

An aerial, high-angle photograph of a large, modern building atrium. The floor is a dark, grid-patterned tile with a prominent, wavy, light-colored pattern that creates a sense of movement and depth. A dense crowd of people is scattered throughout the space, appearing as small, colorful dots from this perspective. In the bottom right corner, a glass-enclosed area, possibly a lounge or meeting space, is visible, showing some furniture and people sitting. The overall lighting is cool and blue-toned, emphasizing the architectural details and the scale of the space.

FIFTY5 ■ BLUE

AUDIENCE LIST

Refine your external targeting

TGI Connected Audiences

Optimise the value of TGI: Our digital solutions enable deeper audience understanding, enrichment and targeting.

No matter how your data is structured and stored, we offer full flexibility to connect TGI data to your assets in a **100% privacy-safe** manner.

Whether you are combining data in-house or directly looking at targeting TGI Audiences, we make sure all pathways can be at your disposal for an **effective online activation**.

Choose from hundreds of ready-made audiences - or build your own custom audiences using the thousands of available TGI data points - and connect them to the platforms that matter to you.

TGI is present in all key platforms via our onboarding & distribution partners.

Here are some examples:



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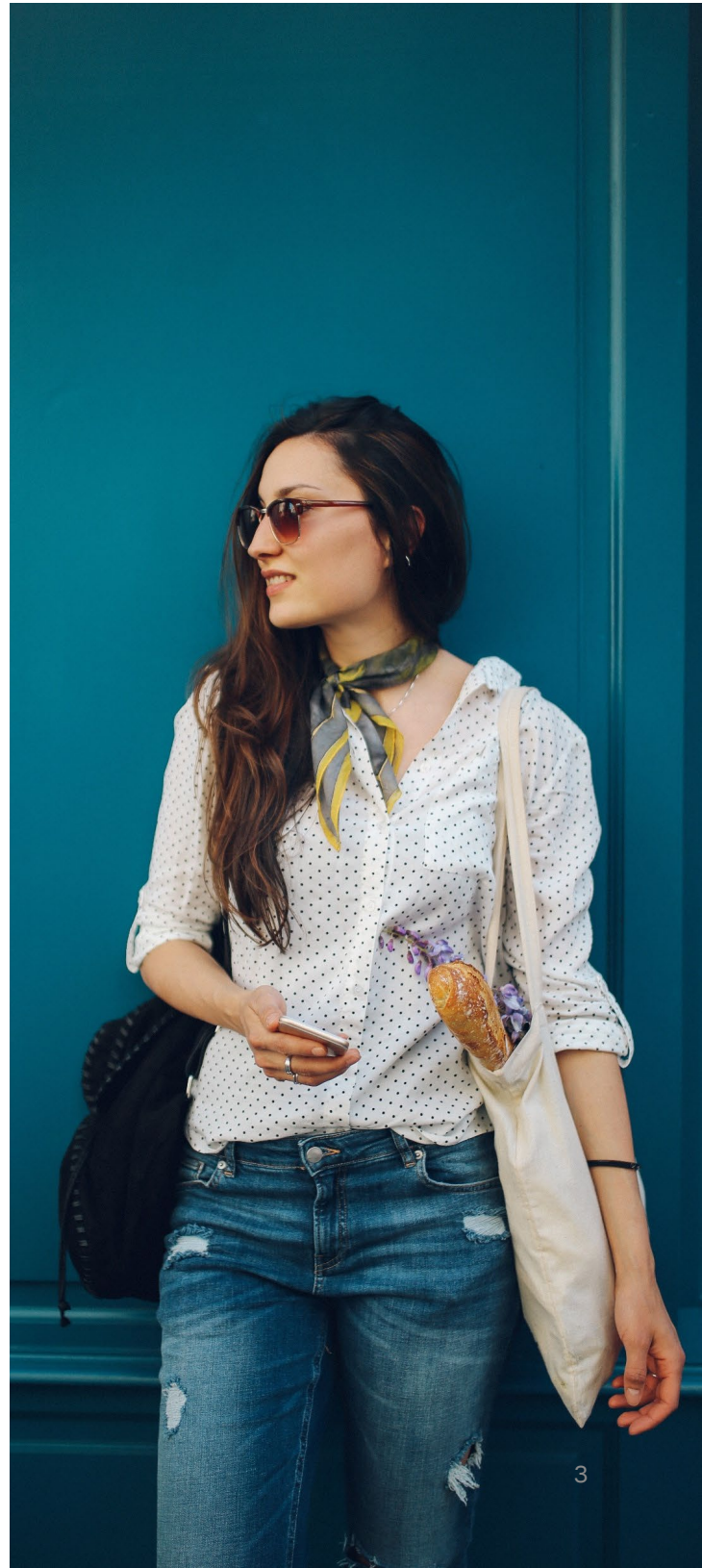


