

AdLocal regional targeting of ADTECH turns the Internet into a local newspaper, available at major portals and ad networks. Book your target group locally, independent of the contact environment.



### AdLocal

## Regional Targeting

### Geographically precise user targeting

#### On-target selection

AdLocal targeting in Helios IQ: at up to six levels/country

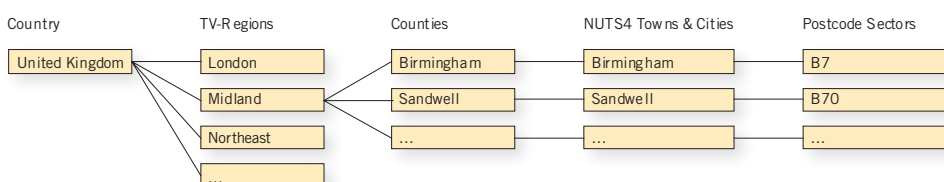
- UNITED KINGDOM
  - 3 digits postcodes
  - Counties
  - ITV-Areas
  - ACNielsen areas
  - NUTS4 Towns & Cities
  - Postal District
  - TV-Regions

The advertising you book is only shown to Internet users from the region you specify. Regional targeting by ADTECH exploits all the possibilities of target group advertising down to the city level: With region-specific content for real one-to-one marketing. For all of Europe!

AdLocal is one of the functions of Helios IQ – the next generation ad serving solution of ADTECH.

#### The advantages – how you can benefit from AdLocal:

- Detailed resolution of each country down to city level and postcodes
- Additional country-specific selection criteria from classical media planning such as TV-Regions for UK and ACNielsen areas for Germany
- High resolution rate for Regional Targeting through the combination of separate IP databases
- AdLocal Regional Targeting can be freely combined with all other targeting criteria in Helios IQ
- Fast and easy compilation of targeting regions by mouse-click



Logical structure for AdLocal regional targeting

### Regional Targeting – customised for every country

The many different countries which comprise Europe contain a variety of different „regional structures“, depending on the size and political character of the country in question. In Helios IQ you can choose up to five regional levels with media planning areas, area structures, cities and postal codes in order to make an exact geographic approach to the user.

One unique feature in „European Regional Targeting“ is the selection of classical marketing and sales areas for online marketing. In addition to the regional levels, AdLocal also implements country-specific selection criteria such as AC Nielsen areas and metropolitan areas in Germany, TV regions in the UK, and economic areas in Norway and Denmark.

#### Geographically exact user targeting

With ADTECH, geographically exact user targeting with online advertising is based on IP addresses. The IP geo-location databases of the market leader Quova form the foundation for the complex analysis of user IPs.

ADTECH's own IP technology is the second part. In order to localize an IP address, all databases are constantly cross-checked with one another. This ensures the greatest possible degree of accuracy and current data for Regional Targeting.

#### Permanent Optimisation

AdLocal relies on the technical analysis of Internet IP structures based on dial-in locations. By permanently optimizing data, AdLocal guarantees realistic and efficient analysis and evaluation.

#### AdLocal targeting in Helios IQ:

Drop-down lists and search term entry for cities: regional targeting is more comfortable than ever.



#### AdLocal Targeting Criteria

<b>USA</b>	States Counties
<b>United Kingdom</b>	TV-Regions Counties NUTS4 Towns Postcode
<b>Ireland</b>	Regions Counties DED's/Wards
<b>Germany</b>	Bundesländer Stadt- und Landkreis Gemeinden PLZ 2-Stellig ACNielsen Gebiete ACNielsen Ballungsräume
<b>Austria</b>	Bundesländer Bezirke Gemeinden PLZ 2-Stellig
<b>Switzerland</b>	Kantone Bezirke Gemeinden PLZ 2-Stellig

<b>Canada</b>	Regions Towns & Cities
<b>France</b>	Régions Départements Communes Codes postaux à 5 chiffres Codes postaux à 2 chiffres
<b>Denmark</b>	Ost/West Storebelt Amter Kommuner Postnummer
<b>Norway</b>	Landsdel Fylker Kommuner Postnummer
<b>Sweden</b>	Län Landskap Kommuner Postnummer

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