

## SKLEP INTERNETOWY R-GOL – opisy kategorii

<https://www.r-gol.com/akcesoria-sedziowskie>

### Referee accessories

Soccer would not be the same sport without referees. After all, its "shape" is determined by the rules of the game, which are guarded by the referees. They ensure that the players follow the rules, make sure matches run correctly, control time, count and award goals, and signal fouls, offenses, errors, and offsides. There are so many things to look out for on the pitch and little time to make decisions, so the referees have a lot of responsibility. After all, no one wants to make a mistake, putting the players and fans at risk, so this job is definitely not easy. Fortunately, the market is rich in accessories for a football referee, which help facilitate this work, and the vast majority of them can be found in the R-GOL.com store.

Whistles -This is certainly a basic and mandatory tool for every referee. Next to cards, this is probably the thing we associate the most with referees. It allows you to make noise, alerting players and spectators that something has happened on the pitch. The whistle signals virtually every part of the game. When choosing one, it is worth paying attention to what material it is made of, its volume (given in decibels) and whether it has a finger holder and then choose one that will be audible in all weather conditions while still convenient to use. Manufacturers often offer rubber mouthpiece covers, which is very useful when you hold the whistle in your mouth for a long time.

Cards (yellow, red) - the second most important thing for a referee. The system for admonishing players with cards was invented by the English referee Ken Aston, and it was first used in 1970 at the World Cup in Mexico. Cards allow you to keep order on the pitch — admonishing players (and sometimes also coaches and staff members), or simply throwing them off the pitch in the event of inappropriate behavior, unsportsmanlike fouls, and failure to comply with the rules of the game or fair play.

Wallets/kits - when it comes to accessories for a football referee, this is an absolute "must have" because they contain everything necessary to conduct the match. They include sheets for taking notes (e.g., which player received the card and what color, in what minute the goals were scored, what substitutions took

place, etc.), a writing implement, sometimes even a pencil sharpener and an eraser, and a coin that allows you to determine which team will start the game. The above-mentioned cards are also included in the set. Referee's flags – these are for line judges. They enable signaling of an offside position, a corner kick and also show which team is entitled to the ball. When choosing a flag, it is worth paying attention to what material it is made of and what color it is, ensuring that it is durable and visible in all weather conditions. You can also check whether they have handles made of a special material to prevent the flag from slipping in your hand.

Stopwatches - allow you to control the time of the game.

Pressure gauges (analog or digital) - allow you to check the pressure in the balls (given in units of bar or psi), which determines whether they are inflated to the standards, allowing them to be played. Some are equipped with vents, thanks to which you can deflate and perfectly adjust the air in the ball. It is worth paying attention to whether a needle is included in the set.

Pumps - if the above-mentioned pressure gauge shows that the ball is under-inflated, then a pump comes in handy. When choosing one, it is worth paying attention to whether it is manual, foot or electric and choose the one that meets your requirements and capabilities. Some pumps have built-in pressure gauges.

Valve oil - perfect for situations where air escapes from the ball through the valve. The oil properly moisturizes the valve and does not allow it to press, so it will not dry out and won't allow air to pass through. It is also worth moistening the valve with it before inflating the ball.

Pump needles - the end of the pump, necessary to inflate the ball or deflate it

Wristbands - each referee covers several kilometers during the match, and one of the most important tools is their eyesight. Headbands made of cotton absorb sweat and do not allow it to flow into the eyes.

Today, football referee accessories are indispensable for every referee, and their market is growing constantly. Wireless communication systems are already standard, and in England, referees use watches

connected to the Goal Line system. All these accessories for referees help to signal what is currently happening on the pitch to the players and observers, facilitating the conduct of the match.

<https://www.r-gol.com/odzywki-dla-pilkarzy>

## Nutrition for soccer players

Nutrition for footballers is very important for the development of the athlete's body. It has been known for years that a proper diet allows you to increase your body's capabilities. It is an essential aspect of an athlete's life. The R-GOL.com store offers a whole range of different supplements adapted to different parts of the training. Olimp is one of the most popular producers of nutrients in Europe. They offer a perfectly prepared, high-quality product. Each one is tested to get the best proportions of nutrients, thus maximizing their effect. The largest football store in Poland offers nutrients divided by their impact and depending on the stage of training. They are divided into protein, isotonic, fat burners, increasing efficiency, stimulants, amino acids, carbohydrates, vitamins and minerals, and creatine. Each of them has a different application, and the appropriate dosage of each type, combined with intensive training, guarantees the development of your abilities.

