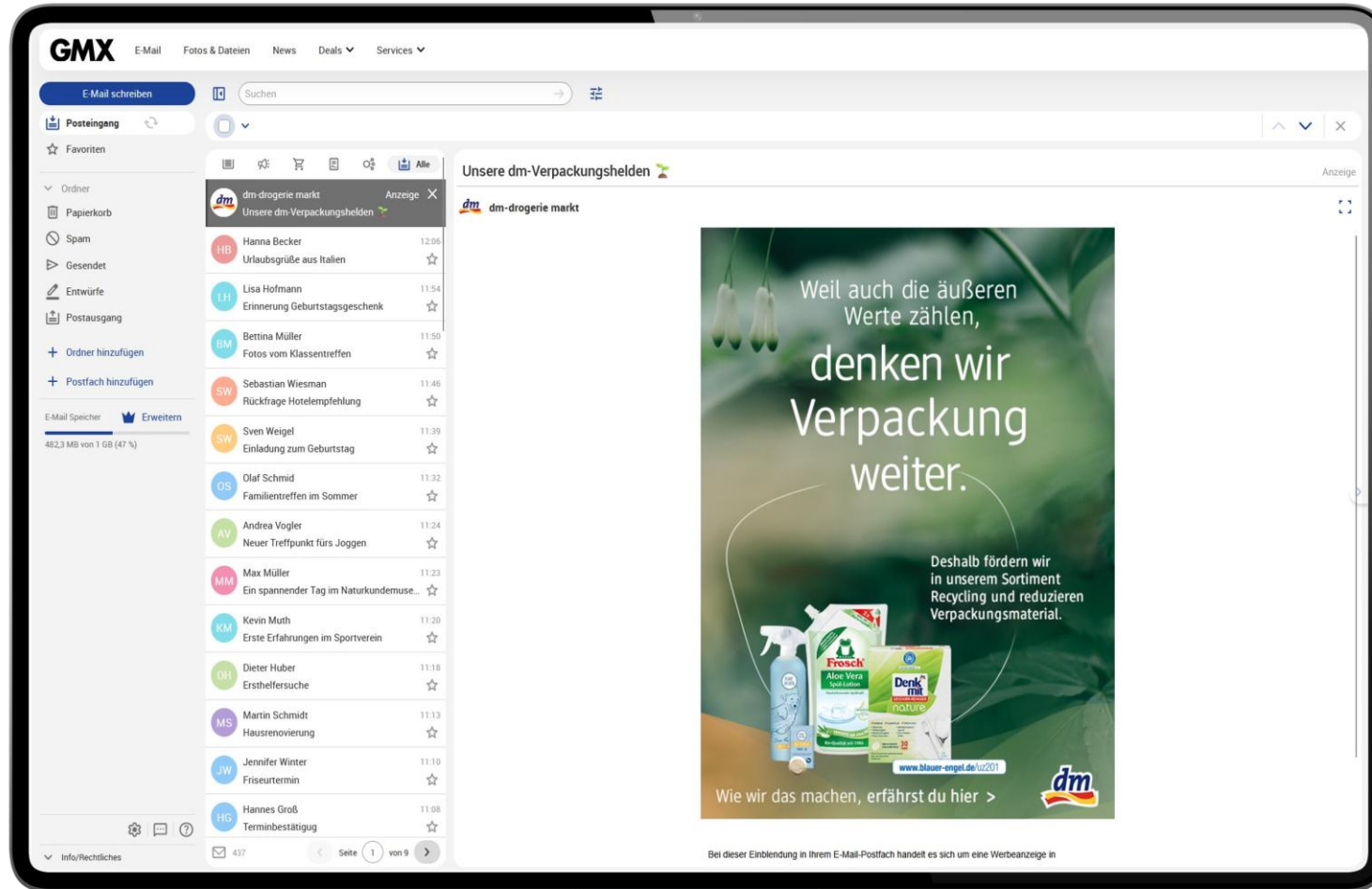


# INBOX AD

Reaching full awareness in the FreeMail accounts of WEB.DE and GMX

# INBOX AD: FULL AWARENESS IN THE INBOX



**GMX**

# INBOX AD: THE ADVANTAGES AT A GLANCE



## **Premium reach**

You can reach over 35 million mailboxes\* of our quality platforms WEB.DE and GMX



