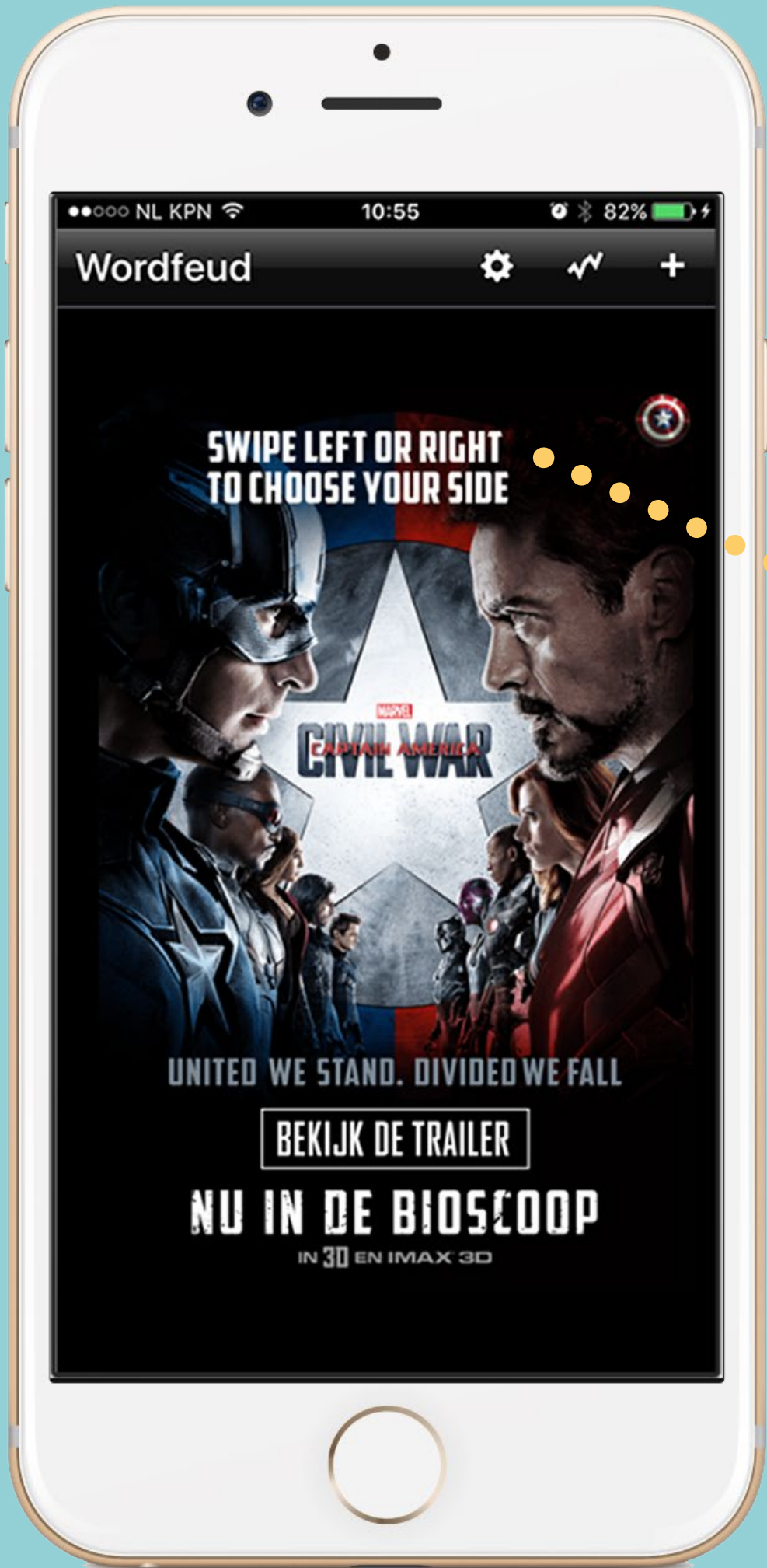**Awareness and consideration**

Audience
Female / Male

Social class
B1, B2, C

Interests
Home, Lifestyle, Real Estate, Gadgets

Creative build by
www.MobileFirst.works

