



connecting the dots





Connected Media

Major websites & news sites
dOOH & digital signage
Connected TV

Retail Media

Major retailers, both online & in-store
Major airlines

Traditional Media

Major TV & radio channels
Newspapers, magazines, print OOH
Cinemas & theaters



Audiences & Targeting



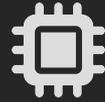
Urban Explorers



Suburban Lifestylers



Family Decision
Makers



Tech-Driven
Enthusiasts



Pet Lovers



Gamers & Esports
Fans



Wellness & Fitness
Actives



Foodies



Home Improvers



Beauty & Image
Shapers



Premium & Luxury
Consumers



Sustainability
Advocates



Travelers &
Adventurers



Automotive &
Mobility Enthusiasts



Sports Passionates



Busy Professionals



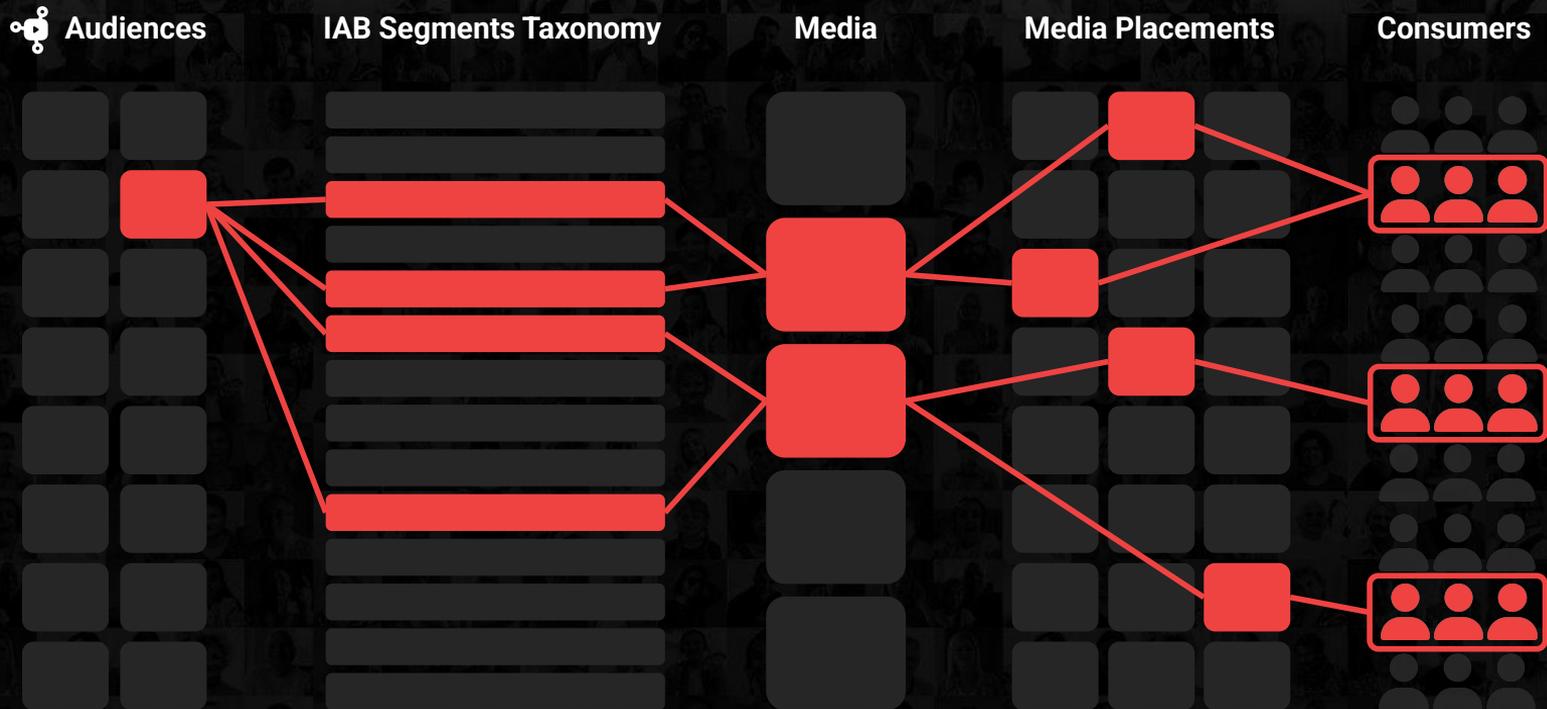
Students & Young
Starters



Entertainment &
Venue Lovers



Audiences & Targeting



Audiences & Targeting

Urban Explorers

"The city is my playground."

