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New audience clusters for more precise targeting



Long-term profile

Defines who users are and what interests them over the long term, for example active athletes, technology enthusiasts or travellers.

Alongside purchase behaviour, these segments build on interests, where the window extends from the current 30 days to months or years, and on sociodemographic and socioeconomic signals.

Time horizon: *months to years*
Suitable for: *brand campaigns, reach*

Personas

- Gen Z
- Students
- Families with children
- Managers and senior professionals
- Entrepreneurs and B2B professionals
- Premium consumers
- Property owners

Long-term interests

- Car enthusiasts
- Motorcyclists
- Technology enthusiasts
- DIYers and gardeners
- Outdoor enthusiasts
- Sustainability-conscious consumers
- Healthy lifestyle enthusiasts
- Appearance-conscious consumers
- Fashion enthusiasts
- Bargain hunters
- Foodies
- Culture enthusiasts
- Investors
- Gamblers
- Active athletes
- Skiers and snowboarders
- Runners and cyclists
- Sports spectators and fans
- Anglers, hunters and gamekeepers
- Travellers
- Pet lovers

Life event

Describes turning points that change lifestyle and, with it, purchase priorities, for example moving house, the birth of a child or starting to lose weight. These segments extend purchase behaviour to users who are actively interested in the topic, even if they are not buying yet.

It is a stronger, time-limited signal than general interest in a topic.

Time horizon: *days to weeks*

Suitable for: *performance, brand*

Expecting or caring for a baby
Graduating and starting careers
Looking for housing
Furnishing a home
Building or renovating
Reducing home energy costs
Handling finances or loans
Starting to lose weight
Planning a trip or holiday
Buying a vehicle
Handling car maintenance or repairs

Purchase intent

The most immediate layer, capturing users at the moment they are actively dealing with a specific need and about to buy, for example looking for a car service, choosing a lawnmower or planning a holiday. These segments are based directly on purchase behaviour.

They are built by advanced classifiers that, in addition to behaviour on specialist portals, take into account the content read, the strength of purchase intent and campaign data. They replace the previous purchase interests (ZOK), which were created using simple rules based on keywords in URLs.

Time horizon: *hours to days*

Suitable for: *performance, conversions*

Parent categories:

- Automotive
- Construction and Renovation
- Culture and Entertainment
- Electronics and PC
- Family and Children
- Fashion and Beauty
- Finance and Insurance
- Food and Drinks
- Garden and Workshop
- Health and Medicine
- Home and Interior
- Real Estate
- Sport and Outdoor
- Travel and Leisure

Purchase intents

Real Estate

Buying an apartment
Looking for an apartment rental
Buying a house
Looking for an investment or premium property

Home and Interior

Buying common kitchen appliances
Buying special kitchen appliances
Buying drugstore and cleaning supplies
Handling home security
Buying smart home equipment

Garden and Workshop

Buying growing and gardening supplies
Buying garden machinery
Buying outdoor garden equipment
Buying a pool or hot tub
Buying tools

Construction and Renovation

Buying building materials or tools
Buying windows or doors
Handling heating or air conditioning
Buying exterior house equipment
Buying photovoltaics or a heat pump