## **Multi screen**

You decide on which devices your ad will be displayed



## **Precise targeting**

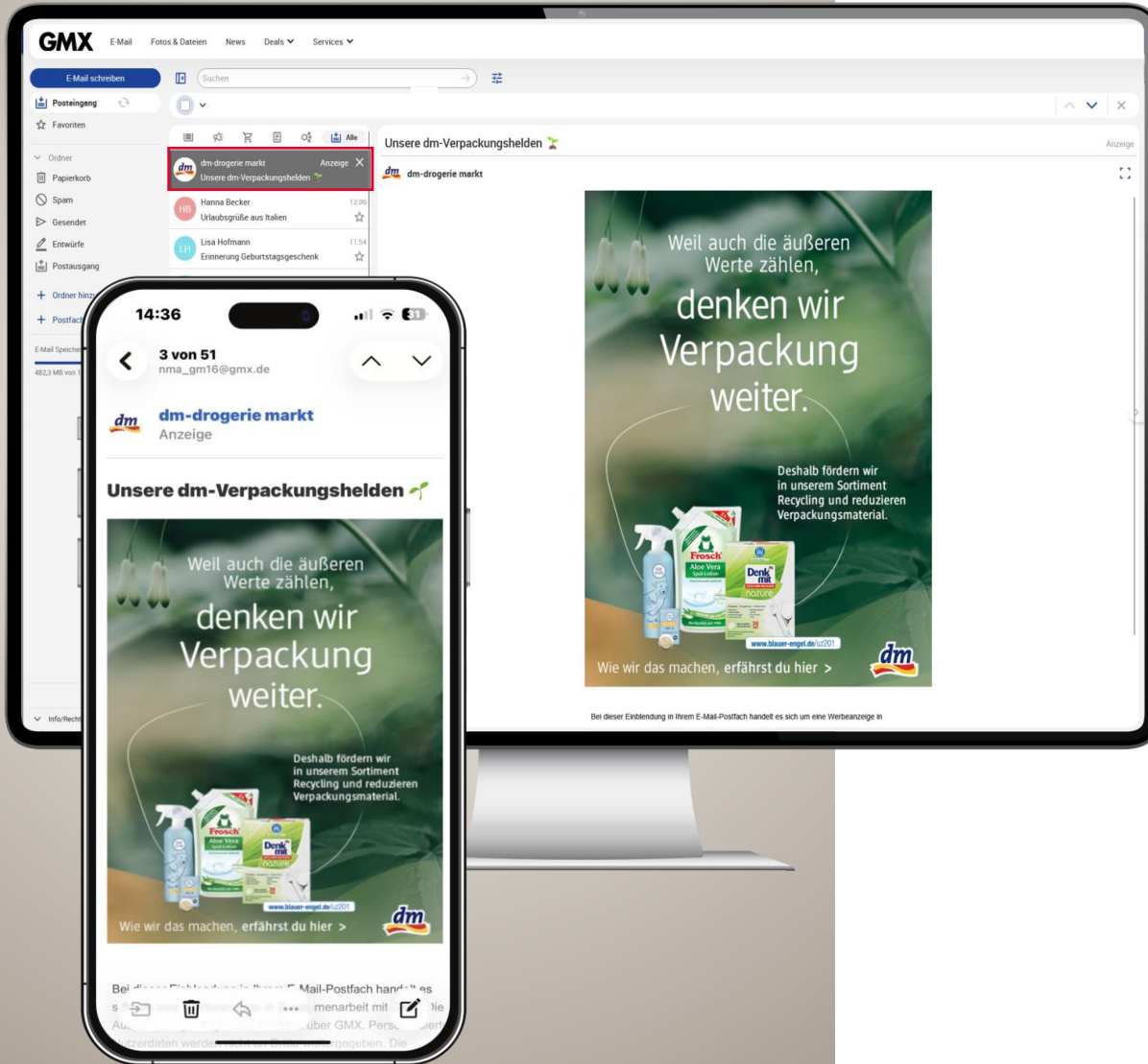
You can reach your preferred target group with our TGP-Targeting



## **Flexibility**

You can choose between several product options

# INBOX AD TEMPLATE



A click on the subject line takes users to the large-format ad.  
Another click on the ad takes them to the landing page.