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1. AGE, GENDER & DEMOGRAPHICS

About TGI

Our Target Group Index (TGI) - helps brands to build a complete understanding of their customers and to target them effectively.

It all starts with consumers. Every year, TGI surveys over 700,000 real people in 40+ markets with a questionnaire that is unparalleled in the industry for its breadth and depth.

AGE AND GENDER

- Belongs to Generation X
- Belongs to Generation Z
- Belongs to Millennials gen
- Belongs to the baby boomers' gen
- Belongs to the pre-war gen

ATTITUDINAL PERSONA

- Have a blasé lifestyle
- Have a family-first lifestyle
- Have a home-orientated lifestyle
- Have an always-on-the-go lifestyle
- Have an image-conscious lifestyle
- Have an optimistic lifestyle
- Have an outgoing lifestyle

HOUSEHOLD COMPOSITION

- Cat Owner
- Dog Owner
- Female Main Shopper with Children Aged 1 to 18 Years
- Male Main Shopper
- Pet Owner

EMPLOYMENT STATUS

- Full Time
- Part Time
- Company Purchasing Decision Maker



1. AGE, GENDER & DEMOGRAPHICS

INCOME

- Less than 1000 Euros Monthly Net Household Income
 - 1000 to 1250 Euros Monthly Net Household Income
 - Up to 1250 Euros Monthly Net Household Income
 - 1250 to 1750 Euros Monthly Net Household Income
 - 1750 to 2250 Euros Monthly Net Household Income
 - 2250 to 3000 Euros Monthly Net Household Income
 - 3000 Euros or More Monthly Net Household Income
-
- 30.000 to 39,999 Euros personal income
 - 40.000 to 49,999 Euros personal income
 - 50.000 to 74,999 Euros personal income
 - 75.000 Euros or more personal income
-
- Looking to supplement personal income
 - Comfortable on present income
 - Chief Income Earner

LIFESTAGE

- Young Singles
- Newly Married
- Playschool Parents
- Primary School Parents
- Secondary School Parents
- Single Parents
- Hotel Parents
- Child Free Couples
- Empty Nester
- Mature Singles
- Senior Singles



2. AUTOMOTIVE



IN MARKET

- In Market for a vehicle in the Next 2 Years
- In Market for a Hybrid or Electric car
- In Market for a new vehicle
- In Market for a secondhand vehicle
- In Market for an Audi
- In Market for a BMW
- In Market for a Ford
- In Market for a Hyundai
- In Market for a Kia
- In Market for a Mazda
- In Market for a Mercedes Benz
- In Market for a Nissan
- In Market for an Opel
- In Market for a Peugeot
- In Market for a Renault
- In Market for a Seat
- In Market for a Skoda
- In Market for a Toyota
- In Market for a Volkswagen
- Will spend Up to 5.999 Euros or more on Next Car Purchase
- Will spend 6.000 to 10.499 Euros or more on Next Car Purchase
- Will spend 10.500 to 14.999 Euros on Next Car Purchase
- Will spend 6.000 to 14.999 Euros or more on Next Car Purchase
- Will spend 15.000 to 29.999 Euros on Next Car Purchase
- Will spend 30.000 Euros or more on Next Car Purchase

