



INBOX AD IMAGE CLICKOUT

The advertising format for maximum attention in the native e-mail environment

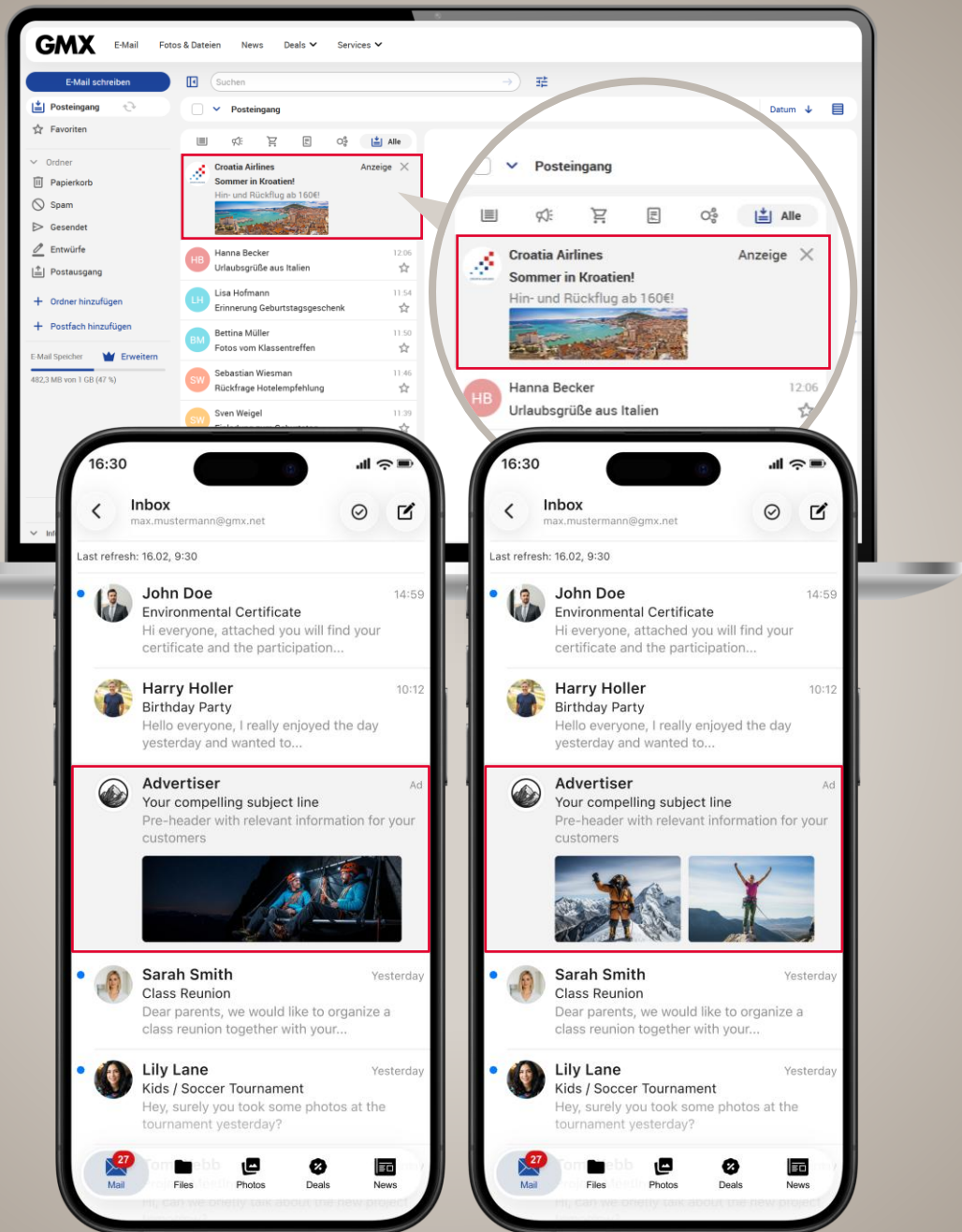
INBOX AD IMAGE CLICKOUT

The Inbox Ad Image Clickout is a native advertising format in the FreeMail mailboxes of WEB.DE and GMX.

Visual upgrade: The flexible and eye-catching format fits natively into the mailing list and thus effectively attracts the attention of recipients.

