

A hand in a dark blue sleeve 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

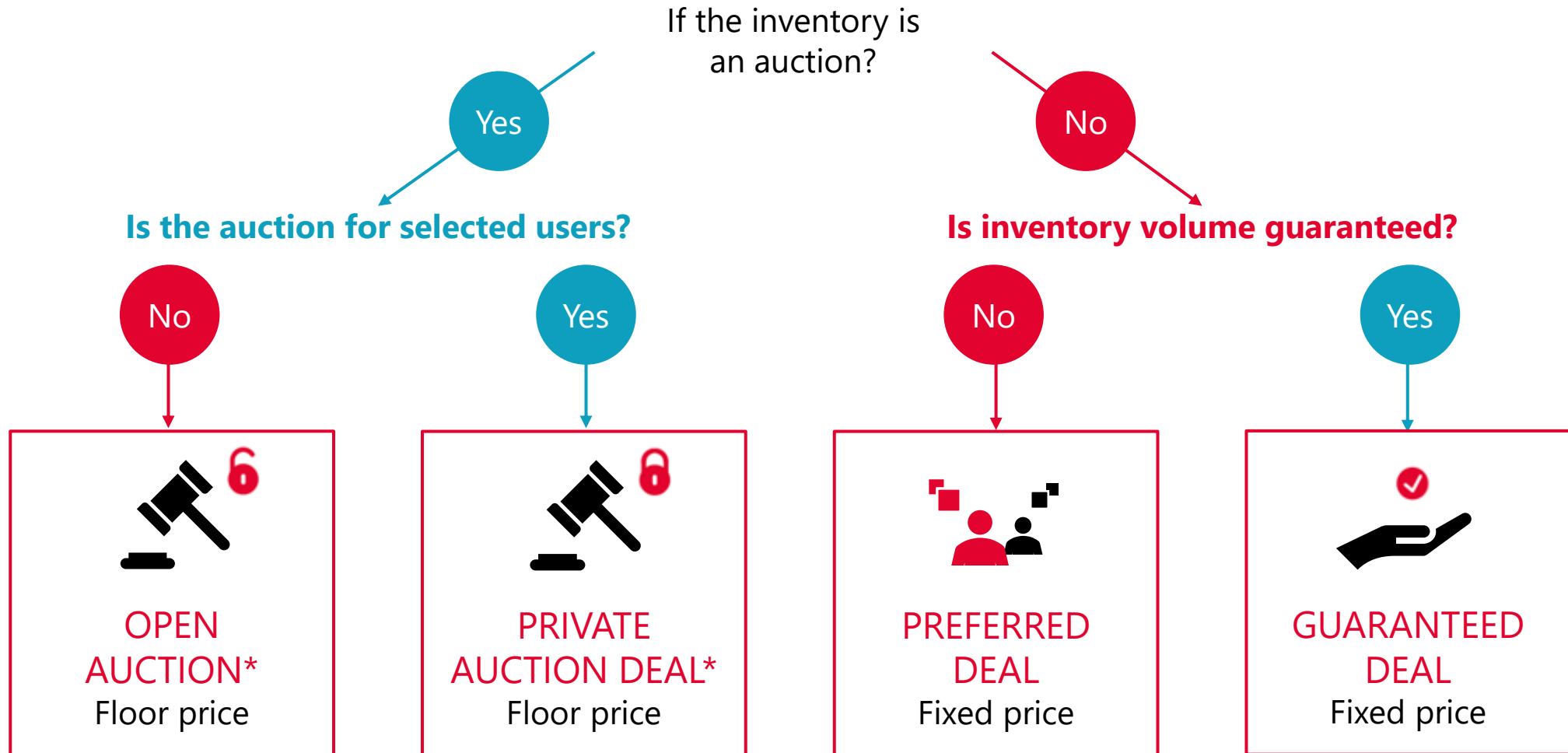
## Data

- 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.

