



# WEBVORK OFFERS TARGET AUDIENCES

This presentation will help you make your targeting settings more accurate and our cooperation more convenient and beneficial

# GENERAL NOTES

- /// Adult offers are mostly preferred by men older than 45 years. Younger male customers show low interest (judging by the percentage of orders)
- /// Hair growth products (Smart Hair Spray) should be offered to men older than 35 years as they fear losing hair
- /// 30 percent of men prefer organism purifiers (Detoxionis) so it makes sense to advertise such offers in a gender-neutral manner
- /// Fitness offers (ProSlimActive) are not intended for men or women under 35 as their purchasing power is very low at that young age
- /// Only 45+ men usually order prostatitis treatment offers (Prostatricum), while they show poor conversions for younger people
- /// Artrolux+ needs to be targeted for 40+ people as the percentage of orders is extremely low among younger customers (only few people under 40 face joint pain)



**PROSTATRICUM  
PLUS**

**PROMO  
MATERIALS**

**FEMALE** 1,05%

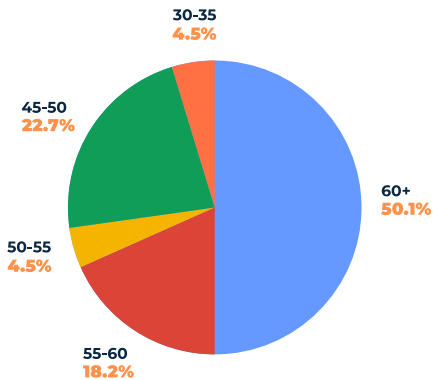
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	0,0%	4,5%	0,0%	0,0%	22,7%	4,5%	18,2%	50,0%

**MALE** 98,95%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	0,0%	4,5%	0,0%	0,0%	22,7%	4,5%	18,2%	50,0%

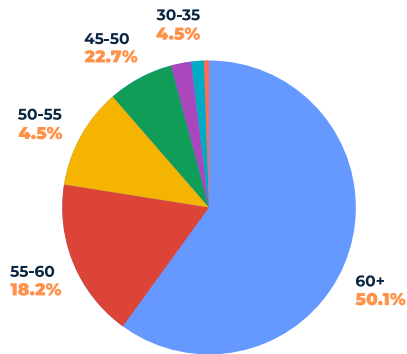
PROSTATICUM PLUS

FEMALE



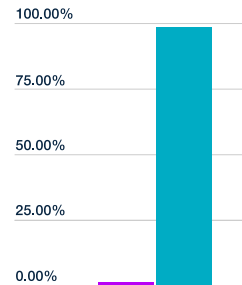
PROSTATICUM PLUS

MALE



POINT SCORED

FEMALE MALE





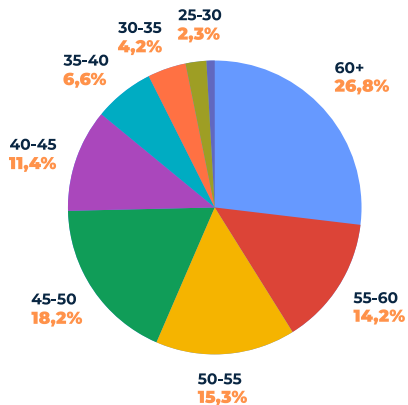
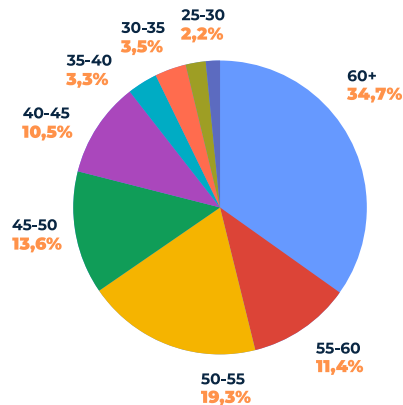
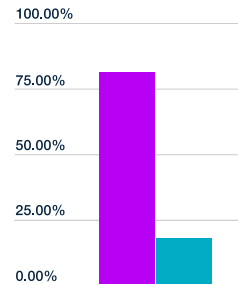
**VARILUX**  
**PREMIUM**

**FEMALE** 82,6%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,9%	2,3%	4,2%	6,6%	11,4%	18,2%	15,3%	14,2%	26,8%

**MALE** 17,4%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,5%	2,2%	3,5%	3,3%	10,5%	13,6%	19,3%	11,4%	34,7%

**VARILUX PREMIUM**
**FEMALE**

**VARILUX PREMIUM**
**MALE**

**POINT SCORED**
■ FEMALE    ■ MALE






**ERETRON**  
**AKTIV**

**PROMO**  
**MATERIALS**

**FEMALE** 1,83%

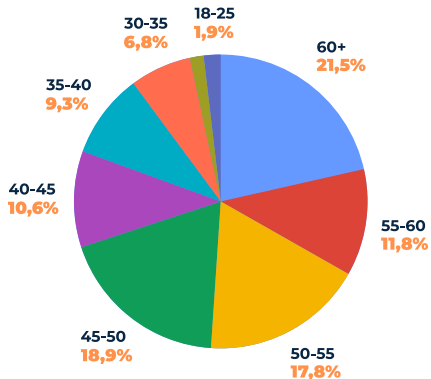
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,9%	1,5%	6,8%	9,3%	10,6%	18,9%	17,8%	11,8%	21,5%