- **Attention-grabbing design**

Large advertising space thanks to HTML advertising media, ideal for products requiring explanation

- **Traffic quality**

Pre-qualified traffic is forwarded to the landing page of the advertiser

**Particularly suitable for:**

Branding, brand awareness, sales promotion, lead generation

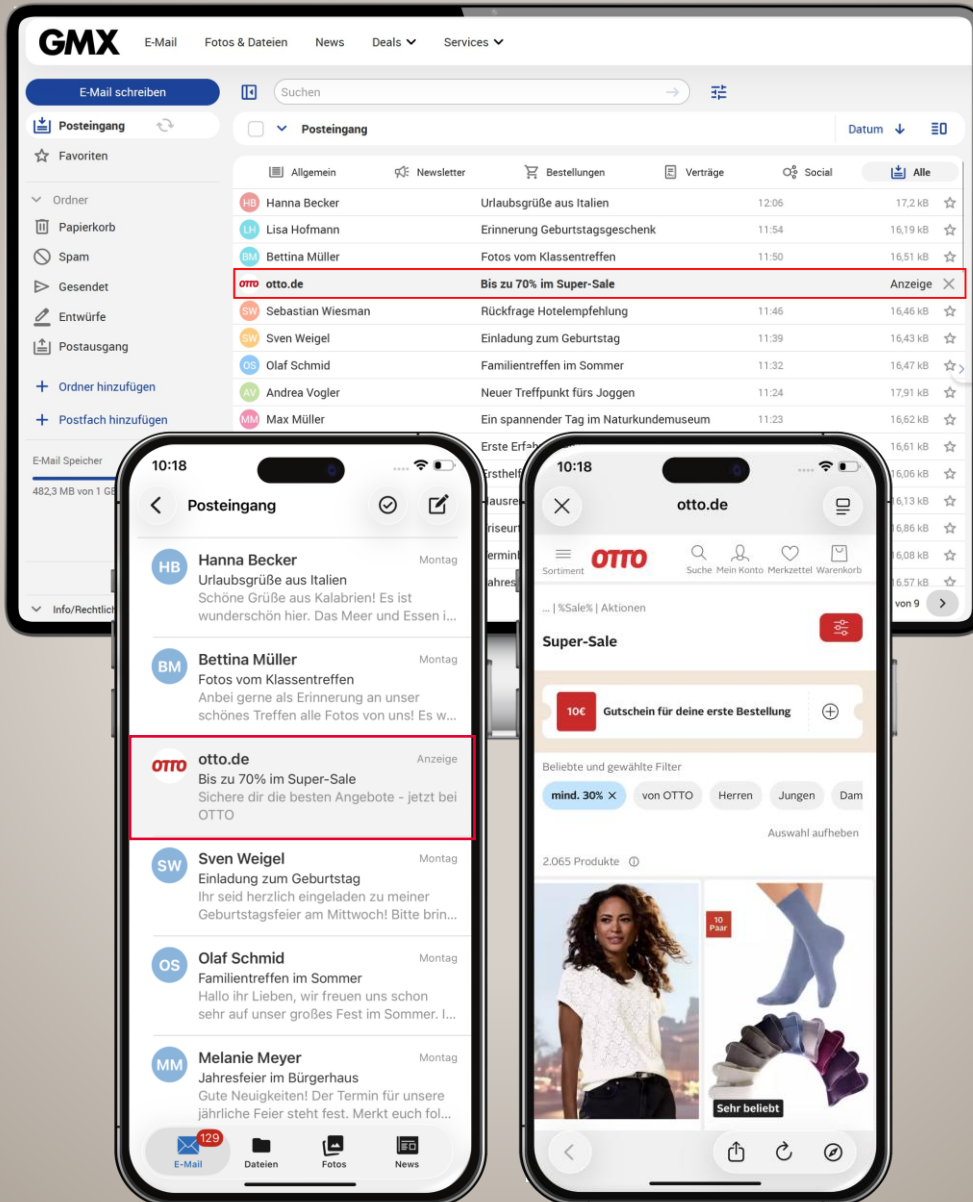


Big Screen



Small Screen

# INBOX AD CLICKOUT



With just one click users are taken directly to the desired landing page.

