# Active Audience Report
30.06.2023 (report date)

**digiseg**
targeting & measurement

**CLIENT LOGO HERE**

# client

campaign name

**campaign dates**

+45 42 22 81 34  |  support@digiseg.io  |  www.digiseg.io

## Table of Contents

# Campaign Details

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**Start**
2023-06-07

**Extraction Date**
2023-06-30

**Impressions**
1,005,264

Campaign name: **XXX**

Campaign ID: **XXX**

Organization: **XXX**

This Active Audience Report allows you to build user profiles corresponding to the measured event. With a better understanding of your ideal audience, you can then optimize your campaign targeting for better results.

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## Overview

| | Affinity | Delivery |
|---|---|---|
| Neighborhood Type: **Village** (115) OR **Countryside** | 190 | 67% |
| Tech Level in the household: **Medium** (136) OR **High** | 184 | 87% |
| Education: **Basic** | 150 | 30% |
| Household Income: **Poorer (lowest 20%)** | 133 | 15% |
| Home Type: **House/Semi-detached** | 115 | 68% |
| Cars in the household: **1 car** (113) OR **2 or more** | 114 | 67% |
| Building Age: **from 1995 till today** | 113 | 45% |
| Home Ownership: **Own** | 112 | 66% |
| Lifecycle: **Pensioners** (106) OR **Older families** | 110 | 41% |
| Children in the household: **1 children** | 110 | 22% |
| Living Space M2: **80-119 m2** (105) OR **120+ m2** | 107 | 77% |
| Savings: **Smaller Savings** (103) OR **No Savings** | 104 | 84% |

# Recommended Audiences

| | |
|---|---|
| **Village OR Countryside**<br><br>Neighborhood Type | **Medium OR High**<br><br>Tech Level in the household |

For this specific campaign, we recommend combining the following segments:

**Neighborhood Type - Village** <u>OR</u> **Countryside.** Both segments inside the category have high affinity, and combined, the delivery is almost 70%.

**AND**

**Tech Level in the household: Medium** <u>OR</u> **High.** Both segments inside the category have high affinity, and combined, the delivery is almost 90%.

If you want to focus more on performance than reach, you can narrow down the audience even more by adding **Basic Education** (taking into consideration, though, that it has a limited reach of 30%).

# Deep dive

full distribution and affinity of your audience
on the 12 household characteristics

# How to use the report

**Delivery**
How impressions were distributed across segments within a category.

**Affinity**
This index measures delivery against the population baseline (0). For a **campaign,** use it to evaluate how well a campaign performed in reaching the target. For a **website** or **publisher**, use it to see what segments make up your most engaged audience.
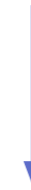
## DELIVERY
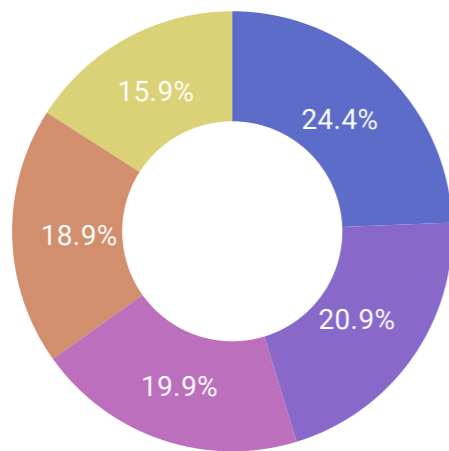
**Household Income**

- Prosperous households (Highest 60-80%)
- Comfortable households (Middle 40-60%)
- Less affluent (Lowest 20-40%)
- Wealthy households (Top 20%)
- Poorer households (Lowest 20%)

Pie chart values: 24.4%, 20.9%, 19.9%, 18.9%, 15.9%

## AFFINITY

**Baseline 0 = Average Internet Population**

| Segment | Affinity |
|---|---|
| Poorer households (Lowest 20%) | 33 |
| Prosperous households (Highest 60-80%) | 20 |
| Comfortable households (Middle 40-60%) | 0 |
| Wealthy households (Top 20%) | -5 |
| Less affluent (Lowest 20-40%) | -26 |

