

A hand in a dark blue suit jacket points towards a futuristic digital interface. The interface is composed of glowing blue and white lines, resembling a circuit board or data stream. Several large, glowing white gears of various sizes are overlaid on the interface, with some appearing to be in motion. The background is a dark blue gradient with light blue highlights.

PROGRAMMATIC ADVERTISING

CONTENT



PROGRAMMATIC
ADVERTISING



PROGRAMMATIC
PRODUCTS



TARGETING @ PROGRAMMATIC
ADVERTISING



COOKIELESS
FUTURE

OURS QUALITY FEATURES



TRANSPARENCY



Placement exclusively on the United Internet portals

TARGETING



Targeted TGP Quality Targeting also available on a deal basis

VIEWABILITY



Viewability scores above the market average

BRAND SAFETY



No playout in questionable environments

AD FRAUD



BOT share below 1%

OUR DEAL ADVANTAGES AT A GLANCE

Deal Management

- Active troubleshooting and deal monitoring
- Deal optimisation for maximum performance
- Face-to-face support from the Programmatic team

Predictability & Flexibility

- Higher priority in delivery
- Flexible campaign management thanks to Always On-Setup
- Agreed floor or fixed prices for greater control

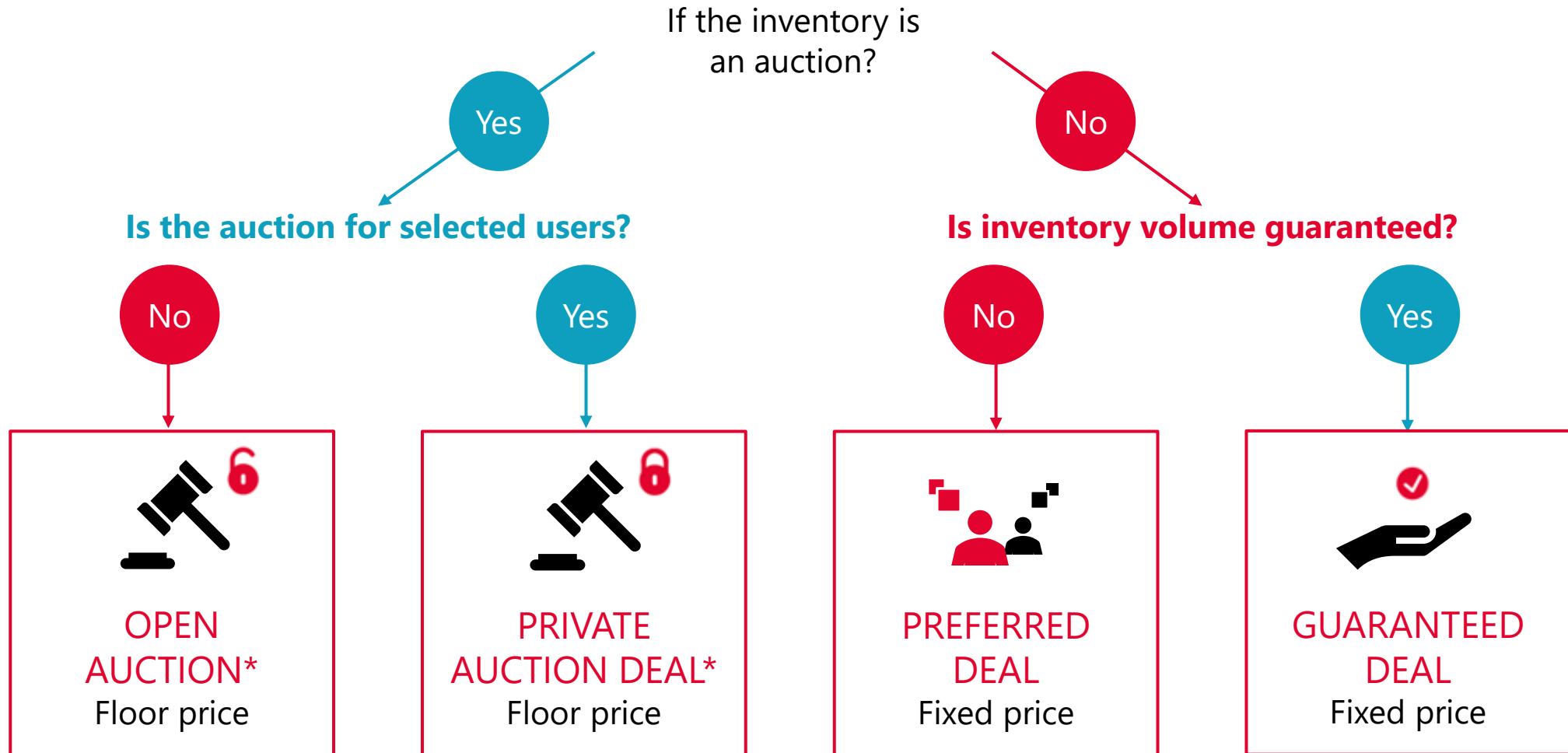
Data

- TGP targeting available for all deal types
- Data-only usage via data marketplaces*
- Curation – comprehensive bundling of inventory and data

Deals offer the highest quality in brand safety, ad fraud protection, target group addressing and advertising impact – with curated inventory, exclusive formats and maximum control.

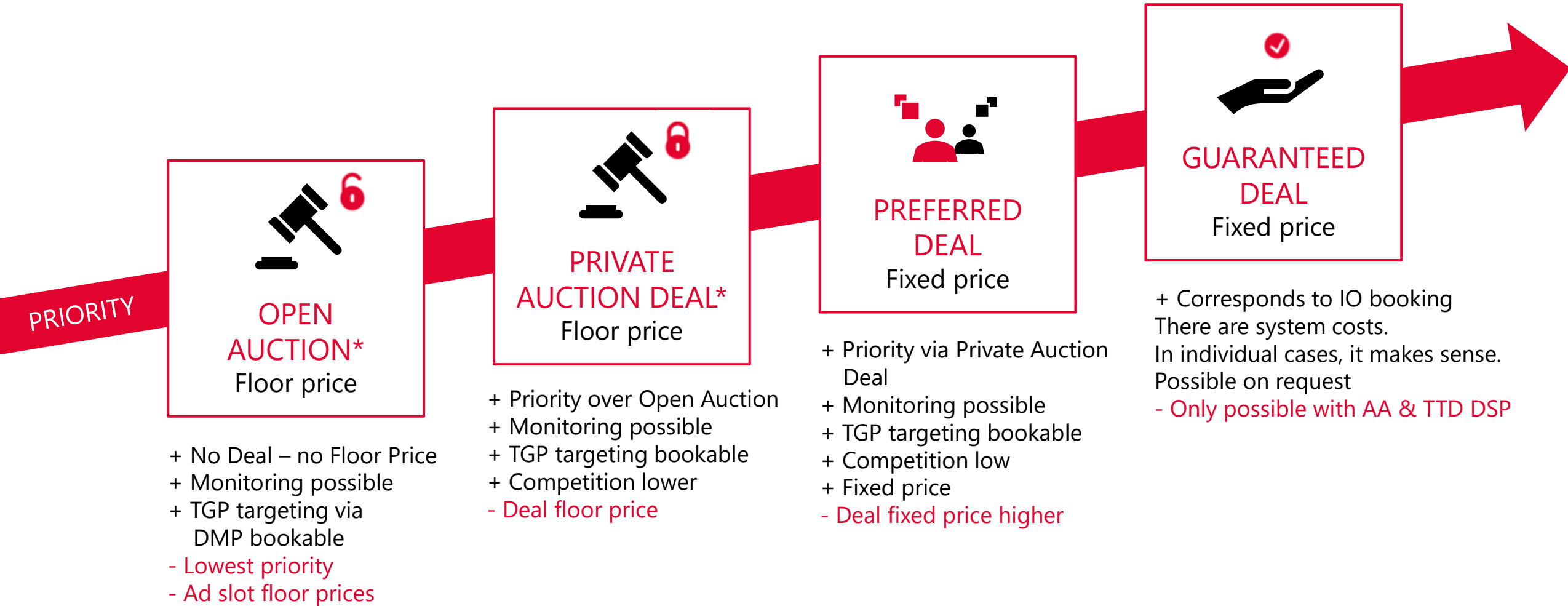
**DSP's: AdForm, Active Agent, Xandr, The TradeDesk, Pubmatic, DV360, Equativ*

