



Marketing Kit



September 23 & 24, 2020, Cologne

Organizer



Ideational and professional partner,
owner of the DMEXCO brand



With the special participation
of the Circle of Online Marketers (OVK)



DM ■
EXCO
● 20



Our platform, your message

DMEXCO is a global community and the central meeting point for all major decision-makers in the digital economy, marketing and innovation. We bring together industry leaders, marketing and media professionals as well as technology and innovation drivers in a single place where they can define the digital agenda together.

As a year-round platform, DMEXCO enables marketers to achieve their goals not only during the event, but 365 days a year. Whether brand awareness, traffic generation, user engagement—use the potential of our digital community and reach a top target group of marketing and digital professionals from all over the world.

*The listed media services and conditions are only available to DMEXCO exhibitors, sponsors or partners.





DMEXCO Reach

Social Media

Twitter:	20,750	followers
Facebook:	23,200	fans
Instagram:	5,200	followers
LinkedIn:	10,000	followers
Xing:	14,700	members

Newsletter

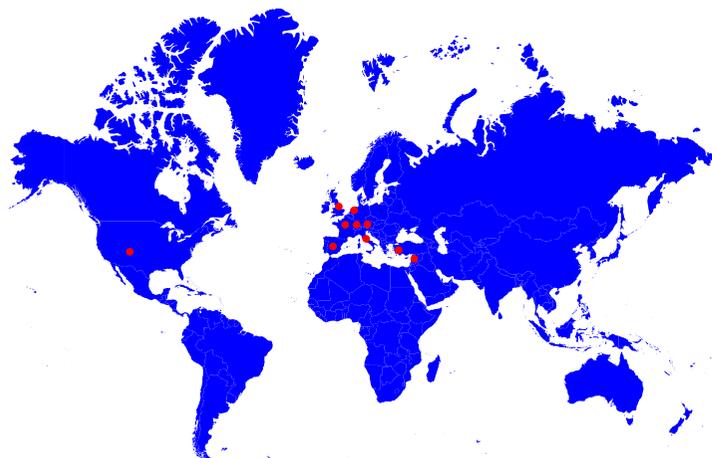
Total subscribers:	43,500
German newsletter:	27,500
English newsletter:	16,000

As of February 2020





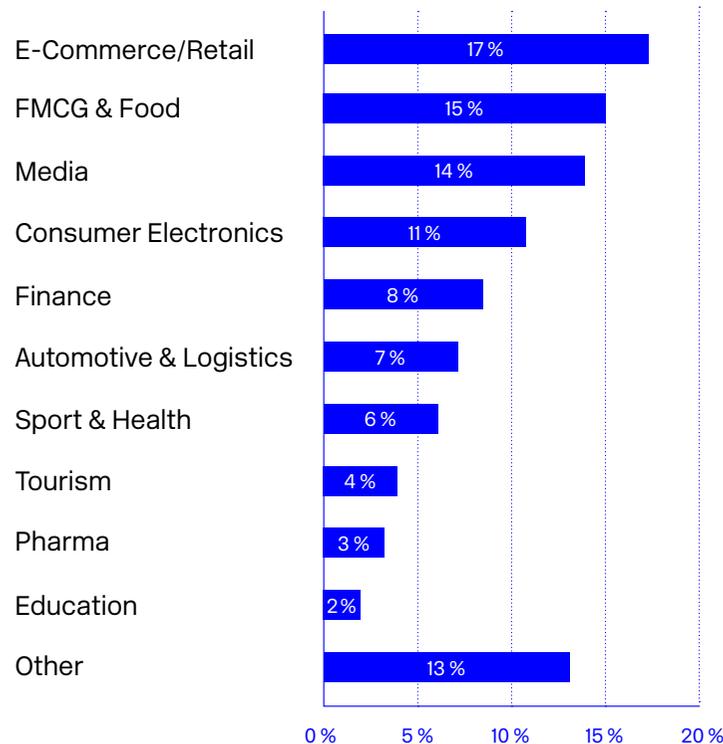
DMEXCO Community



The Strongest International Visitor Groups – TOP 10:

- | | |
|--------------------------|----------------|
| 01 GB / Northern Ireland | 06 Switzerland |
| 02 Netherlands | 07 Israel |
| 03 USA | 08 Italy |
| 04 France | 09 Spain |
| 05 Austria | 10 Turkey |

DMEXCO covers all industries & brands



Typical DMEXCO Visitors' Interests

- Marketing: 67%
- Technology: 58%
- Future: 43%
- Media: 41%
- Business: 41%

Key Personas of the DMEXCO Community



Business Development
Manager



Media Planner



CMO /
B2B Marketing Manager /
B2C Marketing Manager



E-Commerce
Manager



Sales Manager



IT Manager /
Head of Product



CDO / CIO



86%

of the DMEXCO visitors have an impact on the purchase of media & technology services.