Axis: -30, -10, 10, 30

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## DELIVERY

**Neighbourhood Type**

- Village
- Suburban
- Countryside
- City

Village 38%
Suburban 29.3%
Countryside 18.6%
City 14.1%

## AFFINITY
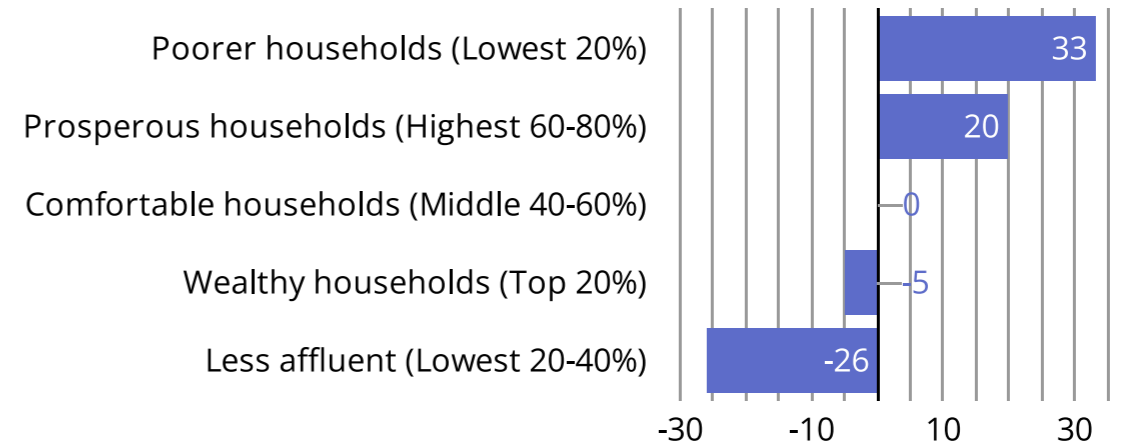
Baseline 0 = Average Internet Population
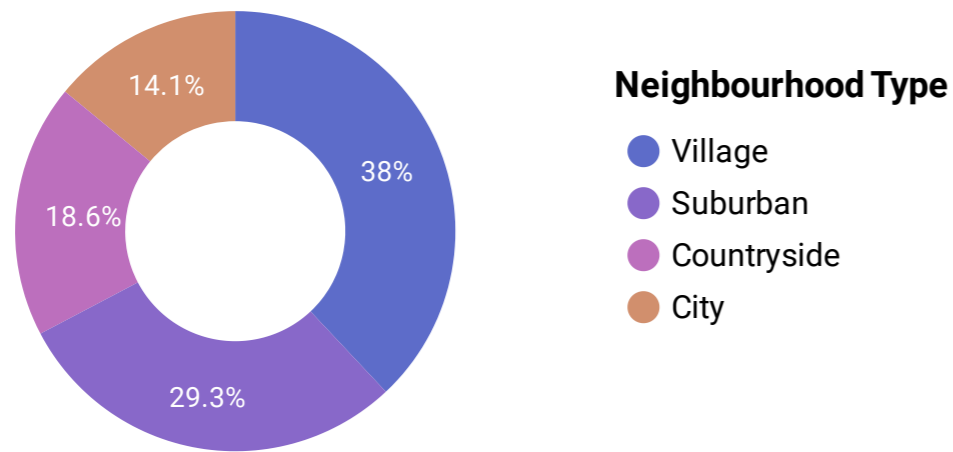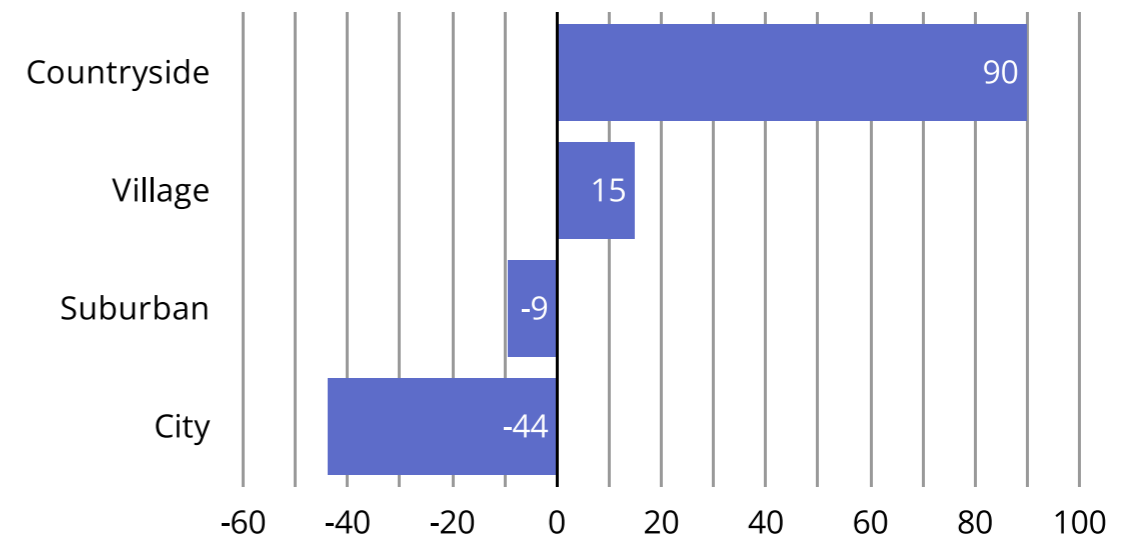
| Neighbourhood | Affinity |
|---|---|
| Countryside | 90 |
| Village | 15 |
| Suburban | -9 |
| City | -44 |

| Audience % | Village | Suburban | City | Countryside | Grand total |
|---|---|---|---|---|---|
| Impressions | 38.01 | 29.28 | 14.07 | 18.64 | **100** |
| Average Internet Population | 33.16 | 32.17 | 24.88 | 9.8 | **100** |

# Tech-Level in Household

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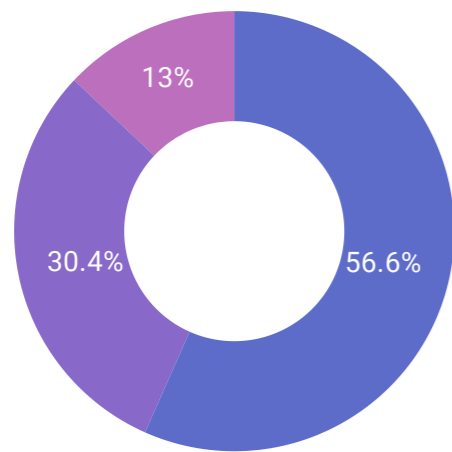
## DELIVERY



**Tech-Level in Household**

- ● High
- ● Medium
- ● Low

13%
56.6%
30.4%

## AFFINITY

Baseline 0 = Average Internet Population
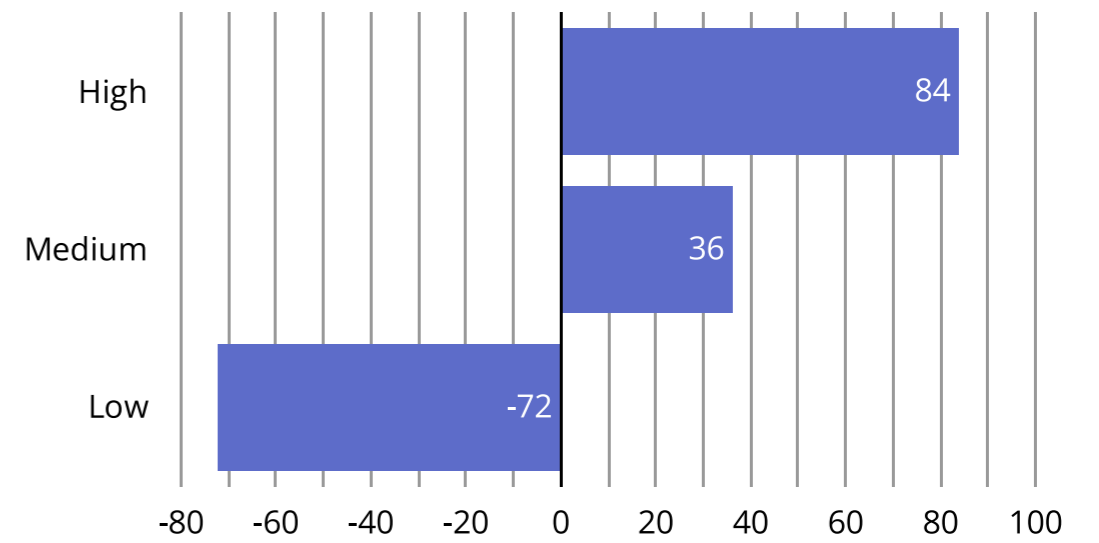


| | High | Low | Medium |
|---|---|---|---|
| | 84 | -72 | 36 |

| Audience % | High | Low | Medium | Grand total |
|---|---|---|---|---|
| Impressions | 56.64 | 12.96 | 30.4 | **100** |
| Average Internet Population | 31.05 | 46.88 | 22.07 | **100** |