Purchase intents

Automotive

Buying a passenger car

Buying an electric or hybrid car

Buying tyres or rims

Buying car accessories

Buying car parts and automotive tools

Electronics and PC

Buying a mobile phone and accessories

Buying a TV or home video equipment

Finance and Insurance

Handling a loan or consumer credit

Handling travel insurance

Purchase intents

Fashion and Beauty

Buying women's clothing and footwear

Buying face and body cosmetics

Buying watches or jewellery

Buying men's clothing and footwear

Buying fashion accessories

Buying a handbag, wallet or bag

Buying makeup and nail care

Buying hair cosmetics

Food and Drinks

Buying groceries

Buying alcoholic drinks

Health and Medicine

Buying over-the-counter medicines

Buying prescription glasses and contact lenses

Buying vitamins and dietary supplements

Buying diet and special nutrition

Family and Children

Buying toys

Purchase intents

Travel and Leisure

Planning an exotic holiday

Planning a domestic holiday

Planning a mountain or skiing holiday

Planning a seaside holiday

Planning a city break or holiday in Europe

Culture and Entertainment

Buying books and magazines

Buying films or series

Sport and Outdoor

Buying bicycles or cycling equipment

Buying fitness equipment or sports nutrition

Buying outdoor or hiking equipment

Buying football equipment

Buying hunting and gamekeeping equipment

Buying racket sports equipment

Long-term profile details



ID	Long-term profile	Description
6684	**Gen Z**	**Users from Generation Z who grew up with modern technology and actively follow current trends.** They take an active interest in mobile phones, tablets, music, films, computer games, game consoles and fashion. They show purchase intent for gaming equipment or games, PCs or components, laptops, tablets and accessories, clothing and footwear, and watches or jewellery.
6685	**Students**	**Users who are studying, preparing for school-leaving exams or university, and looking for part-time work or their first work experience.** They take an active interest in studying, education, language learning, books and literature, part-time jobs, films, music and flights. They show purchase intent for laptops, tablets and accessories, school supplies, books and magazines, textbooks and study literature, language materials, and looking for a job or temporary work.
6687	**Families with children**	**Users who take care of children and handle the everyday needs of family life.** They take an active interest in pregnancy, babies and toddlers, education, childcare, nursery schools, children's textbooks, children's clothing, children's literature, primary schools, children's rooms, toys and games, or family cars. They show purchase intent for baby supplies, children's furniture, strollers or car seats, toys, outdoor toys and children's vehicles, creative and educational toys, children's clothing and footwear, children's sports clothing and footwear, and school supplies.
6689	**Managers and senior professionals**	**Users who have decision-making authority in companies and take an active interest in business, the economy and professional development.** They take an active interest in economic and financial news, management education, training and education, economic and financial advisory, and legal advisory. They show purchase intent for investments or savings.



ID	Long-term profile	Description
6690	**Entrepreneurs and B2B professionals**	**Users who run a business or manage their own company and handle its day-to-day operations and growth.** They take an active interest in advertising and marketing, legal advisory, factoring and forfaiting, commercial premises, IT service providers and entrepreneurship, including start-ups, business competitions, tenders and grants. They show purchase intent for office equipment, server or network solutions, professional printing solutions, equipment for shops or e-shops, gastronomy, accommodation and travel services, healthcare facilities, and crafts and construction, as well as construction machinery, commercial vehicles, workwear and protective equipment, laboratory equipment, measuring or industrial instruments, and advertising production.
6691	**Premium consumers**	**Users who put quality, brand and premium products ahead of price when shopping.** They take an active interest in designer and luxury fashion, sports cars and watches, jewellery or perfumes. They show purchase intent for investment or premium properties, passenger cars and holidays abroad.
6692	**Property owners**	**Users who own an apartment or house and continually invest in its furnishing, maintenance and improvement.** They take an active interest in construction and renovation, interior furnishings, and houses with gardens. They show purchase intent for furniture, bathroom equipment, home accessories, textiles and decorations, interior lighting, growing and gardening supplies, garden machinery, outdoor garden equipment, pools or hot tubs, home saunas or wellness equipment, and kitchen units or dining furniture.



ID	Long-term profile	Description
6693	**Car enthusiasts**	**Users for whom cars are a hobby and who take an active interest in what is happening in the automotive world.** They take an active interest in sports cars, family cars, SUVs, off-road and passenger cars, motorsport, vintage cars, car servicing and maintenance, electric and hybrid cars, city cars, and buying and selling passenger cars. They show purchase intent for car maintenance or repairs, car accessories, car care products, car electrical parts or lighting, and in-car audio equipment.
6694	**Motorcyclists**	**Users for whom motorcycles are part of their lifestyle and who take an active interest in riding and the motorcycling community.** They take an active interest in motorsport, motorcycles and quad bikes. They show purchase intent for motorcycle equipment or parts.
6695	**Technology enthusiasts**	**Users who actively follow news from the world of technology and electronics and enjoy trying new products.** They take an active interest in mobile phones, laptops and tablets, audio and video equipment, photography, hardware and networking, or security. They show purchase intent for accessories, PC components, software, data storage, TVs and home video equipment, audio equipment, cameras or camcorders, photography equipment, optical instruments, smartwatches or wearables, drones or model-making equipment, and 3D printers or materials.
6697	**DIYers and gardeners**	**Users who enjoy working with their hands on construction, renovation, the garden or home projects.** They take an active interest in construction and renovation, gardening and growing, the home, or crafts and services. They show purchase intent for garden machinery, outdoor garden equipment, tools, fasteners and technical materials, and workshop furniture or equipment.