The use of isotonic drinks has a particular application during aerobic training and more. It is a product that will quickly hydrate your body during exercise. Minerals, which are lost during exercise, are quickly supplemented with isotonic, equipped with, among other things, a set of vitamins, L-carnitine and L-glutamine. Perfect for use before, during, and after training to supplement deficiencies. The product is ideal for long-term training, such as running or football training. In order to avoid falling into monotony, at the R-GOL store, you will find flavors of isotonic drinks such as lemon, orange, and tracking blue. They are available in different sizes — disposable sachets containing 35 grams of powder, 700 grams, 1,505 grams, or water-soluble tablets.

Protein supplements are a great solution for muscle development. With protein products combined with strength training, the increase in muscle mass is certain! Supplements of this type are also a great solution for faster regeneration after exhausting workouts. The countless number of different flavors, both classic and more unconventional, means that you will definitely find something that meets your requirements. In addition, protein supplements are divided into those where the content reaches approx. 70 per cent protein + other ingredients. There is Whey Protein Complex 100% or a product where the protein content is approx. 86 per cent, called Pure Whey Isolate 95. You can choose a product perfectly suited to your needs, taking into account the sport you practice or the part of the season you are in. You can also choose the amount when shopping — they are available in packages weighing 600 grams, 700 grams or 2,270 grams.

Fat burners are for those who want to get rid of a few extra pounds. Specially selected ingredients accelerate metabolism, thanks to which you can reduce your level of body fat. The product is designed so that you do not reduce muscle strength during weight loss, but instead strengthen its structure. The burners contain L-carnitine, L-tyrosine, caffeine and a set of vitamins. In the R-GOL.com store, you will find products such as Thermo Speed Extreme - 120 capsules, L-Carnitine 3000 Extreme 25ml, Thermostim Hardcore 60 capsules, Thermo Speed Hardcore 120 capsules, L-Carnitine Extreme 1500 - 120 capsules. Nutrients that improve performance are ideal for preparing for and doing long-term exercise. Products offered by Olimp include: Gold Omega 3 - 120 capsules, for regular use to improve the body's efficiency and immunity, and

AAKG 7500 Extreme Shot, a product that will give you energy and stimulate your body.

Amino acids are an excellent product for strengthening muscles and accelerating regeneration after intense training. They are a muscle building component, and take them as a supplement will give measurable results. The most popular product from the amino acid series is called BCAA, available from R-GOL in various flavors. Additional support can come from Glutamine Mega Caps 1400, containing 120 tablets that strengthen your muscles and joints. Products such as Carbonizer XR or Carbonox are carbohydrate supplements that fill your body with the energy needed for exercise. The perfect support for the body is a set of vitamins, such as Vita-Min, Chela-Mag B6, Chela-MZB, MCT Oil and ALKAGEN. These are products that will strengthen and immunize your body, making it more efficient during training. If you want to develop your muscle mass, creatine supplements are an essential part of your diet. Creatine in various flavors or in the form of tablets and TCM, combined with strength training, will give measurable results.

## ORIENYDISPLAY.COM - artykuły specjalistyczne

<https://www.orientdisplay.com/knowledge-base/tft-basics/tft-vs-ips-display/>

### What is an IPS display?

**The technology used to create a monitor is important not only for the quality of the image displayed but also for user comfort. To improve these aspects, manufacturers constantly work to improve their products, replacing traditional solutions with far more modern ones. Among these are IPS displays. How are they better than their predecessors? What effects have been achieved with this technology?**

#### Better image quality thanks to the IPS matrix

The IPS display first appeared in 1996. It is an improved and upgraded version of the TFT LCD. They share the same structure, but with IPS, there is far better functionality and usability. The liquid crystal has been arranged in parallel, which has improved colour reproduction and widened the viewing angle. Such screens are certainly more expensive to produce, which ultimately translates into a higher price. At the same time, the improved performance positively impacts the quality of their use. This is why many people pay more to benefit from a display that offers a more comfortable working environment.