**MALE** 98,17%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,9%	2,4%	3,4%	6,1%	9,0%	15,7%	14,8%	15,6%	31,0%

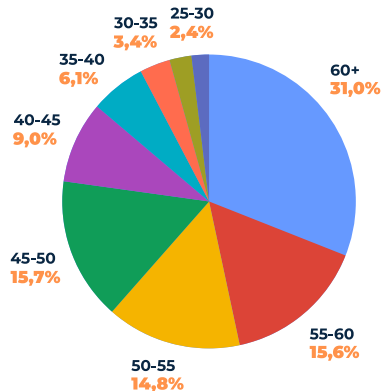
ERETRON AKTIV

FEMALE



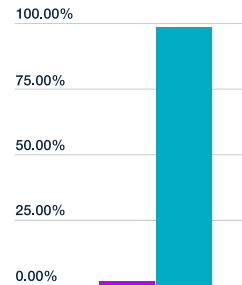
ERETRON AKTIV

MALE



POINT SCORED

FEMALE MALE





**SLIM4VIT**

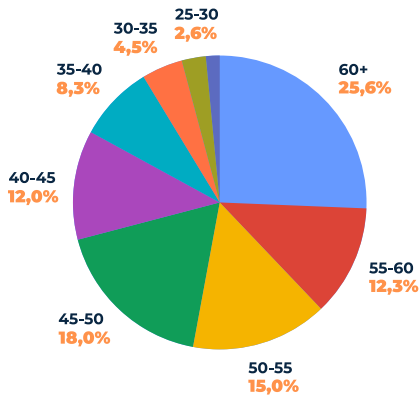
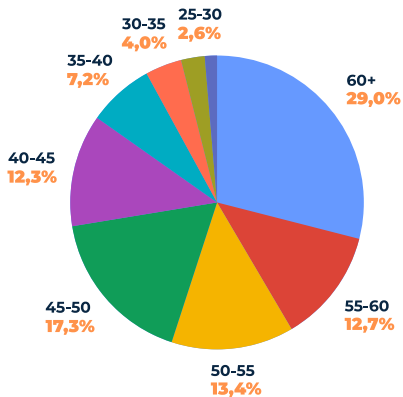
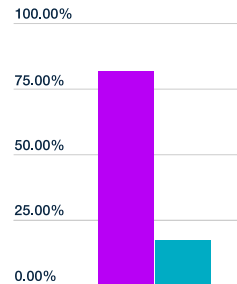
**PROMO  
MATERIALS**

**FEMALE****82,84%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,6%	2,6%	4,5%	8,3%	12,0%	18,0%	15,0%	12,3%	25,6%

**MALE****17,16%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,5%	2,6%	4,0%	7,2%	12,3%	17,3%	13,4%	12,7%	29,0%

**SLIM4VIT**
**FEMALE**

**SLIM4VIT**
**MALE**

**POINT SCORED**
■ FEMALE    ■ MALE


# SLIM4VIT

## NOTES

- /// Customers from 18 to 22 years never order Slim4Vit (social excess weight complex). Even if they do, they don't buy it out so the lead gets declined
- /// People from 25 to 60 years buy Slim4Vit in courses, which is beneficial both for you and us. Slim4Vit shows fine approval rates in this age group, but you'd better stick to the figures shown in previous slides (which suggest that people over 35 are the best choice)
- /// Clients older than 60 buy 1-2 cans so they can be targeted as well
- /// Pleasenote that the greatest share of Slim4Vit buyers found among men and women older than 60



**PARAZAX**

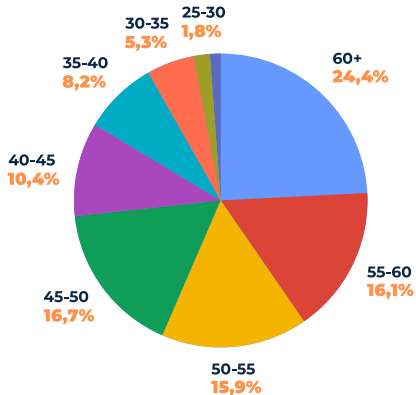
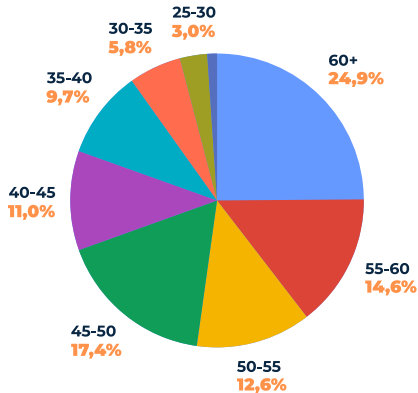
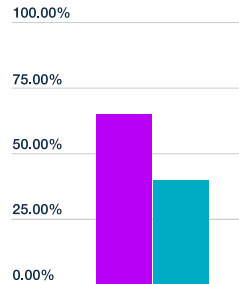