- Minimal effort for the creation of advertising material required
- Users are directly forwarded to the landing page
- Ideal for generating traffic on the landing page

## Particularly suitable for:

Traffic generation, sales promotion, customer retention, lead generation

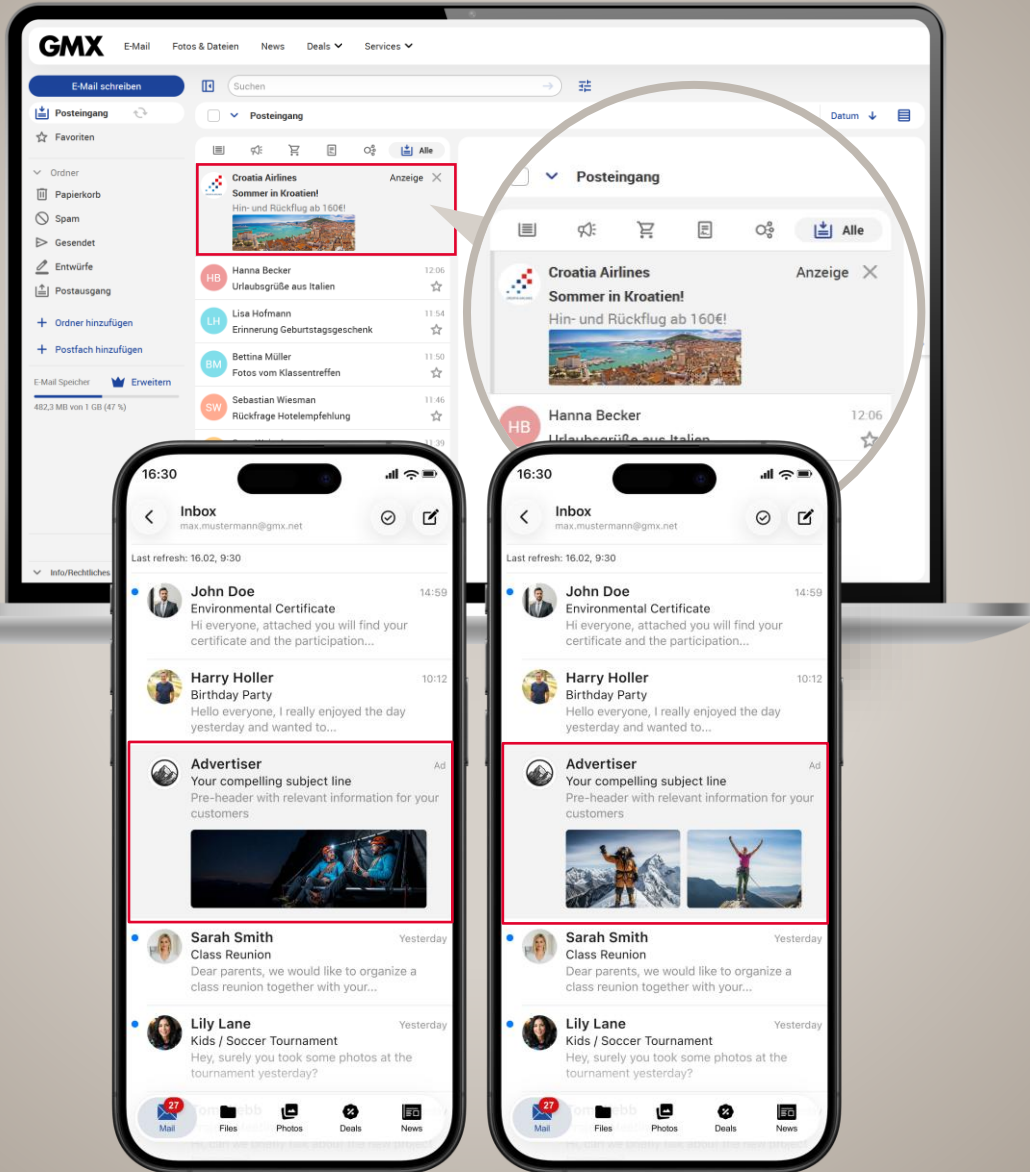


Big Screen



Small Screen

# INBOX AD IMAGE CLICKOUT



The Inbox Ad Image Clickout attracts the user's attention by integrating image material directly into the mailing list. With just one click users are taken to the desired landing page.