2. AUTOMOTIVE

OWNERSHIP

- 1 Car in Household
 - 2 Car in Household
 - 3 Cars or more in Household
 - Audi Owner
 - BMW Owner
 - Citroen Owner
 - Dacia Owner
 - Fiat Owner
 - Ford Owner
 - Kia Owner
 - Mazda Owner
 - Mercedes Benz Owner
 - Nissan Owner
 - Opel Owner
 - Peugeot Owner
 - Renault Owner
 - Seat Owner
 - Skoda Owner
 - Toyota Owner
 - Volkswagen Owner
-
- Owner of a 2 Door Saloon
 - Owner of a 3 Door Hatchback Car
 - Owner of a 4 Door Saloon
 - Owner of a 5 Door Hatchback Car
 - Owner of a Coupe Car
 - Owner of a People Carrier Car
 - Owner of an Estate Car
 - Owner of an Off Roader or SUV Car
 - Owner of any saloon or hatchback car

USAGE

- Drive 30.001 KM or more annually
- Drive 20.000 to 30.000 KM annually
- Drive 15.000 to 20.000 KM annually
- Drive 5000 to 15000 KM annually
- Drive 5.000 to 10.000 KM annually
- Drive Less than 5.000 KM annually



3. CONSUMER ELECTRONICS

CONNECTED DEVICES OWNERSHIP

- Amazon Echo or Alexa Owner
- Apple Watch Owner
- Fitbit Owner
- Fitness Tracker or Smart Bracelet Owner
- Garmin Owner
- Samsung Owner
- Smart Heating or Thermostat Owner
- Smart Lighting or Light Switches Owner
- Smart Heating or smart lighting or smart security system Owner
- Smart Speakers Owner
- Smart Watch Owner
- WiFi Plugs or Power Sockets Owner
- Wearable personal smart device Owner

EXPENDITURE

- Spent up to 499 Euros on Desktop PC
- Spent 500 Euros or more on Desktop PC
- Spent up to 499 Euros on Laptop
- Spent 500 Euros or more on Laptop
- Spent up to 499 Euros on Tablet
- Spent 500 Euros or more on Tablet
- Spent up to 699 Euros on TV
- Spent 700 Euros or more on TV

INTEND TO PURCHASE

- Intend to Purchase a Desktop PC
- Intend to Purchase a Video Games Console
- Intend to Purchase a Laptop or Notebook
- Intend to Purchase a Tablet Computer
- Intend to Purchase a Mobile Phone or Smartphone
- Intend to Purchase a Music System
- Intend to Purchase a TV Set
- Intend to Purchase Smart Technology for Home
- Intend to Purchase a Dishwasher or Washing Machine or Fridge or Freezer

USAGE & INTEREST

- Bought Video Games
- Uses mobile phone to play games
- Love buying new gadgets and appliances
- Household equipped with latest tech



4. CONSUMER FINANCIAL

BANKING

- Bank with Comdirect Bank
- Bank with Commerzbank/Dresdner Bank
- Bank with Deutsche Bank
- Bank with DKB Deutsche Kreditbank
- Bank with Ing Diba
- Bank with Postbank
- Bank with Sparkasse (incl. Kreissparkasse, Bezirkssparkasse)
- Bank with Volksbank/Raiffeisenbank

CHARITY

- Donated between 10 and 100 Euros to charity
- Donated between 101 and 249 Euros to charity
- Donated 250 Euros or more to charity
- Donated to cancer charity
- Donated to children charity

FINANCE PERSONAS

- Cautious Traditionalists
- Personal guidance seekers
- Confident digital investors
- Uncertain affluent customers
- Carefree impulsive spender

INSURANCE

- Have Pet Insurance
- Have private medical health insurance
- Have Life insurance
- Hold car Insurance at Allianz
- Hold car Insurance at Axa
- DE TGI - Finance - Ownership - Car Insurance at DEVK
- Hold car Insurance at HDI Gerling
- Hold car Insurance at HDI Gerling
- Hold car Insurance at HUK-Coburg
- Hold car Insurance at Provinzial
- Hold car Insurance at R+V Versicherungen
- Hold car Insurance at VHV Allgemeine
- Hold car Insurance at Württembergische Versicherung