Executive Level



C-Level



Senior Management



DMEXCO Marketing Solutions

1.	Social Media Sponsored Post	7
2.	Newsletter: Banner Ad / Native Content Ad	9
3.	Stand-Alone Mailing	12
4.	Sponsored Story + Media Coverage	14
5.	Event Calender + Media Coverage	16
6.	Sponsored Podcast Episode + Media Coverage	18
7.	Billboard Ad on the DMEXCO homepage	19
8.	DMEXCO App Advertising Formats	21



1. Social Media Sponsored Post

Place your news, products or events on the DMEXCO social media channels. You benefit from the vast reach of our community and global awareness of the DMEXCO brand.



Services:

- 1 Post in English or German on 2 of the DMEXCO social media channels:
 - Facebook: English/German
 - Twitter: English/German
 - Instagram: English
 - LinkedIn: English
 - Xing: German
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €150.00. Duration: 2 days
- Screenshot of your post as documentation

Price:

€850.00

DM EXCO 19
DM EXCO 19

DMEXCO mit Salesforce.

Bezahlte Partnerschaft ·

[Ad] Meet **Salesforce** at DMEXCO19 in Cologne and discover how to personalize consumer journeys, get to know your customers better, and engage with consumers across multiple channels for a 360° view of your customers.

Join them at DMEXCO on September 11 and 12, 2019 and register now to arrange your meeting with an expert: <https://sfdc.co/Atiuv>





1. Social Media Sponsored Post: Tech Specs

Please deliver the following materials:



Image:

- Images with following measurements
 - Facebook & Xing: 1.200 × 630 px
 - Instagram Story: 1080 × 1920 px
 - Twitter: 1024 × 512 px
 - LinkedIn: 550 × 357 px
- File format: PNG
- File size: up to 1 MB

Text:

- Teaser: up to 350 characters incl. spaces
- In English or German

Link:

- Send us the URL your post should link to
- We assume no liability for the content of the page to which your link refers
- Let us know which 2 channels you choose for your social media posts & which channel should be used for the paid promotion.
- Please send us also the links to your social media accounts.

Images:

- Please ensure that the provided image contains less than 20% text. Otherwise a paid promotion is not possible.
- Please avoid placing any copy close to the edge of the image: depending on the device it might be cropped automatically.

General information:

- All sponsored posts are marked with #Ad (#Anzeige in German) at the beginning of the text
- Posting and final editing of the content is carried out by the DMEXCO Team
- Please avoid promotional content e.g. quotations
- Lead time: min. 1 week
- Please note that we don't guarantee any impressions, clicks, downloads, interactions etc.



2a. Newsletter: Banner Ad

2b. Newsletter: Native Content Ad

With the DMEXCO Newsletter you can reach up to 33,000 marketing professionals. Whether as a complementary measure to the event or as an all-year communication channel, you can inform visitors about your participation in the DMEXCO, arrange customer appointments, present new products, distribute content in a targeted manner and much more.

We offer you **two options** for integrating your message:
a banner ad **or** a native content ad

Banner ad:

- Display banner placement
- Publication in the “DMEXCO Stories” or “DMEXCO News” newsletters
- Dispatch to the English and German distribution list
- Forwarding of the sent newsletter as documentation

Native content ad:

- Placement of content ads (consisting of image and text)
- Publication in the “DMEXCO Stories” newsletter
- Dispatch to the English and German distribution list
- Forwarding of the sent newsletter as documentation

Price:

€1,450.00

[View in browser](#)

DIGITAL MARKETING EXPO & CONFERENCE   **STORIES**

Hello Fleur,

Your potential customers leave traces in the form of data along many digital touchpoints. This information includes many of the user's characteristics and preferences, and can help you optimize your personalized advertising. Our DMEXCO Stories show how personalization can be data-efficient, legally compliant, and provide a positive user experience.