CASES

TARGETOO

DISNEY CAPTAIN AMERICA

Viewability video: **76%**

Ad Engagement: **6,5%**
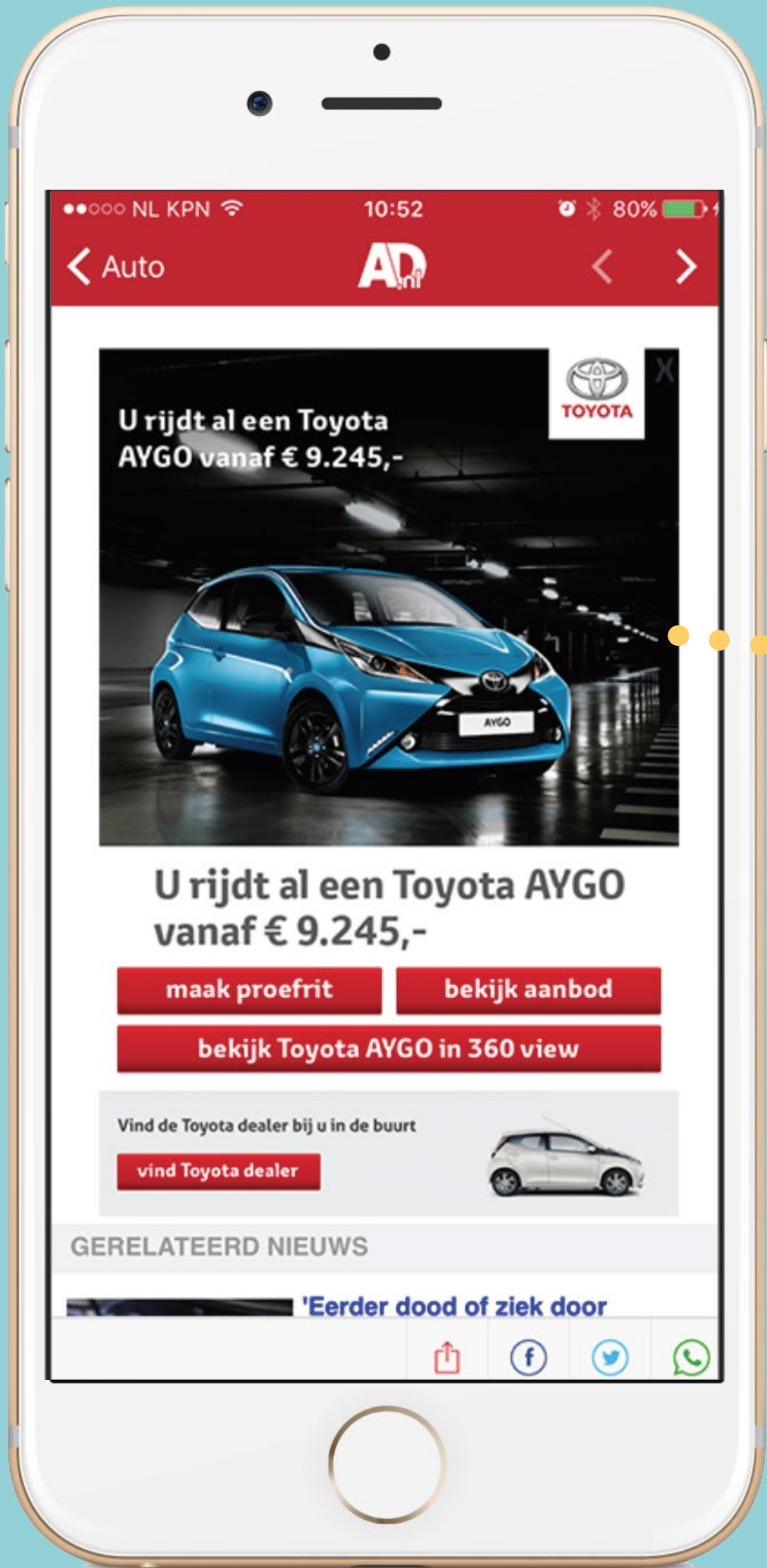
Click here

Objectives
Awareness

Audience
Male (16 - 24 years)