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# Education

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## DELIVERY



**Education**

- Medium
- Basic
- Higher

42.8%
26.7%
30.5%

## AFFINITY

**Baseline 0 = Average Internet Population**
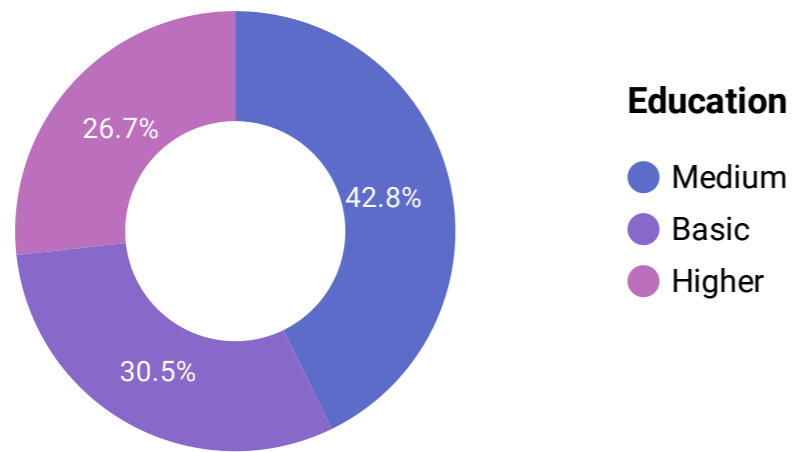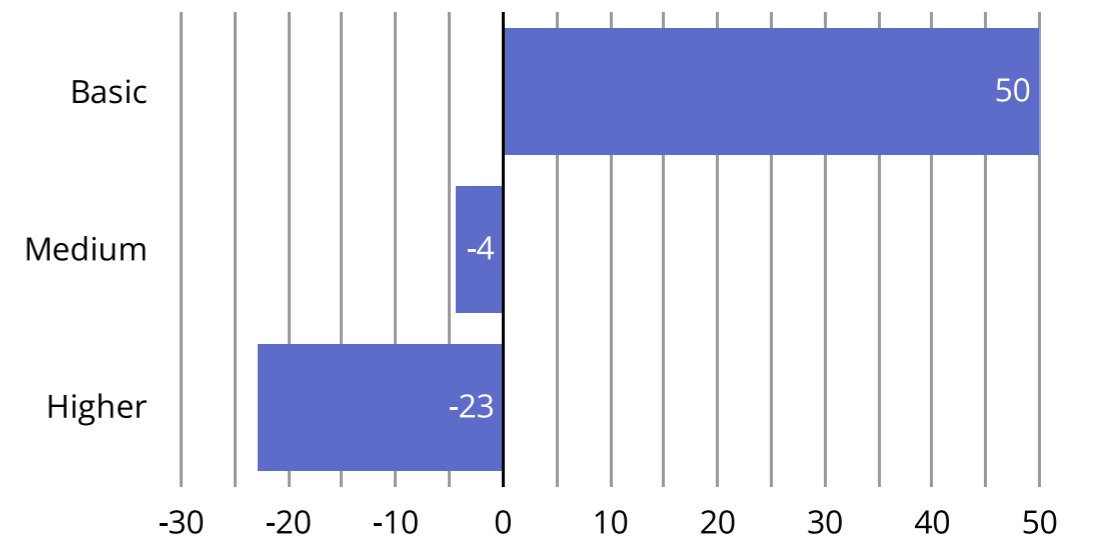


| | Value |
|---|---|
| Basic | 50 |
| Medium | -4 |
| Higher | -23 |

| Audience % | Medium | Higher | Basic | Grand total |
|---|---|---|---|---|
| Impressions | 42.79 | 26.72 | 30.48 | **100** |
| Average Internet Population | 44.8 | 34.87 | 20.33 | **100** |

# Household Income

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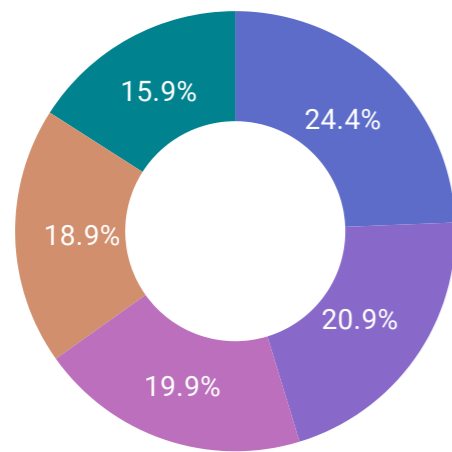
## DELIVERY

**Household Income**

- Prosperous households (Highest 60-80%)
- Comfortable households (Middle 40-60%)
- Less affluent (Lowest 20-40%)
- Wealthy households (Top 20%)
- Poorer households (Lo...

24.4%
20.9%
19.9%
18.9%
15.9%

## AFFINITY

Baseline 0 = Average Internet Population
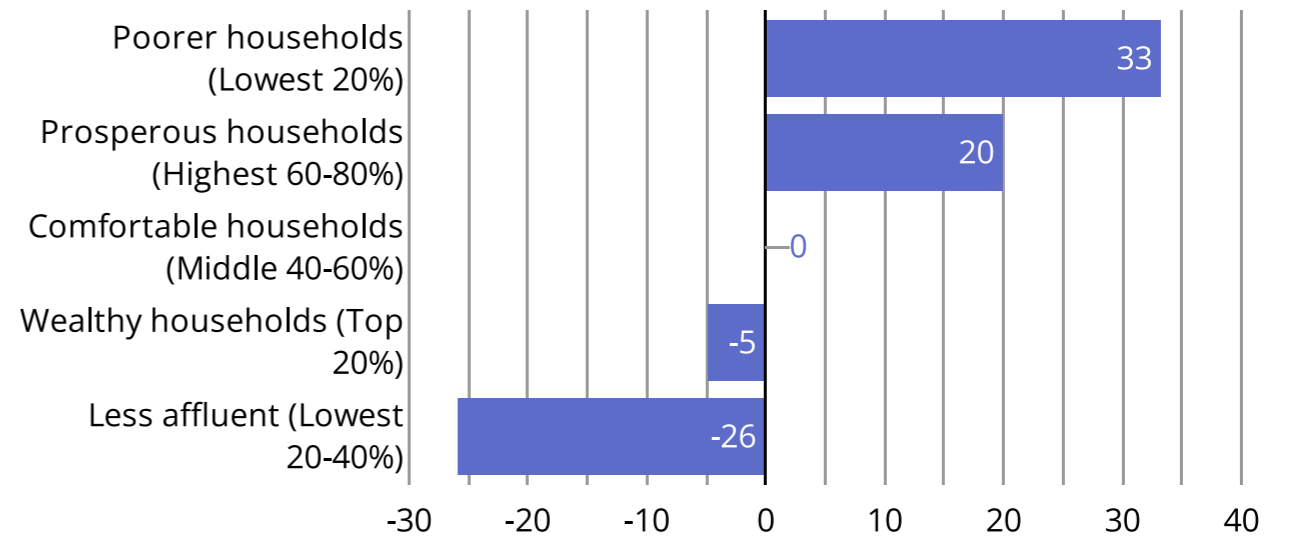
| Category | Value |
|---|---|
| Poorer households (Lowest 20%) | 33 |
| Prosperous households (Highest 60-80%) | 20 |
| Comfortable households (Middle 40-60%) | 0 |
| Wealthy households (Top 20%) | -5 |
| Less affluent (Lowest 20-40%) | -26 |

