

A glowing, teal-colored particle trail graphic that starts as a dense cluster and then disperses into a wide, horizontal band of smaller particles, resembling a comet or a data stream.

seven.one
TARGETING PRODUKTE

2023



**INDIVIDUAL &
RELEVANT
SOLUTIONS FOR YOUR
TARGET GROUPS
& BRAND-ORIENTED
CAMPAIGNS.**

WE OFFER SCALABLE, FUTURE-PROOF TARGETING SOLUTIONS FOR EFFICIENT CAMPAIGN MANAGEMENT.

WE LOVE DATA



We combine our **TV and digital data** into targeting solutions for high-impact cross-media campaigns.

TARGETING EFFICIENCY



Maximum targeting quality with full coverage enables **scalable, efficient addressing of target groups**

COOKIELESS FUTURE



Future-proof through the combination of 1st Party LogIns and Contextual Data

OUR ANSWER TO THE 3RD PARTY COOKIE CALYPSE: 1ST PARTY & CONTEXTUAL DATA, ID SOLUTIONS AS UNIVERSAL ENABLERS

PAST

1ST PARTY DATA

3RD PARTY DATA¹

OUR GOALS

Scaling & activation of
user & content data
for premium targeting
as well as full inventory
addressability

PRESENT & FUTURE

1ST PARTY DATA

ID-SOLUTION

CONTEXTUAL DATA

WE OFFER SUITABLE TARGETING SOLUTIONS FOR EVERY OCCASION AND EVERY CAMPAIGN GOAL



AUDIENCE

User-based addressing based on specific **target group characteristics**. **Login data, modelling** and **context-based information** serve as the basis.

e.G. Woman 18 – 59 Years

Interest

SozioDem



CONTENT

Allocation of relevant **topics** and **environments**. Display of advertising in the context of the content - **no consent and no cookies necessary**.

e.G. Food & Drink

Contextual

Content



USAGE & TECH

Technical targeting options that are usually set in the **ad server** and use information such as the **IP address**.

e.G. Timeslot, Geo targeting

Device

Reach

Usage

Frequency



CUSTOM

Creation and onboarding of **individual target groups** for **optimised targeting**.

e.G. own User Data

1st/3rd Party

CURRENT TARGETING PORTFOLIO & BOOKABILITY FOR OUR CLIENTS

CAMPAIGN APPROACH	AUDIENCE		CONTENT	USAGE & TECH		CUSTOM
TARGETING TARGET GROUP	Interest SozioDem		Contextual Content	Device Usage	Reach Frequency	1 st /3 rd Party
TARGETING SOLUTION	WATERFALL-SETUP <ul style="list-style-type: none"> • Login based • Profile based • Content based / Contextual 	SPOTON: DATA <ul style="list-style-type: none"> • Factual Data 	CONTEXTUAL <ul style="list-style-type: none"> • Topics • Genre • Sites • Channel coming soon	ADSERVER-BASED <ul style="list-style-type: none"> • Timeslot • Provider • User-agent • Geo 	CROSSDEVICE <ul style="list-style-type: none"> • Usage-based • HH-Graph 	AUDIENCE TRANSFER <ul style="list-style-type: none"> • HH-Graph
	STUDIO71 <ul style="list-style-type: none"> • Login-based • Content-based 		SPECIAL INTEREST <ul style="list-style-type: none"> • Site • Channel 		RETARGETING <ul style="list-style-type: none"> • User/Device IDs 	

QUALITY IS IMPORTANT TO US – THAT'S WHY WE MONITOR ALL RELEVANT KPIS



Transparency & Security

We guarantee a detailed listing of rankings, secure data encryption, constant control of suspicious and crossborder traffic through the use of certified measurement tools.



Audience Verification

We measure the affiliation of users to booked campaign target groups using external analysis tools*. In addition, we constantly optimise the performance of your ads.



Impact accuracy

We achieve higher OTR uplifts through targeting on our premium content sites with maximum reach, which significantly increases the on-target rate, even with top target groups.