Social class
B2, C, D

Interests
News, Entertainment, Gaming

Creative build by
www.MobileFirst.works

CASES

TARGETOO

TOYOTA AYGO

Ad Engagement **5%**

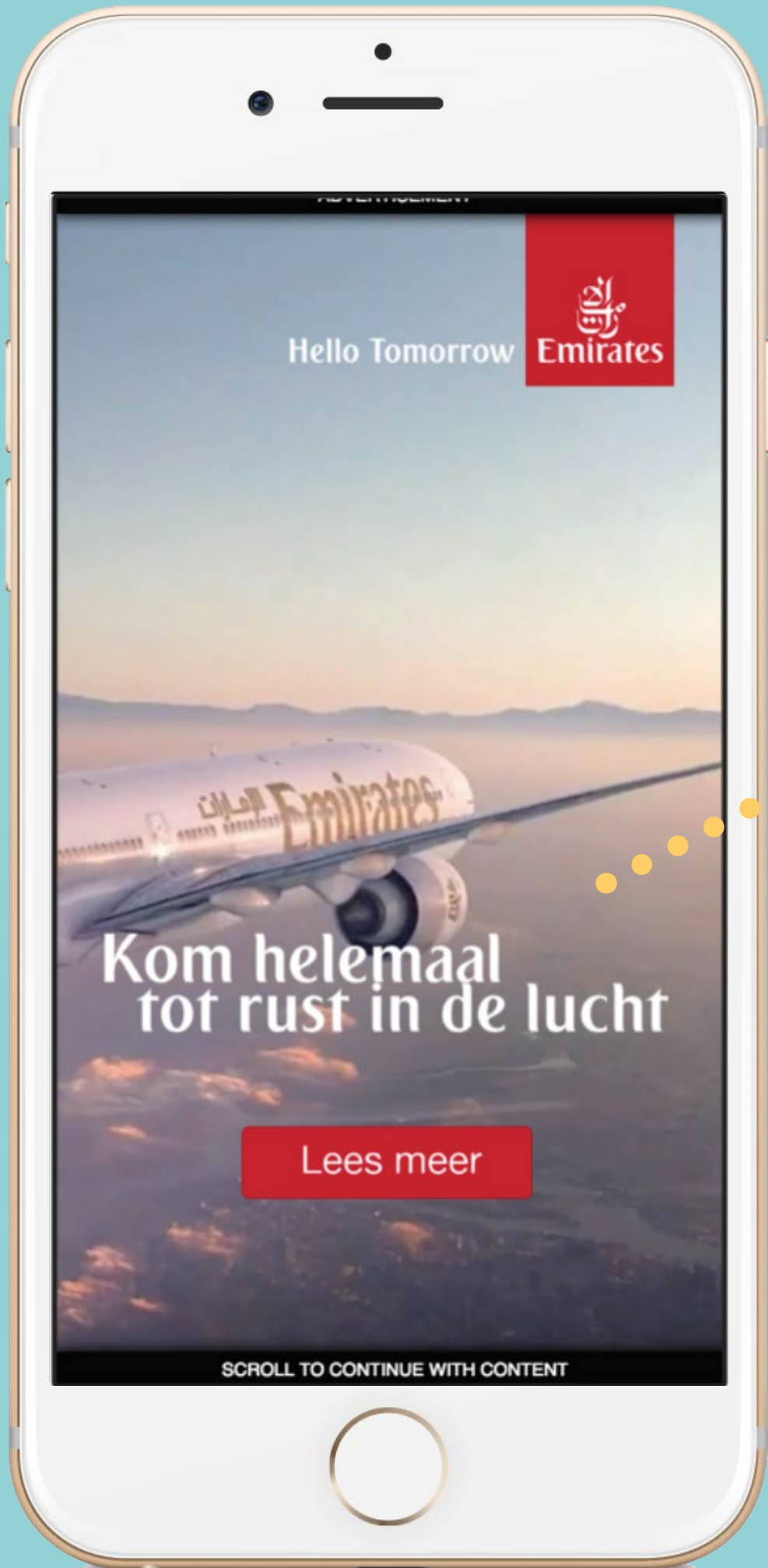Significantly above automotive benchmark of **3.61%**!