#### Advantages of IPS technology

The IPS matrix is distinguished by its **wide viewing angle**. This allows the image to be viewed from multiple perspectives without loss of quality. This is very important if, for example, the monitor is permanently fixed in one place and cannot be repositioned. In addition, IPS screens offer an **extensive colour palette and realistic colours**. This is particularly needed if the image is multicoloured and also plays an essential role among gamers and cinema fans. For many people, a significant advantage of IPS will be the **fast response time**. In a short time, such a screen executes the user's commands, which is particularly important among

gaming enthusiasts. There are models with a response time as low as 0.3 milliseconds. This is an exceptional result that is difficult to achieve with other technologies.

IPS screens also display extremely **detailed images**. You can see the smallest details, which sometimes play the most important role. There is a wide choice of IPS matrices nowadays so that they can be adapted to the purpose of the equipment and individual preferences. The **smoothness of the displayed image should** not be forgotten. This, in turn, is of great importance for animations. Such an impressive refresh rate is appreciated today by gamers, graphic designers, and average users with high expectations.

### Advantages of IPS over TFT

The advent of the IPS matrix has greatly eroded the popularity of TFT. This is precisely due to its improved performance. To know more about the differences between the two technologies, read the article [TFT vs. IPS Display: What is the Difference?](#)

IPS is the winner in many respects when compared to TFT. It offers a wider viewing angle, although this is not always an advantage for the user, for example, if they value privacy and do not want the image to be visible to others next to them. Compared to an IPS screen's 0.3 millisecond response time, TFT response time stands at ten milliseconds. Certainly, the image displayed with IPS technology is more detailed, natural and clear, guaranteeing a better visual experience. However, it is not entirely without disadvantages. You will pay more for an IPS screen. Although they use 15 per cent less power than TFT, they also consume more energy through backlighting. This means that in TFT, the battery lasts longer.

Premium devices use IPS matrices. This is determined by the quality of the displayed image and thus better conditions for work, gaming and other forms of entertainment. However, it is important to note that even more advanced technologies are now being used in the production of monitors, guaranteeing a clearer image and better colour reproduction, an example of which is AMOLED.

<https://www.orientdisplay.com/knowledge-base/lcd-basics/amoled-vs-ips-tft-display-which-is-better-display-technology/>

### TFT screen - a display technology that rivals the best

**It is not difficult to see the vast technological advances in displays. The image they emit today is more detailed, contrasting and better able to reproduce natural colours and highlight details. One of the more rapidly developing technologies is TFT. It has a great deal to offer in terms of readability in sunlight and the display of perfect whiteness.**

### TFT LCD structure

LCD TFT is an active matrix display, a thin film liquid crystal display with transistors. The matrix actively controls the pixels, and displays using this technology boast high resolution and excellent quality.

The TFT LCD matrix has a 3-layer structure. Two of them are made of a glass substrate. One contains the TFT, the other the RGB or red/green/blue colours. Between the glass layers is a liquid crystal layer responsible for controlling the light flow. As for the colour filters, their function is to display the colours. The outermost layer is simply a screen on which the image is visible.

Notably, the TFT screen itself cannot emit light. Backlighting with bright white light is necessary for this purpose. More advanced and newer models use LED backlighting for this purpose. Such screens are more energy-efficient.

### Application of TFT displays

TFT LCDs are characterised by their light weight and are also very thin. This makes them suitable for a wide range of applications. They are ideal for flat-screen televisions that can also be hung on the wall. They are also used in mobile phones, laptops and other mobile devices.

As far as LCDs are concerned, before the advent of TFT technology, i.e., active colour displays, they were only monochrome, passive models. In this version, they could be used in a much narrower area. The passive LCD matrix was found in calculators and watches, among other things.

### TFT in an upgraded version, i.e., IPS

However, the disadvantages of TFT LCD are considered to be the narrow viewing angle and the relatively slow response time. The TFT LCD was modified slightly to eliminate these problems, so an IPS matrix was created. In this version, the response speed is noticeably better. In addition, the viewing angle has been widened so that the image is clearly visible from many perspectives. To add, the image is more detailed and has better colour reproduction. It is a technology that is suitable even for the most demanding monitors.