**FEMALE 65,31%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,2%	1,8%	5,3%	8,2%	10,4%	16,7%	15,9%	16,1%	24,4%

**MALE 34,69%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,0%	3,0%	5,8%	9,7%	11,0%	17,4%	12,6%	14,6%	24,9%

**PARAZAX**  
**FEMALE**

**PARAZAX**  
**MALE**

**POINT SCORED**
■ FEMALE    ■ MALE




**CANNABISVITAL**

**OIL**

**PROMO  
MATERIALS**

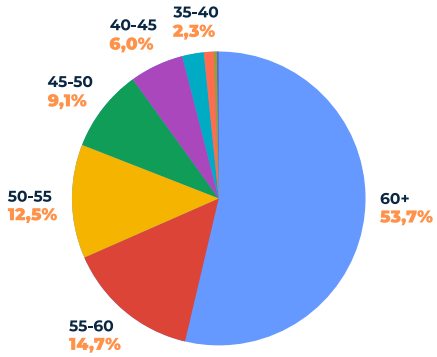
**FEMALE 41,60%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,3%	0,3%	1,1%	2,3%	6,0%	9,1%	12,5%	14,7%	53,8%

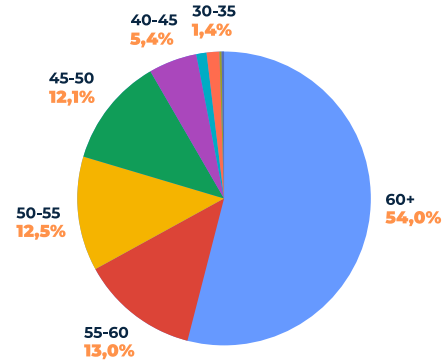
**MALE 58,50%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,3%	0,2%	1,4%	1,1%	5,4%	12,1%	12,5%	13,0%	53,9%

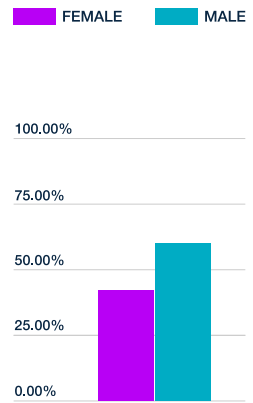
**CANNABISVITAL OIL**  
**FEMALE**



**CANNABISVITAL OIL**  
**MALE**



**POINT SCORED**



# CANNABISVITAL OIL

## NOTES

- /// This offer can be promoted not only as a fitness product or joint pain killer, but also as a tranquilizer and sleep facilitator. Most of those who used it mentioned that the offer is great in these functions
- /// CANNABISVITAL OIL sells best among 40+, but the most active demand is noticed among 45+ people. The offer is gender-neutral



**DETOXIONIS**

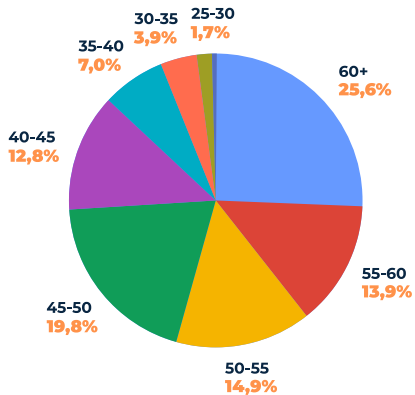
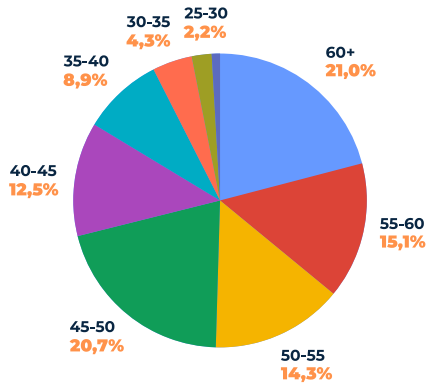
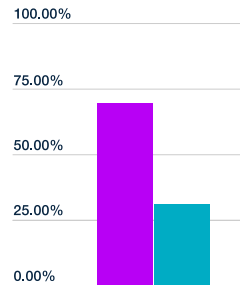
**FEMALE** **68,37%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,5%	1,7%	3,9%	7,0%	12,8%	19,8%	14,9%	13,9%	25,6%