Click here

Targeting
Toyota dealers

Audience
Female/Male 45+

Social class
B2, C, D

Interests
Automotive, Family

Creative build by
www.MobileFirst.works

CASES

TARGETOO

EMIRATES HELLO TOMORROW

Hello Tomorrow
Emirates

Kom helemaal
tot rust in de lucht

Lees meer

SCROLL TO CONTINUE WITH CONTENT

Viewability video: **100%**
Ad Engagement: **11%**

Significantly above
travel & hospitality
benchmark of **3.30%**

Click here

Targeting
Airports

Audience
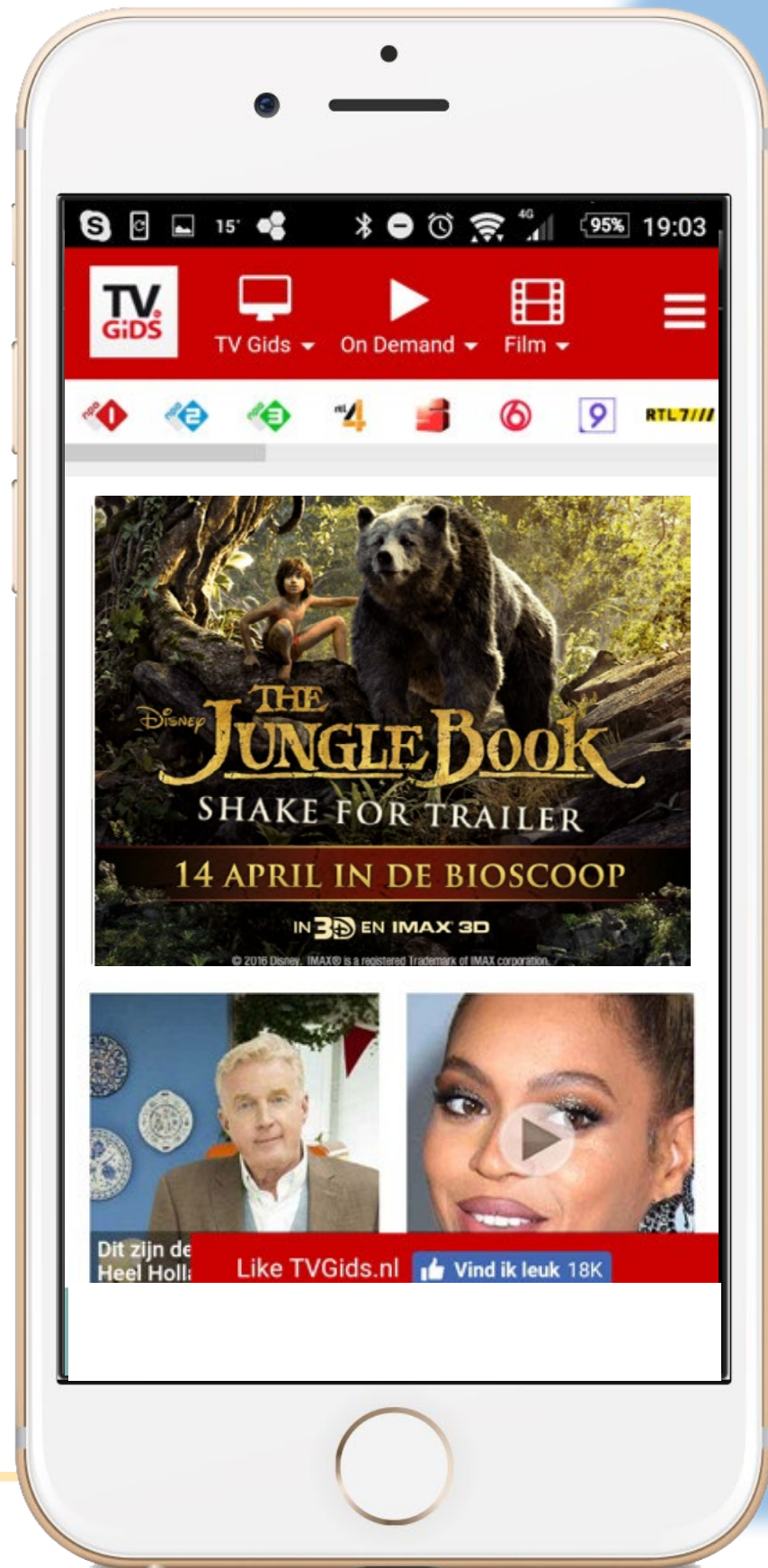**Business Travellers**

Social class
A, B1, B2

Interests
B2B, Travel

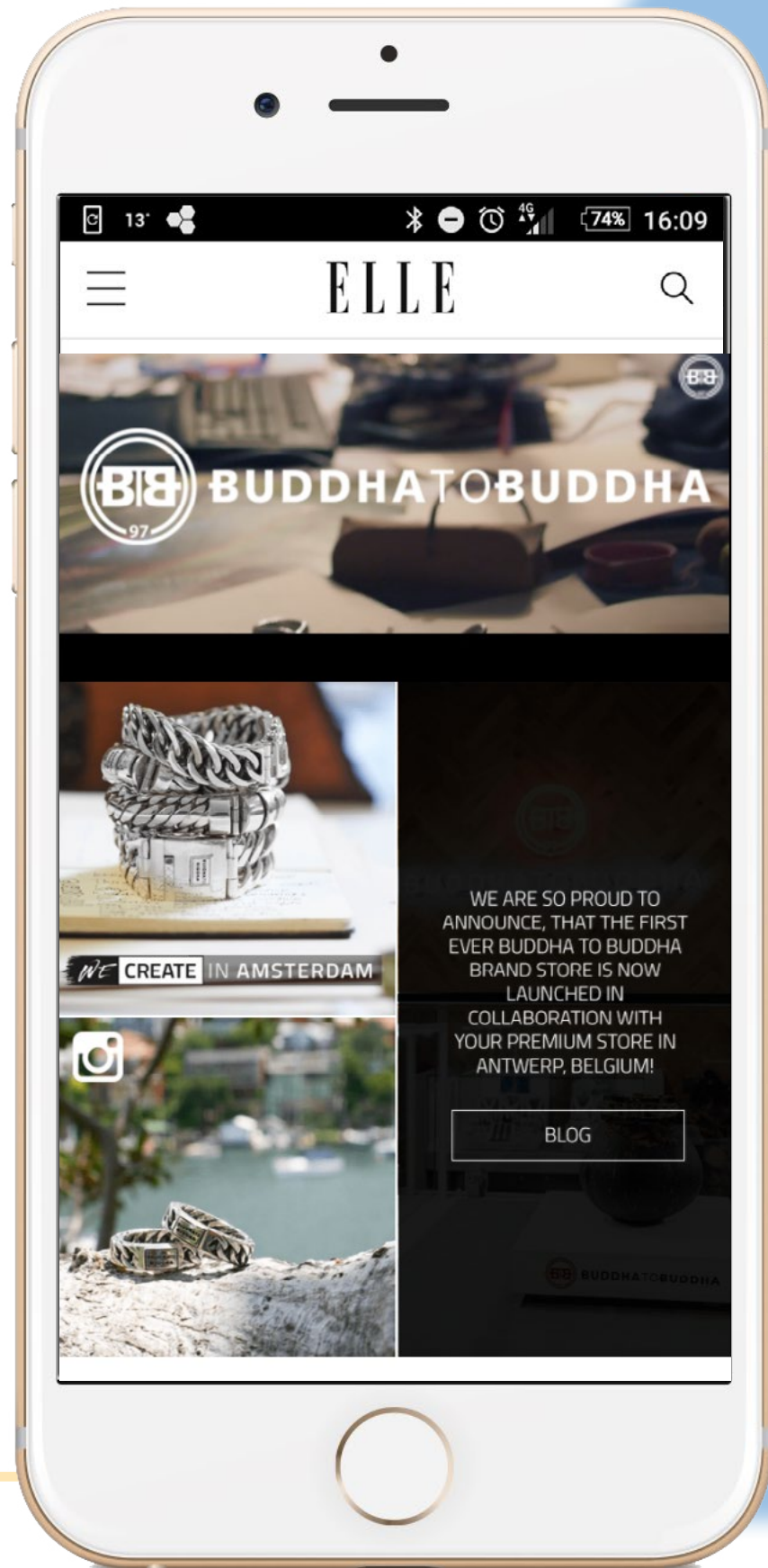Creative build by
www.MobileFirst.works

CASES

TARGETOO

FORMATS

TARGETOO

TARGETOO

SHAKE
CREATIVE

SCAN
QR CODE
FOR MOBILE
EXPERIENCE

3D CUBE
CREATIVE

SCAN
QR CODE
FOR MOBILE
EXPERIENCE

FORMATS

TARGETOO

VIDEO
CREATIVE

SCAN
QR CODE
FOR MOBILE
EXPERIENCE
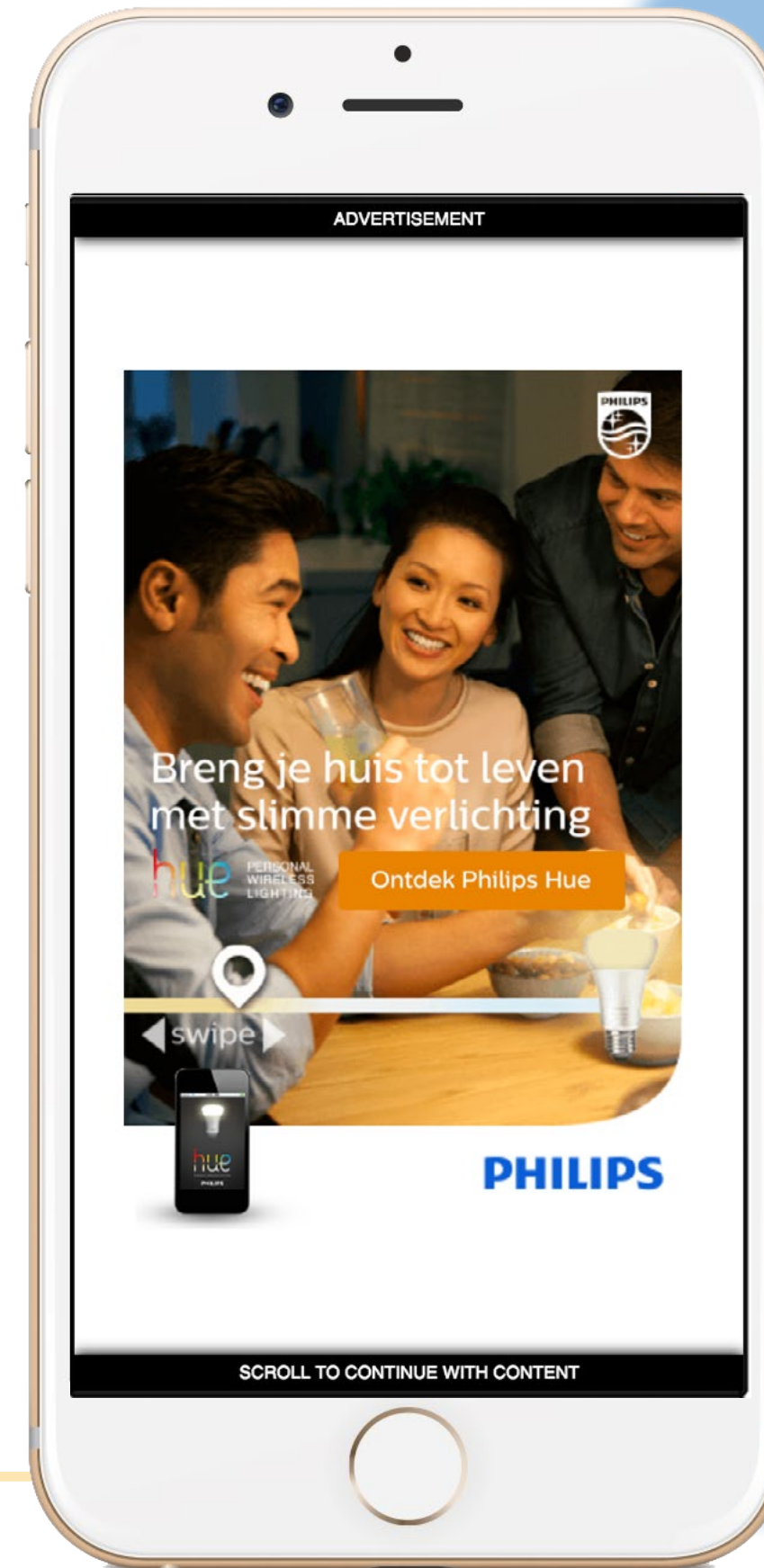
INTER-
SCROLLER
CREATIVE

SCAN
QR CODE
FOR MOBILE
EXPERIENCE

FORMATS

QUOTE

pakkend zakelijk — SWIPE TO LEFT TO MAKE AN APPOINTMENT

Zo mooi woont Martin Garrix (20), de beste dj ter wereld

21/10/2016 om 10:21 — 0

Hij wordt verkozen tot de beste dj ter wereld. Martin Garrix is 20 jaar en al miljonair. Hoe woont de mp3-mixmagiër?

X

PAKKEND ZAKELIJK VISITS
ABN·AMRO
GUSTAV MAHLERLAAN (April 5th)
FOPPINGADREEF (April 7th)

PAKKEND ZAKELIJK

INTERESTED!
BOOK AN APPOINTMENT!

I'M INTERESTED BUT I'M NOT AN ABN AMRO EMPLOYEE!