| Audience % | Less affluent (Lowest 20-40%) | Prosperous households (High... | Comfortable households (Mid... | Wealthy households (Top 20%) | Poorer households (Lowest 2... | **Grand total** |
|---|---|---|---|---|---|---|
| Impressions | 19.88 | 24.37 | 20.9 | 18.9 | 15.94 | **100** |
| Average Internet Population | 27.16 | 19.75 | 20.84 | 19.89 | 12.37 | **100** |

# Lifecycle

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## DELIVERY

### Lifecycle

- Young couples with children
- Older families and matured couples
- Families with school children
- Pensioners
- Young singles and couples

Delivery chart values:
- 22.8%
- 22%
- 20.1%
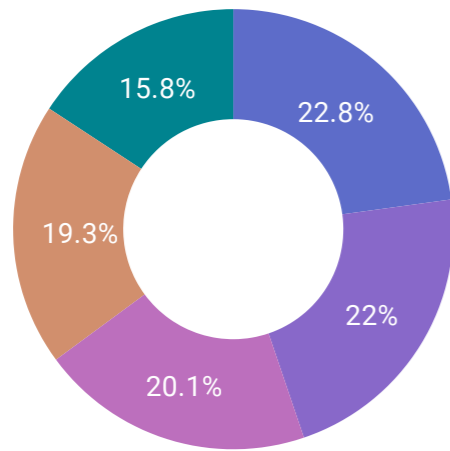- 19.3%
- 15.8%

## AFFINITY
**Baseline 0 = Average Internet Population**

| Lifecycle | Affinity |
|---|---|
| Older families and matured couples | 10 |
| Pensioners | 6 |
| Young singles and couples | 0 |
| Families with school children | -5 |
| Young couples with children | -8 |

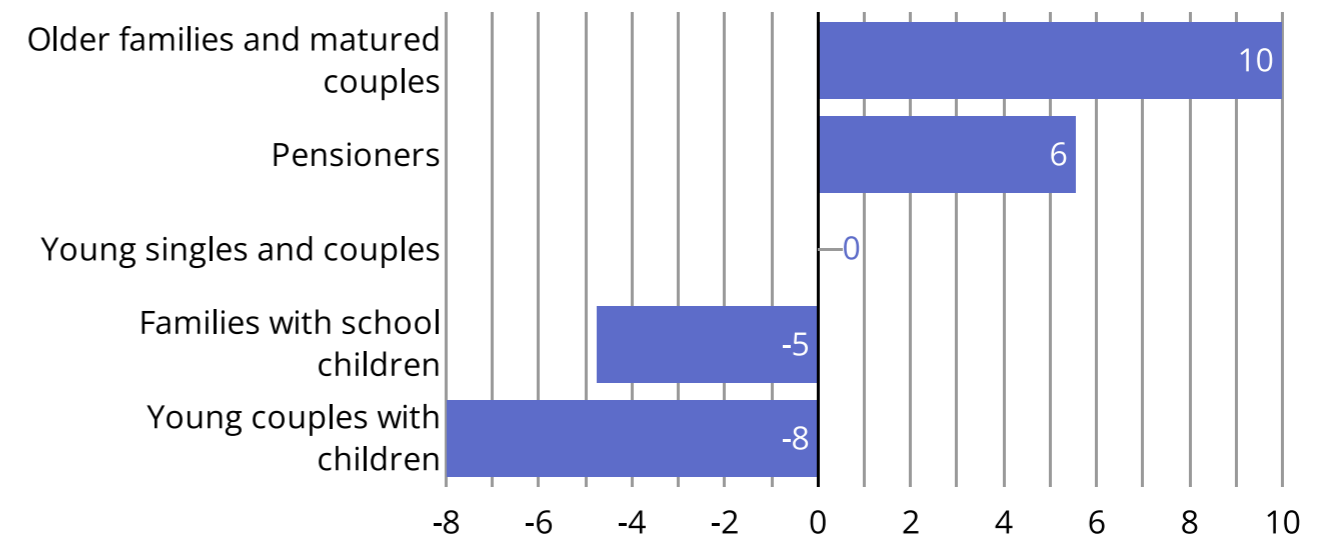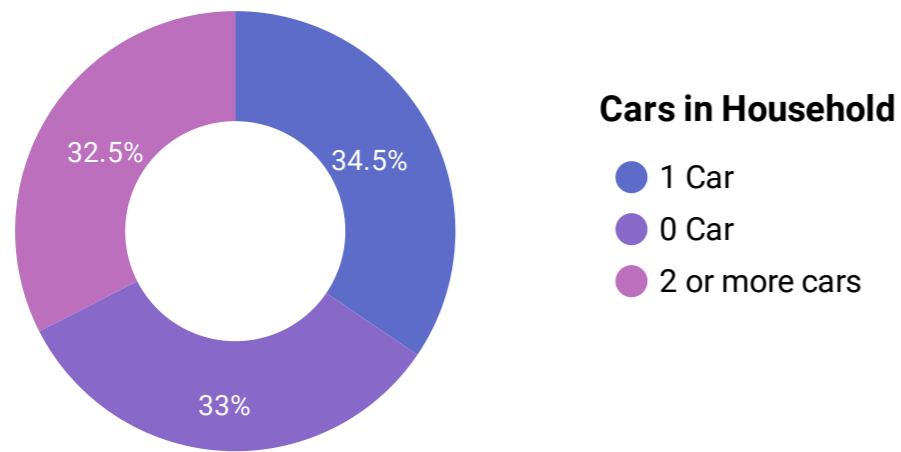| Audience % | Young couples with children | Older families and matured c... | Families with school children | Pensioners | Young singles and couples | **Grand total** |
|---|---|---|---|---|---|---|
| Impressions | 22.84 | 21.96 | 20.1 | 19.34 | 15.77 | **100** |
| Average Internet Population | 25.01 | 20.25 | 20.79 | 18.17 | 15.79 | **100** |