THE PROGRAMMATIC BUSINESS TYPES



* Auction model: First Price Auction

THE PROGRAMMATIC BUSINESS TYPES



* Auction model: First Price Auction

PROGRAMMATIC LANDSCAPE

OUR OPEN AUCTION WORLD



OUR DEAL WORLD



Other SSPs on request

BRAND SAFETY: SPECIAL FEATURES AT UNITED INTERNET MEDIA

Special requirements in the e-mail environment



- WEB.DE and GMX are members of the 'E-Mail made in Germany' initiative and are subject to strict security restrictions to protect the privacy of email users
- One of the security measures is the decoupling of advertising content within the inbox folders and the use of a dereferer
- The dereferer has the task of hiding information from the original referrer, i. e. the website that was originally accessed. This prevents scripts within the advertising material from gaining access to sensitive areas of the email folders, reading them or manipulating them.
- **The use of brand safety tools in programmatic purchasing is based on reading the referrer of the page**
- In the mail area, these tools cannot read the actual referrer for the reasons mentioned above and block the environments.

What measures need to be taken?

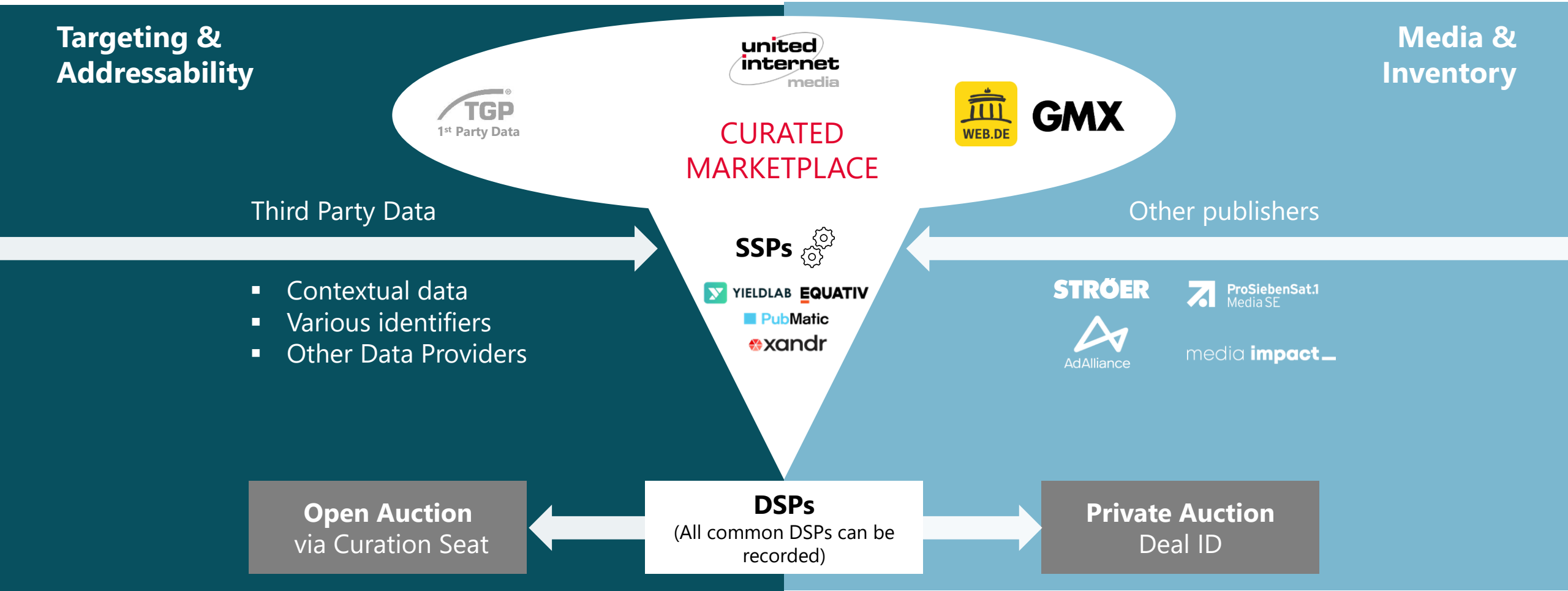
Therefore, in order to be able to use the full reach of the WEB.DE and GMX portals programmatically, buyers must add the following domains to their allowlist in addition to WEB.DE and GMX:

3c.gmx.net	web.de
3c.web.de	gmx.net
3c-bap.web.de	bap.navigator.gmx.net
bap.navigator.web.de	dl.1und1.de
generic.web.de	generic.mail.com
dl.gmx.at	generic.gmx.net
dl.gmx.ch	generic.gmx.com
dl.gmx.net	generic.gmx.es
navigator.web.de	generic.gmx.fr
navigator.gmx.net	generic.gmx.co.uk
dl.web.de	lightmailer-bap.gmx.net
dl-preview.web.de	lightmailer-bs.web.de
3c-bap.gmx.net	lightmailer-bap.web.de
home.1und1.de	lightmailer-bs.gmx.net



These are the dereferers in the stationary and mobile mail area of WEB.DE and GMX.

CURATED MARKETPLACE: BUNDLING OF DIFFERENT DATA SOURCES WITH INVENTORIES OF OTHER PUBLISHERS





PROGRAMMATIC PRODUCTS

65.8%
23.4%
10.8%



72.8% Televisions
27.8% Audio and Video

PROGRAMMATIC: OVERVIEW OF ADVERTISING FORMATS PER PORTAL



ENVIRONMENT	SMALL SCREEN					BIG SCREEN					MULTI SCREEN					Events (Special formats)	
	1:1 Mobile Banner	2:1 Mobile Banner	4:1/ 6:1 Mobile Banner	Mobile Medium Rectangle	Mobile Understitial	Billboard	MaxiAD+	Medium Rectangle	Sitebar	(Wide) Skyscraper	Halfpage Ad	Inbox Ad Clickout*	Inbox Ad Image Clickout*	In-Stream Video (Pre-Roll/ Post-Roll/Bumper Ad)	In-Text Video Ad		Native Teaser
Homepage	✓	✓	✓	✓	✓	✓		✓	✓		✓				✓		✓
Mail			✓						✓	✓	✓	✓					✓
Logout	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓		
Magazines	✓	✓	✓	✓	✓			✓	✓	✓	✓			✓	✓	✓	✓
App	✓	✓	✓	✓	✓						✓	✓	✓	✓	✓		

Further advertising formats on request.
 *Multi-screen booking subject to SSP/DSP availability.

PROGRAMMATIC: OVERVIEW ADVERTISING FORMATS PORTAL GMX



Environment	SMALL SCREEN					BIG SCREEN					MULTI SCREEN						Events (Special formats)	
	1:1 Mobile Banner	2:1 Mobile Banner	4:1/ 6:1 Mobile Banner	Mobile Medium Rectangle	Mobile Understitial	Billboard (AT) Wideboard (CH)	MaxiAD+	Medium Rectangle	Sitebar	(Wide) Skyscraper	Halfpage Ad	Inbox Ad Clickout*	Inbox Ad Image Clickout*	In-Stream Video (Pre-Roll/ Post-Roll/Bumper Ad)	In-Text Video Ad	Native Teaser		Super Banner
Homepage	✓	✓	✓	✓	✓	✓		✓	✓		✓					✓		✓
Mail			✓						✓	✓	✓	✓	✓				✓	
Logout	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					✓		
Magazines	✓	✓	✓	✓	✓			✓	✓	✓	✓		✓	✓	✓	✓	✓	
App	✓	✓	✓	✓	✓						✓	✓	✓	✓	✓	✓		

Further advertising formats on request.

*Multi-screen booking subject to SSP/DSP availability.

PROGRAMMATIC INBOX AD SET-UP



Current Set-Up

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

Connected DSPs (Excerpt)