Short Description

Experience-led city dwellers who chase discovery, social energy, and what's new.

Who They Are (Human Traits)

Practical, routine-driven, prioritize space, value, predictability; choose solutions that make home life smoother (comfort, safety, convenience).

When They Are Most Receptive

Commuting + micro-moments (scrolling on the move), Thu–Sun evenings, right before going out, during city events/pop-ups, and when planning quick weekend escapes.



Audiences & Targeting

Suburban Lifestylers

“My home at the center of everything.”

Short Description

Suburban households optimizing comfort, routines, and family life according to everyone’s needs, away from busy environments.

Who They Are (Human Traits)

Socially active, convenience-hungry, trend-aware; they move between neighborhoods, venues, brands and apps; they value identity and being “in the know.”

When They Are Most Receptive

Evenings at home, weekend planning, paydays, seasonal refresh moments (spring/home reset), and before family weekends/holidays.



Audiences & Targeting

Family Decision Makers

"I choose what's best for us."

Short Description

The household "operator" controlling major family choices and every members' routine.

Who They Are (Human Traits)

Parents; research-driven; balance quality, cost, safety; decide for everyone (tech, education, mobility, household). Trust proof, warranties, and reliability.

When They Are Most Receptive

Planning windows: back-to-school, holidays, summer prep; evenings after kids' routine, weekend research sessions, and whenever a "problem" appears (replacement/repair moment).



Audiences & Targeting

Tech-Driven Enthusiasts

“Show me what’s next.”

Short Description

Innovation-first people who enjoy tech exploration and upgrading.

Who They Are (Human Traits)

Spec-comparers, review-watchers; follow launches; enjoy optimization (speed, quality, ecosystem). They influence others with recommendations; early adopters.

When They Are Most Receptive

Launch periods, deal peaks (events/promos), evening deep-research, and immediately after a trigger: device slows, new feature drops, new model released. Emails, pushes and news sites are favorite.



Audiences & Targeting

Pet Lovers

“Pets are equal family members.”

Short Description

Emotion-led caregivers who buy for pet wellbeing and daily comfort.

Who They Are (Human Traits)

Pet ownership shapes routines; spend on food, care, grooming, services; respond to trust and safety cues; community-driven (vet, trainer, groups).

When They Are Most Receptive

Routine replenishment cycles, after vet/health moments, weekends (errands), and before seasonal periods (summer/heat, winter care, travel boarding); daily walks are a must, enjoy parks and quiet streets.



Audiences & Targeting

Gamers & eSports Fans

"I don't just watch — I play."