OUR TARGETING SOLUTIONS

The background features a dark, almost black, space filled with a complex network of glowing teal lines and dots. These lines form a series of wavy, undulating paths that recede into the distance, creating a sense of depth and movement. The dots are scattered throughout, some appearing as bright points of light at the end of the lines, while others are smaller and less distinct. The overall effect is that of a data-driven, digital environment, possibly representing a network or a data visualization.

WATERFALL SETUP DELIVERS THE BEST POSSIBLE QUALITY WITH ADDRESSABILITY FOR ALL USERS - ALSO IN THE FUTURE



SOCIODEM TARGETING „FUTURE-PROOF“

1 STUFE

Hard Logins

>60%
7PASS LOGINS
ON JOYN



2 STUFE

Logins & IDs models



3 STUFE

Contextual Data models

COOKIELESS
READY

1ST PARTY DATA EFFECT: HIT RATE IN THE TARGET GROUP INCREASES

RESULT OF A/B TESTING WITH DIFFERENT PROPORTIONS OF FIRST PARTY DATA

On-Target-Rate Uplift with high 7Pass percentage

Broad target group

+10%

M/F/E 18-59 J.



Peak target group

+28%

M/F/E 18-29 J.

SPOTON: DATA

ONLY HARD REAL USER DATA IN OVER 150 DATA SEGMENTS

FACTUAL DATA



STUDIO71

PREMIUM ENVIRONMENTS FOR MAXIMUM ADVERTISING
IMPACT IN OUR YOUTUBE NETWORK

<300
YouTube Channels

Reaches about

20MIO
unique user monthly
in germany

OUR TARGETING OPTIONS



Curated environment rotations such as **target groups & special interest rotations**



SozioDem targeting based on
YouTube login data



100% Premium, 100% Brandsafe
S71 offers the highest quality guarantee



Use of **audience segments** such as
SpotOn: Data or **CrossDevice** for granular
target group targeting

CROSSdevice

CROSSDEVICE ENABLES A DEVELOPMENT OF TV/DIGITAL CAMPAIGNS

PROGRAMMATIC

INCREMENTAL

Digital expansion of linear TV campaigns to increase net reach

REMINDER

Digital retargeting of already reached TV households for contact optimisation & storytelling

I/O - FULL SERVICE

X:TEND

Efficiently build maximum incremental reach from TV to social media through enhanced CrossDevice data model



Audience **TRANSFER**

BRING YOUR OWN DATA

USE OF OWN 1ST PARTY CUSTOMER DATA

- ✓ for the targeted approach of **established customers**
- ✓ for the targeted approach of **new customers**

USE OF PARTNER DATA

- ✓ for the targeted address of your **desired target group**

**USE ON THE BIG SCREEN THANKS TO
CROSS DEVICE TECHNOLOGY**



TARGET GROUP EXPANSION - JOYN REACHES TARGET GROUPS FROM THE WHOLE FAMILY

EXPAND TALENTS & LIVE EVENTS

- New target groups for **more growth**
- **New flagship formats**
- **Creativity-oriented content** and interactivity

TV & LIBRARY IMPROVEMENT

- Extension of the **Joyn Original**
- Exclusive **P7S1 previews**
- Selected **US premium content**
- Attractive **FAST channels**

AMPLIFY LIVE TELEVISION, NEWS AND SPORT

- **Consolidation of partners' live TV**
- **Local News**
- **Relevant sports content**

KIDS & YOUNG GENERATION
(4 – 29)



ADULTS
(29 – 59)



BEST AGERS
(59+)



Number of viewers

Our **multi-faceted content strategy** will enable us to **maximise reach** across our platform universe.