**MALE** **31,63%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,0%	2,2%	4,3%	8,9%	12,5%	20,7%	14,3%	15,1%	21,0%



**DETOXIONIS**
**FEMALE**

**DETOXIONIS**
**MALE**

**POINT SCORED**
■ FEMALE    ■ MALE




**KETON**  
**ACTIV**

integratore alimentare  
Fonte naturale  
di BHB  
Peso netto: 18 g

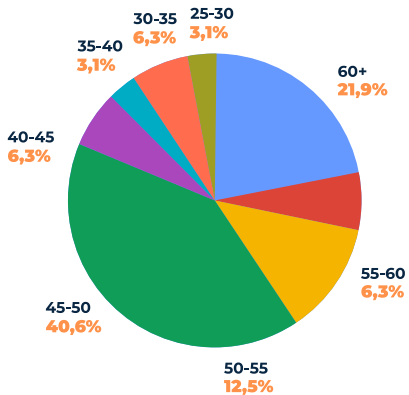
**FEMALE 82,05%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	3,1%	6,3%	3,1%	6,3%	40,6%	12,5%	6,3%	21,9%

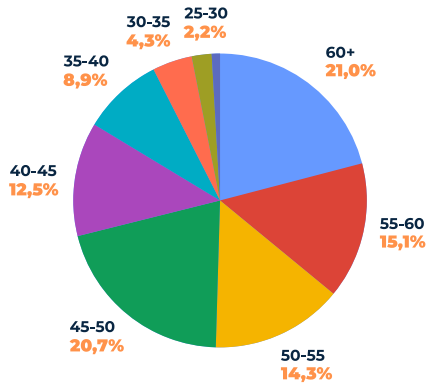
**MALE 17,95%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	0,0%	14,3%	0,0%	14,3%	28,6%	0,0%	28,6%	14,3%

**KETON ACTIV**  
**FEMALE**

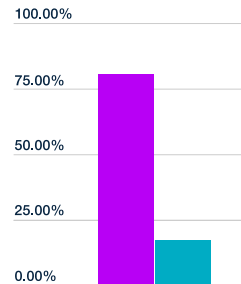


**KETON ACTIV**  
**MALE**



**POINT SCORED**

■ FEMALE ■ MALE





**IDEALIS**

**PROMO  
MATERIALS**

**FEMALE 80,71%**

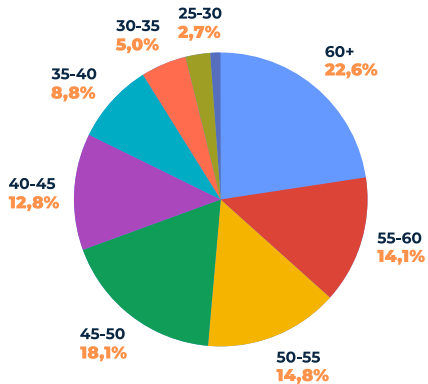
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,2%	2,7%	5,0%	8,8%	12,8%	18,1%	14,8%	14,1%	22,6%

**MALE 19,29%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,1%	1,4%	2,8%	6,3%	9,0%	16,2%	15,8%	16,0%	31,3%

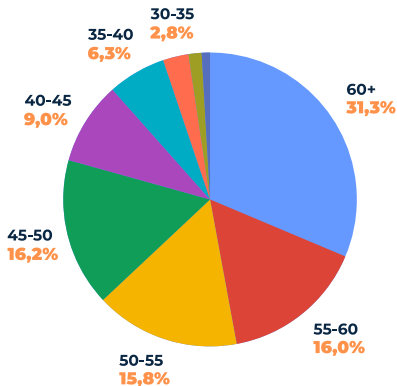
IDEALIS

FEMALE



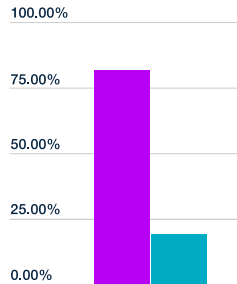
IDEALIS

MALE



POINT SCORED

FEMALE MALE





# VIATONICA



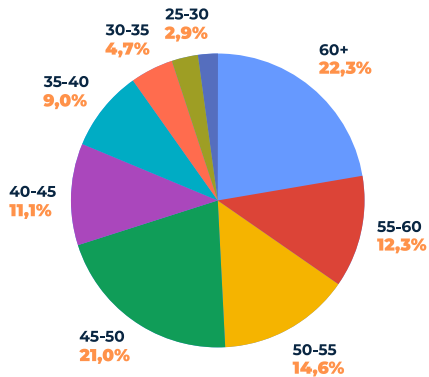
**FEMALE** 86,51%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
2,2%	2,9%	4,7%	9,0%	11,1%	21,0%	14,6%	12,3%	22,3%

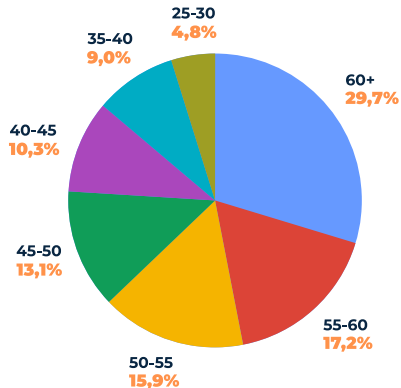
**MALE** 13,49%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	4,8%	0,0%	9,0%	10,3%	13,1%	15,9%	17,2%	29,7%