Podcast: How the media landscape will change in the years to come



The current DMEXCO Podcast is all about new publisher concepts: Pippa Scaife is Commercial Director at CNN International and shows how you can **reach your target group through storytelling** and boost your brand. You will also learn how CNN has transformed itself into one of the most successful digital news brands since its inception nearly 40 years ago.

[Go to the podcast here](#)

Sponsored Story: Why personalized advertising has to please your customers

Ad



2a. Banner Ad: Tech Specs

Please deliver the following materials:

DIGITAL MARKETING

EXPO & CONFERENCE



2020

DMEXCO Newsletter

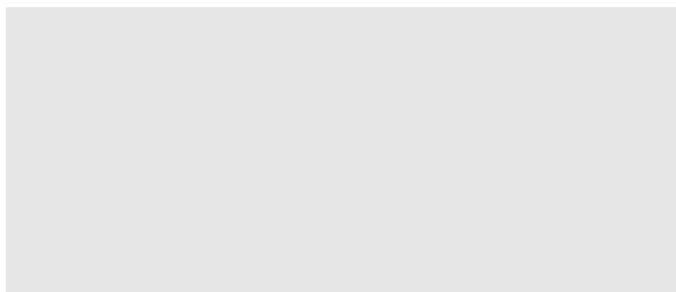


Image:

- Image format: 560 × 160 px
- File format: PNG
- File size: up to 1 MB

Link:

- Send us the URL the post should link to
- We assume no liability for the content of the page to which your link refers

Placement:

- Top position after the first editorial teaser in the newsletter

General information:

- For bilingual distribution, delivery of content in German and English
- Final editing of the content is carried out by the DMEXCO Team
- Lead time: min. 5 working days
- Please note that we don't guarantee any opens, impressions, clicks, downloads etc.



2b. Native Content Ad: Tech Specs

Please deliver the following materials:

DIGITAL MARKETING
EXPO & CONFERENCE

2020

DMEXCO Newsletter

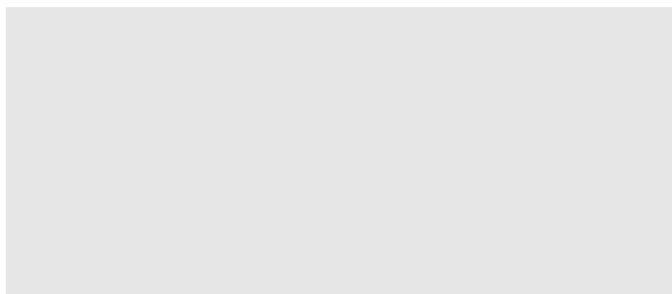


Image:

- Image format: 560 × 160 px
- File format: PNG
- File size: up to 1 MB

Text:

- Teaser: up to 350 characters (incl. spaces)

Link:

- Send us the URL the ad should link to
- We assume no liability for the content of the page to which your link refers

Placement:

- Top position after the first editorial teaser in the newsletter

General information:

- For bilingual distribution, delivery of content in English and German
- All content ads are marked as ad
- Final editing of the content is carried out by the DMEXCO Team
- Lead time: min. 1 week
- Please note that we don't guarantee any opens, impressions, clicks, downloads etc.



3. Stand-Alone Mailing

Would you like to draw full attention to your company? If so, our exclusive stand-alone mailing is the way to do it. Address up to 33,000 subscribers interested in digital business, marketing and innovation. The stand-alone mailing only revolves around you and your topics (e.g. product launches, event announcements, content distribution). You provide the content according to our structural specifications and we create the mailing and send it to our top-notch target group.

Services:

- Creation of stand-alone mailing based on your ready-to-use texts and images according to our specifications (examples and inspiration can be provided on request)
- Dispatch to both the English and the German language mailing lists possible
- Forwarding of the sent mailing as documentation
- Documentation including clicks and opening rate

Price:

€9,390.00

View in browser

DIGITAL MARKETING
EXPO & CONFERENCE **2020**

Newsletter presented by: **DIGITAL DOUGHNUT**

Hello Fleur,

Sometimes what's obvious to you isn't so obvious to everybody else.