CRYPTO & DIGITAL

- Usage of cryptocurrency as a payment method
- Usage of digital wallets/E-Wallets
- Usage of buy now and pay later service



5. EATING & DRINKING

ATTITUDES

- Trying to Lose Weight
- I prefer to eat vegan food
- I prefer to eat vegetarian food
- I always avoid Gluten/wheat
- I always avoid Dairy products
- Like trying new food products
- Price Conscious Food Purchasers

EATING & DRINKING HABITS

- Coffee Lovers
- Heavy consumers of fizzy or energy drinks
- Heavy consumers of meat alternatives
- Heavy consumers of meat
- Heavy consumers of instant savoury snacks or ready made salads
- Heavy Consumers of vegan food and drinks
- Heavy consumers of ready meals
- Heavy consumers of chocolate bars or chocolate items
- Spent 90 Euros plus on grocery shopping in last week
- Heavy Spenders Food and Drinks and Household Products



EATING – OUT & DELIVERY

- Delivery or Drive Thru Takeaway and Fast Food Once a Month
- Ordered a Takeaway
- Takeaway Drink Purchased from Coffee Shops or Sandwich Bars
- Visited a Restaurant
- Visited Coffee Shops or Sandwich Bars
- Heavy Fast-Food Eaters
- Used delivery services from Dominos Pizza
- Used delivery services from Lieferando
- Used delivery services from other local restaurants
- Visited Burger King
- Visited KFC
- Visited McDonalds
- Visited a Imbissbude

6. HOME & GARDEN

OWNERSHIP & INTEND

- Own a Home
- Intent to purchase or sell a house or flat purchaser or seller

RENOVATION & DIY

- Planning to make major home improvements
- Interested in Home Improvements or DIY
- DIY enthusiasts in HH and DIY or gardening stores shoppers
- Spent 199 Euros or less on DIY materials
- Spent between 200 and 999 Euros on DIY materials
- Spent 1.000 Euros or more on DIY materials

About TGI Connected Solutions

The core focus of TGI has always been to deliver effective connections.

Connections between brands and their consumers; between consumers and media.

And while the media landscape has changed beyond all recognition, TGI continues to be the **single source** of consumer insights which is trusted by all corners of the media industry to be the common language of planning.

We believe that better connections, make for better conversations, decisions and outcomes.

That's why we are making it easier than to draw insights from our data and to connect TGI data with other data, like your own first party data.

These connections to TGI open up a world of possibilities to understand your customers beyond the confines of your first party data (or CRM) while also revealing new insights about those who choose your competitors.