# Cars in Household

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## DELIVERY



**Cars in Household**

- 🔵 1 Car
- 🟣 0 Car
- 🟪 2 or more cars

34.5%
33%
32.5%

## AFFINITY

**Baseline 0 = Average Internet Population**



| | |
|---|---|
| 2 or more cars | 14 |
| 1 Car | 13 |
| 0 Car | -20 |

-20  -15  -10  -5  0  5  10  15
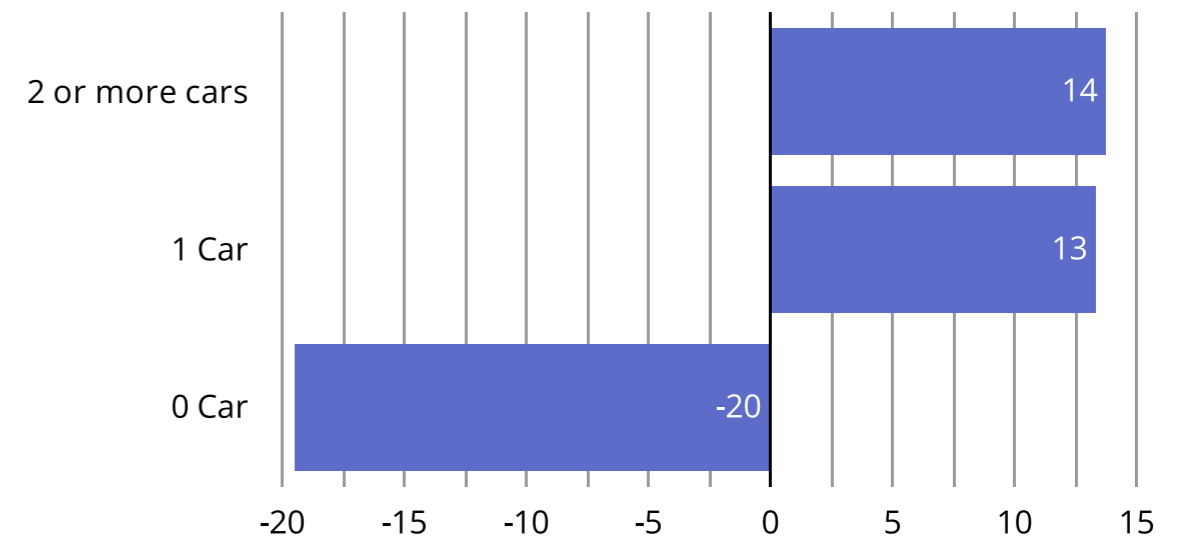
| Audience % | 0 Car | 1 Car | 2 or more cars | Grand total |
|---|---|---|---|---|
| Impressions | 32.98 | 34.5 | 32.52 | **100** |
| Average Internet Population | 40.89 | 30.31 | 28.8 | **100** |

# Home Ownership

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## DELIVERY



34.2%

65.8%

**Home Ownership**

- Own
- Rent

## AFFINITY

**Baseline 0 = Average Internet Population**



| Own | 12 |
| Rent | -17 |

-20  -15  -10  -5  0  5  10  15
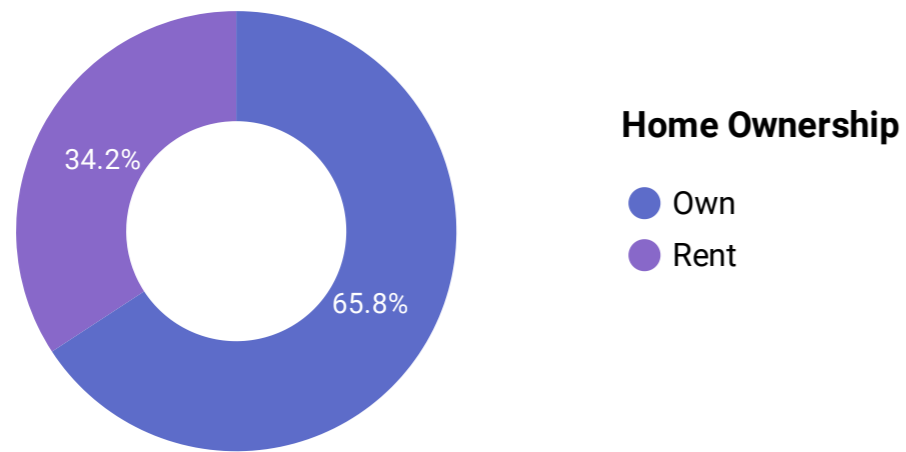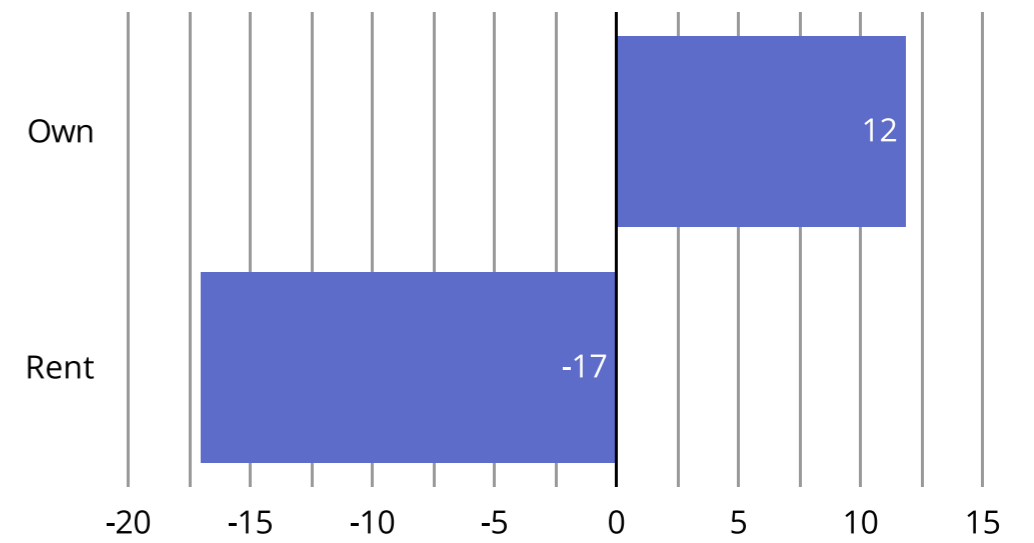
| Audience % | Own | | Rent | Grand total |
|---|---|---|---|---|
| Impressions | 65.79 | | 34.21 | **100** |
| Average Internet Population | 59.3 | | 40.7 | **100** |