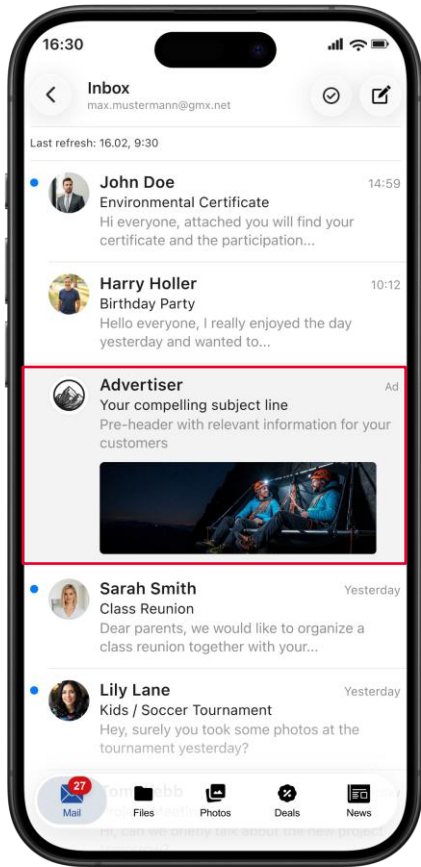
- A multi-screen display of the Inbox Ad Image Clickout booked via Insertion Order (IO) is possible
- Can be booked via Insertion Order (IO) and programmatically as a deal (PA)

Optimal customer targeting throughout the buying process and maximum attention in the native e-mail environment

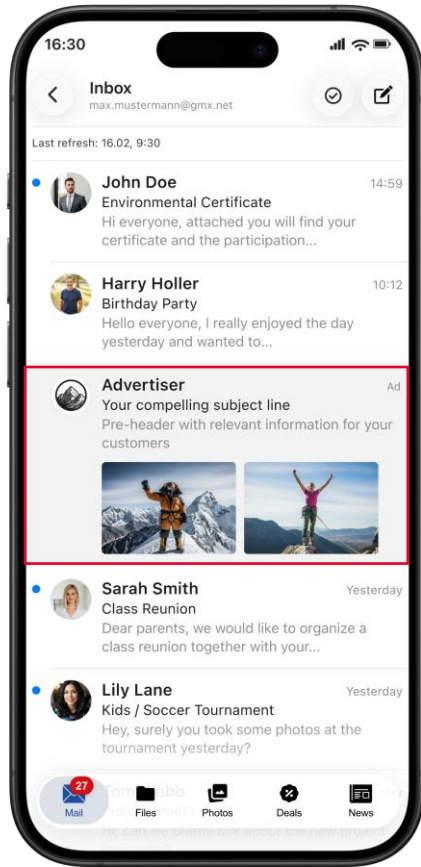


FLEXIBILITY THROUGH VARIOUS IMAGE FORMATS

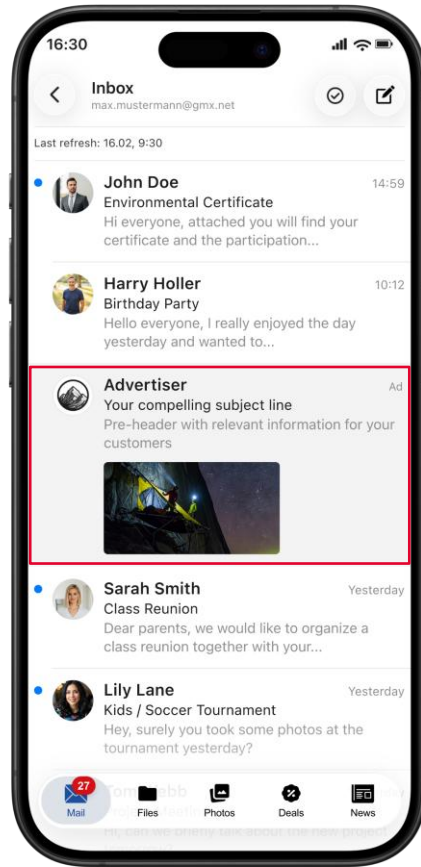
The Inbox Ad Image Clickout supports various image formats for maximum design freedom in the creation of your marketing images in the apps and on the desktop.