ID	Long-term profile	Description
6698	**Outdoor enthusiasts**	**Users who spend their free time in nature, hiking, in the mountains or on adrenaline activities.** They take an active interest in adventure and the outdoors, mountaineering, skydiving, hang gliding, paragliding, deep-sea diving and the mountains. They show purchase intent for outdoor or hiking equipment, sports clothing and footwear, and domestic holidays.
6699	**Sustainability-conscious consumers**	**Users who take the environment and sustainability into account when shopping.** They take an active interest in energy savings and vegan or vegetarian food. They buy organic food and natural products. They show purchase intent for photovoltaics or heat pumps.
6700	**Healthy lifestyle enthusiasts**	**Users who care about a healthy lifestyle, a balanced diet and looking after their health.** They take an active interest in spas, wellness, massages, health, medical care and healthy eating. They show purchase intent for vitamins and dietary supplements, health-monitoring devices, and wellness or relaxation stays.
6701	**Appearance-conscious consumers**	**Users who regularly look after their appearance and invest in cosmetics and personal care.** They take an active interest in glasses, watches, jewellery, perfumes, cosmetics, face and body care, hair care, hairdressing, spas, wellness, massages and cosmetic surgery. They show purchase intent for face and body cosmetics, makeup and nail care, hair cosmetics, shaving and depilation supplies, beauty appliances, and massage aids or equipment.



ID	Long-term profile	Description
6702	**Fashion enthusiasts**	**Users who follow fashion trends and care about their personal style.** They take an active interest in fashion, shoes, underwear and swimwear, or designer and luxury fashion. They show purchase intent for women's and men's clothing and footwear, watches or jewellery, sunglasses and frames, fashion accessories, handbags, wallets or bags, and hair accessories or wigs.
6703	**Bargain hunters**	**Users who actively look for discounts, special offers and good deals.** They regularly follow flyers from supermarkets and hypermarkets, drugstores, perfumeries, and shops selling electronics, furniture, clothing, footwear, sports equipment, children's goods and toys, home and garden supplies and pet supplies, as well as pharmacy flyers, shopping centre offers, foreign flyers and automotive products.
6705	**Foodies**	**Users for whom food and drink are an experience and who enjoy discovering new flavours, restaurants and quality ingredients.** They take an active interest in premium spirits, wine, kitchen appliances, cooking and recipes, exotic and international cuisine, or restaurants. They show purchase intent for coffee and coffee-making equipment, beer, wine or spirits equipment, grilling equipment, and tea or tea accessories.
6706	**Culture enthusiasts**	**Users who regularly attend cultural events and are interested in music, film, theatre or literature.** They take an active interest in classical music, opera and ballet, theatre, films, exhibitions, musicals, bands and concerts, books and literature, classic and specialist literature, and audiobooks. They show purchase intent for films or series and tickets for cinema, theatre or concerts.



ID	Long-term profile	Description
6715	**Investors**	**Users who take a long-term view of growing their finances and actively look for investment opportunities.** They take an active interest in economic and financial news, saving and investing, foreign property, investments and investment funds, stock and commodity exchanges, bonds, savings accounts, economic and legal advisory, or exchange rates and monetary policy. They buy investment diamonds, collectible coins and investment metals.
6716	**Gamblers**	**Users who are interested in betting or gambling.** They take an active interest in betting, bookmakers and online betting. They show purchase intent for betting or online casinos.
6717	**Active athletes**	**Users for whom sport is a regular part of life and who actively take part in various sports.** They take an active interest in winter sports, sports equipment, football, hockey, basketball, floorball, adventure and the outdoors, individual sports, fitness and dance, or summer sports. They show purchase intent for cycling, fitness, skiing, outdoor, swimming, diving, surfing, paddling, sports, equestrian, climbing, fishing, athletics, bowling, yachting, hunting, paintball, fencing, hockey, floorball, golf, racket sports or running equipment, as well as sports nutrition, sports clothing and footwear, or yoga equipment.
6718	**Skiers and snowboarders**	**Users who regularly ski or snowboard.** They take an active interest in winter sports, skiing and snowboarding. They show purchase intent for skiing, snowboarding or skating equipment, sports clothing and footwear, or mountain and skiing holidays.