Short Description

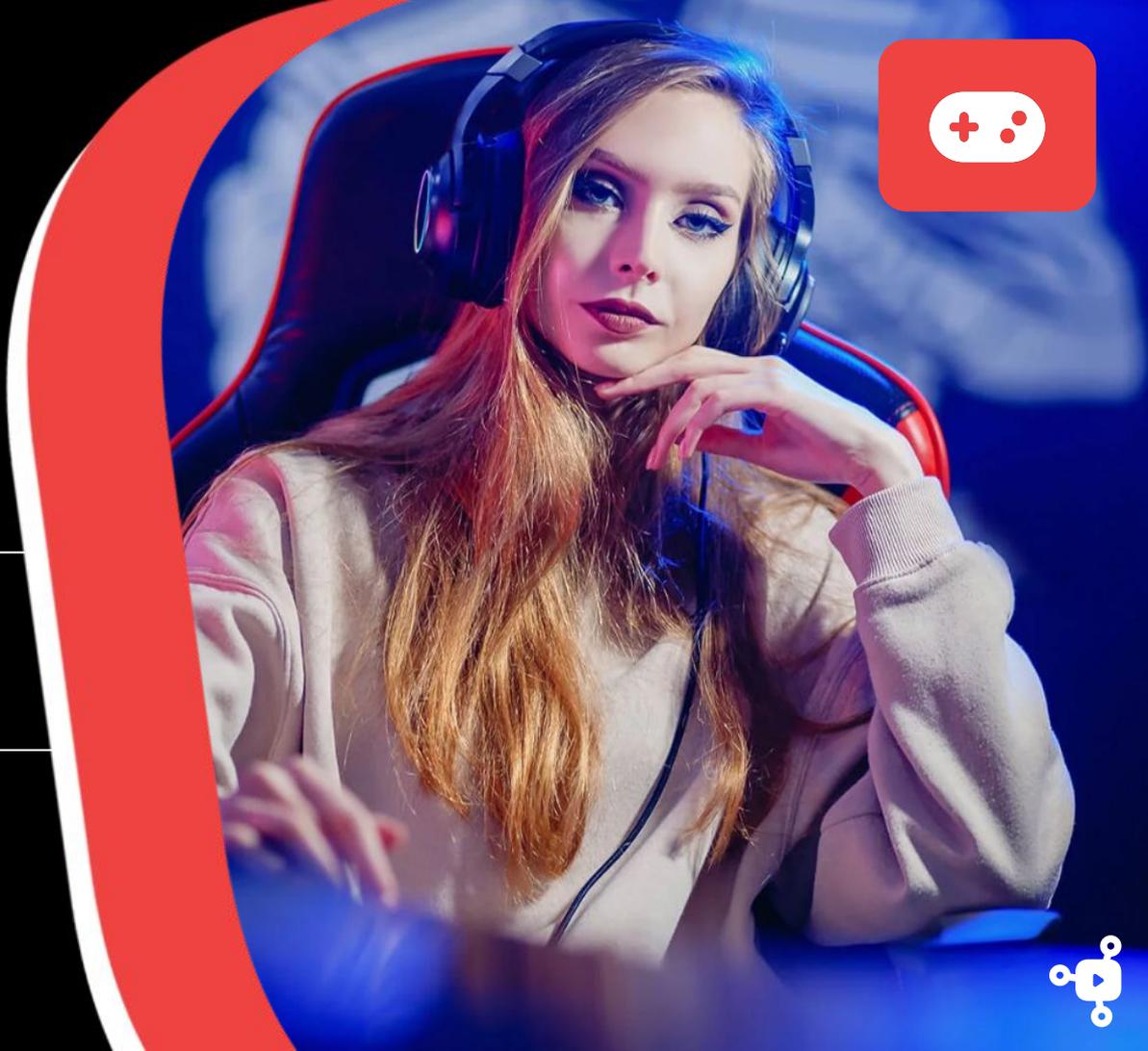
High-attention digital entertainment consumers with community behavior.

Who They Are (Human Traits)

Heavy screen-time, performance-sensitive; follow streamers/esports; social via Discord/communities; love gear, upgrades, bundles; authenticity matters. Usually divergent.

When They Are Most Receptive

Late evenings, weekends, around esports events/new season drops, after new game releases, and during "upgrade intent" moments (lag/performance pain). Purely online.



Audiences & Targeting

Wellness & Fitness Actives

"I'm building my best self."

Short Description

Goal-driven people optimizing health, performance and routines according to quality.

Who They Are (Human Traits)

Routine-based; track progress; influenced by experts/creators; respond to credibility, results, habit tools; choose brands that fit identity (discipline).

When They Are Most Receptive

Morning routines, post-work training window, Jan–Mar goal season, pre-summer, and right after motivation spikes (new program, new goal, recovery need). Mostly outdoor.



Audiences & Targeting

Foodies

“Food is how I live.”

Short Description

Culinary-led consumers who explore cooking, dining, and taste experiences, most often with others.

Who They Are (Human Traits)

Love discovery (restaurants, recipes, ingredients); social hosts; content-driven (video recipes); value tools that improve results and aesthetics. Creative and open to new.

When They Are Most Receptive

Late afternoon pre-dinner time, @ home or commuting, Thu–Sun, before hosting, pre-seasonal moments (holidays, summer gatherings), and when inspired by recipe/content spikes.



Audiences & Targeting

Home Improvers

"Let's make it better."

Short Description

Project-based home optimizers driven by upgrades and problem-solving.

Who They Are (Human Traits)

Think in projects, handy, creative, imaginative, research-heavy; compare value/quality; respond to before/after and practicality; patience for long decision cycles.

When They Are Most Receptive

Weekends, spring/autumn improvement seasons, after moving house, when a problem appears (space, noise, energy costs), and during budgeting moments. Life stages are always an opportunity.



Audiences & Targeting

Beauty & Image Shapers

"My look is my confidence."

Short Description

Self-expression consumers investing in beauty, grooming and appearance.

Who They Are (Human Traits)

Identity-led; trend-sensitive; influenced by creators and peer proof; enjoy newness; respond to aesthetics, transformation, and social moments.

