

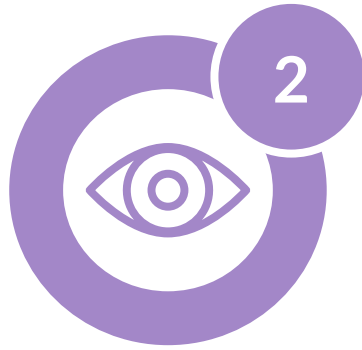
# Improved campaign performance through insight into target group exposure

Future-proof cookieless measurement via GfK Sensic



**1** Tagging and registration impressions

Check of daily online campaign performance



**2** Insights into reach per target group

Know the reach within your target group and overlap in platforms/devices



**3** Incremental reach of 'Walled Gardens'

Additional reach of YouTube, Meta (FB/IG)