ID	Long-term profile	Description
6719	**Runners and cyclists**	**Users who regularly run or cycle and lead an active lifestyle.** They take an active interest in running and cycling. They show purchase intent for running gear or cycling equipment, and sports trackers or fitness bracelets.
6722	**Sports spectators and fans**	**Users who regularly follow sport and are interested in sports competitions and matches.** They take an active interest in football, hockey, basketball, floorball and motorsport. They follow sports events.
6723	**Anglers, hunters and gamekeepers**	**Users who spend their free time fishing, hunting or gamekeeping and actively spend time in nature.** They take an active interest in fishing, shooting and gamekeeping, hunting or sport shooting.
6724	**Travellers**	**Users who like discovering new places and travel regularly, both within Czechia and abroad.** They take an active interest in exotic destinations, European and Mediterranean destinations, domestic tourism, the mountains, flights, sightseeing tours and travel. They show purchase intent for holidays abroad or domestic holidays, mountain or skiing holidays, wellness or relaxation stays, travel equipment and travel insurance.
6725	**Pet lovers**	**Users who keep pets and take an active interest in their care.** They take an active interest in dogs, cats, and pet food or supplies. They show purchase intent for dog supplies, cat supplies, aquarium and terrarium supplies, bird-keeping supplies or small-animal keeping supplies.



Life event details



ID	Life event	Description
6728	**Expecting or caring for a baby**	**Users who are expecting a baby or have recently had one.** They take an active interest in pregnancy, strollers, car seats, baby supplies, infant nutrition and breastfeeding, nappies and toys for infants. They show purchase intent for children's furniture, strollers or car seats, and maternity clothing.
6729	**Graduating and starting careers**	**Users who are finishing their studies and entering working life.** They take an active interest in job offers, renting a home, mortgages, savings and investing. They show purchase intent for looking for a job or temporary work.
6731	**Looking for housing**	**Users who are looking for a new home to buy or rent, or are preparing to move.** They take an active interest in buying and renting apartments or houses, mortgages, moving, and property auctions. They show purchase intent for handling a mortgage or refinancing.
6732	**Furnishing a home**	**Users who are furnishing a new home or renewing its furnishings.** They take an active interest in interior furnishings and furniture, including kitchens. They show purchase intent for living room, bedroom, hallway and dining furniture, kitchen units, appliances, cookware, bathroom equipment, home accessories, textiles, decorations, interior lighting, cleaning supplies, home security and smart home equipment.



ID	Life event	Description
6733	**Building or renovating**	**Users who are planning or carrying out construction, renovation or larger alterations to a property.** They take an active interest in construction, renovation and energy. They show purchase intent for building and renovation work, windows and doors, floors and tiles, paints and painting supplies, heating, air conditioning, electrical installation, water and sewage systems, exterior house equipment, and photovoltaics or heat pumps.
6734	**Reducing home energy costs**	**Users who are looking for ways to cut energy costs and make their home more energy-efficient.** They take an active interest in energy savings. They show purchase intent for heating or air conditioning, and photovoltaics or heat pumps.
6735	**Handling finances or loans**	**Users who are considering an important financial decision or looking for suitable financing options.** They take an active interest in mortgages, savings and investing, compulsory motor insurance, economic and legal advisory, consumer credit, non-bank loans, second-hand shops and pawnshops, or leasing. They show purchase intent for vehicle insurance and travel insurance.
6736	**Starting to lose weight**	**Users who want to lose weight and are changing their approach to eating and physical activity.** They take an active interest in weight loss and diets. They show purchase intent for diet and special nutrition.



