

Shopping Segments

As we step into the highly shopping-intensive fourth quarter, advertisers are preparing for a substantial boost in sales.

This period presents a prime opportunity to connect with new and existing consumers who are enthusiastic about shopping and ready to make various purchases. emetriq understands the importance of reaching the right audience during this season and permanently optimizes its segment offerings to empower your targetings. We provide highly precise segments to reach audiences with high purchasing power and interest in shopping.

Segment Name	Segment Size
emetriq income: 1.500 - 2.000 €	30.000.000
emetriq income: 2.500 - 4.000 €	36.000.000
emetriq income: 4.000 € +	19.000.000
emetriq hobbies and intrests: toys	4.000.000
emetriq household: household budget manager @GfK extended	15.500.000
emetriq purchasing power: highest @adality extended	1.000.000
emetriq purchasing power: high @adality extended	2.500.000
emetriq purchasing power: powershopper @adality extended	2.000.000
emetriq interest: gifts for men	1.000.000
emetriq interest: gifts for women	1.000.000
emetriq interest: gifts for kids	1.000.000
emetriq shopping: online shopping	12.000.000
emetriq shopping: price comparsion	5.000.000
emetriq shopping: bargain hunter	5.000.000
emetriq shopping: electronics	8.000.000
emetriq special: black friday & black week	10.000.000
emetriq special: cyber monday	10.000.000
emetriq special: christmas	8.000.000
emetriq special: christmas gift ideas	2.500.000
emetriq special: gift ideas	5.000.000
emetriq style and fashion: beauty	2.500.000
emetriq style and fashion: luxury	500.000
emetriq style and fashion: mens fragrance	900.000
emetriq style and fashion: womens fragrance	2.000.000
emetriq shopping: jewelry accessoires @gutefrage.net	5.000.000

Segment Name
emetriq electronic: smartphone & tablets contextual
emetriq home and garden: interior design contextual
emetriq shopping: online shopping contextual
emetriq style and fashion: beauty contextual
emetriq electronic: general contextual
emetriq electronic: computer contextual
emetriq electronic: hifi & tv contextual
emetriq electronic: smart home contextual

Your target group is not included?

Contact sales@emetriq.com with your briefing and we will create your custom audience - available as ID or as contextual segment.

www.emetriq.com