BEST AGERS - THE TARGET GROUP OF THE FUTURE WE GROW WITH THE TREND & GENERATE MORE REACH

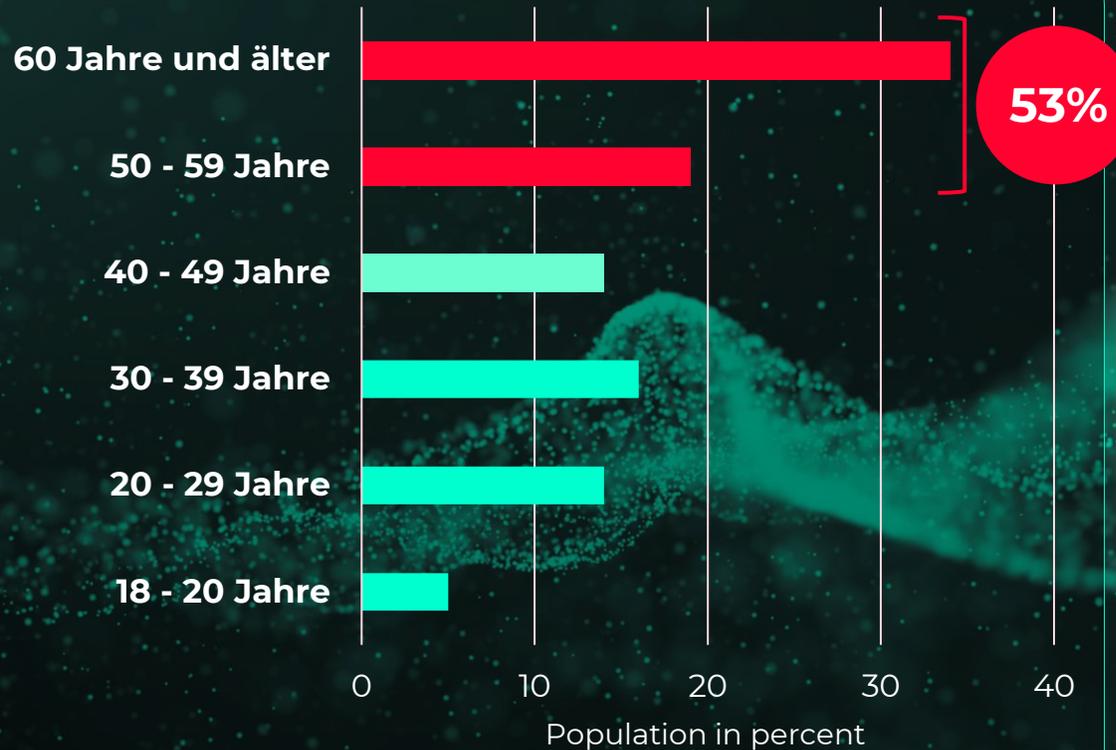
FACTS

53% OF THE GERMAN POPULATION ARE OVER 50 AND OLDER

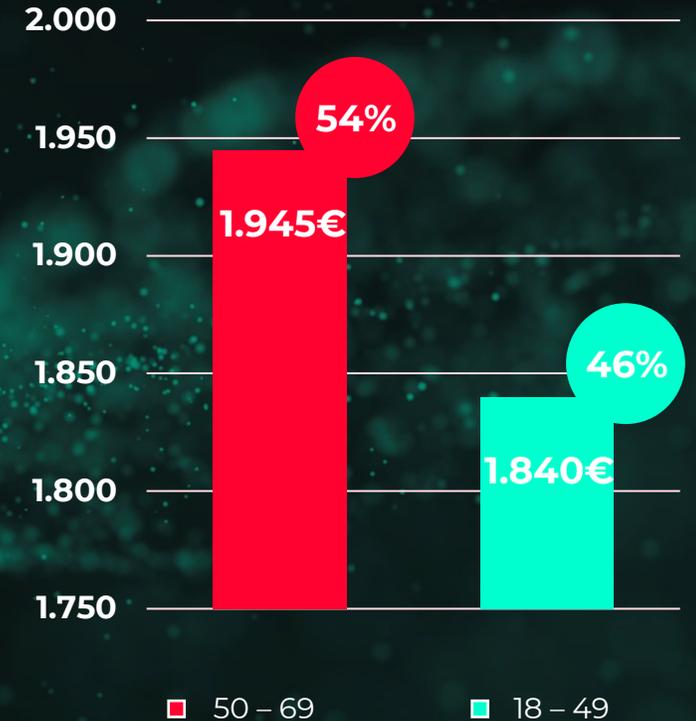
THE AVERAGE AGE OF THE GERMAN POPULATION IS 44.7 YEARS

THE GERMAN AVERAGE AGE ON TV IS 49 YEARS

AGE STRUCTURE OF THE POPULATION IN GERMANY 2021*



ABSOLUTE INCOME OF PERS. NET INCOME**



50+ THE TARGET GROUP OF THE FUTURE

HIGHLY RELEVANT & ATTRACTIVE TARGET GROUPS FOR BRANDS & BRANDS



HIGH SPENDING TARGET GROUP/HIGHEST INCOME



TENDS TO BE LARGEST HOUSEHOLDS



PRICE & QUALITY CONSCIOUS



LONG & LOYAL BRAND ORIENTATION*

CONSUMER BEHAVIOUR

50+ target group representative of almost 50 percent of consumer spending, and rising.