SWIPE TO REVEAL CREATIVE

SCAN
QR CODE
FOR MOBILE
EXPERIENCE

FORMATS
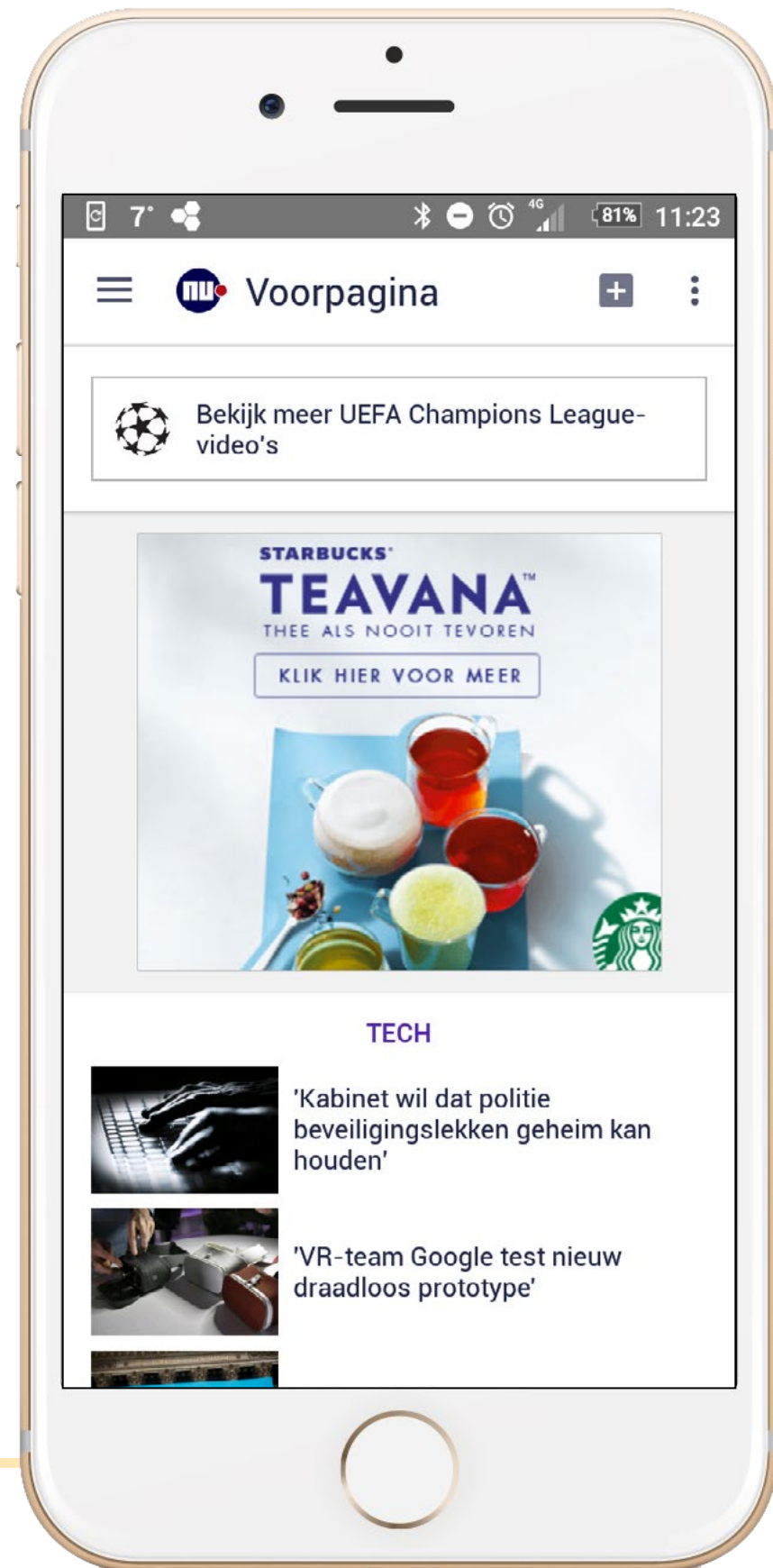
TARGETOO

EXPANDABLE
CREATIVE

SCAN
QR CODE
FOR MOBILE
EXPERIENCE

FORMATS
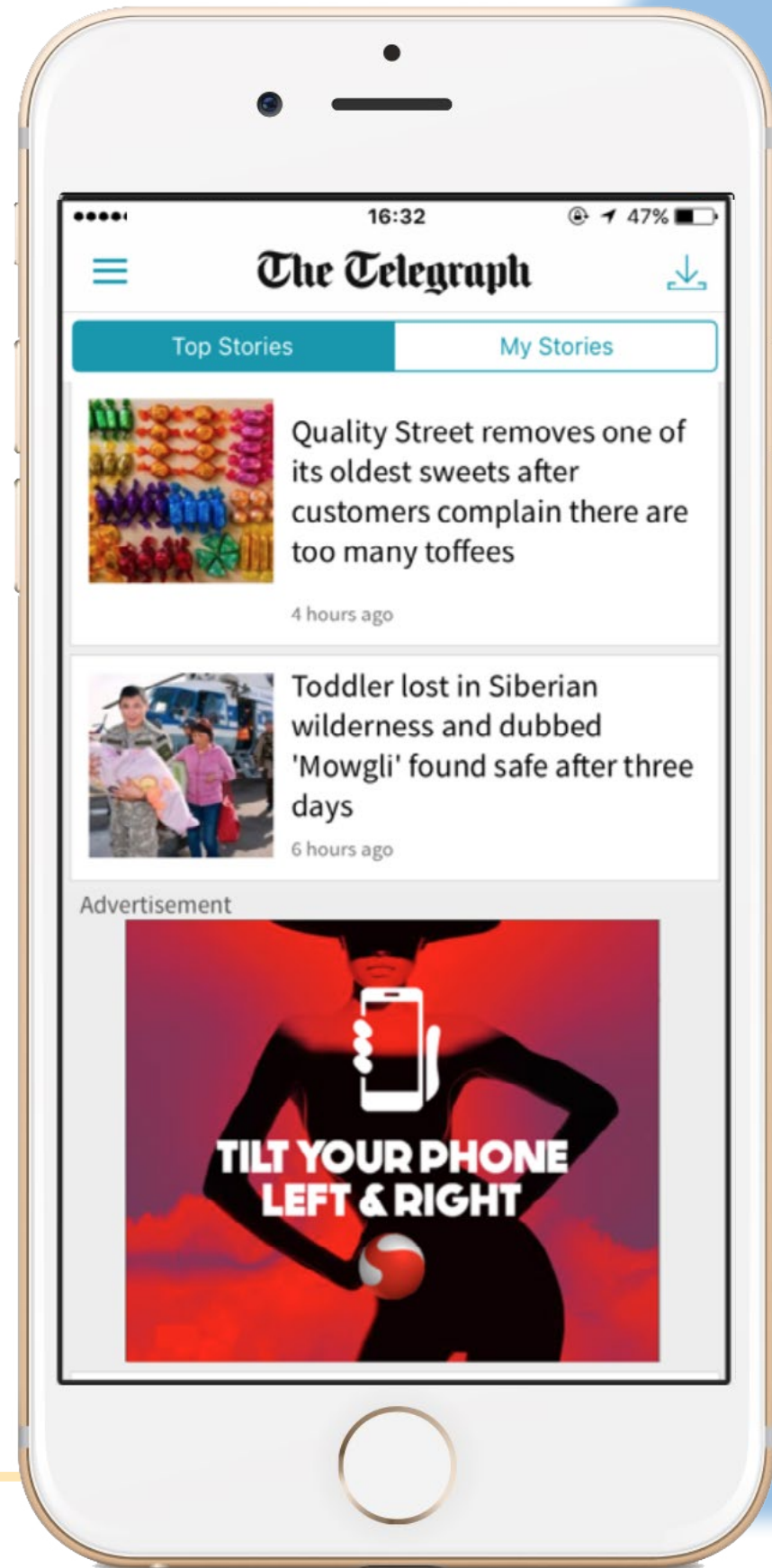
TARGETOO

FLIP IT
CREATIVE

TWIST IT
CREATIVE