7. MEDIA & ENTERTAINMENT

GAMING

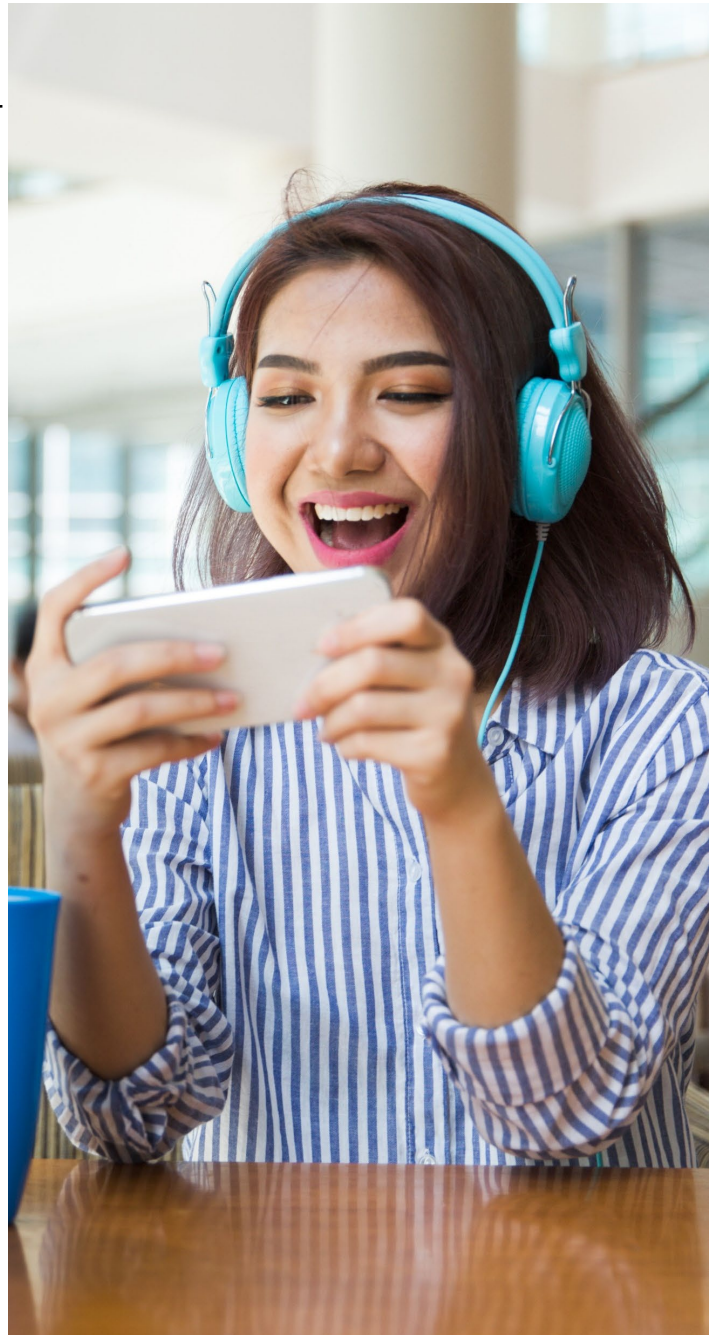
- Play 1st or 3rd Person Shooting Games FPS
- Play Action and Adventure Games
- Play Driving or Racing Games
- Play EA Sports FC / FIFA
- Play Online Multiplayer Games MMO or MOBA
- Bought Video Games
- Uses mobile phone to play games

INTERNET

- Uses the Internet to Regularly Browse Politics & Society
- Uses the Internet to Regularly Browse Sports & Mobility
- Uses the Internet to Regularly Browse Education & Knowledge
- Uses the Internet to Regularly Browse Lifestyles & Leisure
- Uses the Internet to Regularly Browse Entertainment & Media
- Uses the internet for online dating

MUSIC SERVICES

- Music streaming service subscriber
- Less than 10 € Spend on Music Services Downloads
- Between 10 and 24 € Spend on Music Services Downloads
- 25 or More Euros Spend on Music Services Downloads



7. MEDIA & ENTERTAINMENT



TV AND VIDEO STREAMING SERVICES

- Watch Animal Clips Online
- Watch How to (e.g. DIY/cooking) videos online
- Spent up to 19 Euros on buying or renting a films or TV programmes
- Spent 20 Euros or more on buying or renting films or TV programmes
- Purchased or rented any digital film or TV programmes in the last 12 months
- Uses the Internet for Streaming Live TV
- Uses the Internet for Streaming TV or Films Video on Demand Free
- Uses the Internet for Streaming TV or Films VoD Subscription
- Used Amazon Prime Video in the last 4 weeks
- Used Netflix in the last 4 weeks
- Used Disney+ in the last 4 weeks
- Light users spending 10 Hours or less per week viewing TV and Video Services
- Heavy users spending 20 Hours or more per week viewing TV and Video Services
- TV consumption less Than 10 hours per week
- TV consumption between 10 and 20 hours per week
- TV consumption between 20 and 40 hours per week
- TV consumption more than 40 hours per week
- Heavy users of subscription VOD services like Netflix or Disney+, viewing more than 30 hours a week
- Heavy users of free VOD services like Pluto or ZDF Mediathek, viewing more than 30 hours a week
- Visit the cinema at least once a month