- Expressive visuals ensure maximum visibility in the inbox
- Direct redirection of users to the landing page, ideal for generating traffic on the landing page

## Particularly suitable for:

Branding, brand awareness, traffic generation, sales promotion

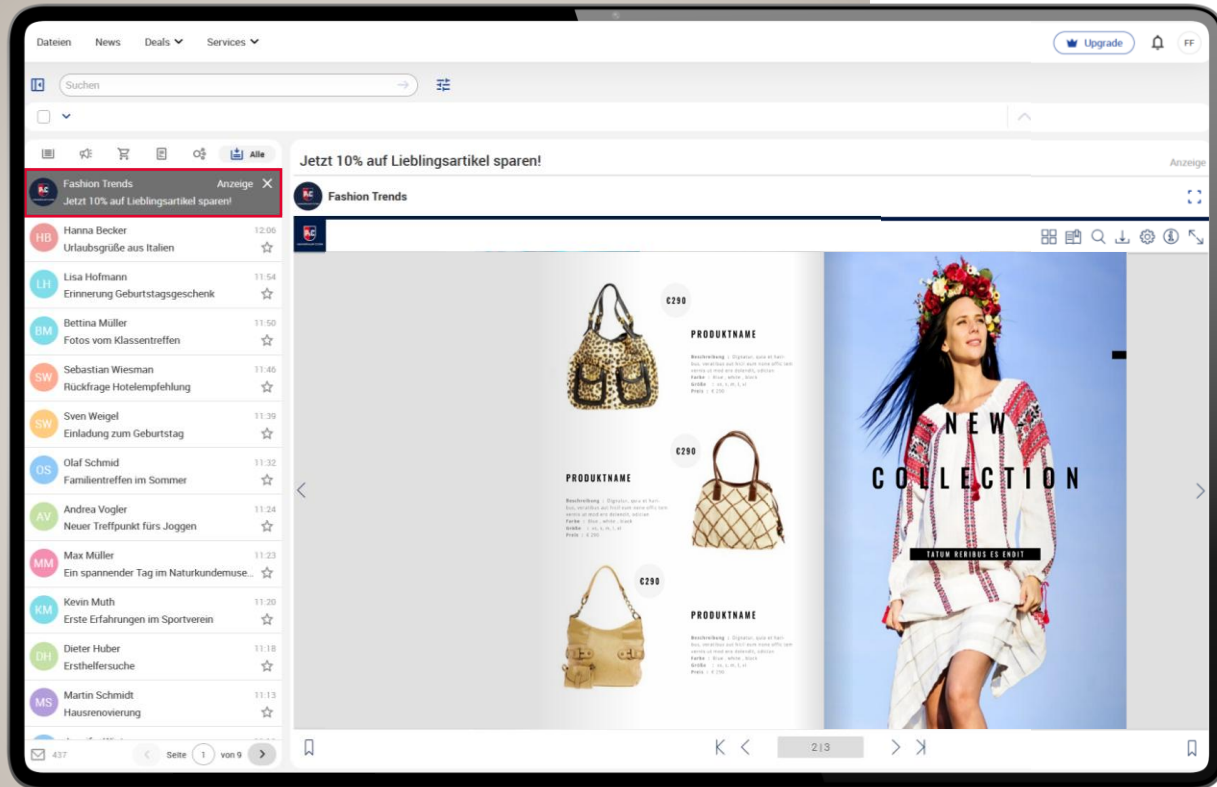


Big Screen



Small Screen

# DIGITAL LEAFLET



By clicking on the subject line, users can open the digital flyer with an integrated scrolling function. A further click on the products displayed takes users to the online store.