# Children in the Household

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## DELIVERY
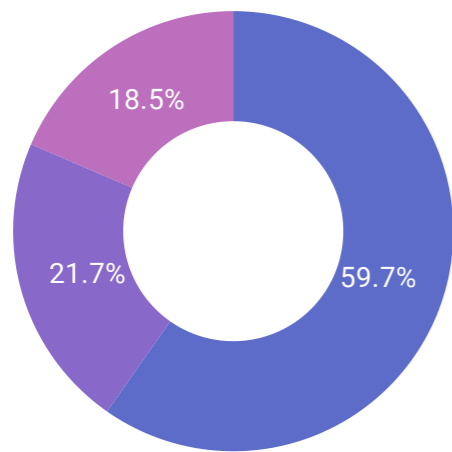
### Children in the Household

- Households without children
- Households with 1 child
- households with 2 or more children

18.5%
21.7%
59.7%

## AFFINITY

**Baseline 0 = Average Internet Population**
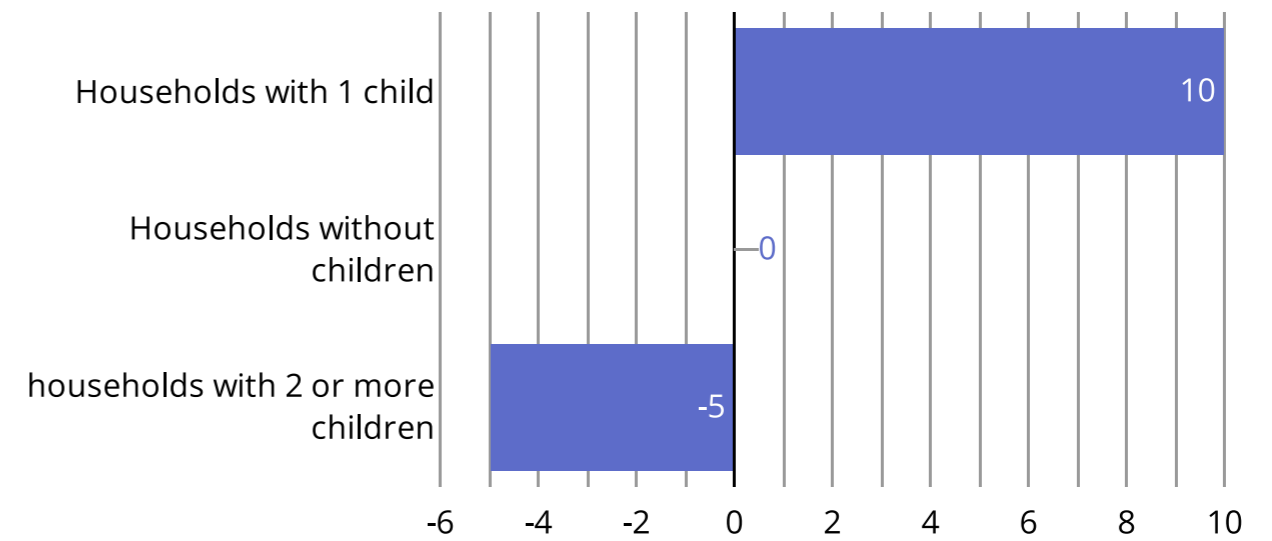
| | Affinity |
|---|---|
| Households with 1 child | 10 |
| Households without children | 0 |
| households with 2 or more children | -5 |

-6  -4  -2  0  2  4  6  8  10

| Audience % | Households without children | Households with 1 child | households with 2 or more children | Grand total |
|---|---|---|---|---|
| Average Internet Population | 60.37 | 19.93 | 19.7 | **100** |
| Impressions | 59.71 | 21.74 | 18.55 | **100** |

# Home Type

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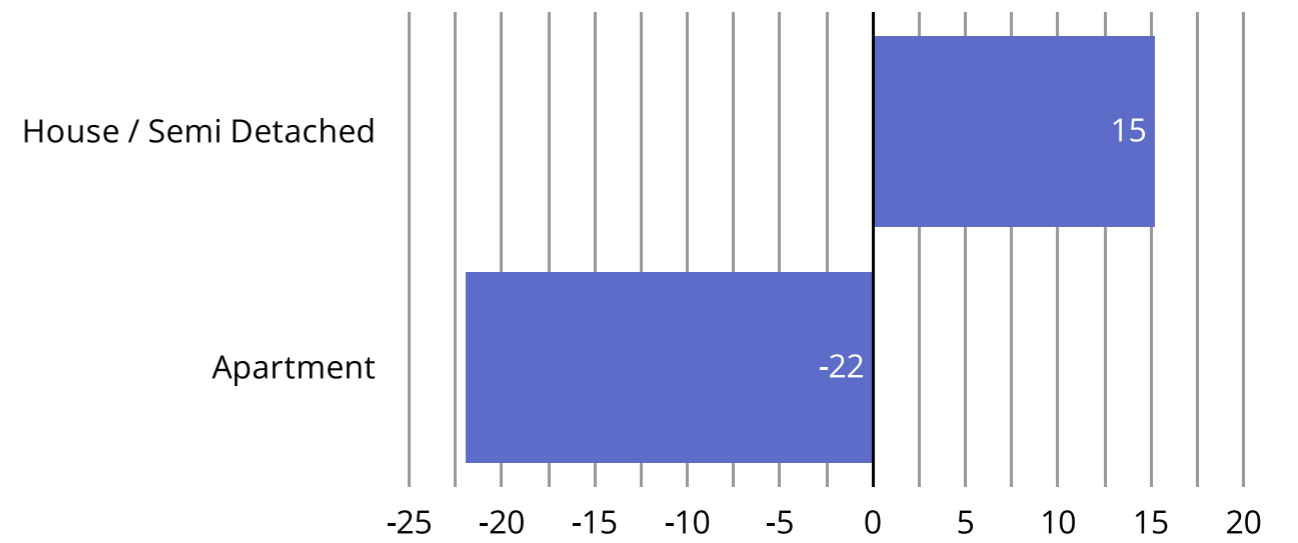targeting & measurement