8. SUPPLIERS & PROVIDER

BROADBAND PROVIDER

- 1&1/GMX
- O2
- Vodafone
- T-Online/Telekom

ELECTRICITY SUPPLIER IN HH

- EnBW
- EON
- Eprimo
- RWE
- Vattenfall

MOBILE NETWORK PROVIDER

- 1&1
- Aldi
- Mobilcom Debitel
- Provider
- O2
- T-Mobile
- Vodafone D2/ SFR



9. SHOPPING

BEAUTY PURCHASE

- Female Heavy Cosmetics Spenders
- Female Heavy Skincare Spenders
- Male Facial Skincare Products Users
- Male Hair Styling Products Users
- Male Heavy Toiletries and Cosmetics Spenders
- Rate a social media influencers recommendation as the most important factor when choosing toiletries and cosmetics



ECOLOGICAL PERSONA/ SUSTAINABILITY

- Eco Influenced
- Eco Leaders
- Eco Sceptics
- Eco Worriers

GROCERY RETAILERS

- Aldi Shoppers
- EDEKA Shoppers
- Kaufland Shoppers
- Lidl Shoppers
- Marktkauf Shoppers
- Netto Shoppers
- Norma Shoppers
- Penny Shoppers
- Real Shoppers
- Rewe Shoppers

INTEREST/CRITERIA

- Convenience shoppers
- Explore new brand experiences
- Fashion spenders
- Quality Orientated Fashion Shoppers
- DE TGI - Retail - Interest - Quality Focused
- Budget supermarket shoppers
- Premium supermarket shoppers
- Fairtrade Buyers
- Buyers of locally sourced or manufactured food and other products
- Avoid plastic packaging
- Buyers of sustainability sourced products

9. SHOPPING

ONLINE SHOPPING

- Do Online Shopping for Baby Products
- Do Online Shopping for Clothes or Jewelery
- Do Online Shopping for Children Toys and Games
- Do Online Shopping for DIY or Gardening Equipment
- Do Online Shopping for Financial Products or Shares
- Do Online Shopping for Flowers or Plants
- Do Online Shopping for Furniture
- Do Online Shopping for Health and Pharmaceutical Products
- Do Online Shopping for Home decoration
- Do Online Shopping for Insurance
- Do Online Shopping for Music Downloads
- Do Online Shopping for Personal Tech
- Do Online Shopping for Shoes
- Do Online Shopping for Sports Equipment
- Do Online Shopping for Takeaways
- Do Online Shopping for Tickets for Events
- Do Online Shopping for Toiletries and Cosmetics
- Made an Online Purchase from a Mail Order Company or Associated Websites
- Online Shopping - Once every 2 weeks or more
- Online Shopping - Once a month or less
- Heavy Online Shoppers
- Shopping online makes my life easier

OTHER RETAILERS

- Purchased from a Computer Shop
- Purchased from Bader Mail Order Company
- Purchased from Baur Mail Order Company
- Purchased from Bonprix Mail Order Company
- Purchased from DM
- Purchased from Hüssel
- Purchased from Klingel Mail Order Company
- Purchased from Müller Drogeriemarkt
- Purchased from Nanu Nana
- Purchased from Otto Mail Order Company
- Purchased from Douglas
- Purchased from Rossmann
- Purchased from Witt Weiden Mail Order Company



9. SHOPPING

PRESENT PURCHASE

- Spent up to 150 Euros on Christmas presents
- Spent 150 Euros or more on Christmas presents
- Spent less than 50 Euros on Easter presents
- Spent 50 Euros or more on Easter presents

SHOPPER PERSONAS

- Ad Influenced Shopper Type
- Brand Enthusiasts Shopper Type
- Consumer Influence Shopper Type
- Expert Influence Shopper Type
- Price Conscious Shopper Type
- Promo Addict Shopper Type
- Quality Orientated Shopper Type