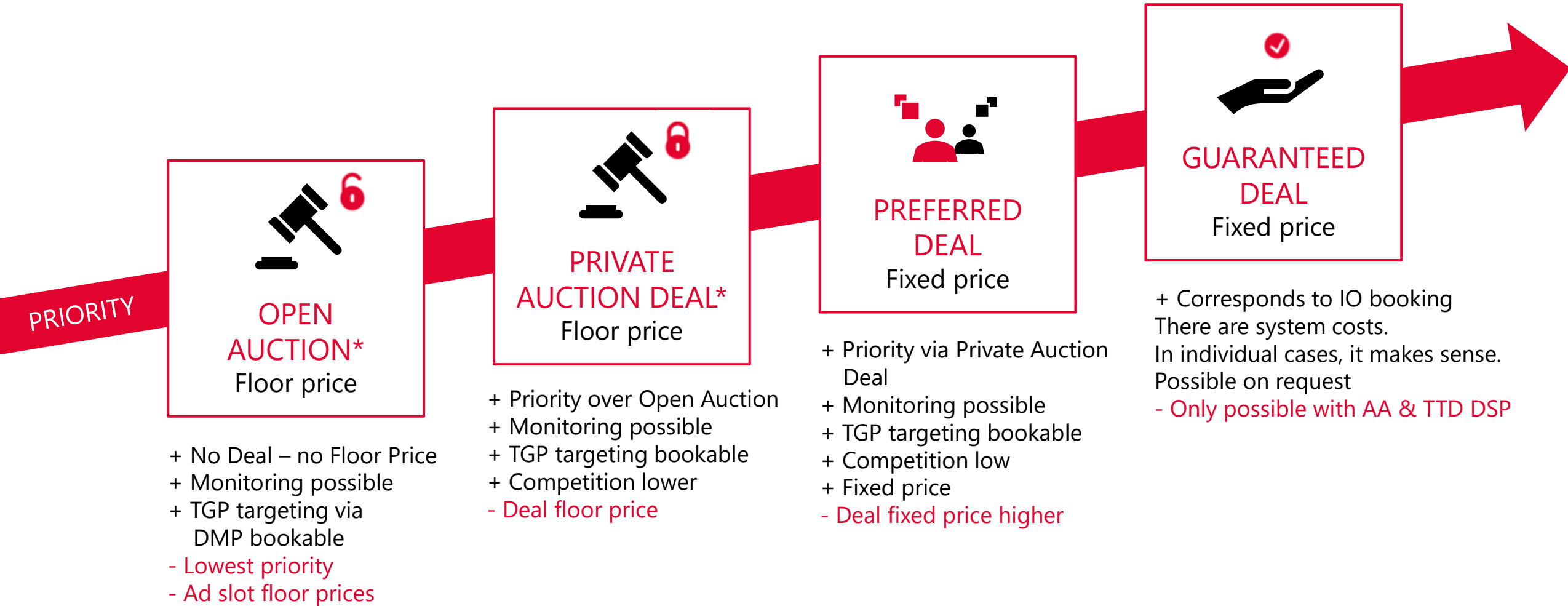
\*DSP's: AdForm, Active Agent, Xandr, The TradeDesk, Pubmatic, DV360, Equativ

# 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



## What measures need to be taken?

- 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.

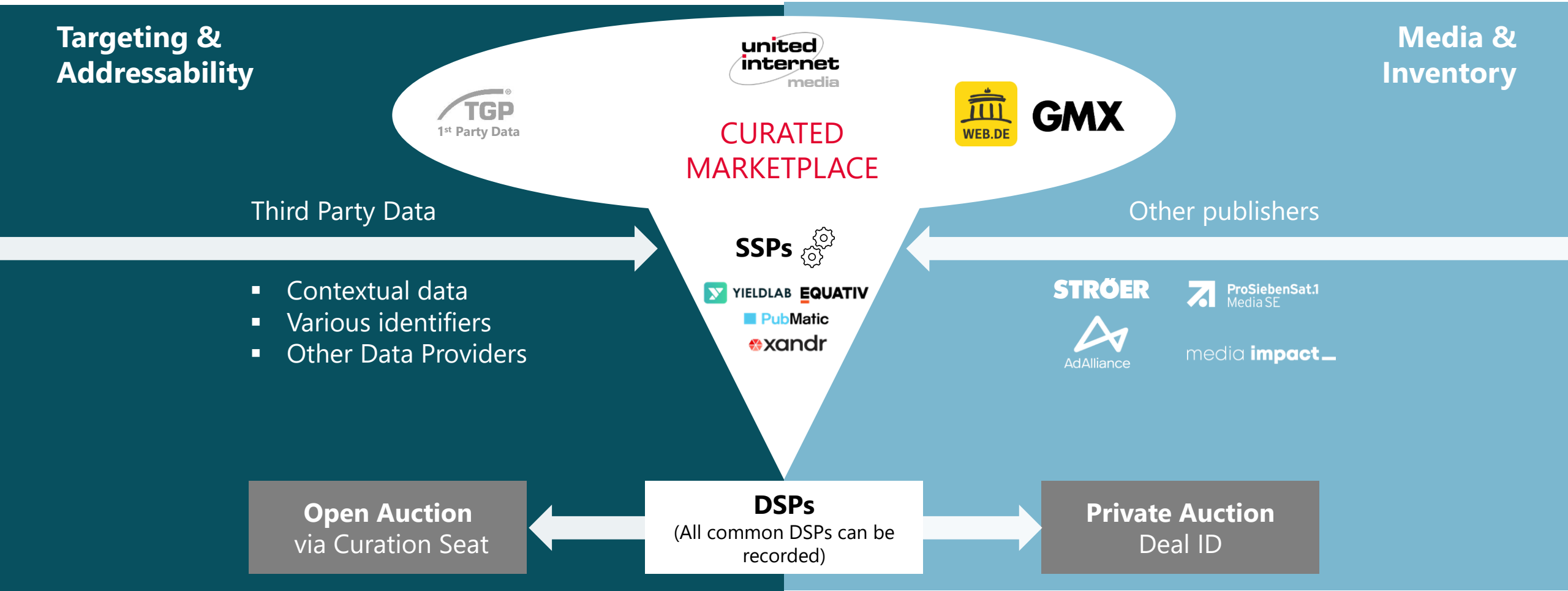
Therefore, in order to be able to use the full reach of the WEB.DE and GMX portals programmatically, buyers must add the following domains to their allowlist in addition to WEB.DE and GMX:

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



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  
27.2% 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 Floor Ad	Mobile Understitial	Billboard	InPage Video (MedRec)	MaxiAD+	Medium Rectangle	Sitebar	(Wide) Skyscraper	Halfpage Ad	Inbox Ad Clickout*	Inbox Ad Image Clickout*	In-Stream Video (Pre-Roll/ Post-Roll)	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: 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	InPage Video (MedRec)	MaxiAD+	Medium Rectangle	Sitebar	(Wide) Skyscraper	Halfpage Ad	Inbox Ad Clickout*	Inbox Ad Image Clickout*	In-Stream Video (Pre-Roll/ Post-Roll)	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 <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**

# 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**

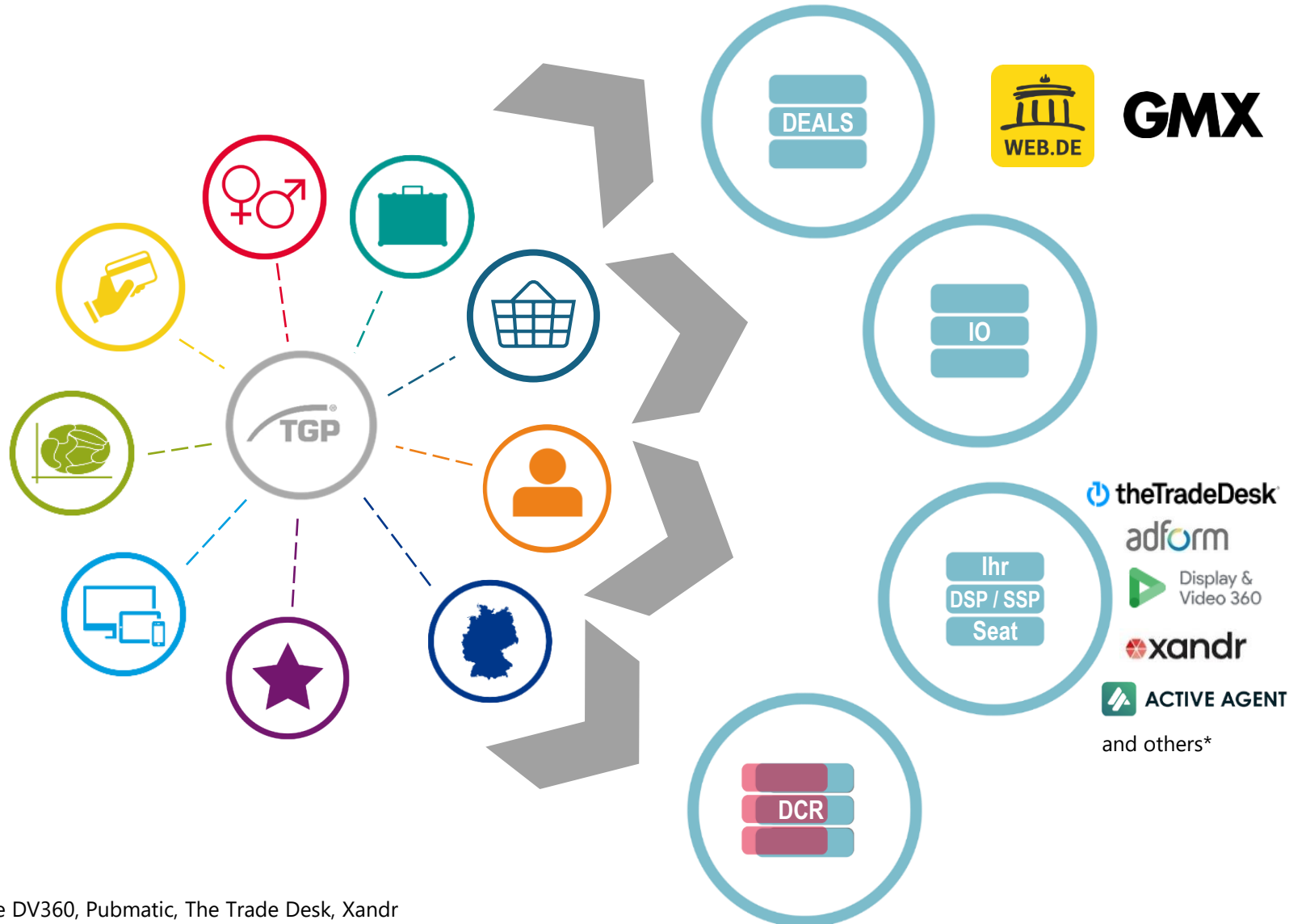
You can choose between several product variants