- **Offline meets online**  
Integration of the digital PDF flyer with scrolling function directly in the WEB.DE and GMX mailboxes
- **Cost-efficient and sustainable**  
High reach without print and mailing costs

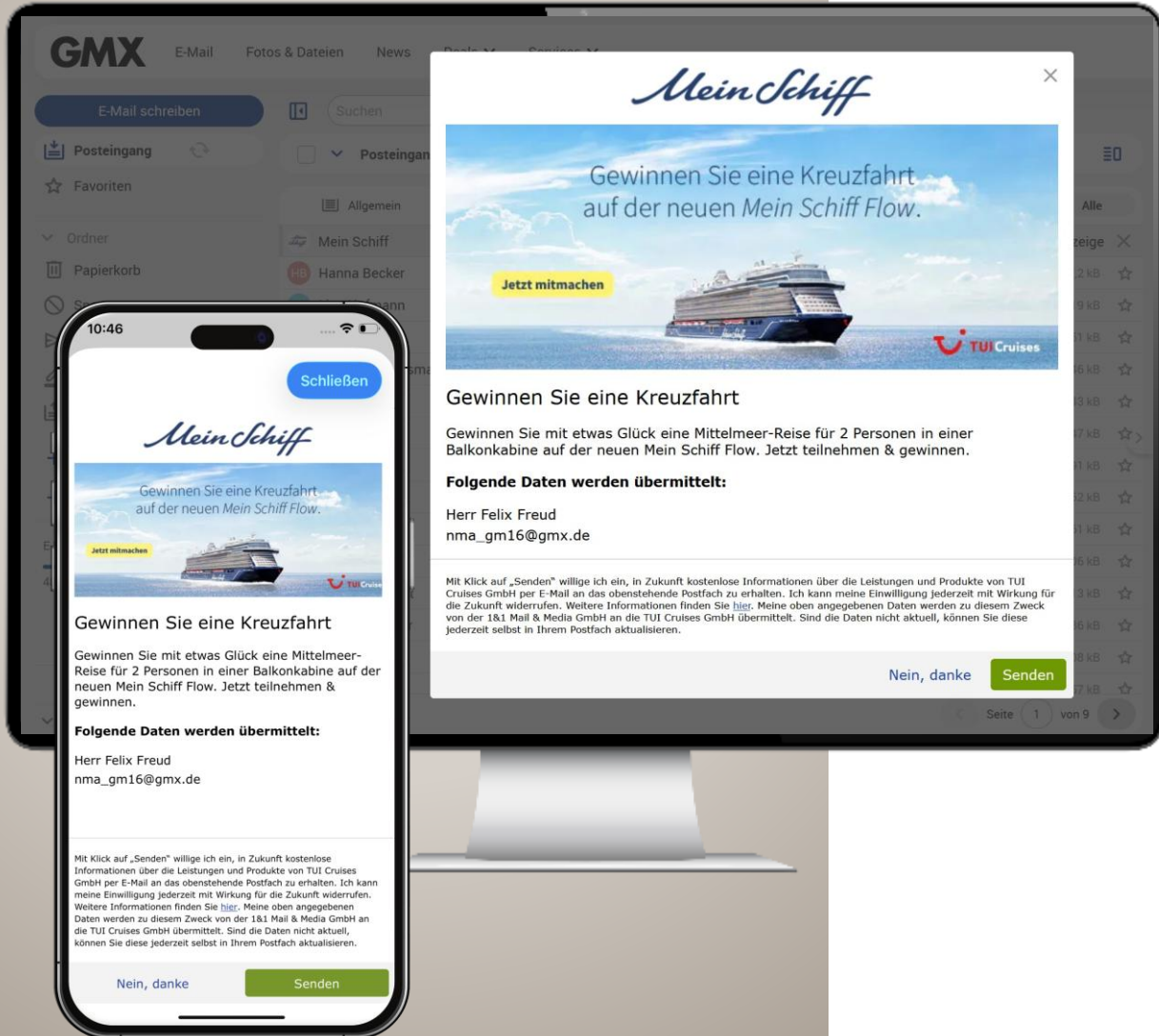
## Particularly suitable for:

Customer loyalty, sales promotion, brand awareness



Big Screen

# INBOX AD LEAD



By clicking on the subject line a **lead form** pre-filled with the user data will be opened. By clicking on "send" users give their consent to the data transfer.

- **Assured data quality**  
The registration fields are automatically filled with the user's account data and cannot be changed
- **Efficient lead generation**  
Leads are generated quickly and easily directly in the WEB.DE and GMX mailboxes

**Particularly suitable for:** Lead generation (e.g. print and digital newsletters, competitions, test drive, product sample, etc.)