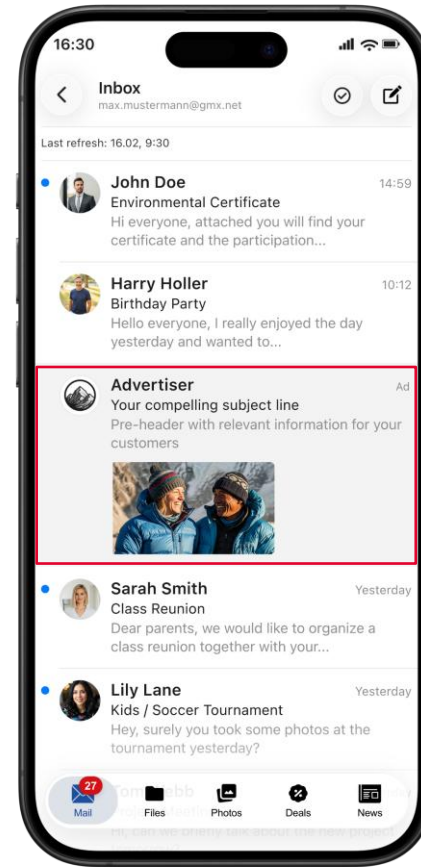
17:5



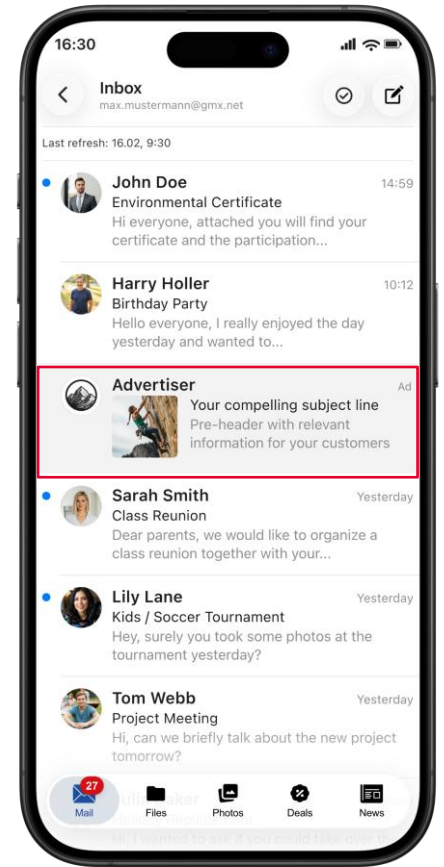
2x 1,66:1



1,91:1



16:9



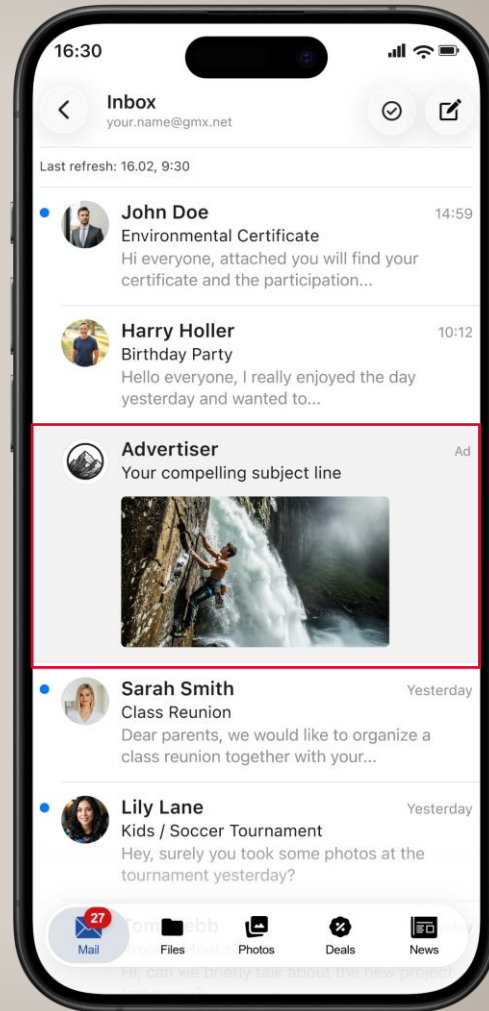
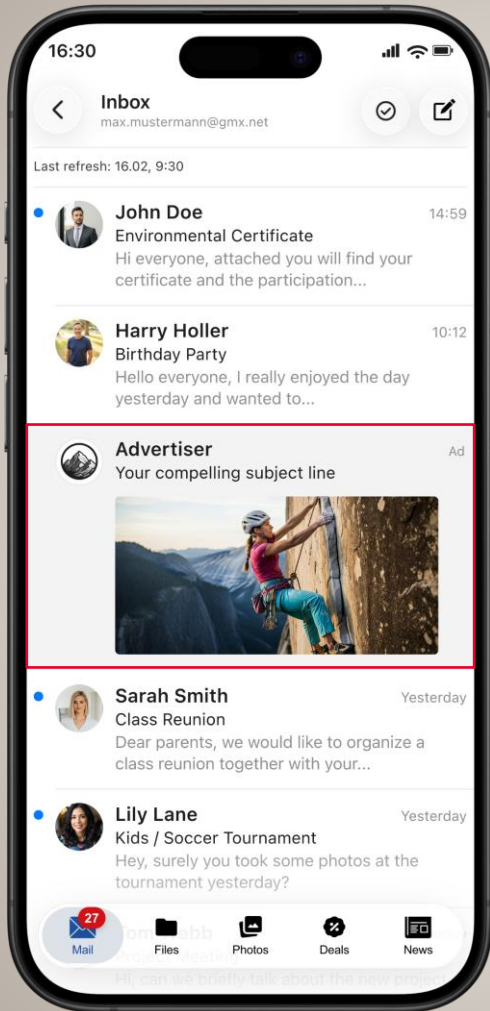
1:1

