

# Intents



Intents are one of the most effective forms of targeting. They are characterized by short-term signals based on a user's current interest in a product or service. They are suitable for both long-term acquisition campaigns and for campaigns aiming at reaching relevant users to build brand awareness.

Category of Intents	Category description
Auto-moto	Users with purchasing intents related to auto-moto products, automobile brands, price preferences when choosing a car etc.
B2B	Users registered to Firmy.cz, split into categories by their field of business.
Brandlovers	Users preferring and specifically searching for selected brands of electronics, fashion, house equipment etc.
Celebrations and gifts	Users interested in buying gifts and other products suitable for celebrations.
Computers	Users interested in purchasing computer-related products: desktop computers, tablets, hardware, software, and other PC components.
Cosmetics and drugstore	Users interested in buying cosmetics and drugstore products: perfumes, make-up and make-up tools, shaving, body and hair cosmetics, home fragrances, cleaning supplies, etc.
Culture and entertainment	Users interested in buying products related to movies and series, music, books, board games, RC models or hunting.

Electronics	Users interested in buying TVs, audio, video and gaming devices, smart watches, and other types of dětskýelectronics.
Fashion and clothing	Users with shopping intentions in fashion and clothing - shoes, swimwear, underwear, children's clothing, sportswear, socks, jewelry and watches, workwear, etc.
Firmy.cz visitors	Users who have visited specific categories in the Firmy.cz catalog, split into groups by the field of business (accommodation, cafés, car services, flower shops etc.)
Food and drinks	Users purchasing food, alcoholic or non-alcoholic beverages and specific types of products such as tea, coffee, beer, wine, dried foods, vegan foods, etc.
Health	Users interested in alternative medicine services and healers, or interested in purchasing medical supplies, products, and aids (dietary supplements, aids for the elderly, weight loss products etc.)
Home appliances	Users interested in purchasing appliances for the kitchen, cleaning, body care, laundry and laundry care, air conditioning, etc.
Household and gardening	Users aiming at purchasing products for the home, garden and kitchen equipment, furniture, home accessories and decorations, pet supplies, etc.
Job Applicants	Users searching for job vacancies, sorted by the field of expertise (Account manager, assistant, marketing specialist, sales representant, accountant, nurse, teacher etc.)
Life events	Users experiencing significant life events, sorted by the type of the event (wedding, childbirth, starting a business, retiring etc.)

Loans	Users interested in obtaining a loan.
Musical instruments	Users aiming at purchasing musical instruments - string, wind, keyboard, percussion.
Optician	Users interested in purchasing dioptric glasses, sunglasses, contact lenses, etc.
Phones and navigations	Users interested in purchasing mobile phones (including specific brands), GPS gadgets, phones for the elderly etc.
Podcasty.cz Visitors	Users listening to podcast at the Podcasty.cz platform, sorted into categories by the topic of the podcast (business, politics, science, sport etc.)
Products for children	Users shopping for baby items such as toys, strollers, baby cosmetics, baby supplies or school supplies.
Properties	Users interested in buying or renting real estate - apartments, houses, plots of land, office space, and cottages - including a breakdown by region.
Special – Stream.cz viewers – channel categories	Users watching videos and programs on the Stream.cz service, classified into categories according to the topic of the programs – documentary, adrenaline, sports, travel, business, politics, etc.
Special – Stream.cz viewers - channels	Users following specific programs and shows.

Sports	Users interested in purchasing sports products and equipment for football, hockey, tennis, skiing, cycling, basketball, fishing, boating, etc.
Supermarket price actions	Users visiting the Kupi.cz service for the purpose of viewing promotional leaflets and searching for discounts of various stores.
Travelling	Users interested in buying holidays in specific destinations, flight tickets, wellness retreats, ski trips, travel suitcases.