20- 49 age group is not considered a "high-growth target group" in any consumer goods sector.**

MEDIA USAGE

With the ageing population structure in Germany, the media use and openness of this target group towards new platforms and devices is also increasing.

INTERESTS

Popular interests are Travel & Wellness, Furnishings & Home, Care & Health and FMCG products.



1ST PARTY DATA EFFEKT: 7PASS LOGINS LIEFERN OTR UPLIFT IN ALLEN ZIELGRUPPEN

FYI – hier kommt noch ein Chart seitens Marketing

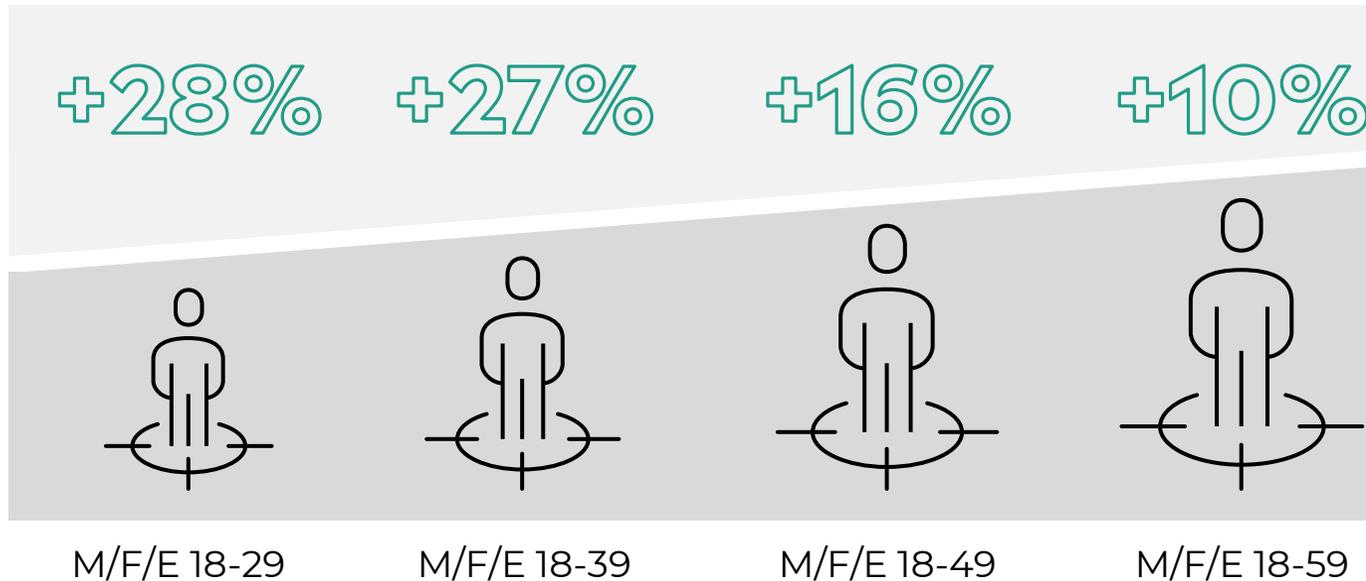
OTR Uplift mit hohem 7Pass Anteil

Angaben in %

A/B Test mit 7Pass Anteilen von

A) >38% der Ad Impressions

B) <10% der Ad Impressions



Spitze Zielgruppe

Geringer Strukturanteil,
i.d.R. niedrige OTR,
höhere pot. Steigerung

Breite Zielgruppe

Hoher Strukturanteil,
i.d.R. hohe OTR,
geringere pot. Steigerung