Example display in the iOS app of GMX

EYE-CATCHING BRANDING FORMATS

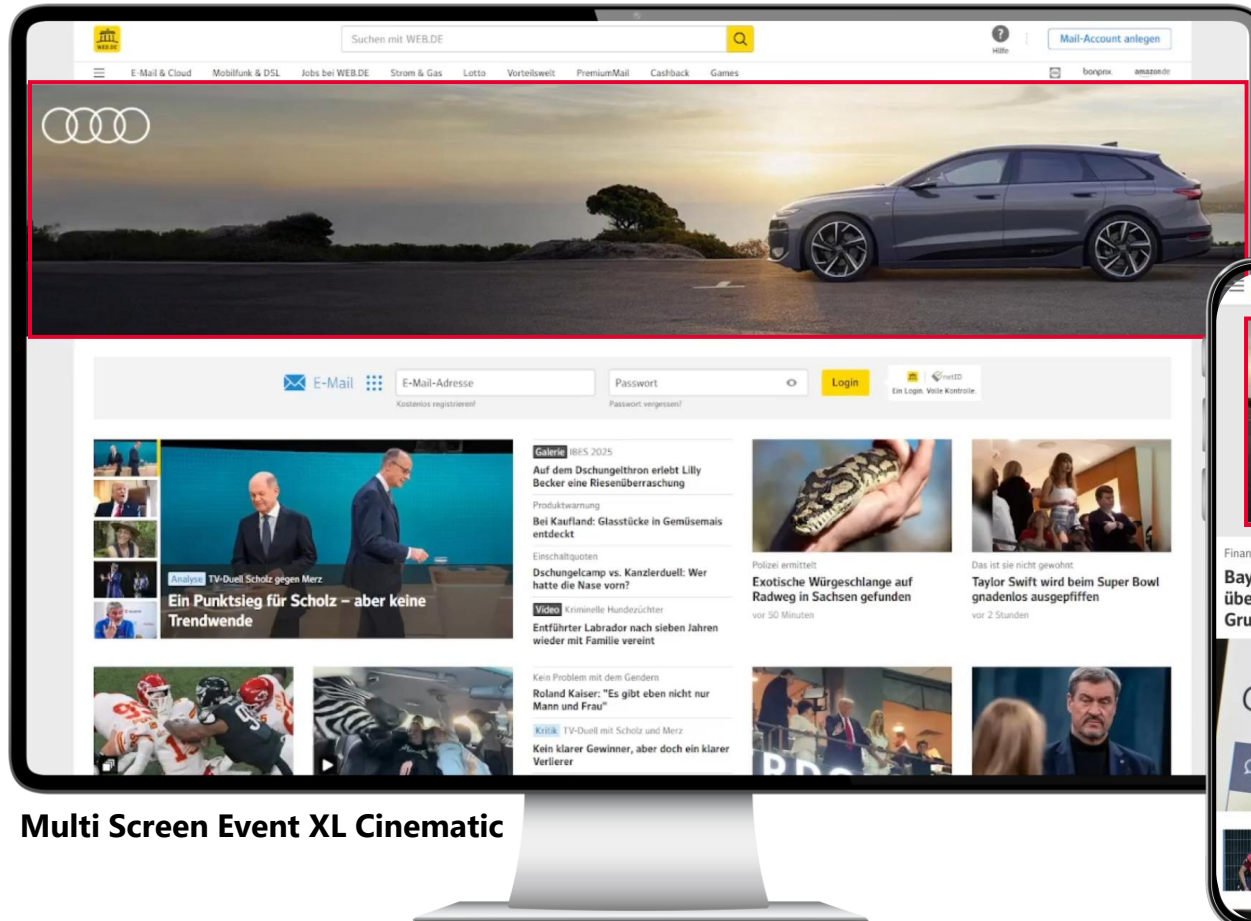
The Inbox Ad Image Clickout also offers eye-catching branding formats in the WEB.DE and GMX apps that are specially tailored to the requirements of branding campaigns.

