

A close-up portrait of a young man with light brown hair and a beard, smiling against a brick wall background. He is wearing a light-colored jacket. Three black text boxes are overlaid on the right side of the image, and a black text box is at the bottom left. The Havas logo is in the bottom right corner.

Christian

33 Jahre

Informatiker

Nutzt das Handelsblatt täglich

HAVAS



Würde Christian First Class fliegen?

THE
BACKPACKER
INTERN

HAVAS

A man with short brown hair, wearing a dark blue t-shirt and light-colored shorts, is sitting cross-legged on a large sand dune. He is wearing sunglasses and holding a mobile phone to his ear with his left hand. A black laptop is open on his lap. The background is a clear, bright blue sky. The overall scene suggests a professional working in a relaxed, outdoor environment.

Michael

37 Jahre

Manager

Und er?

HAVAS

A vintage metal watering can with a showerhead attachment, symbolizing outdated media advertising. The watering can is made of galvanized metal and has a long, curved spout that ends in a circular showerhead. The background shows a wooden building, green foliage, and a blue sky with light clouds.

Mediadusche noch zeitgemäß?

Es gibt doch Targeting!

HAVAS



ONE SIZE
DOES NOT
FIT ALL

... und es gibt kundenspezifisches Targeting

Data Management & Data Science



Vegane Braten...

FÜR DEN SAUCE

- 200 g Gemüse (Kartoffeln)
- 150 g Margarine
- 80 ml Wasser
- eine Prise Salz

FÜR DEN BELAG

- 400 g Seidentofu
- 400 g kleine Kirschtomaten
- 2 EL Olivenöl
- 1 EL Speisestärke
- 1 TL Salz
- 1 TL Kräuter der Provence
- 1 TL Knoblauch
- eine Prise Pfeffer (optional)

Egal wo?

Nicht ganz!

Umfeldtargeting

First Class – 1st Party Daten

Luxury Shoppers – 3rd Party Daten



Umsatzsteigerung

First Class – 1st Party Daten 60%

Luxury Shoppers – 3rd Party Daten 20%

Interaction Rate

+5%

Interaction Time

+14%

CTR

+20%



Bordkarte

Data Management

Data Science

Programmatic Technology

Premium Inventory

HAVAS