Big Screen



Small Screen

# PROGRAMMATIC INBOX AD SET-UP



## Current Set-Up

Inbox Ad Clickout	Available to book via <b>Open Auction</b> and via <b>Deals</b> (PAD and PD)
Inbox Ad Image Clickout	

## Connected DSPs (Excerpt)

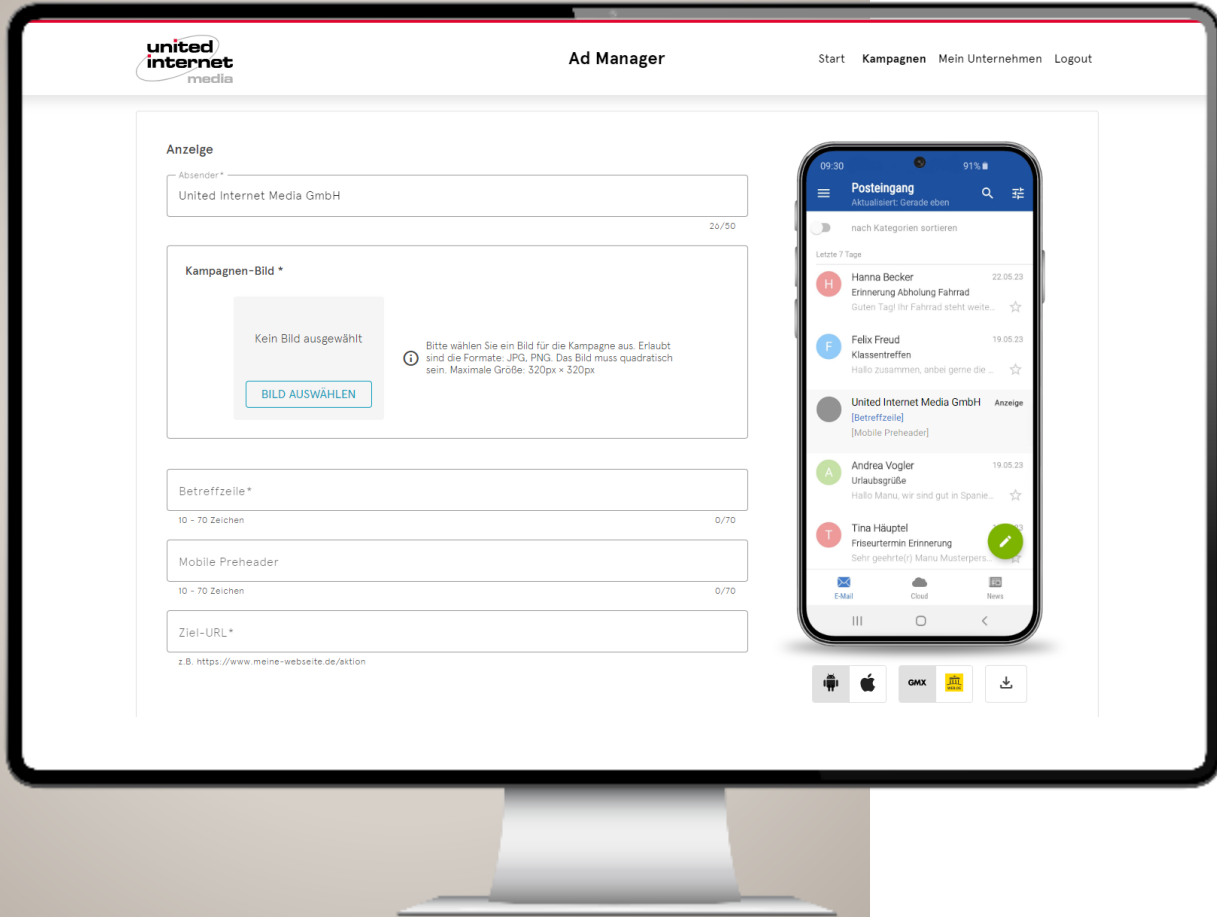
RTBHOUSE =   

 **ACTIVE AGENT**

 Display & Video 360

 **xandr**

# AD MANAGER



- With the **Ad Manager** you can create your own Inbox Ad Clickout and Inbox Ad Image Clickout campaigns
- **Easy to use** – configure your individual advertising campaign with just a few clicks
- **Price and budget** of your campaign can be freely selected
- Various **targeting options** available, also on zip code level



Big Screen



Small Screen

# CONTACT



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