### TFT or AMOLED?

The biggest competitor to TFT LCD, especially in the IPS variant, is AMOLED. This display consists of an active matrix of light-generating OLED pixels. Each individual sub-pixel comprises three organic diodes responsible for emitting their own light. This means that, unlike TFT LCDs, such screens do not need additional backlighting. The differences between the two technologies are outlined in more detail in the article [AMOLED vs IPS TFT Display: Which is Better Display Technology?](#)

AMOLED has an advantage over TFT LCD in terms of image quality. It is better in terms of contrast and also black backgrounds. It also has a wider viewing angle and lower power consumption. The colours are more saturated, and the overall design is flatter. On the other hand, the IPS matrix is way better in harsh conditions - providing better readability in sunlight. The white colour is also significantly cleaner.

TFT screens have undergone a tremendous metamorphosis over the years. Their performance has improved, and they guarantee better image quality and user comfort. They still lose out to AMOLED screens, but their further development may allow them to improve their image parameters even further.

## 1. Autologous Treatment For Your Skin Using Prp Plasma & PRF

We are introducing autologous therapy for your skin. Autologous cell therapy treatments use the patient's own individual cells extracted from blood. This makes this treatment natural, safe and non-allergenic. We are mainly talking about stem cells and platelet-rich plasma with strong regenerative potential.

### 1. Appear to be much younger than the data on your ID card!

The procedure is very safe for the body. Platelet-rich plasma (PRP) and Platelet-Rich Fibrin (PRF) are collected from the patient.

These are platelet concentrates, containing a number of factors that accelerate the formation of new blood vessels and the construction of new cells. Platelets release platelet-derived growth factors, which are responsible for stimulating the processes of regeneration, healing and reconstruction of damaged tissues.

Before the procedure, the medical practitioner qualifies the patient and gives a full medical evaluation. If there are no contraindications, the patient will then be told in detail what the procedure consists of and how it is performed.

### 1. Even if you don't have any signs of aging you can benefit greatly by choosing a concentrated PRP plasma treatment

Get ahead of time before it's necessary!.

This is the perfect time to prevent expression lines and dark circles under your eyes! Go for treatments using concentrated plasma - PRP. The growth factors and nutrients contained in plasma slow down the ageing process of the skin. In addition, they improve its colour, elasticity and strengthen blood vessels. Treatment with concentrated plasma - PRP is non-invasive and discreet. As a result, your skin will have a youthful and natural radiance that will give you a fully refreshed healthy glow.

### 1. What if I see the first signs of ageing? Basic Synergy treatment

Nothing is lost! Even if there are already fine wrinkles on your face around the mouth, eyes or nose, you can stop them with the Basic Synergy treatment. The Basic Synergy treatment is based on the synergy of concentrated PRP plasma with I-PRF, an injectable fibrin with CD 34+ stem cells. The plasma regenerates and revitalises skin and prevents further ageing. The injectable platelet-rich fibrin contains CD34+ stem cells and concentrated growth factors to stimulate the restoration of areas in need of correction.

## 1. Skin rejuvenation treatment for skin after 40

Over time, both the density of the skin and the thickness of its individual layers decrease. This translates into a loss of elasticity, the visibility of wrinkles and dark circles caused by tissue loss. Around the age of 40-45, the skin needs not only revitalisation but more importantly, restoration. The Advanced Synergy treatment has been formulated to help.

The Advanced Synergy treatment is based on the synergy of F-PRF, an advanced fibrin fluid, with I-PRF, an injectable fibrin with CD34+ stem cells. The therapy rebuilds skin structure, increases collagen synthesis and creates new elastic fibres. A three-dimensional matrix is created under the skin, giving the effect of temporary filling, which is also a reconstruction process. Injected platelet-rich fibrin with CD34+ stem cells intensively revitalises selected areas.

### 1. Comprehensive plasma treatment

Complete rejuvenation of the face, neck and décolleté by combining Basic Synergy or Advanced Synergy treatment with micro-needling. Platelets found in plasma play a vital role in the tissue repair process. PRP and PRF treatments improve the quality of the skin, firm and thicken it, unify its colour, add radiance, reduce fine wrinkles, acne scars and imperfections, and evens out the texture.

It is best to perform a series of 3-4 treatments at intervals of 4 weeks, although often the effect of improving the appearance and quality of the skin is already visible after a single treatment (especially in people with thin, delicate skin).