SHOPPER PERSONAS

- FMCG Segmentation Prudent Purchasers
- FMCG Segmentation Necessity Buyers
- FMCG Segmentation Brand Value Seekers
- FMCG Segmentation Product and Sustainability First
- FMCG Segmentation - Socially Influenced Consumers
- FMCG Segmentation Comfort Cravers
- FMCG Segmentation Trend Focused

- Technology Segmentation Brand Enthusiasts
- Technology Segmentation Frivolous Purchasers
- Technology Segmentation Review Reliants
- Technology Segmentation Routine Consumers
- Technology Segmentation Tech Leaders

- Accustomed Acquirers
- Bargain Hunters
- Conscious Connoisseurs
- Convenience Kings
- Environmental Empathisers
- Ethical Empathisers
- Online Enthusiasts
- Promiscuous Purchasers
- Prudent Purchasers
- Quality Connoisseurs
- Quality Crusaders
- Routine Buyers
- Savvy Shoppers
- Strategic Savers



10. SPORTS AND LEISURE

LEISURE INTERESTS

- 1 to 4 Hours Per Week spent on Sports and Leisure Activities
- More than 4 Hours Per Week spent on Sports and Leisure Activities
- Bought Reading Books in the Last 12 Months
- Interested in Camping
- Interested in Cooking and Baking
- Interested in DIY or Decorating
- Interested in Gardening
- Interested in Home Improvements or DIY
- Interested in Listening to Music
- Interested in Lottery
- Interested in Meditation or Mindfulness
- Interested in Outdoor Activities
- Interested in Photography
- Interested in Play Music or Sing
- Interested in Puzzles and Games
- Interested in Reading
- Interested in Sewing
- Interested in Walking or Hiking or Rambling



PLACES OF INTEREST

- Visited a Museum or Other Places of Historic Interest
- Visited a Music Festival
- Visited any Safari Park
- Visited Castles or Stately Homes
- Visited Cities
- Visited Europapark
- Visited Exhibitions or Shows or Art Galleries
- Visited Hyde Park
- Visited Leisure Centres or Gyms and Health Clubs in the Last 12 Months
- Visited Museums
- Visited Oktoberfest
- Visited Phantasialand
- Visited Places of Natural Interest
- Visited Scenic Spots or Public Gardens
- Visited Theme Parks
- Visited Venues or Arenas
- Visited Zoos

10. SPORTS AND LEISURE

SPORTS FANS

- American Football Fan
- Athletics Fan
- Badminton Fan
- Basketball Fan
- Biathlon Fan
- Boxing Fan
- Chess Fan
- Cycling Fan
- Esports Fan
- Fencing Fan
- FIA World Touring Car Championship Fan
- Football Fan
- Formula 1 Fan
- Games and Betting Fan
- Golf Fan
- Gymnastics Fan
- Handball Fan
- High Diving Fan
- Ice Hockey Fan
- Ice Skating Fan
- Individual Sports or Activities Fan
- Marathon Running Fan
- Martial Arts Fan
- Motor Racing Fan
- Motor Rallying Fan
- Motorcycle Racing Fan
- Mountain Biking Fan
- Outdoor Activities Fan
- Rowing Fan
- Rugby Union Fan
- Sailing or Motor Boating Fan
- Ski Jumping Fan
- Skiing Fan
- Snooker Fan
- Snowboarding Fan
- Surfing Fan
- Swimming Fan
- Table Tennis Fan
- Team Sports Fan
- Tennis Fan
- Volleyball Fan
- Water Sports or Activities Fan
- Winter Sports Fan
- Wrestling Fan



10. SPORTS AND LEISURE

SPORTS INTEREST

- Sport Addicts
- Paid to watch Football at a venue
- Football UEFA Europa League/FIFA World Cup Consumers
- Football Champions League Consumers
- Watching, Reading, Browsing - Games And Betting
- Watching, Reading, Browsing - Individual sports
- Watching, Reading, Browsing - Any Sports (Excluding Games And Betting)
- Watching, Reading, Browsing - Outdoor Activities
- Watching, Reading, Browsing - Team Sports
- Watching, Reading, Browsing - Water Sports
- Watching, Reading, Browsing - Winter Sports