When They Are Most Receptive

Before social events, evenings (scrolling/beauty content), payday, seasonal refresh periods, and "special occasions" (weddings, holidays, trips). Heavy commuters, always among people.



Audiences & Targeting

Premium & Luxury Consumers

“Quality speaks for itself.”

Short Description

Aspiration and quality-led audiences seeking elevated products and experiences.

Who They Are (Human Traits)

Brand-literate; value craftsmanship, exclusivity, service; less price-sensitive; respond to storytelling, status cues, limited editions, and premium environments. Heavy travellers.

When They Are Most Receptive

During launches, gifting seasons, travel periods, and when exposed to premium contexts (high-end venues, premium content, high-attention moments).



Audiences & Targeting

Sustainability Advocates

"My choices have impact."

Short Description

Values-first consumers who consider ethical and environmental outcomes.

Who They Are (Human Traits)

Read labels, research sourcing; support responsible brands; prefer durable, efficient, low-waste; respond to transparency and proof (not greenwashing).

When They Are Most Receptive

Around awareness moments (Earth Day, climate news), during lifestyle changes (new home, new baby), and when choosing replacements that improve efficiency or reduce waste.



Audiences & Targeting

Travelers & Adventurers

"I collect experiences, not things."

Short Description

Exploration-driven people prioritizing travel, nature and discovery.

Who They Are (Human Traits)

Plan escapes; value freedom and utility; follow travel content; respond to convenience, safety, and "ready-for-anywhere" solutions.

When They Are Most Receptive

Pre-trip planning windows, holiday booking periods, weekends, and right after "escape desire" triggers (stress, weather, long weekends).



Audiences & Targeting

Automotive & Mobility Enthusiasts

"Speed is part of my identity."

Short Description

People passionate about vehicles, EVs and mobility tech.

Who They Are (Human Traits)

Research-driven; compare specs/range/cost; influenced by innovation and practicality; strong opinions; heavy commuters.

When They Are Most Receptive

During model releases, dealership/review cycles, commuting windows, and when mobility needs shift (new job, new route, fuel/energy price changes).



Audiences & Targeting

Sports Passionates

"My team is part of me."

Short Description

Emotion-led fans who follow sports as identity and community.

Who They Are (Human Traits)

Watch live, discuss constantly; high attention during games; respond to tribal cues, performance narratives, limited drops and event-tied offers.

When They Are Most Receptive

Match days, tournament periods, evenings/weekends, and pre-game anticipation windows, common public crowd watching areas.



Audiences & Targeting

Busy Professionals

"Give me the shortcut."

Short Description

Time-poor, efficiency-first adults optimizing every decision.

Who They Are (Human Traits)

Career-focused; high cognitive load; prefer trusted brands and frictionless experiences; respond to "solve my problem fast" messaging.

When They Are Most Receptive

Commuting, lunch breaks, late evening "catch-up" time, and right when a pain appears (replacement, scheduling, productivity need).



Audiences & Targeting

Students & Young Starters

"I'm figuring it out."

Short Description

Identity-building young people shaping habits, tastes, and loyalties.

Who They Are (Human Traits)

Budget-aware but aspirational; influenced by peers/creators; explore brands; fast adoption of trends; seek tools that enable life (study, social, first home). Heavy socialising.

When They Are Most Receptive

Back-to-school, exam periods, evenings, start-of-month budgeting, and "life milestone" moments (first job, first move, first big purchase).



Audiences & Targeting

Entertainment & Venue Lovers

"I want to feel it live."