**RTBHOUSE.COM – blog**

## Contextual targeting gains new importance in the post-cookie era

**We already know that third-party cookies will be phased out in the coming years. Are we prepared for this? What will targeting look like in the digital advertising industry then? Contextual targeting, which is not based on third-party cookies, will undoubtedly play an important role. It is already being used by companies today to display adverts that best suit users' preferences. How does contextual targeting actually work?**



## What is contextual targeting?

To be effective, an ad must be displayed to relevant users who are likely to be interested in it. Contextual targeting is all about matching the ad to the subject of the page on which it will appear. Therefore, the focus is not on the user but on the website's content. Matching takes place based on the keywords found on the website. It is, therefore, important to properly specify which phrases you care about; they should be related to your business. For example, if you run a furniture shop, your advertisement should appear on websites positioned on keywords such as: "living room furniture", "furniture", "kitchen furniture", but also "interior design", or "interior trends".

Contextual targeting is, therefore, about properly linking your adverts to the subject matter of the pages on which they will appear. Its users are interested in a specific topic that is also related to your offer. Displaying ads this way increases the chance of drawing their attention to your ad.

## Contextual and behavioural targeting - significant differences

There are two basic types of targeting - contextual and behavioural. In both cases, the aim is to display ads in such a way as to increase your chances of attracting the interest of your audience. Behavioural targeting, however, is based on matching the ad with the user's behaviour and profile. It is, therefore, about identifying the target group most likely to be interested in your offer. This is done by analysing the user's online behaviour - what sites they visit, what they click on, and their interactions with other sites. This way, we can determine which users will likely be our potential customers. Adverts are therefore not displayed on sites with a specific theme but to users who best fit our customer profile. In this case, the content of the website is irrelevant.

However, the problem arises when we lose the ability to collect data about users using third-party cookies. This definitely makes it more difficult to access their information. For this reason, contextual targeting independent of third-party cookies is gaining ground. It is, therefore, already worthwhile to become more involved in this method of targeting to be adequately prepared for the changes. This can be difficult for companies that have not used this technique before. However, some companies make it easier to implement this tactic, such as [RTBHouse](#), which, using the advanced tools available, facilitates embedding ads on the web in such a way that they work as effectively as possible.

## Why is contextual targeting so important?

The internet today is a space within which many individuals and companies operate. Sites are appearing that are not necessarily conducive to brand safety. Contextual targeting allows advertisements to be placed on websites that are relevant to their activities and correspond to their image. You can be sure that when advertising kitchen furniture, as in the previous example, your advert will not appear on a site that promotes discrimination, for instance, or on one related to automotive content.

Contextual targeting is independent of third-party cookies, which will soon be removed. If you have so far only relied on behavioural targeting, now is a good time to take an interest in the second type of targeting, which in the near future will be the only option for matching adverts to audience interests. It offers many opportunities for effective marketing activities by providing ready-made solutions for users interested in a

specific topic. When they read an article about living room furniture, they see an ad for a company that sells or produces it.

Contextual targeting is receiving increasing interest. Its enormous potential has finally been recognised. This way, display adverts have a good chance of drawing traffic to your site from users who are actually looking for your products or services.

## Why is automated advertising so effective?

**Automation is growing rapidly and can be considered for use in all areas, wherever possible, to streamline and facilitate many processes. This is also the case with online advertising. Automated advertising effectively uses user data to tailor the content so that it is displayed to their preferences. This happens in real-time. How is this possible?**

### What is automated advertising, and how does it work?

Automated advertising refers to advertising messages and content displayed under the supervision of a system that adapts them to customer preferences and behaviours. It is responsible for overseeing ad buying and selling transactions in real-time. This way, advertising content more effectively reaches audiences interested in specific services or products. Displaying a single ad to a large number of recipients can have a beneficial effect on conversion. In the case of automated ads, they reach a narrower audience, but one that is definitely more likely to buy. This, in turn, translates into a higher ROI.

Such adverts and the whole process is handled by automated systems. There are special advertising platforms to automate the control of ad buying and campaign management. Among these are:

- DSP platforms - allow the purchase of advertising space through ad exchanges
- SSP platforms - offer advertising space to marketers and advertisers
- DMP platforms - help acquire and manage user data

### Automated advertising reaches potential customers

Collecting, analysing, comparing and finally matching ads by platforms is done automatically and in real-time. The entire process allows for a very precise assessment of the value of the user and the assignment of a specific ad to them. This significantly minimises the risk of providing recipients with content that does not interest them or, in their case, is ineffective.