**VIATONICA  
FEMALE**

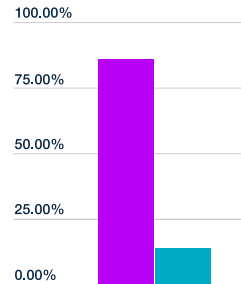


**VIATONICA  
MALE**



**POINT SCORED**

■ FEMALE
 ■ MALE





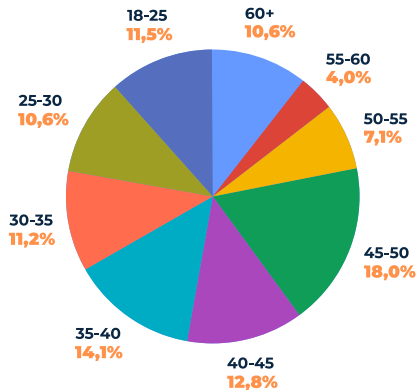
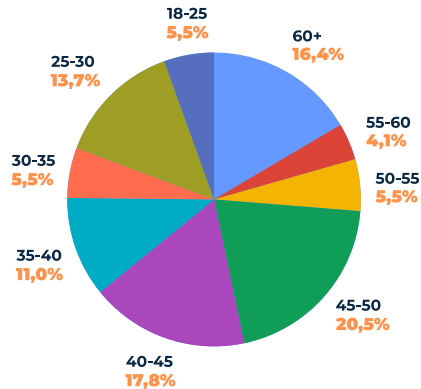
**PUSH-UP  
FORMULA**

**FEMALE 96,23%**

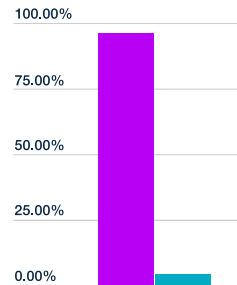
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
11,5%	10,6%	11,2%	14,1%	12,8%	18,0%	7,1%	4,0%	10,6%

**MALE 3,77%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
5,5%	13,7%	5,5%	11,0%	17,8%	20,5%	5,5%	4,1%	16,4%

**PUSH-UP FORMULA**
**FEMALE**

**PUSH-UP FORMULA**
**MALE**

**POINT SCORED**

■ FEMALE ■ MALE



# PUSH-UP FORMULA

## NOTE

- /// Women older than 60+ are also interested in breast augmentation
- /// Women from 18 to 24 show some eagerness but they usually don't have enough money. Thus it's unreasonable to focus on them as it may negatively affect the total approval rate
- /// Women from 30 to 45 are usually interested in and financially capable of buying entire courses. Good approval rates



**BLACK**  
**DIAMOND**

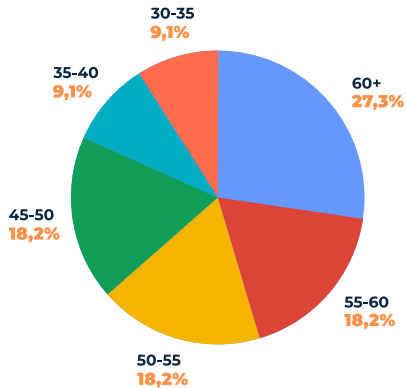
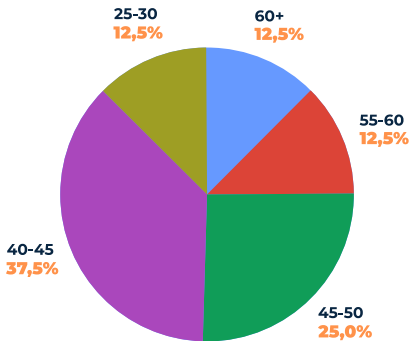
**FEMALE** **57,89%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	0,0%	9,1%	9,1%	0,0%	18,2%	18,2%	18,2%	27,3%

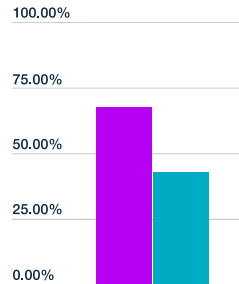
**MALE** **42,11%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	12,5%	0,0%	0,0%	37,5%	25,0%	0,0%	12,5%	12,5%