You can see that a **digital asset management system** can help you and your team be more **efficient and productive** and, ultimately, build a **stronger brand**.

But the people holding the money don't necessarily have the same priorities.

Make the case for DAM
Get your team on board with digital asset management

This guide can help you build your case by explaining how to:

- Build a **team** of digital asset management supporters
- Identify **business reasons** for digital asset management
- Measure digital asset management **ROI**

Use this guide to build a **strategy** that will make your **business case** clear and compelling.

[Download now!](#)



3. Stand-Alone Mailing: Tech Specs

Please deliver the following materials:

DIGITAL MARKETING ■ ●
 EXPO & CONFERENCE 2020

Newsletter presented by:



Logo:

- Vectorized logo for integration in the header

Images:

- Integration of up to:
 - two banners in 560 × 180 px format incl. link
 - one banner in the 560 × 400 px format incl. link
- File format: PNG
- File size: max. 1 MB
- For bilingual distribution, delivery of content in English and German

Text:

- Introduction with up to 120 words plus sender incl. telephone number and e-mail address
- Image text with up to 120 words per image
- For bilingual distribution, delivery of content in English and German
- The texts should be editorial and reflect topics relevant to DMEXCO

General Information:

- All stand-alone mailings are marked with “special newsletter [name of the company]” as well as “presented by” with inclusion of the company’s logo
- Final editing of the content is performed by the DMEXCO Team
- Lead time: min. 1 week
- We assume no liability for the content of the page to which your link refers
- Please note that we don’t guarantee any opens, impressions, clicks, downloads etc.



4. Sponsored Story + Media Coverage

Combine your content with the exclusive environment of the [DMEXCO blog](#) and the reach of the international DMEXCO Community. In this way you can present your topics with a high level of credibility and draw the attention of our digital marketing audience to your products.

Services:

- Curation of the story in English & German by the DMEXCO content team (in the case of bilingual copy translation costs will be billed as incurred) based on your content and a comprehensive briefing including one round of corrections
- Publication on the DMEXCO Blog
- Placement on the dmexco.com homepage on the day of publication*
- Distribution as a content ad with graphics and URL reference to story in the weekly “DMEXCO Stories” newsletter (sent to the English or German distribution list depending on the language)
- Social media promotion: 1 Post in English or German on the DMEXCO social media channels (depending on the language of your story)
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €250.00. Duration: 5 days
- Link to your sponsored story, screenshot of the posts and forwarding of the sent newsletter as documentation

Price:

€4,390.00

September 27 & 28, 2020 in Cologne | DM EXCO 20 | EXPO CONFERENCE News Info Tickets

MARKETING Ad

← Back

Why data economy and successful online marketing is not a contradiction in terms

Companies that want to use customer data sparingly and responsibly for targeted online marketing are faced with several societal and legal challenges.

CRM / Database Compliance & Privacy

© Google

Any user who has spent time online is likely to be familiar with the following thought: if I'm already being shown ads before a video on YouTube, for instance, at least it should be really relevant to me. The advertising should be about topics and products that actually interest me. Rather than simply waste my precious time.

Successful online advertising: tailor-made and moderate

Basically, most people nowadays expect a personalized user experience, one tailored to their actual needs. In addition, personalized advertising online web generally performs significantly better than impersonal measures with a high level of scatter loss - based on the principle of a TV spot broadcast in prime time.

Nevertheless, companies that want to meet this expectation with their online marketing find themselves confronted with some challenges. Particularly if they want to address not only existing customers but potential new customers as well.

Don't put the trust of users at risk

First off, there are psychological factors involved: As experts at the Harvard Business School and the University of Virginia, among others, have shown, users are highly aware of how and on the basis of which data they are approached by companies.

If users get the feeling that someone has been talking about them "behind their back," as it were, and are approached using concrete information that third parties may have shared about them, they become suspicious. If, based on information furnished to website A, a user believes that he or she is also being tracked to some extent on websites B, C and D, the brand perception of the company running the ads may suffer as a result.

Very personal or intimate information is also (rightly) taboo for many users - and that is why Google and other service providers do not offer this information as a basis for target-oriented marketing measures.

