

# Netpresenter Targeting

A practical guide for understanding and using Netpresenter Targeting



# Introduction

With the Targeting feature in Netpresenter, you can easily create and manage personor device-specific audiences based on criteria such as location, or department. This ensures your communications are always relevant and effective.

This guide explains the key components - Users, Players, Audiences, and Spaces - and how they work together to deliver targeted communication. It also includes three deployment scenarios showing how to apply basic to extensive targeting options in practice.

#### 1. Users

These are the end users (employees) who can view the content within the employee app. Users can be organized into groups, either by hand or using specific rules. This makes it easy to target multiple users at once.

# 2. Players

These are devices that display the content you create in the Netpresenter Content Hub (like slides). They can also be grouped, just like users, for easier management.

#### 3. Audiences

An audience is a collection of user groups and/or player groups. Think of it like this: you can create groups for each department (e.g. Marketing department, Sales department) and then create an audience that includes all the groups in one building. This lets you target a whole building at once!

# 4. Spaces

In Netpresenter, we use Spaces to organize everything — from content to users, players, and audiences. Each Space functions as its own environment, with a specific set of content, users, players, and audiences. Optionally, each Space can also have its own dedicated branding, templates, and color themes. This approach ensures that communication remains clear, organized, and precisely targeted to the right groups.

For example, you might have one Space for the Headquarters in New York, another for the office in Boston, and a third for a business unit in Europe (e.g., Paris).



# **Netpresenter Targeting in short**

- **Content Targeting:** When creating content, you decide who sees it. You can select specific users, user groups, players, player groups, or even audiences.
- **Spaces and Audiences:** Audiences can belong to multiple spaces. This is useful if the same audience needs to view content in different environments.

Users and players are grouped for easier management. Audiences combine these groups for broader targeting. Spaces organize everything clearly. This structure enables flexible and precise content delivery to specific groups — regardless of the environment!

# Targeting in practice

Our Targeting feature can be applied in different ways depending on the size and structure of your organization. The three example scenarios below illustrate how targeting can range from basic to extensive, showcasing the feature's flexibility and scalability.

These illustrative use cases provide practical insight into how you can structure your targeting setup to align with the complexity and communication needs of your organization.

#### Scenario A

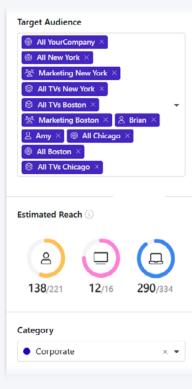
Targeting Method: Basic

**Use Case:** A company with one location in New York, 100 employees and 10 TV screens

#### **Example Setup:**

- 1 Space: New York
- 1 Audience: All New York (including all groups)
- Groups per department: Marketing, Sales, HR, IT, etc.
- Specific device targeting: Entrance screen, etc.

**Why it works:** A simple audience setup based on team or function ensures relevant communication without adding complexity. It keeps management light and configuration minimal.





# Scenario B

Targeting Method: Advanced

**Use Case:** A company with multiple nationwide locations (New York, Boston, Chicago), 1,500 employees and 35 TV screens

#### **Example Setup:**

- 3 Spaces: New York, Boston, Chicago
- 1 Audience: All YourCompany (including all groups company-wide)
- Audiences per space: All New York, All Boston, All Chicago
- Groups per department per space: Marketing New York, Marketing Boston, etc.
- Device groups: All TVs New York, All TVs Boston, All TVs Chicago
- Specific device targeting: Entrance screen New York, Breakroom TV Boston, etc.

**Why it works:** Adding a second layer of specificity (e.g., combining location and role) makes communication more targeted and effective while keeping the setup manageable.