**BLACK DIAMOND**
**FEMALE**

**BLACK DIAMOND**
**MALE**

**POINT SCORED**

■ FEMALE
 ■ MALE





**PROSLIM**

**ACTIVE**

DIETETICO  
ALIMENTO ALIMENTARE CON  
CAFFEINA  
CONTIENE SENZA ALCOL  
CAFFEINA  
PESNETTA: 20 ml e 0.85 fl.oz

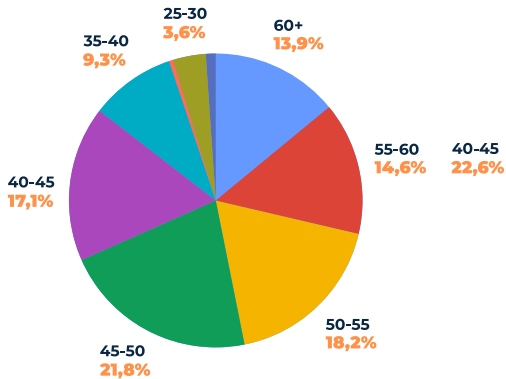
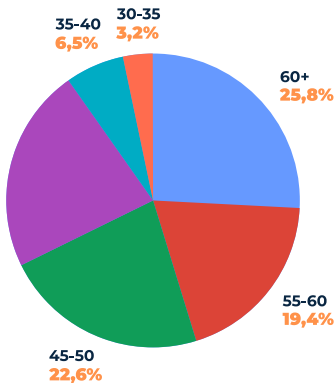
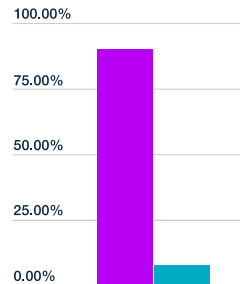
**PROMO  
MATERIALS**

**FEMALE**
**90,30%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
1,1%	3,6%	0,4%	9,3%	17,1%	21,8%	18,2%	14,6%	13,9%

**MALE**
**9,97%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	0,0%	3,2%	6,5%	22,6%	22,6%	0,0%	19,4%	25,8%

**PROSLIM ACTIVE**
**FEMALE**

**PROSLIM ACTIVE**
**MALE**

**POINT SCORED**
■ FEMALE    ■ MALE




# ARTROLUX+

**PROMO  
MATERIALS**

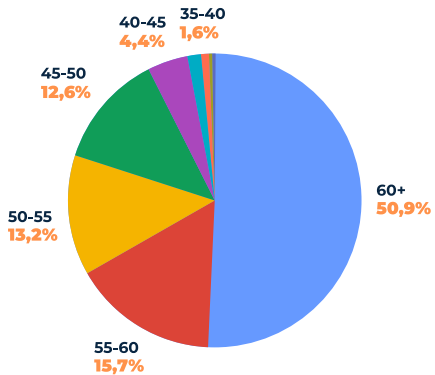
**FEMALE** 52,52%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,4%	0,3%	0,9%	1,6%	4,4%	12,6%	13,2%	15,7%	50,9%

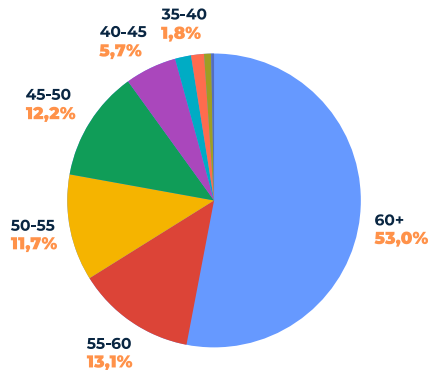
**MALE** 47,48%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,3%	0,8%	1,4%	1,8%	5,7%	12,2%	11,7%	13,1%	53,0%

ARTROLUX+  
FEMALE

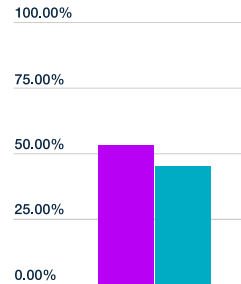


ARTROLUX+  
MALE



POINT SCORED

FEMALE MALE





**ARTROLUX+**  
**Cream**



**FEMALE** 50,30%

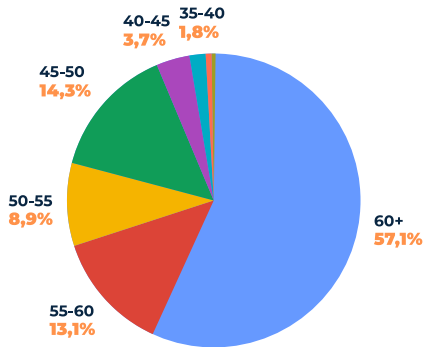
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	0,5%	0,6%	1,8%	3,7%	14,3%	8,9%	13,1%	57,1%

**MALE** 49,70%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,4%	0,3%	1,0%	1,9%	3,8%	14,3%	7,1%	11,0%	60,3%

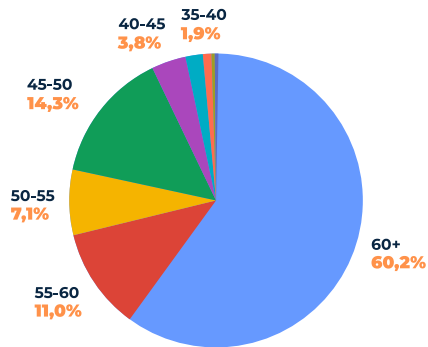
ARTROLUX+ CREAM

FEMALE



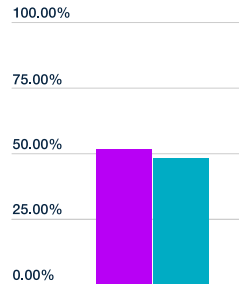
ARTROLUX+ CREAM

MALE



POINT SCORED

FEMALE MALE



**SMART  
BEARD  
SPRAY**



**PROMO  
MATERIALS**

**FEMALE** **3,45%**

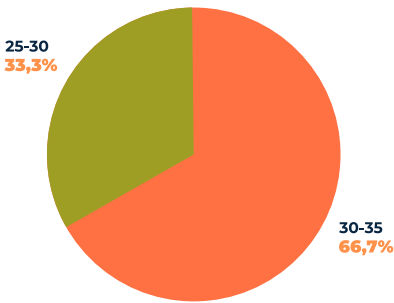
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	33,3%	66,70%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%