# TARGETING IN PROGRAMMATIC ADVERTISING

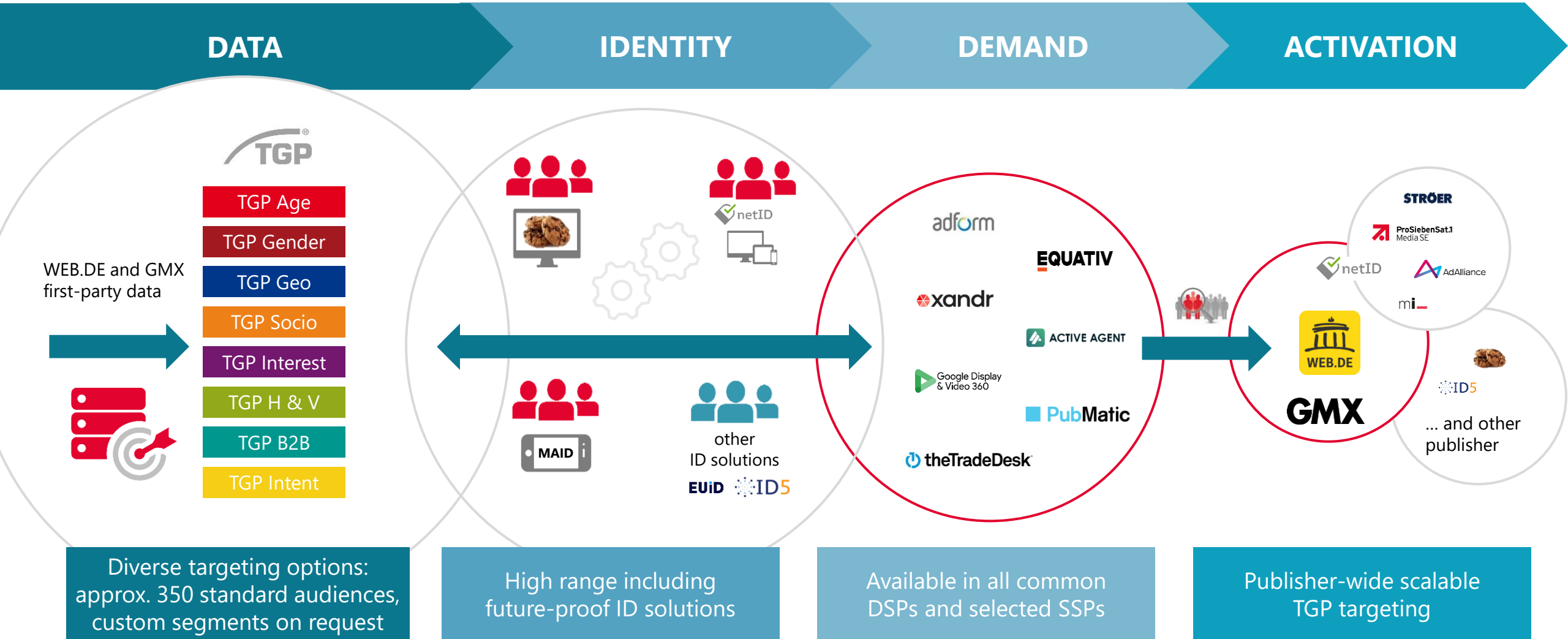
# PRETARGETED DEALS: FIRST-PARTY DATA ALTERNATIVE IN THE POST-COOKIE ERA

- 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 light effect around its edge. The text 'FUTURE' is written above a horizontal line, and 'START' is written below it, both in white, bold, sans-serif capital letters. The background is a dark, textured surface, possibly a control panel or a futuristic interface.

**FUTURE**  
**START**

A graphic element consisting of a solid red rectangle. The text 'COOKIELESS' is positioned on the top line and 'FUTURE' is on the bottom line, both in white, bold, sans-serif capital letters. The rectangle is partially overlaid by a semi-transparent grey square above it and a semi-transparent pink square to its left.

**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



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