ID	Life event	Description
6740	**Planning a trip or holiday**	**Users who are planning a trip or holiday at home or abroad.** They take an active interest in exotic destinations, the mountains, adventure and the outdoors, European and Mediterranean destinations, domestic tourism, flights, sightseeing tours and travel. They show purchase intent for holidays abroad or domestic holidays, mountain or skiing holidays, wellness and relaxation stays, travel equipment and travel insurance.
6741	**Buying a vehicle**	**Users who are planning to buy a new passenger car or motorcycle.** They take an active interest in family and sports cars, motorcycles and quad bikes, passenger cars, electric and hybrid cars, city cars, and buying or selling passenger cars. They show purchase intent for vehicle insurance.
6742	**Handling car maintenance or repairs**	**Users who are dealing with servicing, maintenance or repair of their vehicle.** They show purchase intent for tyres or rims, minor car maintenance, and car electrical parts or lighting.

Purchase intent details



Automotive

ID	Purchase intent	Description
6450	**Buying a passenger car**	**Users who are actively choosing a new or used passenger car.** They follow offers of passenger cars from various brands, SUVs, off-road vehicles, estate cars and motorhomes. They filter by age, mileage, transmission type or price range.
6451	**Buying an electric or hybrid car**	**Users who are considering buying an electric or hybrid vehicle.** They take an active interest in electromobility, electric cars, hybrid cars or the Tesla brand. They buy charging stations and charging cables for electric cars.
6455	**Buying tyres or rims**	**Users who are choosing tyres or rims for their vehicle.** They buy summer, winter or all-season car tyres, tyres for motorcycles or quad bikes, rims, wheel covers or snow chains.
6458	**Buying car accessories**	**Users who equip their vehicle with accessories for greater comfort, safety or practicality.** They buy car accessories, car electronics, vehicle security, safety equipment, roof racks and roof boxes, trailers and other accessories.
6459	**Buying car parts and automotive tools**	**Users who repair or maintain their car themselves or equip a car workshop.** They buy car parts for brakes, engines, chassis, gearboxes, steering, clutches, air conditioning, fuel or exhaust systems, as well as tools and equipment for vehicle repairs.

Construction and Renovation

ID	Purchase intent	Description
6489	**Buying building materials or tools**	**Users who are building a new house or renovating a property.** They buy building materials, masonry, building boards and binders, timber, roofing, thermal insulation and insulation materials, construction chemicals or bricklaying tools.
6490	**Buying windows or doors**	**Users who are renovating or furnishing their home.** They buy windows, doors, locks, handles, roller shutters, blinds or other accessories.
6493	**Handling heating or air conditioning**	**Users who are fitting out or upgrading their home heating or cooling system.** They take an interest in boilers, fireplaces, stoves, radiators, air conditioning, ventilation and other equipment for heating and air treatment.
6496	**Buying exterior house equipment**	**Users who are landscaping or fitting out the surroundings of their house.** They buy fences, gates, pergolas, letterboxes, garage doors and other exterior equipment.
6497	**Buying photovoltaics or a heat pump**	**Users who are looking for energy-saving solutions for heating or energy generation.** They buy solar panels, heat pumps, solar batteries and other renewable energy equipment.

Culture and Entertainment

ID	Purchase intent	Description
6610	**Buying books and magazines**	**Users who enjoy reading or expanding their home library.** They buy fiction, non-fiction, children's books, magazines, crossword puzzles or books focused on their interests.
6612	**Buying films or series**	**Users who acquire films or series for their collection.** They buy DVDs, Blu-ray discs or collector's film editions.

Electronics and PC

ID	Purchase intent	Description
6508	**Buying a mobile phone and accessories**	**Users who are buying a new mobile phone or accessories for it.** They buy smartphones, spare parts, cases, screen protectors, chargers, power banks, hands-free kits and other mobile accessories.
6515	**Buying a TV or home video equipment**	**Users who are buying equipment for watching TV or films at home.** They buy televisions, projectors, home cinemas, set-top boxes, satellite equipment or TV accessories.