## DELIVERY



32.4%

67.6%
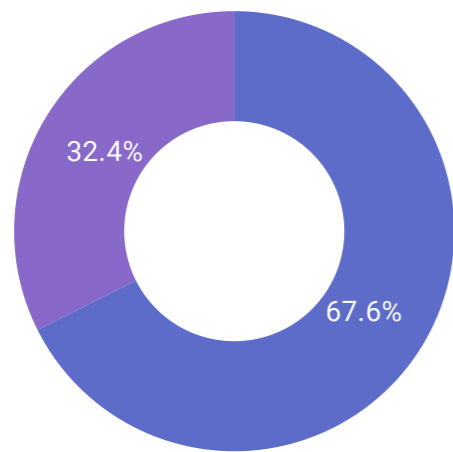
**Home Type**

- House / Semi Detached
- Apartment

## AFFINITY

**Baseline 0 = Average Internet Population**



| | House / Semi Detached | | Apartment | Grand total |
|---|---|---|---|---|
| Audience % | | | | |
| Impressions | 67.6 | | 32.4 | **100** |
| Average Internet Population | 59.37 | | 40.63 | **100** |

# Savings

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## DELIVERY



- 51.1%
- 32.4%
- 16.4%
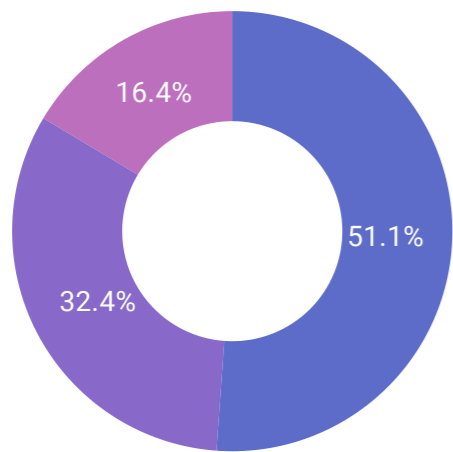
**Savings**
- ● No savings
- ● Smaller savings
- ● Larger savings (Top 20%)

## AFFINITY

Baseline 0 = Average Internet Population



| | No savings | Smaller savings | Larger savings (Top 20%) |
|---|---|---|---|
| No savings | 4 | | |
| Smaller savings | | 3 | |
| Larger savings (Top 20%) | -20 | | |

-20    -15    -10    -5    0    5
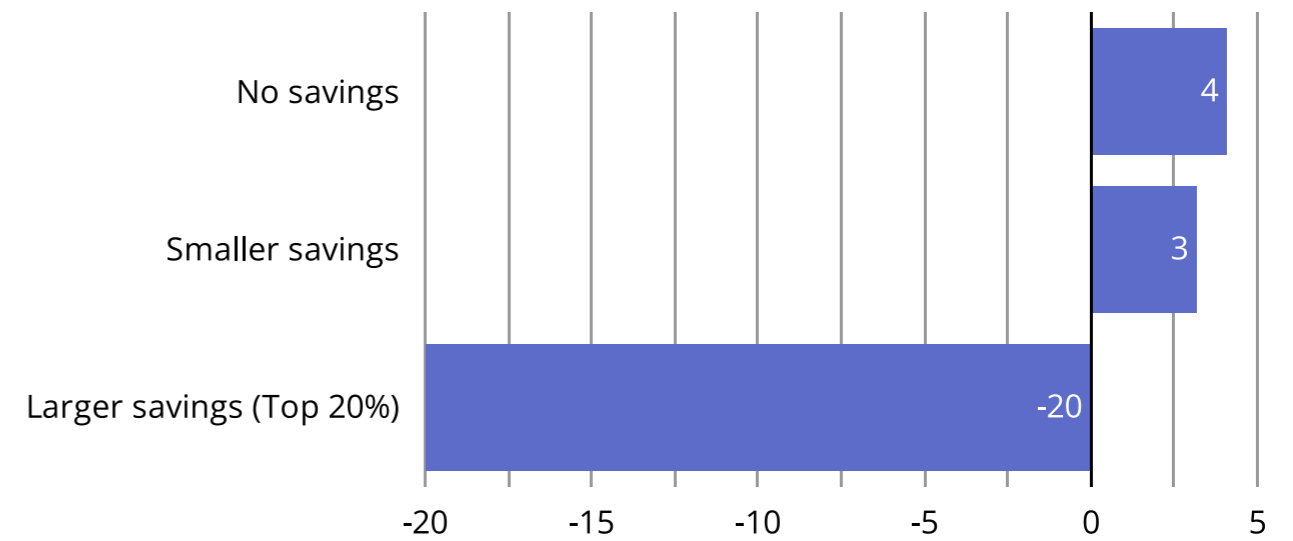
| Audience % | No savings | Smaller savings | Larger savings (Top 20%) | Grand total |
|---|---|---|---|---|
| Impressions | 51.14 | 32.44 | 16.42 | **100** |
| Average Internet Population | 48.85 | 30.94 | 20.21 | **100** |

# Building Age

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## DELIVERY



44.9%

15.1%

40%
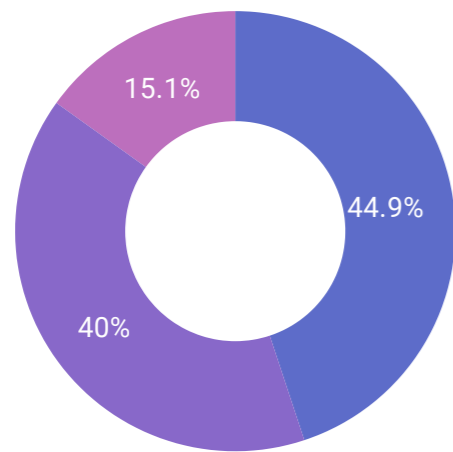
**Building Age**

- From 1995 till today
- 1945 - 1995
- Before 1945

## AFFINITY

**Baseline 0 = Average Internet Population**



| | |
|---|---|
| From 1995 till today | 13 |
| Before 1945 | -6 |
| 1945 - 1995 | -9 |

