

AdUp Postcode Targeting

Your ads displayed in your preferred region

AdUp Postcode Targeting offers you the possibility to use geo information precisely, to target users, up to the fifth postcode number.

Thus you are now able to display regionally and locally relevant offers to the appropriate target group and to implement sophisticated geo-strategies.

Geo placeholders can be used to create a regional reference in the creatives that leads to a higher advertising relevance & increased click rate.



Property for sale in **Berlin**?

Real estate prices are at record high! Don't sell too cheap now!



Campaigns with Postcode Targeting offer higher precision & increased performance.



Precise geo information is available for approx. every third request. Restrictions apply to newsletters & mobile connections.



With the help of range estimation in our frontend, you are able to estimate expected volume for your postal code upfront.