



Ohjelmallisen ostamisen kohderyhmämerkisteet

25.10.2016

Rikasta ohjelmallisen ostamisen kampanjasi Rikastamon laadukkailla datakohdennuksilla.

Kohdennukset löytyvät sekä Googlen että Adformin ostotyökaluista. Lue lisää Rikastamosta: aller.fi/rikastamo

Innostuitko? Näitä saa myös lisää! Ota yhteys: online trafiikki@aller.fi



Demographics	CPM
Age 15–19	0,50 €
Age 20–24	0,50 €
Age 25–29	0,50 €
Age 30–34	0,50 €
Age 35–39	0,50 €
Age 40–44	0,50 €
Age 45–49	0,50 €
Age 50–54	0,50 €
Age 55–59	0,50 €
Age 60–64	0,50 €
Age 65–69	0,50 €
Age 70+	0,50 €
Gender - Male	0,50 €
Gender - Female	0,50 €



Human360	CPM
Food360 - 1.0 Origin and raw-material conscious home cooks	1,79 €
Food360 - 2.0 Foodies seeking for comprehensive well-being	1,79 €
Food360 - 3.0 Hedonists	1,79 €
Food360 - 4.0 Exercise- and health-focused	1,79 €
Food360 - 5.0 Domestic food with ease	1,79 €
Food360 - 6.0 Favoring tank-up with ready meals	1,79 €
Exercise360 - 1.0 Exercise conscious	1,79 €
Exercise360 - 2.0 Appearance conscious exercisers	1,79 €
Exercise360 - 3.0 Traditional exercisers	1,79 €
Exercise360 - 4.0 Couch potatoes	1,79 €
Health360 - 1.0 Gloomers	1,79 €
Health360 - 2.0 Lone wolves	1,79 €
Health360 - 3.0 Candid	1,79 €
Health360 - 4.0 Passives	1,79 €
Member360 - 1.0 Divorced	1,79 €
Member360 - 1.1 Divorced experientials	1,79 €
Member360 - 1.2 Divorced performers	1,79 €
Member360 - 2.0 Moderates	1,79 €
Member360 - 2.1 Moderate conventionalists	1,79 €
Member360 - 2.2 Moderate responsables	1,79 €
Member360 - 3.0 Candid	1,79 €
Member360 - 3.1 Candid ruminants	1,79 €
Member360 - 3.2 Candid spirituals	1,79 €
Member360 - 3.3 Candid searchers	1,79 €
Member360 - 4.0 Loyal	1,79 €
Member360 - 4.1 Loyal actives	1,79 €
Member360 - 4.2 Loyal scholars	1,79 €
Member360 - 4.3 Loyal spirituals	1,79 €



Socioeconomics	CPM
Income Class - Under 26000e	0,89 €
Income Class - 26 000–49999e	0,89 €
Income Class - 50 000e +	0,89 €



Interests	CPM
Automobiles - All	1,00 €
Automobiles - Family cars	1,79 €
Automobiles - Sport utility vehicles	1,79 €
Automobiles - Small family cars	1,79 €
Automobiles - Compact midsize luxury auto	1,79 €
Beauty treatment - All	1,00 €
Beauty treatment - Cosmetics	1,79 €
Beauty treatment - Fragrances & perfumes	1,79 €
Home & House - All	1,00 €
Home & House - Bathroom design	1,79 €
Home & House - Kitchen design	1,79 €
Home & House - Single-family houses	1,79 €
Home & House - Apartment buyers	1,79 €
Home & House - Apartment sellers	1,79 €
Home & House - Interior design	1,79 €
Home & House - Building and prefabricated homes	1,79 €
Home & House - Moving	1,79 €
Travel - All	1,00 €
Travel - Travel & Canary Islands	1,79 €
Travel - Travel & Thailand	1,79 €
Travel - Cruises	1,79 €
Travel - Domestic travel	1,79 €
Economy & Business - All	1,00 €
Economy & Business - Consumer loans	1,79 €
Economy & Business - Housing loans	1,79 €
Economy & Business - Investment	1,79 €
Economy & Business - Financial trouble	1,79 €
Economy & Business - Quickie loans	1,79 €
Economy & Business - Office products & recycling	1,79 €
Economy & Business - Apartment - Housing loans	1,79 €
Economy & Business - Online Investor 30k	1,79 €
Economy & Business - Small and medium enterprise	1,79 €
Economy & Business - Private Banking - Growing Small Business	1,79 €
Food - All	1,00 €
Food - Food & holidays, vacations & celebration	1,79 €
Food - Food & vegetarianism	1,79 €
Health - All	1,00 €
Health - Personal welfare	1,79 €
Health - Weight loss and Weight watching	1,79 €
Health - Natural products	1,79 €
Health - Aging	1,79 €
Health - Health care services	1,79 €
Health - Eyesight eye doctor	1,79 €
Health - Yoga	1,79 €



Interests	CPM
Health - Incontinence	1,79 €
Health - Pain	1,79 €
Family & Parenting - All	1,00 €
Family & Parenting - Infants	1,79 €
Family & Parenting - Preschoolers	1,79 €
Family & Parenting - First grade schoolers	1,79 €
Family & Parenting - First cell phone & Operator	1,79 €
Family & Parenting - Aging parents	1,79 €
Family & Parenting - Devices for seniors	1,79 €
Family & Parenting - Children's clothing	1,79 €
Pets - All	1,00 €
Pets - Cats	1,79 €
Pets - Dogs	1,79 €
Pets - Animals and environment	1,79 €
Technology - Consumer electronics	1,79 €
Technology - Network operator change	1,79 €
Technology - Video games	1,79 €
Recruiting - All	1,00 €
Recruiting - Household cleaning services	1,79 €
Fashion - All	1,00 €
Fashion - Fashion and beauty	1,79 €
Fashion - Women's Fashion	1,79 €
Fashion - Men's Fashion	1,79 €
Fashion - Youth fashion	1,79 €
Fashion - Fashion and design	1,79 €
Fashion - Street fashion	1,79 €
Fashion - Fashion events	1,79 €
Sport - All	1,00 €
Sport - Gambling	1,79 €
Sport - Football	1,79 €
Sport - Ice Hockey	1,79 €

Digital characters	CPM
Time spenders	1,79 €
Everyday life spenders	1,79 €
Conventional traditionalists	1,79 €
Stabile substance oriented	1,79 €
Trend aware shoppers	1,79 €
Urban thrill seekers	1,79 €
Culture cultivators	1,79 €
Struggling bargain hunters	1,79 €
Suburban everyday with trendy spices	1,79 €
Technological early birds	1,79 €

Yhteistyössä:



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