TWIST
LEFT OR
RIGHT

ART GALLERY

FORMATS

OTARGETOO

REAL TIME LOCATION CREATIVE
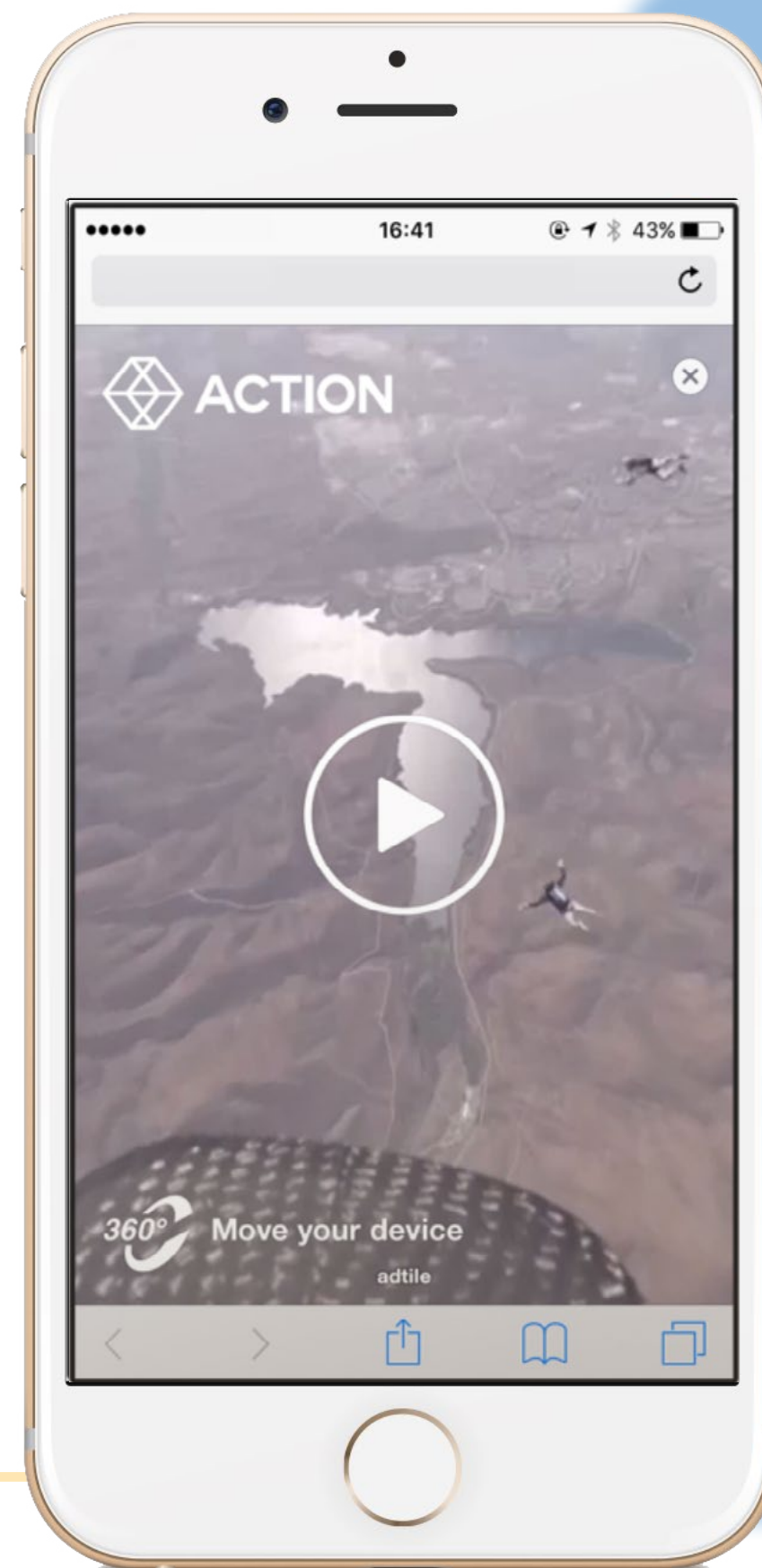
360° VIDEO CREATIVE

FORMATS

TARGETOO

COME HAVE A COFFEE OR
LUNCH AT ONE OF OUR OFFICES

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