Family and Children

ID	Purchase intent	Description
6582	**Buying toys**	**Users who are choosing toys for children of various ages.** They buy building sets, puzzles, dolls, toy cars, soft toys, figurines and other children's toys.

Fashion and Beauty

ID	Purchase intent	Description
6565	Buying women's clothing and footwear	**Users who buy women's fashion for everyday wear and special occasions.** They buy women's clothing, footwear, underwear, swimwear or fashion accessories.
6566	Buying face and body cosmetics	**Users who take care of their skin and body.** They buy face and body cosmetics, sun protection products, shower gels, body lotions and other products for everyday care.
6568	Buying watches or jewellery	**Users who acquire fashion or luxury accessories.** They buy watches, jewellery, rings, earrings, bracelets, chains and other jewellery accessories.
6570	Buying men's clothing and footwear	**Users who buy men's fashion for everyday wear and special occasions.** They buy men's clothing, footwear, underwear, swimwear or thermal underwear.
6571	Buying fashion accessories	**Users who add stylish or practical accessories to their wardrobe.** They buy belts, caps, hats, gloves, scarves, ties, umbrellas and other fashion accessories.
6572	Buying a handbag, wallet or bag	**Users who look for practical bags and fashion accessories.** They buy handbags, wallets, briefcases, shoulder bags, city backpacks or document holders.



Fashion and Beauty

ID	Purchase intent	Description
6574	**Buying makeup and nail care**	**Users who are devoted to decorative cosmetics and nail care.** They buy make-up, lipsticks, mascaras, nail polishes, manicure supplies or cosmetic tools.
6575	**Buying hair cosmetics**	**Users who take care of their hair or change its look.** They buy shampoos, conditioners, hair dyes, styling products or hair treatments.

Finance and Insurance

ID	Purchase intent	Description
6596	**Handling a loan or consumer credit**	**Users who are looking for financing in the form of a loan or consumer credit.** They take an interest in consumer and non-bank loans.
6599	**Handling travel insurance**	**Users who are planning a trip abroad and looking for suitable insurance.** They take an interest in travel insurance for trips abroad.

Food and Drinks

ID	Purchase intent	Description
6631	**Buying groceries**	**Users who regularly buy groceries for everyday cooking and the household.** They buy ingredients for cooking and baking, fruit, vegetables, bakery products, dairy products, meat and long-life foods, or use online grocery shopping.
6634	**Buying alcoholic drinks**	**Users who buy alcoholic drinks for everyday consumption or social occasions.** They buy beer, wine, sparkling wine, cider, whisky, rum, gin, vodka and other spirits.

Garden and Workshop

ID	Purchase intent	Description
6499	Buying growing and gardening supplies	**Users who grow plants or look after a garden.** They buy seeds, seedlings, fertilisers, growing media, flower pots, greenhouses or garden tools.
6500	Buying garden machinery	**Users who are equipping or maintaining a garden.** They buy lawnmowers, garden tractors, chainsaws, pumps, irrigation systems and other garden machinery.
6501	Buying outdoor garden equipment	**Users who are landscaping or equipping the outdoor space around their house.** They buy garden furniture, pergolas, gazebos, parasols, garden decorations, ponds and other garden equipment.
6502	Buying a pool or hot tub	**Users who are buying a pool or hot tub for home use.** They buy pools, hot tubs, pool chemicals, filtration and other accessories for maintenance and operation.
6504	Buying tools	**Users who are equipping a workshop or carrying out repairs and building work.** They buy hand and power tools, measuring equipment or tool accessories.

Health and Medicine

ID	Purchase intent	Description
6664	Buying over-the-counter medicines	**Users who deal with common health problems without a prescription.** They buy over-the-counter medicines for pain, colds, allergies, digestive problems and other medicinal products.
6671	Buying prescription glasses and contact lenses	**Users who need vision correction.** They buy prescription glasses, contact lenses, lens solutions and other optical accessories.
6676	Buying vitamins and dietary supplements	**Users who support their health and lifestyle.** They take an interest in hemp products, probiotics or collagen. They buy vitamins, minerals, dietary supplements, CBD and other natural products.
6677	Buying diet and special nutrition	**Users who adjust their diet to specific health or nutritional goals.** They take an interest in green foods. They buy keto products, special nutrition, and weight-loss or detox products.