- Due to the larger display of the visuals in the apps, the focus is on high-quality imagery
- The suitable image formats here are the standard formats 1.91:1 and 16:9
- The elements of the advertising media are the logo, sender (e.g. brand name), subject and the visual



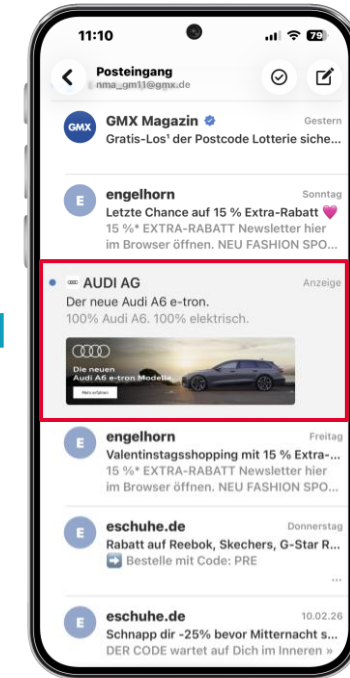
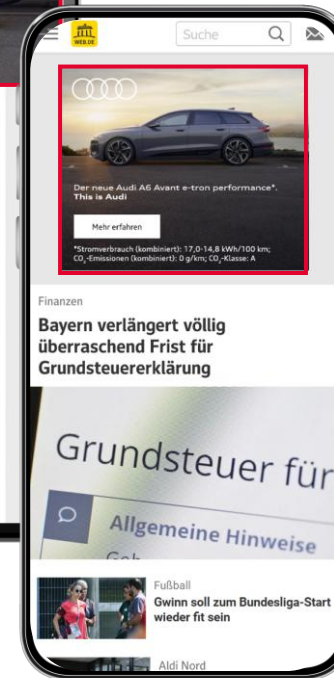
Example display in the iOS app of GMX

MULTI SCREEN EVENT XL: THE NEW STANDARD FOR OUR MULTI SCREEN EVENTS INCL. THE INBOX AD IMAGE CLICKOUT



Multi Screen Event XL Cinematic

Up to 7.8 million UU* und 18 million Als/day**
Inbox Ad Image Clickout:
Up to 3.5 million Als per portal

