

# ZTYPES: A REVOLUTIONARY FASHION AUDIENCE TYPOLOGY

**Data-driven zTYPES enable specific targeting and insights along the whole product lifecycle.** zTYPES is a game-changing new audience segmentation model based on fashion life stage and social mindset. Fashion purchase data has been combined with social media activity to give an in-depth look at what gets online shoppers clicking, shopping and sharing. **zTypes can be directly leveraged for better targeting, insights, and creative. No more useless, abstract models!**

Fashion consumption is one of the most revealing human behaviors around. The clothes we buy and the styles we wear send an outward message to the world about how we wish to be perceived. This says a lot about our priorities in other areas, too. zTYPES is built on hard data from Zalando and tens of millions of social media users.



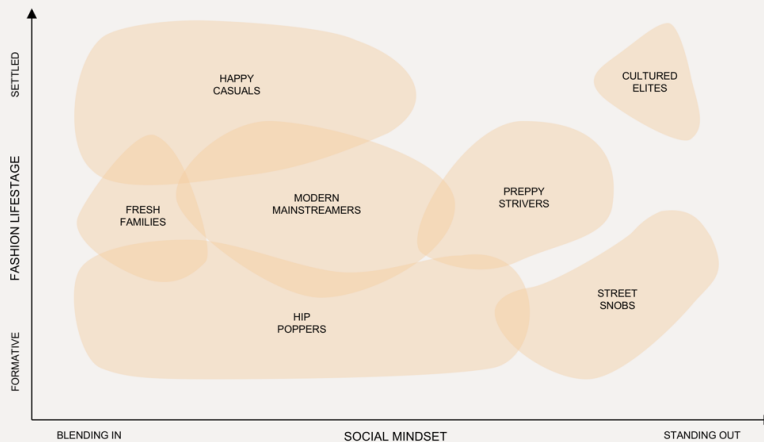
## HOW BRANDS BENEFIT WITH ZTYPES:

UNIQUE, FACTUAL TARGETING, INSIGHTS AND CREATIVE.

BASED ON REAL BEHAVIORAL, SOCIAL AND SALES DATA.

GREAT DEPTH OF MEANING TO KNOW YOUR CUSTOMER.

## Z-TYPES: SEGMENTATION OVERVIEW



**GET IN TOUCH WITH US AND LEARN MORE:**

[ZMS\\_INFO@ZALANDO.DE](mailto:ZMS_INFO@ZALANDO.DE)

[ZMS.ZALANDO.COM](https://ZMS.ZALANDO.COM)