SPORTS PARTICIPATION

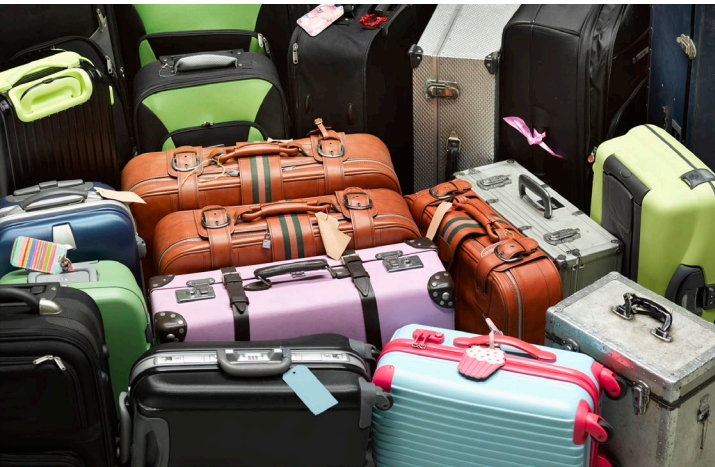
- Regularly or Occasionally Participate in Aerobic or Fitness Classes
- Regularly or Occasionally Participate in Dance Classes
- Regularly or Occasionally Play Football
- Regularly or Occasionally Play Handball
- Regularly or Occasionally Play Pool
- Regularly or Occasionally Play Ten Pin Bowling
- Regularly or Occasionally do Pilates
- Regularly or Occasionally Weight Train or Workout
- Regularly or Occasionally do Yoga



11. TRAVEL

CRITERIA OF CHOICE - AIRLINE

- Airline Choice is based on Brand Image
- Airline Choice is based on Convenience of Airport
- Airline Choice is based on Convenience of Timings
- Airline Choice is based on Country's National Airline
- Airline Choice is based on Customer Service
- Airline Choice is based on Direct Flights
- Airline Choice is based on In Flight Comfort or Service



- Airline Choice is based on Last Minute Offers
- Airline Choice is based on Personal Experience
- Airline Choice is based on Personal Recommendation
- Airline Choice is based on Price
- Airline Choice is based on Punctuality
- Airline Choice is based on Safety Record

CRITERIA OF CHOICE - HOTEL

- Hotel Choice is based on All Inclusive
- Hotel Choice is based on Customer Service
- Hotel Choice is based on Decor or Style
- Hotel Choice is based on Entertainment or Events
- Hotel Choice is based on Family Friendly or Clubs for Children
- Hotel Choice is based on Last Minute Offers
- Hotel Choice is based on Location
- Hotel Choice is based on Personal Experience
- Hotel Choice is based on Personal Recommendation
- Hotel Choice is based on Price
- Hotel Choice is based on Reputation
- Hotel Choice is based on Sports Facilities or Activities
- Hotel Choice is based on Star Rating
- Hotel Choice is based on User Reviews or Photos

DESTINATION

- Had a Beach or Resort Holiday
- Had a Camping Holiday
- Had a City Break Holiday
- Had a Coach Tour Holiday
- Had an Escorted Tour Holiday
- Had a Lakes and Mountain Holiday
- Had a Sea Cruise Holiday
- Had a Skiing or Winter Sports Holiday
- Had a Spa or Health Spa Holiday
- Interested in a sea cruise

11. TRAVEL



PAST TRAVEL EXPERIENCE

- Travelled with a budget airline
- Booked flight and accommodation online

TRANSPORTATION

- Airplane User for Business Travel
- Airplane User for Holiday Travel
- Condor Airline Users
- Lufthansa Airline Users
- Frequent flyer

TRAVEL PERSONA

- Infrequent Flyers
- Casual Travel Fanatics
- Premium Globetrotters
- School Holiday Families
- Summer Staycationers

REACH US

For more information,
please contact us:

anfragen@fifty5blue.com
www.fifty5blue.com/de