# Scenario C

**Targeting Method:** Extensive

**Use Case:** A company with multiple international locations or business units (New York, Boston, Chicago, Paris, Canada), 5,000 employees and 80 TV screens

# **Example Setup:**

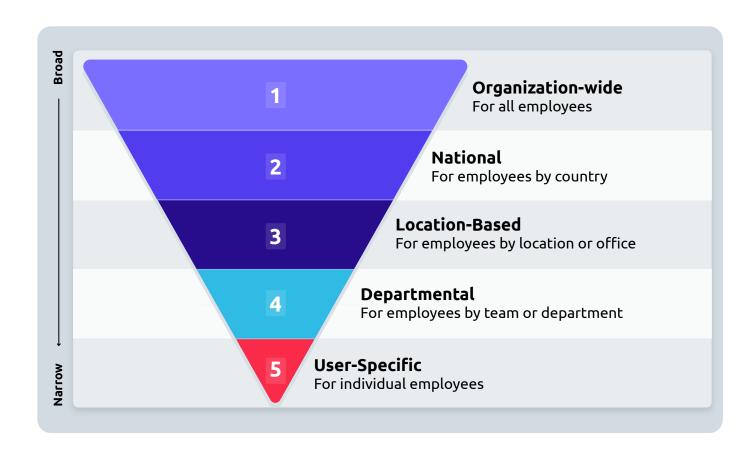
- 5 Spaces: New York, Boston, Chicago, Paris, Canada
- 1 Audience: All YourCompany (company-wide)
- Audiences per space: All New York, All Paris, All Canada, etc.
- Groups per department per space: Marketing New York, Marketing Paris, etc.
- Device groups: All TVs New York, All TVs Paris, etc.
- Specific device targeting: Entrance screen New York, Breakroom TV Boston, Production floor screens Canada, etc.

**Why it works:** Highly granular control ensures each audience only sees what's relevant to them. This maximizes message impact while minimizing noise and information overload across large, complex environments.



# Layers of Targeting

Netpresenter's Targeting feature enables you to deliver the right message to the right audience by applying up to five layers of targeting — from broad, organization-wide communication to highly personalized, individual messages. This layered approach ensures that your communication is always relevant, focused, and effective.



Layered targeting allows you to move from broad, organization-wide communication to highly specific, individual messaging. The more tailored your message, the more powerful it becomes. By targeting the right audience at the right level, you ensure:

- **Higher relevance** Employees receive only the information that applies to them.
- **Stronger engagement** Personalized messages are more likely to be noticed and acted upon.
- **Less information overload** Focused communication keeps your workforce informed without overwhelming them.



# Layer 1: Organization-wide

**Audience:** All employees across the entire organization

**Purpose:** Company-wide messages that are relevant to everyone

#### **Examples:**

• CEO video messages about annual results

Company-wide policy updates (e.g., hybrid work policy)

• Launch of a global employee wellbeing program

• Organization-wide cybersecurity awareness campaigns

• General holiday greetings (e.g., New Year's message)

# Layer 2: National

Audience: Employees in a specific country or region

Purpose: Localized updates based on national or regional context, often in the local

language

#### **Examples:**

Updates on local labor law changes (e.g., minimum wage increases)

Announcements about national holidays or public sector strikes

- Country-specific business achievements (e.g., winning a local award)
- Regional safety guidelines

• Country-specific benefit program updates

# Layer 3: Location-Based

Audience: Employees at a specific site, office, or building

**Purpose:** Operational updates relevant to a particular physical location

#### **Examples:**

- Facility maintenance alerts (e.g., parking lot resurfacing)
- Local events (e.g., charity walk organized by the Boston office)
- Fire drill announcements at a specific building
- Site-specific cafeteria menu changes
- Local construction affecting office accessibility



#### Layer 4: Departmental

Audience: Employees within a specific department or team

**Purpose:** Role- or function-specific updates

#### **Examples:**

Sales: Announcements of new targets or commission structures

- Production: Updates on shift schedules or equipment protocols
- IT: Security training reminders or welcoming a new team member
- HR: Launch of training programs or benefits changes
- Marketing: Rollout of new brand campaigns or content toolkits

# **Layer 5: User-Specific**

**Audience:** Individual users - one-on-one communication only

Purpose: Personalized communication targeted at individual employees

#### **Examples:**

- Request to acknowledge receipt of an important compliance update
- Personal reminder to subscribe to a training or brainstorming session
- Invitation to provide feedback in an employee satisfaction poll
- Quiz to assess individual knowledge of cybersecurity
- Personalized recognition on a birthday or work anniversary