Related stories

- German login alliances: The potential of Verimi and Net-ID
- True transparency is harder than it seems
- Visual search SEO: Pinterest is in the lead
- Live chat in the web shop: product recommendations made available

Share this story

Facebook Twitter LinkedIn YouTube Email

*The duration of homepage placement can be several days depending on content volume



4. Sponsored Story + Media Coverage: Tech Specs

Please deliver the following materials:



Images:

- Web image: 2560 × 800 px (up to 3 files)
- Highlight image: 2070 × 1035 px
- Newsletter image: 560 × 160 px incl. link
- Social media images:
 - Facebook & Xing: 1.200 × 630 px
 - Instagram Story: 1080 × 1920 px
 - Twitter: 1024 × 512 px
 - LinkedIn: 550 × 357 px
- File format: PNG
- File size: max. 1 MB

Text:

- You provide the content and the links (600 – 750 words) and our content team will curate and finalize the content based on your detailed briefing
- Important: the content and topic should not be very promotional, but provide users with relevant and helpful information

General information:

- All sponsored stories will be marked as #Ad (#Anzeige in German)
- Content teasers and social media posts are marked as #Ad (#Anzeige in German) respectively
- Final editing of all content by the DMEXCO Team
- Lead time: min. 4 weeks
- We assume no liability for the content of the page to which your link refers
- Let us know which channel you choose for the paid promotion of your story.
- Please send us the links to your social media accounts.
- Please note that we don't guarantee any page views, impressions, clicks, downloads etc.



5. Event Calendar + Media Coverage

Promote your event on the [DMEXCO Event Calendar](#). In combination with our media package, you can draw the attention of our digital community to your conference, stand party, ticket offer or DMEXCO visit.

Services:

- Highlight listing in the DMEXCO Event Calendar
- Placement as a content ad in the weekly “DMEXCO Stories” or “DMEXCO News” newsletter (sent to the English or German mailing list)
- Social media promotion: 1 Post in English or German on the DMEXCO social media channels (depending on the chosen language)
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €100.00. Duration: 2 days
- Link to your event calendar entry, forwarding of the sent newsletter as well as screenshot of the posts as documentation

Price:

€1,790.00

During the year	CONFERENCE	21.02.2019	CONFERENCE	28.03.2019
	Partner Events	08:30 - 20:00	Partner Events	08:30 - 20:00
	Adtrader Conference 2019		MOBILE ADVERTISING	
	KOSMOS		Palais in der Kulturbrauerei	
	Karl-Marx-Allee 131 a		Schönhauser Allee 36	
	10243 Berlin		10435 Berlin	
	Germany		Germany	
	Read More		Read More	
Filter by Category →	Search 🔍			



5. Event Calendar + Media Coverage: Tech Specs

Please deliver the following materials:

DM ■● EXPO CONFERENCE News Attending
EXCO 20

Event Title

Event Location 12.12.2019
 10:00 - 18:00

Invite-Only

Buy Ticket

Text:

- You provide the finished event description (text: max. 750 characters incl. spaces), the content for the social media posts / content ad (text length: max. 350 characters incl. spaces) as well as all facts regarding your event
- Final editing of all content by the DMEXCO Team

Images:

- Calendar image: 2560 × 800 px
- Highlight image: 1035 × 1035 px
- Newsletter image: 560 × 160 px incl. link
- Social media images:
 - Facebook & Xing: 1.200 × 630px
 - Instagram Story: 1080 × 1920 px
 - Twitter: 1024 × 512 px
 - LinkedIn: 550 × 357 px
- File format: PNG
- File size: up to 1 MB

General information:

- All sponsored events will be marked as ads and social media posts are marked as #Ad (#Anzeige in German) respectively
- Lead time: min. 3 business days
- We assume no liability for the content of the page which your link refers
- Let us know which channel you choose for the paid promotion of your event.
- Please send us the links to your social media accounts.
- Please note that we don't guarantee any page views, impressions, clicks, downloads etc.



6. Sponsored Podcast Episode + Media Coverage

A sponsored episode in our [DMEXCO Podcast](#) is the most comprehensive editorial format and perfectly suited for branding and CEO visibility.

In the DMEXCO Podcast, influential industry experts provide opinions and insights on current topics from marketing, media, business, technology and future.