RTBHOUSE =   

 **ACTIVE AGENT**

 Display & Video 360

 **xandr**

INBOX AD – THE ADVANTAGES



Premium range

You can reach over 35 million mailboxes* on the WEB.DE and GMX portals



Multi Screen

You decide on which devices your ad will be displayed



Precise control

With TGP Quality Targeting, you can achieve accurate
Your desired target group



Flexibility

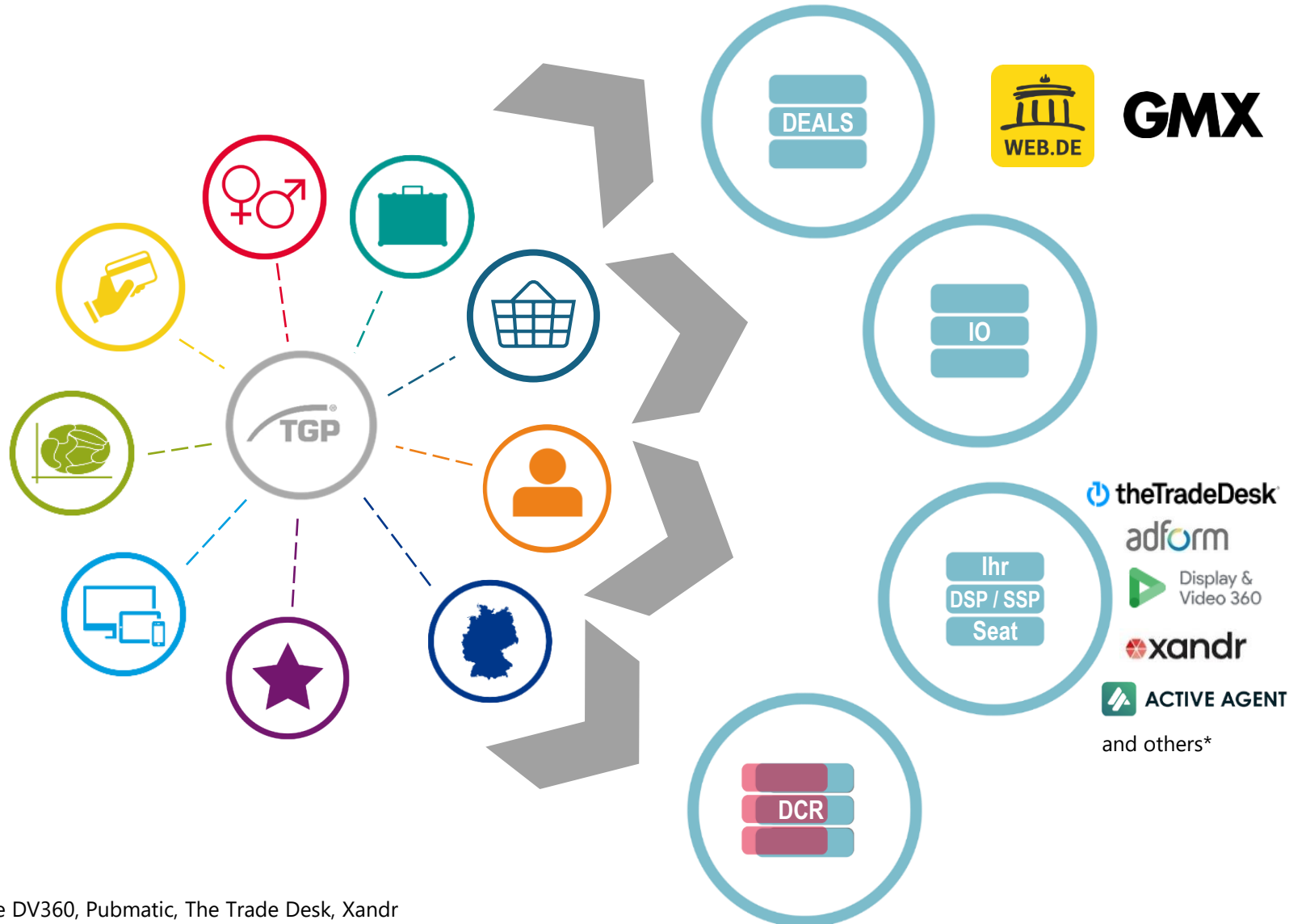
You can choose between several product variants



