

# TARGETING

**QUEBECOR**  
**OUT-OF-HOME**

# Targeting

/ To Maximise your Advertising Campaigns Via our Team of Experts

## CREATE AD CAMPAIGNS TAILORED TO YOUR TARGET AUDIENCES

- **Socio-demographic data**  
(ex.: age, gender, owners, families, etc.)
- **Consumption profiles**  
(ex.: search and purchase intent, types of purchases, household spending, etc.)
- **Psychographic and behavioral data**  
(ex.: frequency of purchases, online behaviours, values and beliefs, personalities, lifestyles, interests and passions, motivations and needs, etc.)
- **Geo-targeting**  
(ex.: inventory by city, by district, by address, within an x-ray or a polygon, around a given point, event or trade).

+ 15 000  
variables

ENVIRONICS ANALYTICS NUMERIS vividata

MobileScapes esri Statistique Canada



## UNLIMITED TARGETING VIA OUR INTEGRATED CONNECT PLATFORM



## 3 TARGETING OPTIONS OF THE BEST LOCATIONS



- **Specific** : Specific and strategic selection, based on identified needs and objectives.
- **Geo-targeted** : Selection in a targeted sector.
- **General** : Selection by market, based on the number of PEBs.

# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

### QUEBECOR MEDIA EXPERTISE

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