Sponsored episodes are available upon request. For more information please contact our team via e-mail to podcast@dmexco.com

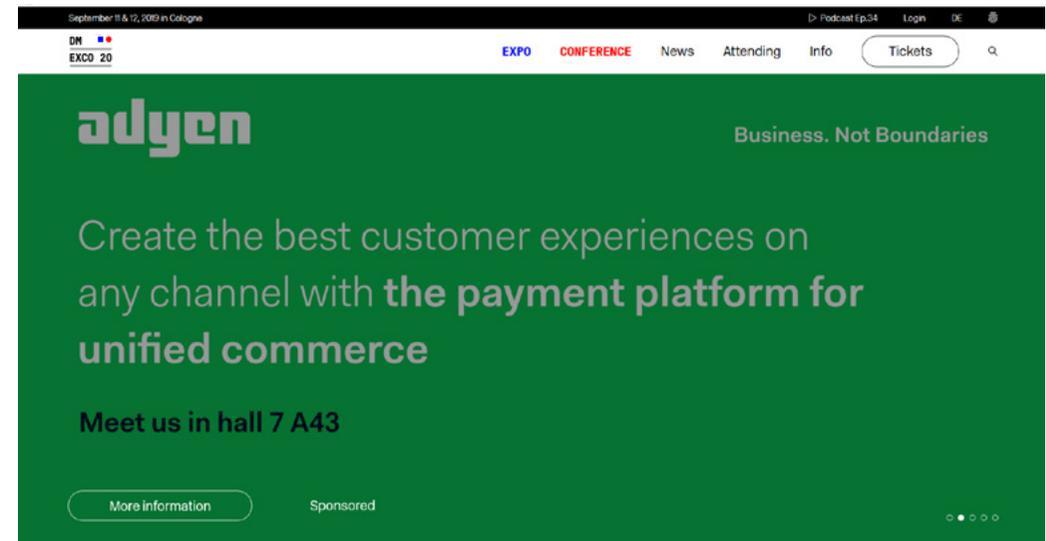
The screenshot shows a webpage for a podcast episode. At the top, there's a navigation bar with 'EXPO', 'CONFERENCE', 'News', 'Info', and 'Tickets'. The main content area is titled 'TECHNOLOGY' and features the episode title 'Chris Denson on the Impact of Trust on Digital Media'. Below the title, it says 'Hosted by Alex Wunschel | 25.10.2019' and 'Podcast Episode 39'. There is a 'Subscribe' button. A video player is visible with a progress bar at 00:00 / 00:00. Below the player, there's a short bio: 'The bestseller book author and innovator on trust in a virtual world.' and a 'DMEXCO' tag. A photo shows two men, Chris Denson and the host, sitting at a table with microphones. Below the photo, there's a detailed bio of Chris Denson: 'Chris Denson is an award-winning innovator, marketer, recovering comedian, and host of the Innovation Crush podcast, with over 200 episodes and 750,000 subscribers. He is also the author of the Amazon #1 bestselling book, "Crushing the Box: 10 Essential Rules for Breaking Essential Rules," a series of personal and professional examinations of what it takes to be an innovator. Plus: This was his very first time at DMEXCO.' On the right side, there's a 'Share this podcast' section with social media icons for Facebook, Twitter, LinkedIn, and Email. Above this, there's a 'Back' link and a section for 'Other Episodes' listing two previous episodes by Alexander Prækelt from Google.

*The duration of homepage placement can be up to 7 days depending on content volume



7. Billboard Ad on the DMEXCO website

You want to present your advertising message on the big stage? Then our Billboard Ad is the right choice for you. Placed in the carousel header of the [DMEXCO website](#) in the user's direct field of vision, it offers your brand the optimal advertising effect. Reach the entire DMEXCO Community with your message!