Short Description

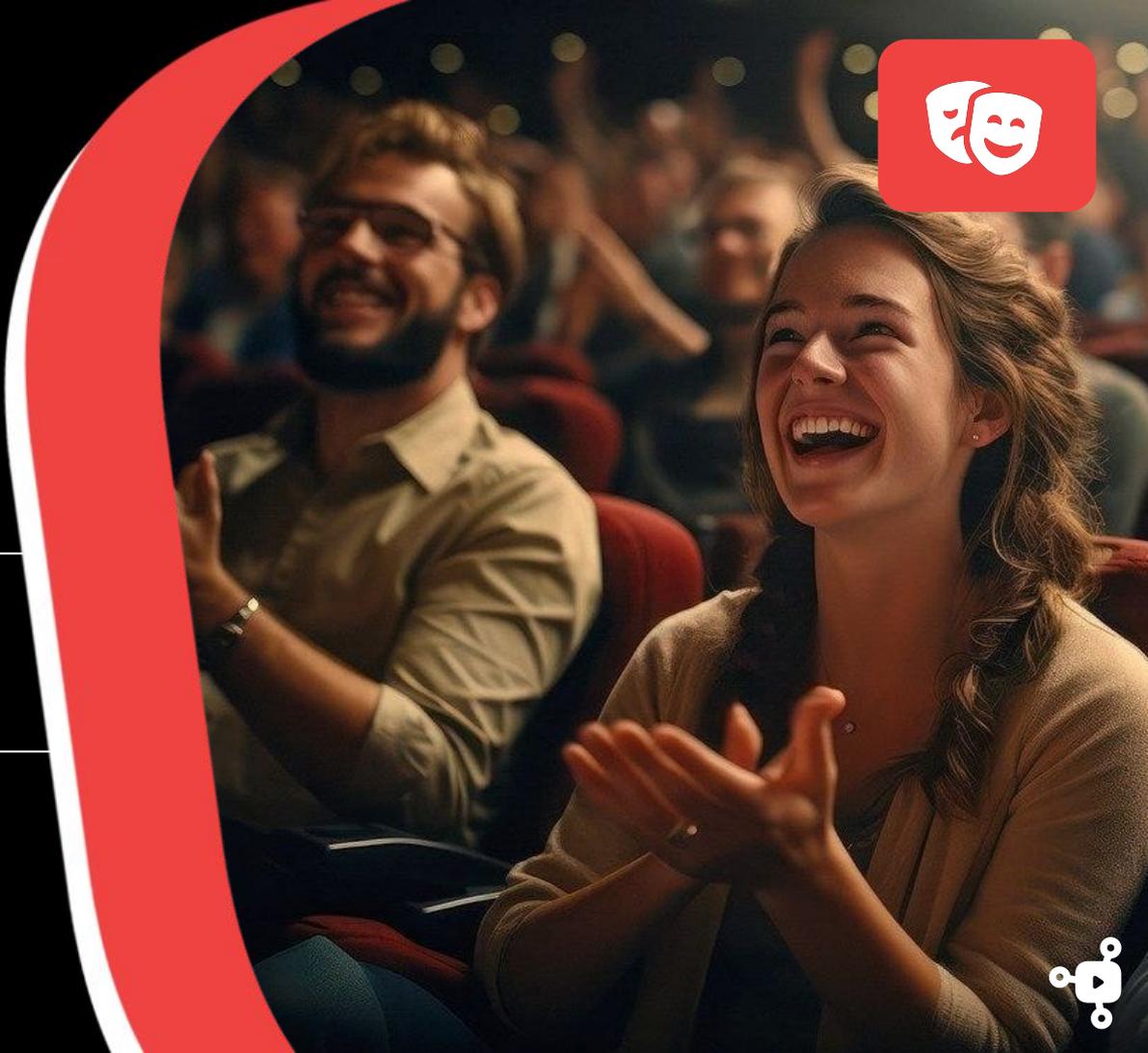
Experience-led audiences drawn to cinemas, concerts, theatre and venues.

Who They Are (Human Traits)

Social planners; value atmosphere and shared moments; respond to anticipation, exclusivity, and event-based storytelling.

When They Are Most Receptive

Thu–Sun evenings, pre-event planning windows, festival seasons, and right when line-ups / premieres / tickets drop.



Audiences & Targeting

Find out more about Audiences:
<https://www.adlink.gr/data-targeting/>



Audiences & Targeting

Home | Audiences & Targeting

Audience-first

AdLink deploys technology-led targeting built on identity, data interoperability and real-time activation across the entire media ecosystem.

We combine affinity and behavioral modeling, contextual intelligence and deterministic first-party data to create scalable, privacy-compliant audience strategies.

Our infrastructure supports audience creation via interest, lifestyle and intent signals, semantic and moment-based contextual classification, and standardized taxonomies aligned with IAB frameworks. Segments can be deployed across retail media, premium publishers, CTV, DOOH and owned touchpoints across Greece.

Every activation is measurable, interoperable and optimized through continuous feedback loops between exposure, commerce signals and performance outcomes.

-  **Affinity Targeting**
Interests, Lifestyle, Intent
-  **Contextual Targeting**
Relevant Moments, Environments & Content consumption
-  **IP Data Targeting**
Personalized approach across multiple ecosystems
-  **IAB Segments**
Standardized audience scale, fully aligned with IAB





www.adlink.gr

info@adlink.gr

Chlois 88 Str., Metamorfosi 14452, Athens Greece