TARGETING IN PROGRAMMATIC ADVERTISING

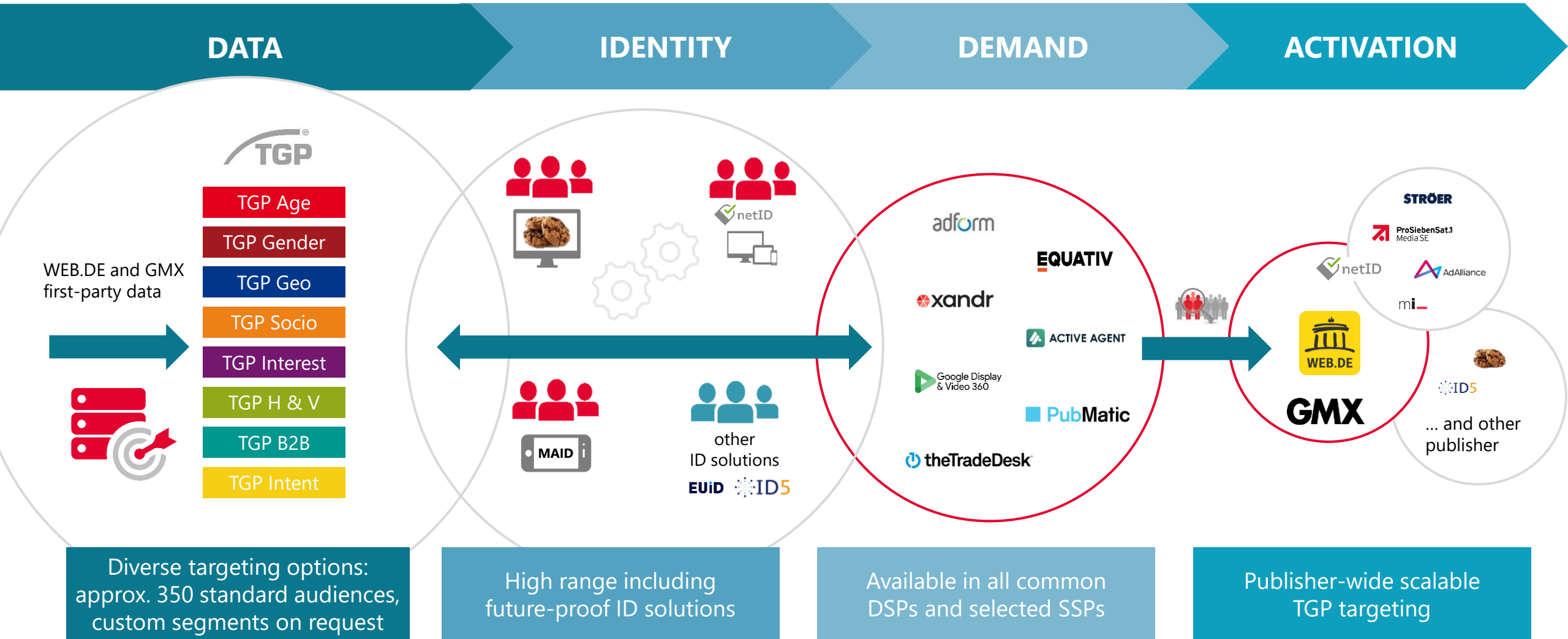
PRETARGETED DEALS: FIRST-PARTY DATA ALTERNATIVE IN THE POST-COOKIE ERA

- TGP Age
- TGP Gender
- TGP Geo
- TGP Socio
- TGP Interest
- TGP Intent
- TGP Retail
- TGP Habits & Values
- TGP Business to Business
- TGP Technical



*Available DSPs/SSPs: Active Agent, Adform, Equativ, Google DV360, Pubmatic, The Trade Desk, Xandr

DATA MARKETPLACE: TGP TARGETING ACTIVATION IN THE DSP



A close-up photograph of a hand hovering over a glowing blue button. The button is circular with a metallic rim and a bright blue glow. The text 'FUTURE' is written above a horizontal line, and 'START' is written below it, both in white capital letters. The background is a dark, textured surface.

FUTURE
START

**COOKIELESS
FUTURE**



FIRST-PARTY DATA

Highest quality thanks
to always up-to-date
First-party data

IDENTITY

netID, Criteo ID,
Ramp ID, ID5 ID,
Unified ID, Shared ID,
Publisher Audience ID

TGP- TARGETING

Various targeting
options based on your
own CRM data

DATA CLEAN ROOMS

GDPR-compliant
determination of data
overlaps through data
clean room
technologies

CONTACT



UNITED INTERNET MEDIA GMBH

www.united-internet-media.de/en

E-Mail: uim-programmatic@uim.de

Stay informed and follow us on [LinkedIn](#)



GMX



mail.com