Services

- Second place in the Carousel header of the DMEXCO website (DE / EN)
- Four-second rotation

October – May

Price: €4,490.00

June – July

Price: €5,490.00

August – September

Price: €6,490.00

Latest News

Stories Podcast Events

BUSINESS

19 hours ago

Xing: the unbreakable network made in Germany

One of the oldest platforms boasts impressive results.

social media network



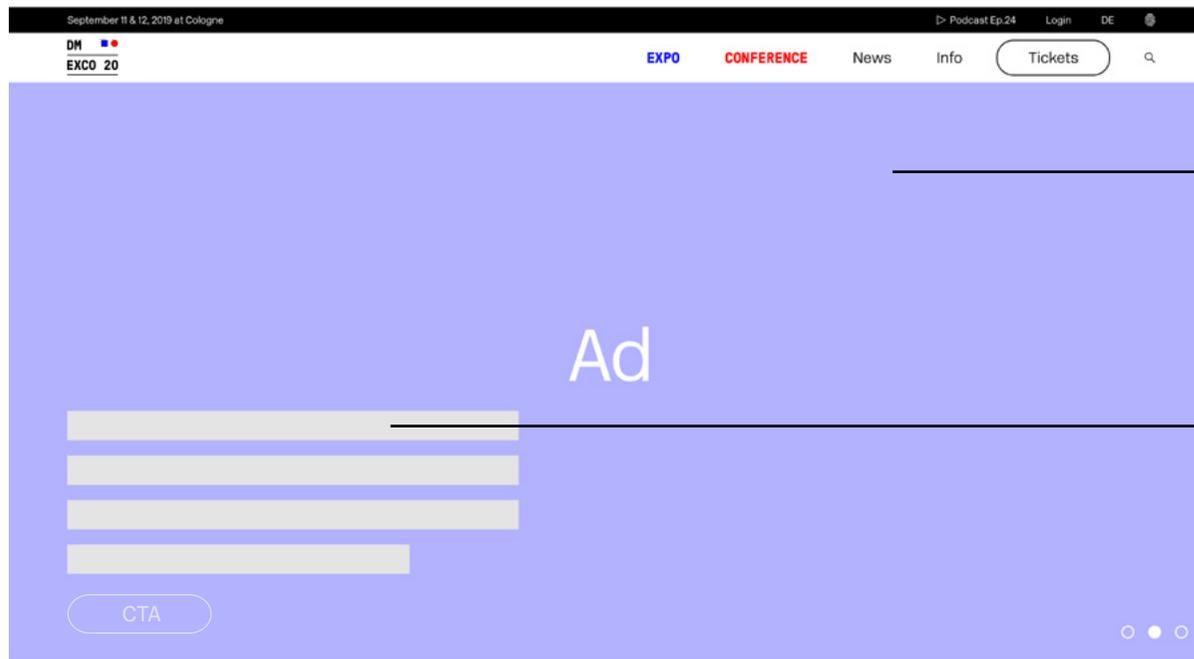
Most popular topics

Video Mobile AI
 Commerce Data & Analytics
 Content Brands data analytics
 Publishing Transformation
 Media Trading / Buying B2B
 Influencer Marketing



7. Billboard Ad on the DMEXCO website

Please deliver the following materials:



Images:

- Image size: 2800 × 1400 px
- File format: PNG
- File size: max. 2 MB
- When creating the graphic, please consider the fixed position of the CTA button that is generated automatically in the backend.

Text:

- Text length max. 110 Characters (inc. spaces)
- Bilingual publication: the text must be delivered in German and English
- Text length CTA button: max. 20 characters (incl. spaces)

Latest News

[Stories](#) [Podcast](#) [Events](#)

BUSINESS

19 hours ago

Xing: the unbreakable network made in Germany

One of the oldest platforms boasts impressive results.

[social media](#) [network](#)



Most popular topics



General Information:

- Send us the URL you want your Ad to link to
- We assume no liability for the content of the page to which your link refers.
- Lead time: min. 1 week
- Please note that we don't guarantee any page views, impressions, clicks, downloads etc.



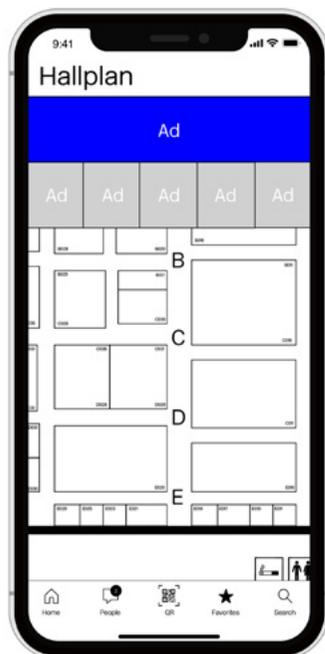
8. DMEXCO App Advertising Formats

Take advantage of the attractive advertising opportunities of the DMEXCO App and reach the entire DMEXCO Community with your advertising message. Since the app must be downloaded by every participant to retrieve tickets, hall plans and conference programmes, you and your brand are guaranteed full visibility of tens of thousands!