-10   -5   0   5   10   12.5
-7.5   -2.5   2.5   7.5
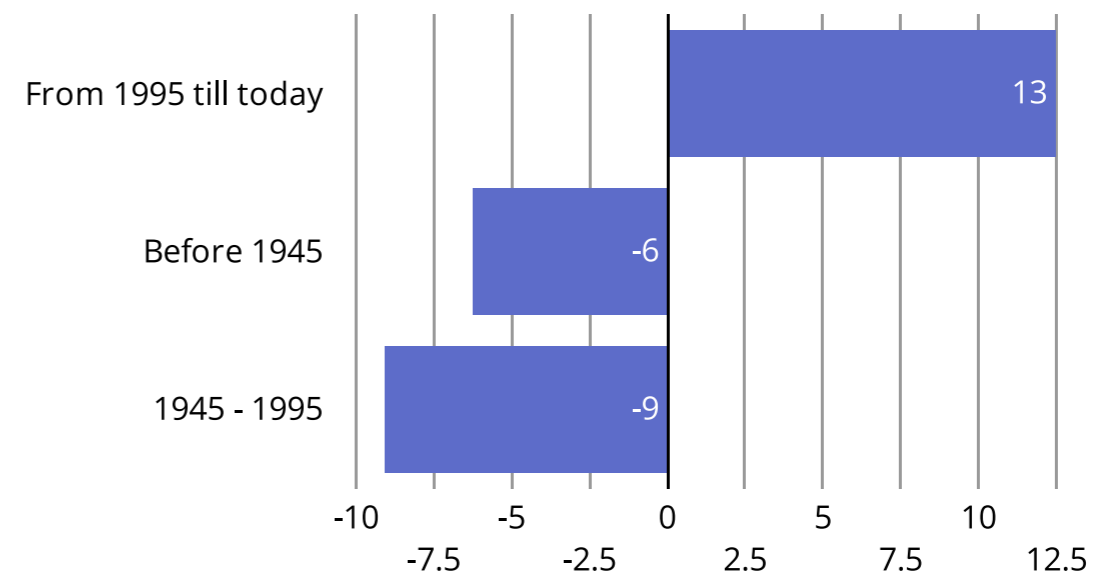
| Audience % | From 1995 till today | 1945 - 1995 | Before 1945 | Grand total |
|---|---|---|---|---|
| Impressions | 44.92 | 39.99 | 15.1 | **100** |
| Average Internet Population | 39.78 | 44.07 | 16.15 | **100** |

# Living Space M2

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## DELIVERY
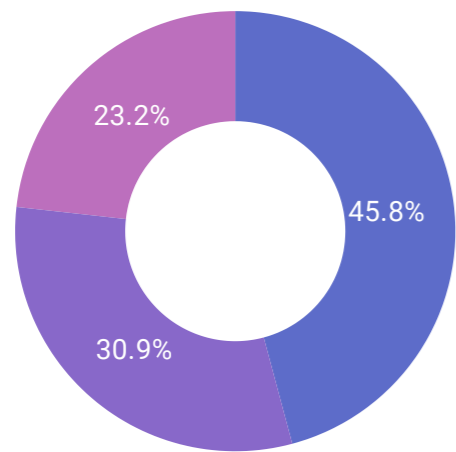
**Living space M2**

- 80 - 119 m2
- 120+ m2
- < 80 m2

45.8%
30.9%
23.2%

## AFFINITY

**Baseline 0 = Average Internet Population**

| Category | Value |
|----------|-------|
| 120+ m2 | 7 |
| 80 - 119 m2 | 5 |
| < 80 m2 | -18 |

(x-axis: -20, -15, -10, -5, 0, 5, 10)
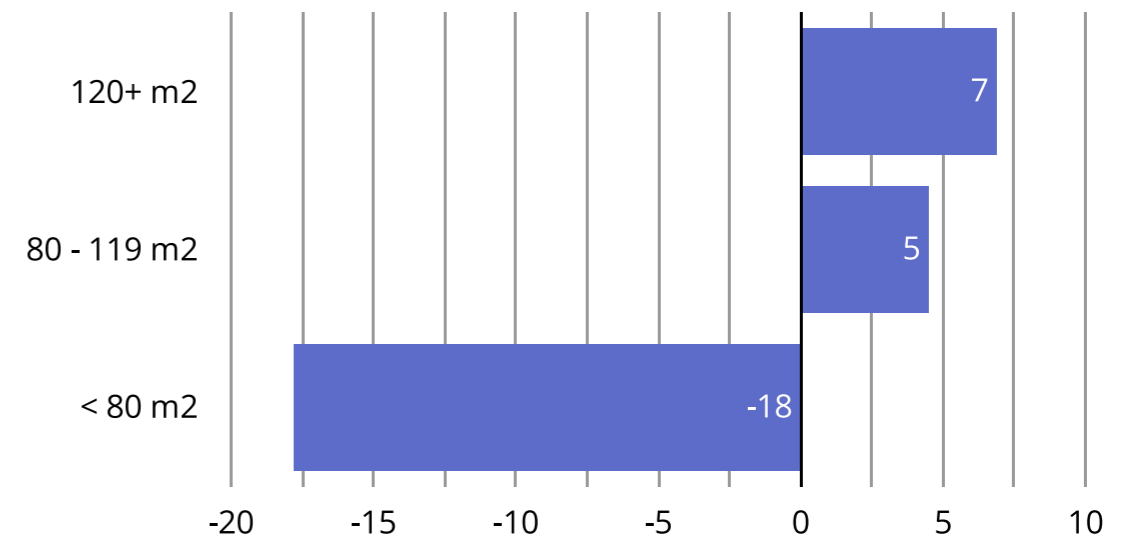
| Audience % | 80 - 119 m2 | 120+ m2 | < 80 m2 | Grand total |
|------------|-------------|---------|---------|-------------|
| Impressions | 45.83 | 30.93 | 23.24 | **100** |
| Average Internet Population | 43.62 | 28.68 | 27.7 | **100** |

# About Digiseg

Digiseg was founded in August 2015 on a unique idea: *Segment the Entire Internet*. To do that, we built an equally unique platform incorporating the Principles of Privacy-by-Design. We are and have always been Cookie- and Tracking-Free

We have segmented the Internet into 39 core audiences based on household characteristics using trusted sources like National Statistics Offices around the world. The audiences serve as a precise proxy for consumer needs and interests. They are used to evaluate campaigns and websites and can also be used to target online advertising.

Digiseg creates outstanding results for advertisers and publishers. We are one of the largest independent data providers in the world, specializing in cookie-less and tracking audiences.

**No cookies ▪ No tracking ▪ All devices ▪ Real needs**

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