The greatest advantage is the precision with which the advertising content is matched to the behaviour and preferences of the specific user. This, in turn, translates to more interested potential clients. There is a good chance that the ad will attract their attention; they will click on it, be redirected to a landing page and ultimately decide to make a purchase.

### Reducing advertising expenditure

Automated advertising promotes budget optimisation. Companies determine media formats and types, as well as advertising channels, and focus their resources on these. The real-time statistics they receive in connection with automated advertising are of great value. These allow them to analyse the results and

react immediately, implementing changes to improve them. Automation is also a form of streamlining for the company, which can minimise expenses in the area of advertising activities related to employing a person responsible for the entire process.

### Automated video advertising is increasingly effective

According to a CISCO report, more than 80% of internet traffic in 2022 is expected to come from video. Advertising in this form is gaining a growing audience willing to trust a company and opt for its products or offerings. Video advertising is dynamic, and through it, we are able to convey more information in an original way in a short period. Moreover, it is perceived as more interesting than a static image. To make it even more effective, it is worth carefully considering its unique form and the consistency of the entire video campaign, which can be handled by [RTBHouse](#), among others. Combining interesting creations with the automation of ad displays increases their effectiveness and allows for even better and faster results.

Automated advertising is about precision and making your content more effective where it has the best chance of success. It is an excellent way to improve the effectiveness of your marketing efforts and optimise your advertising spending.

### Retargeting to support the acquisition of undecided customers

**Customers do not always immediately show an intention to buy, even though they are interested in a particular product or service. They think about it, browse the offer and even fill up a shopping basket, but no transaction takes place. This is a problem for many companies, which are wondering how to persuade a potential customer to go a step further. Retargeting works well in this situation, which is an advertising strategy that helps to turn interested consumers into determined customers.**

### Retargeting advertising for undecided customers

This is a form of advertising targeted at people who are already interested in a product or service but are still undecided about making a purchase. It works best with customers already in the middle of the sales funnel, at its second or third stage. The task of retargeting is to convince the customer to return to the website. The ad reminds them of a particular product that has sparked their interest and that they are considering buying. Sometimes such a customer needs time to think and a stimulus to help them make a decision.

Retargeting helps to regain previously acquired traffic. Bring the customer back to the site again, but this time in a more effective way so that they perform a specific action - completing the transaction.

### Retargeting objectives

You may think that there is only one objective - product purchase. Many retargeting objectives, including indirect ones, result in achieving this. Retargeting helps to bring traffic back to the website. Some consumers need several interactions with a brand to trust it and decide to buy. Retargeting makes it possible to increase the number of such occasions, making it harder for the customer to forget your company. Sometimes they are even on the last straight and have a product in their basket, but doubts arise,

and they abandon the basket. They do not finalise the order, although it would seem that this would be their next step. A sales message can help them decide to return.

Retargeting allows you to focus firmly on your key prospects, in whom you have already sparked interest and whose attention you have gained. They have already 'fallen' into your sales funnel, so all you need to do now is prove to them that it was a good decision and is worth continuing down that path. Or perhaps you're wondering why so many customers aren't closing the deal? Find the cause and try to find a solution to this problem, which will be displayed in the message of your retargeting ad.

### Mechanism of retargeting

When a user leaves a website, they leave traces behind - data helpful for advertising efforts. This is of great value to you because you can use it to find and invite them back again. To implement this strategy, you need the right tools, which are provided by [RTBHouse](#), among others. These are based on artificial intelligence, algorithms that allow you to determine what a customer is specifically interested in. Among such solutions is deep learning. On this basis, we tailor adverts to specific users by displaying them on other sites.

Based on the user's online behaviour, it is possible to recognise their interests and thus match their preferences to the products they may be most interested in. In this way, it is possible to display advertisements for products they have already browsed and even added to their shopping basket or others previously unknown to them but which match their preferences. What's more, retargeting makes it possible to display adverts for companies with which potential customers have not previously had any contact. Still, we know that the company may arouse their interest. What's more, it is an automated process, so the display of ads does not require human intervention. Everything is done based on in-depth data analysis.

Above all, the effectiveness of retargeting lies in focusing on that group of customers who express an interest in a product or offer. These are highly targeted actions based on solid data; they are personalised advertisements aimed at specific audiences.