**MALE** **96,55%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
41,7%	22,6%	15,5%	10,7%	3,6%	3,6%	1,2%	1,2%	0,0%

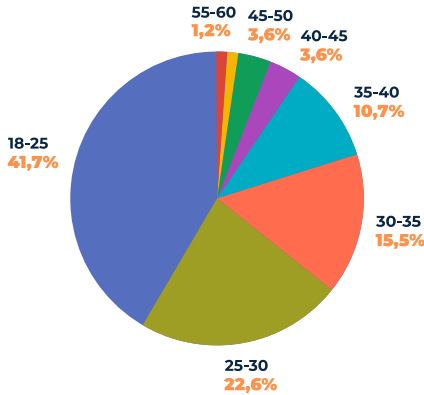
SMART BEARD SPRAY

FEMALE



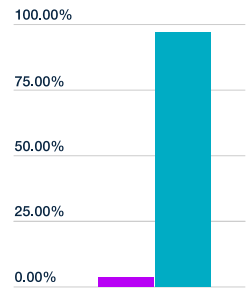
SMART BEARD SPRAY

MALE



POINT SCORED

FEMALE MALE



**SMART  
HAIR  
SPRAY**



**PROMO  
MATERIALS**

**FEMALE**
**64,24%**

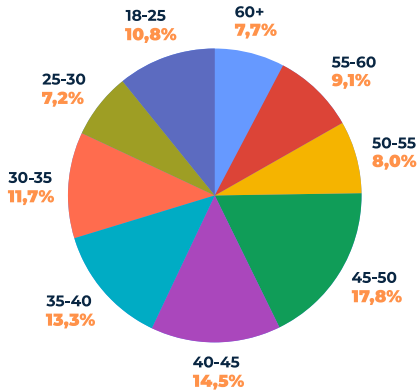
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
10,8%	7,2%	11,7%	13,3%	14,5%	17,8%	8,0%	9,1%	7,7%

**MALE**
**35,76%**

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
9,4%	7,5%	10,0%	15,0%	8,8%	21,3%	8,8%	10,0%	9,1%

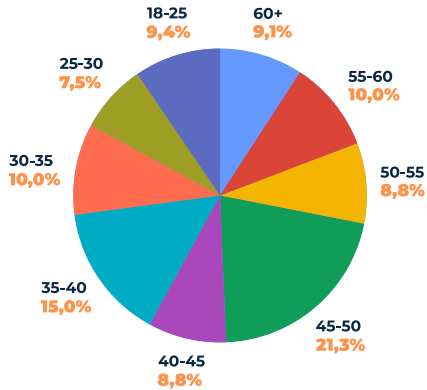
SMART HAIR SPRAY

FEMALE



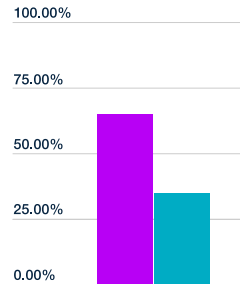
SMART HAIR SPRAY

MALE



POINT SCORED

FEMALE MALE







**COFFE-IN**  
**-FORMA**



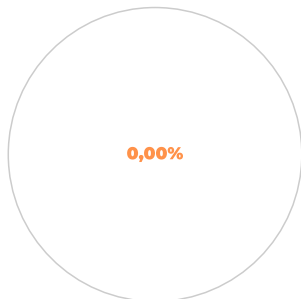
COFFE-IN-FORMA

FEMALE



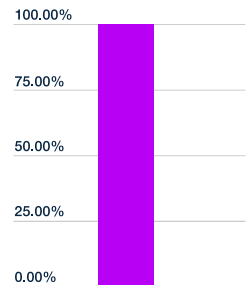
COFFE-IN-FORMA

MALE



POINT SCORED

FEMALE MALE



**CUTE  
CAT**



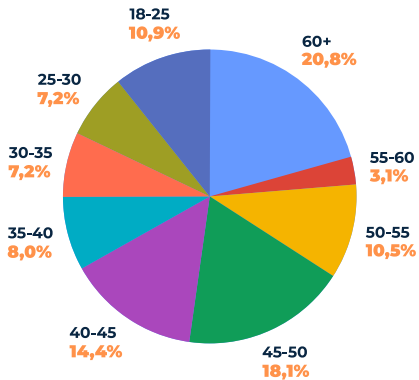
**FEMALE** 91,80%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
10,9%	7,2%	7,2%	8,0%	14,4%	18,1%	10,5%	3,1%	20,8%

