

PRESS RELEASE

Levallois, 29th September 2022



Médiamétrie launches Data Targets, a new range of behavioural targets based on real internet user surfing

What are the preferred media websites of women interested in organic cosmetics? What video content do fashion enthusiasts watch? What are the most used websites by internet users looking for financial investments?

To answer these questions, Médiamétrie is launching Data Targets, a new range of behavioural targets based on the actual surfing behaviour of the 25,000 Total Internet Audience measurement panelists.

This new offer allows market players - media agencies, advertising agencies, advertisers - to go beyond the socio-demographic criterion and refine their strategy with relevant targets determined according to their internet browsing context, their areas of interest, their purchasing intentions, etc.

Dozens of targets such as media/video, prospective customers, lifestyle, e-commerce and food are already available. Others can be custom-made. They will be returned by the end of the year and then each month to the subscribers of the solution, in the Total Internet interface according to various indicators (unique visitors, affinity, time spent, etc.).

According to Bertrand Krug, Médiamétrie's Digital & Press Director: *"The end of cookies does not mean the end of data. Beyond and in addition to socio-demographic criteria, Médiamétrie analyses digital audiences through custom behavioural targets drawn up on the basis of real observations and in accordance with the processing of personal data."*

PRESS RELEASE

Médiamétrie launches Data Targets, a new range of behavioural targets based on real internet user surfing






Methodology and Scope of Data Targets

Data Targets are built on the surfing behaviour of the 25,000 Total Internet Audience measurement panelists, whose screens (computer, mobile, tablet) are measured automatically by a meter. Based on a monthly database of several tens of millions of logs, Médiamétrie analyses visits to websites, applications and URLs, using a nomenclature of 85 thematic universes. The keywords entered into search engines and the time spent are also taken into account when defining the targets. This new offer based on observed behaviour makes it possible to analyse the audiences and affinities of 6,000 websites and 1,000 applications each month through multiple strategic targets.

About Médiamétrie, a trusted third party for accurate measurements

Médiamétrie is committed to providing its customers with common and outstanding benchmark audience measurements. As a data leader and media expert, the company is expanding its expertise to video, audio and crossmedia behaviour measurements, as well as advertising effectiveness measurement. Every day, some 1,000 employees design and produce the right measure for today and tomorrow to promote the free decision-making of the company's customers in France and abroad. In 2021, the Médiamétrie Group achieved a turnover of €105.1 million and processed over one billion data items every day.

Plus d'informations : www.mediametrie.fr

 @Mediametrie
 Mediametrie.official
 Médiamétrie



Check
+ 500 definitions on
[Media Glossary](#)

Press contacts:

Isabelle Lellouche Filliau
Tél : 01 47 58 97 26
ilellouche-filliau@mediametrie.fr

Juliette Destribats
Tél : 01 47 58 97 55
jdestribats@mediametrie.fr