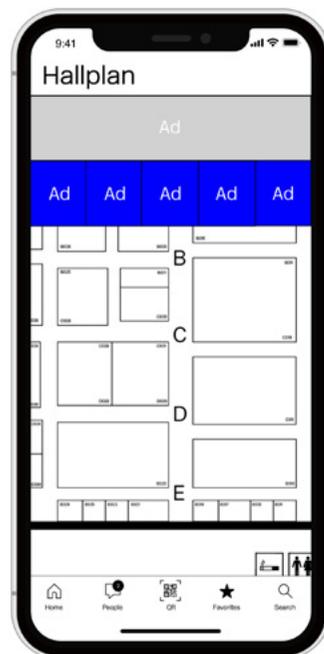
For further information, please visit our [Advertisershop!](#)

The following advertising formats are available in the DMEXCO App:

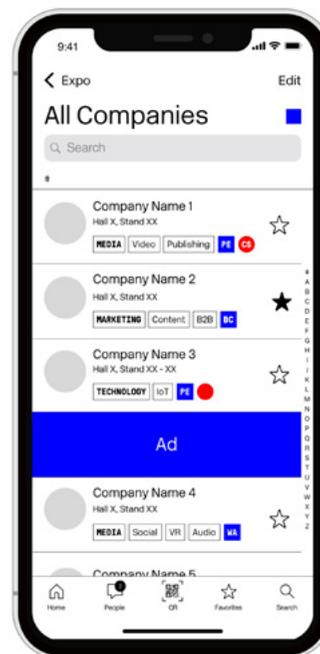
Hall Plan Main Sponsor



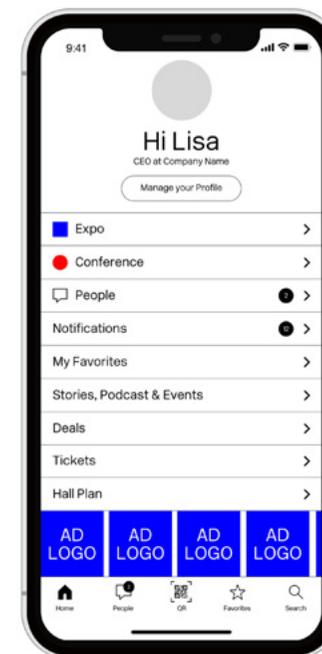
Hall Plan Top 5 Logo



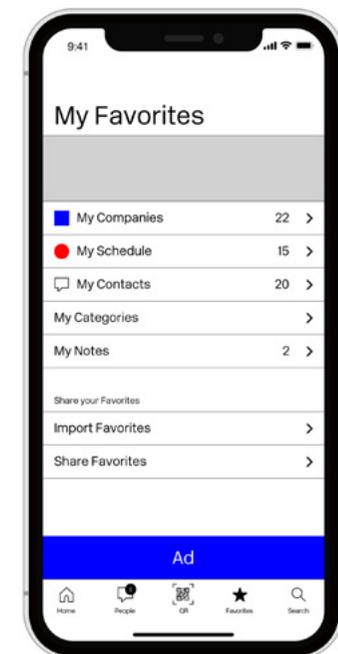
Sandwich Banner



Sponsor Gallery



Sponsor Tabbar





Contact

DMEXCO Marketing Team



Hannah Jesse
Project Assistant Marketing

P +49 221 821 38 82
hannah.jesse@dmexco.com



Saskia Spiske
Event Manager

P +49 221 821 3808
saskia.spiske@dmexco.com



Fleur Förster
Content Manager

P +49 221 821 26 59
fleur.foerster@dmexco.com



Eva Heintz
Communication Manager

P +49 221 821 35 19
eva.heintz@dmexco.com



Milko Malev
Director Communications & Media

P +49 176 125 630 94
milko.malev@dmexco.com