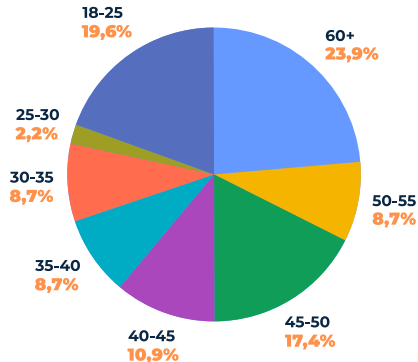
**MALE** 8,20%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
19,6%	2,2%	8,7%	8,7%	10,9%	17,4%	8,7%	0,0%	23,9%

CUTE CAT  
FEMALE

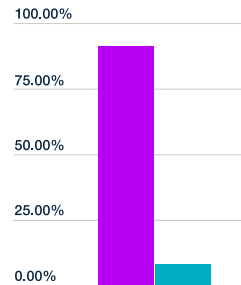


CUTE CAT  
MALE



POINT SCORED

FEMALE MALE





**PROSTATICUM**  
**ACTIVE**

**FEMALE** 0,54%

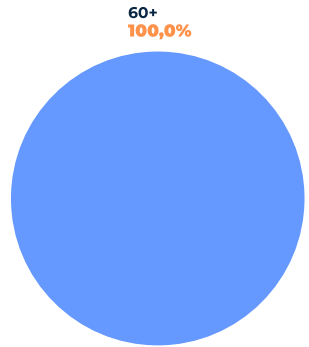
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	100,0%

**MALE** 99,46%

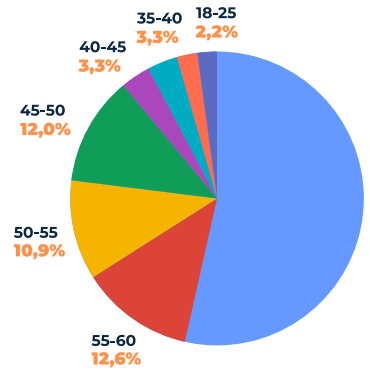
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
2,2%	0,0%	2,2%	3,3%	3,3%	12,0%	10,9%	12,6%	53,6%



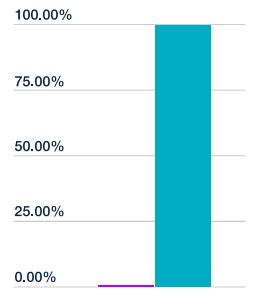
PROSTACICUM ACTIVE  
FEMALE



PROSTACICUM ACTIVE  
MALE



POINT SCORED  
FEMALE MALE





# PROSTATRICUM

**PROMO**  
**MATERIALS**

**FEMALE** 1,99%

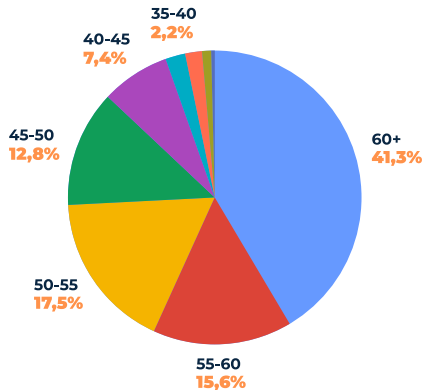
18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,4%	1,0%	1,8%	2,2%	7,4%	12,8%	17,5%	15,6%	41,3%

**MALE** 98,01%

18-25	25-30	30-35	35-40	40-45	45-50	50-55	55-60	60+
0,1%	0,2%	0,5%	1,3%	3,4%	10,3%	12,1%	16,9%	55,2%

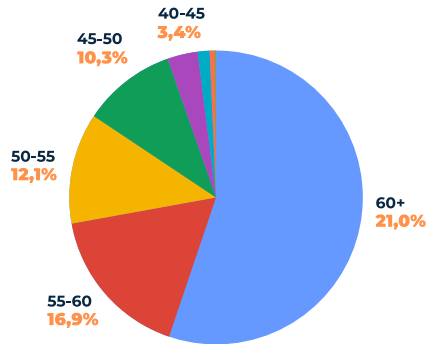
PROSTATRICUM

FEMALE



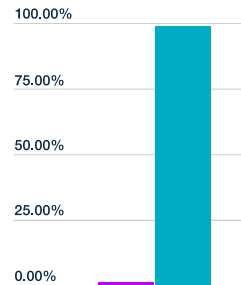
PROSTATRICUM

MALE



POINT SCORED

FEMALE MALE



**IMMUNO+**  
**COMPLEX**





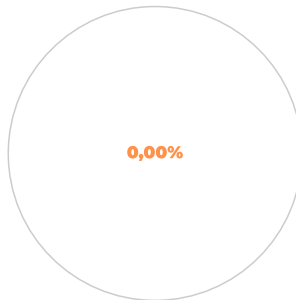
IMMUNO+ COMPLEX

FEMALE



IMMUNO+ COMPLEX

MALE



POINT SCORED

FEMALE MALE

