



Targeting,
that goes further

First-party data from **21 million profiles** with well-maintained information. You decide who sees your message, based on a wide range of targeting criteria.

Targeting by professional attributes

Region

- D-A-CH
- Federal states, cities
- Radius targeting (Germany)

Gender

- Female
- Male
- All

Age group

- Freely definable

Career level

- Unemployed
- Students / Interns
- Entry Level
- Professional/Experienced
- Self-employed
- Manager/Supervisor
- Executive (VP, SVP, etc.)
- Senior Executive (CEO, CFO, President)
- Company owner / partner

Income level

- Under € 50,000
- € 50,000 – € 70,000
- € 70,000 – € 100,000
- € 100,000 – € 150,000
- € 150,000 or more

High job-change motivation

- Selectable or excludable

Universities and fields of study

- Freely definable

Employers

- Freely definable

Company size

- Self-employed
- 1 – 50 employees
- 51 – 200 employees
- 201 – 1,000 employees
- 1,001 – 5,000 employees
- 5,000 or more employees

Job titles and skills

- Freely definable

Industries

- Architecture and planning
- Automotive and vehicle manufacturing
- Banking and financial services
- Consulting
- Energy, water and environment
- Education and science
- Health and social
- Real estate
- Industry and mechanical engineering
- Internet and IT
- Consumer goods and trade
- Art, culture and sport
- Marketing, PR and design
- Media and publishing
- Civil service, associations and institutions

- HR services
- Pharmaceutical and medical technology
- Telecommunications
- Tourism and food service
- Transport and logistics
- Insurance
- Auditing, tax and law

Discipline

- All disciplines
- Analysis and statistics
- Consulting
- Purchasing, materials management & logistics
- Teaching, R&D
- Graphic design and architecture
- IT and software development
- Marketing and advertising
- PR and journalism
- Product management
- Process planning & QA
- Sales and commerce
- Administration
- Customer service
- Finance, accounting & controlling
- Health, medical and social
- Engineering and technical
- Management and corporate development
- HR
- Production and manufacturing
- Project management
- Legal
- Other

Unique in
the market

Maximum flexibility

Additionally available: Need custom targeting criteria?

Our Customer Success team can curate profile data on request – from interests and hobbies to specific skills.

Account Based Marketing: Upload lists of your target companies and use targeting (e.g. job title, career level) to reach the relevant employees.

High data quality

- ✓ **100.000 new profiles per month**
- ✓ **AI-powered data enrichment**
- ✓ **GDPR-compliant**