Home and Interior

ID	Purchase intent	Description
6474	Buying common kitchen appliances	**Users who are buying common kitchen appliances for their home.** They buy fridges, dishwashers, ovens, hobs, cooker hoods and other appliances for everyday cooking.
6475	Buying special kitchen appliances	**Users who are looking for appliances for preparing food and drinks at home.** They buy food processors, blenders, bread makers, juicers, vacuum sealers or soda makers.
6482	Buying drugstore and cleaning supplies	**Users who buy products for laundry, dishwashing and household cleaning.** They buy cleaning products, dishwasher products, laundry detergents, mops and other cleaning aids.
6486	Handling home security	**Users who want to make their home more secure.** They buy cameras, alarms, detectors, safes and other security equipment.
6487	Buying smart home equipment	**Users who are buying devices for home automation.** They take an interest in smart home systems, robot vacuum cleaners, weather stations and other smart devices.

Real Estate

ID	Purchase intent	Description
6463	**Buying an apartment**	**Users who are actively looking for an apartment to buy.** They take an interest in new and older apartments of various layouts and look for a property by location or budget.
6464	**Looking for an apartment rental**	**Users who are looking for an apartment for long-term or short-term rental.** They take an interest in rental housing offers in various regions of the Czech Republic.
6465	**Buying a house**	**Users who are actively looking for a family house to buy.** They take an interest in house offers in various locations and price categories.
6468	**Looking for an investment or premium property**	**Users who are looking for a property as an investment or in a higher price segment.** They take an interest in investment apartments, development projects, luxury properties, land or properties abroad.

Sport and Outdoor

ID	Purchase intent	Description
6525	Buying bicycles or cycling equipment	**Users who cycle or are buying a new bike.** They buy bicycles, e-bikes, cycling clothing, helmets, components and other cycling equipment.
6526	Buying fitness equipment or sports nutrition	**Users who exercise or are building a home gym.** They buy strength training equipment, dumbbells, cardio machines, sports nutrition, proteins and other fitness aids.
6528	Buying outdoor or hiking equipment	**Users who spend time in nature or go hiking.** They buy tents, sleeping bags, hiking backpacks, trekking poles, camping equipment and other outdoor supplies.
6533	Buying football equipment	**Users who play football or are taking it up.** They buy football boots, footballs, kits, shin guards or training aids.
6545	Buying hunting and gamekeeping equipment	**Users who do gamekeeping or hunting.** They buy hunting clothing, baits, hunting stands and other gamekeeping equipment.
6550	Buying racket sports equipment	**Users who play tennis, badminton, table tennis, squash or racquetball.** They buy rackets, balls, nets and other racket sports equipment.

Travel and Leisure

ID	Purchase intent	Description
6590	**Planning an exotic holiday**	**Users who are planning a holiday in an exotic destination outside Europe.** They take an interest, for example, in trips to Thailand, Vietnam, the United Arab Emirates, Oman, the Maldives, Tanzania, Mexico, etc.
6591	**Planning a domestic holiday**	**Users who are planning a holiday in the Czech Republic.** They take an interest in travelling around Czechia, accommodation services or renting cottages and country houses.
6592	**Planning a mountain or skiing holiday**	**Users who are planning a winter holiday or a skiing stay.** They take an interest in mountain destinations and skiing, for example in the Krkonoše, Jeseníky, Beskydy or Šumava mountains.
6744	**Planning a seaside holiday**	**Users who are planning a seaside holiday in a popular coastal destination.** They take an interest, for example, in stays in Greece, Egypt, Tunisia, Turkey, Italy, Spain, Croatia, Cyprus, etc.
6745	**Planning a city break or holiday in Europe**	**Users who are planning a city break or a holiday in one of the European destinations.** They take an interest, for example, in stays in France, Germany, Austria, Hungary, Portugal, Italy, Spain, etc.





For more information, contact your sales representative.


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