

SPECIFICATIONS

# INBOX AD CLICKOUT



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## 1. Fact Sheet

The Inbox Ad Clickout, as a native advertising format, blends seamlessly into the inboxes of GMX and WEB.DE users. Thanks to multi-screen optimization, you can also use this specialized dialog marketing format on mobile devices to boost your brand awareness and acquire new customers. Visual highlighting in the mail list ensures the Inbox Ad Clickout stands out even more. Create the creative freedom you need to achieve your marketing goals with the perfect combination of branding and performance format.

If you have any questions, please contact:

[emailmarketing@uim.de](mailto:emailmarketing@uim.de)

As of April 2026

## 2. Campaign Process Guide

**2.1** Upon acceptance of our offer, you will receive an order confirmation with the key details of the booked campaign.

The use of multiple subject lines as part of split tests must be taken into account when preparing the offer. Please contact us in a timely manner so that we can prepare a customized offer for you and schedule the split or test scenarios in a timely manner. Unfortunately, the short-term implementation of split or test scenarios is not possible.

**2.2** In the next step, we will need the advertising materials you wish to use for the campaign. Please send the **complete advertising materials as a ZIP file** to [emailmarketing@uim.de](mailto:emailmarketing@uim.de) by the deadlines listed below at the latest. When sending the materials, please include the client name and campaign name in the subject line of your email.

Advertising materials that are delivered late or do not meet our specifications will delay the start of the campaign and may be returned for revision.

The final advertising materials must be received by us **3 business days before the start of delivery**.


For campaigns with special requirements (e.g., CRM targeting, A/B testing), all input must be delivered 10 business days before the campaign starts.

**2.3** If adjustments to the advertising materials are necessary, we will contact you with the change requests and ask you to implement the changes to ensure the campaign starts on time.

**2.4** As soon as we have all the necessary elements, we will begin setting up the campaign. Before delivery, you will receive preview links and/or access to our GMX and WEB.DE mailboxes, where you can review and approve the campaign before it goes live.

**2.5** Before we begin delivering the campaign, we require written approval from you confirming that we may deliver the campaign as displayed in the mailbox.

### 3. Data Sheet

Screen	Ad Format	Element	Dimensions	Max. file size	File Format
		Avatar logo	160 x 160 px <sup>(1)</sup>	15 KB	JPG, PNG
	Inbox Ad Clickout	Sender	max. 20 characters <sup>(2)</sup>		Text
		Subject line	max. 30 characters <sup>(2)</sup>		Text
		Pre-header (App only)	max. 50 characters <sup>(2)</sup>		Text
		Link / Tracking <sup>(3)</sup>			Text

<sup>(1)</sup> For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.

<sup>(2)</sup> Including spaces

<sup>(3)</sup> One link or tracking can be provided per campaign and target group. Separate tracking for desktop and app is possible for multi-screen bookings. The GMX and WEB.DE portals are not tracked separately. Please note the TCF guidelines regarding this, see 5.

## 4. Advertising Material Requirements

### 4.1. Logo, sender name, subject line

- The **logo** should be delivered in 160 x 160 px and in JPG/PNG format. For optimal display as a round avatar logo next to the sender, the logo content must be at least 20 px from the edge.
- The **sender name** is usually the brand being advertised in the promotional material.
- We recommend a **subject line** of max. 30 characters. In principle, a subject line of max. 50 characters is permitted.
- For small-screen campaigns, a **pre-header** can be used (max. 50 characters).
- Personalization in the ad is not possible.

## 5. Ad Serving / Tracking

- External click tags and tracking pixels may be provided.
- All technical service providers (vendors) used to deliver the advertising material must be registered in the IAB Transparency and Consent Framework (TCF) and be able to respond to its signals. Please refer to the “TCF Notice” (<https://www.united-internet-media.de/de/downloadcenter/spezifikationen/>) in this regard.
- An ad impression for the Inbox Ad is the display of the subject line in a user’s inbox. Ad impressions can be measured by the client using a tracking pixel. This must be provided separately.
- The GMX and WEB.DE portals are not tracked separately.

## 6. Other Information

- The General Terms and Conditions at <https://www.united-internet-media.de/de/agb/> and the General Guidelines for Promotional Materials at <https://www.united-internet-media.de/de/downloadcenter/allgemeine-richtlinien/> apply. Any violation of the points listed above, as well as any violation of applicable law, will automatically result in the rejection of the advertising materials.
- United Internet Media reserves the right to approve each design on a case-by-case basis. Advertising materials that provoke excessive negative reactions or significantly impair the use of the sites may be rejected.
- All content must be reviewed in advance to ensure compliance with youth protection laws and regulations. United Internet Media reserves the right to limit access or airtime for the advertising material in accordance with the applicable age restrictions or to reject the ad creative entirely.
- Delivery may be subject to technical, time-related, or operational fluctuations. However, the general aim is to distribute the booked volume evenly over the duration of the campaign.

## 7. Environmental Sustainability of Online Advertising

To reduce CO<sub>2</sub>-emissions during the delivery of digital advertising, we as publishers pursue various approaches as part of our sustainability strategy. This includes measures related to energy efficiency in server usage and optimizations of our advertising technology.

Advertisers also have the opportunity to directly influence the electricity consumption and thus the CO<sub>2</sub>-emissions of their digital advertising campaigns. In our "Recommendations for More Sustainable Advertising Materials," we highlight various measures that can lead to emission savings during the creation of advertising materials.

<https://www.united-internet-media.de/de/downloadcenter/nachhaltigkeit/>

# Do you have any further questions?

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Our team is here to help:

### **Inbox Marketing**

✉ Email: [emailmarketing@uim.de](mailto:emailmarketing@uim.de)