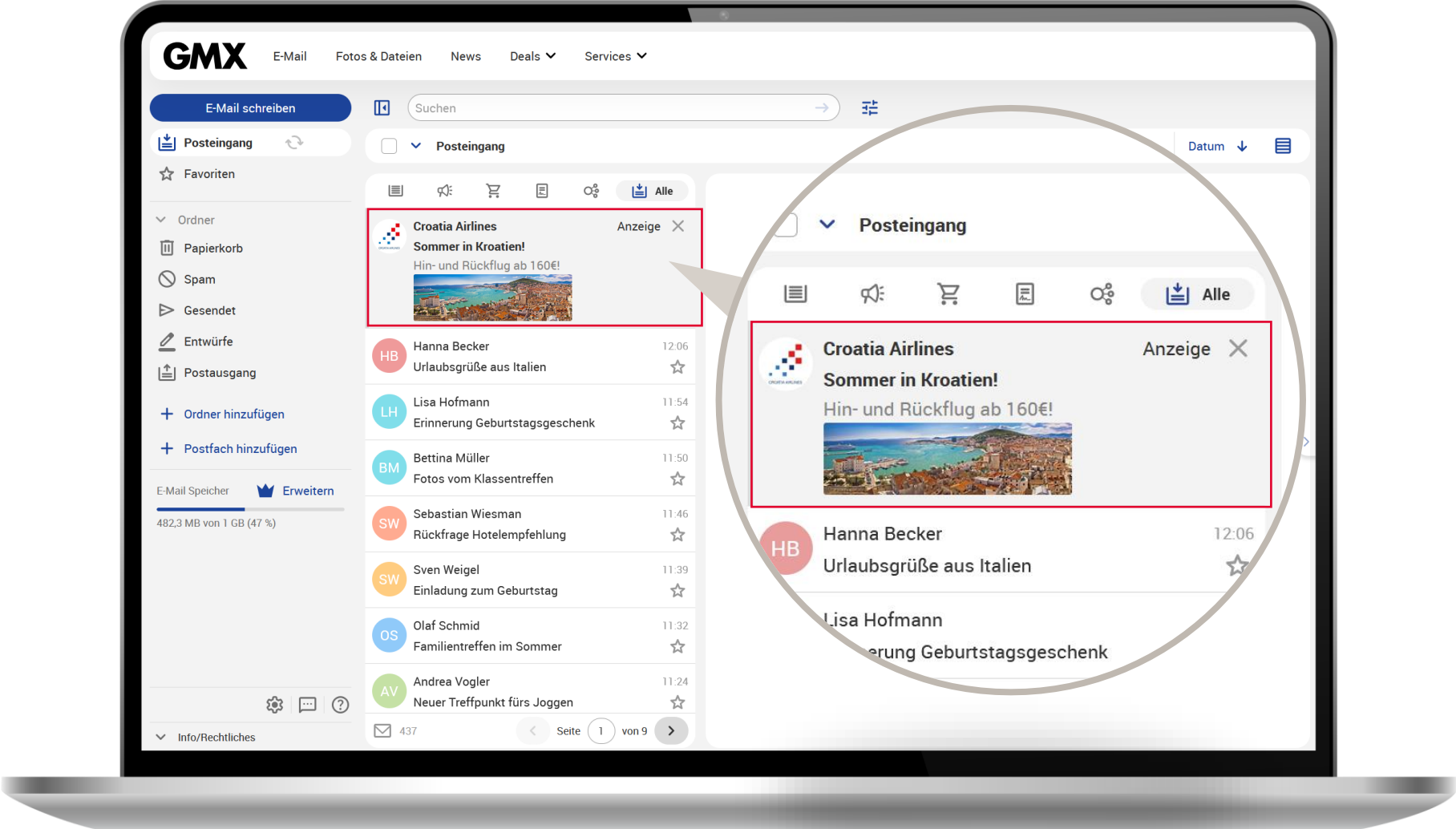


Inbox Ad Image Clickout

*Source: agma (DNA), Dezember 2025; Ø Mo-Fr (October-December 2025), Media plan: Full occupancy WEB.DE homepage (dfBE), full occupancy GMX homepage (dfBE), 3,5 million Al's WEB.DE (mf app offer), 3,5 million Al's GMX mf app offer);

**Source: United Internet Media, observation period January 2026-March 2026 (Ø working day)

THE DESKTOP DISPLAY OF THE INBOX AD IMAGE CLICKOUT



INBOX AD IMAGE CLICKOUT: THE ADVANTAGES AT A GLANCE



PREMIUM REACH

Reach of over 35 million inboxes* on the United Internet portals WEB.DE and GMX



MAXIMUM PRESENCE IN THE NATIVE E-MAIL ENVIRONMENT

With eye-catching and emotionalising visuals below the subject line



PRECISE CAMPAIGN CONTROL

Reach your desired target group with TGP Quality Targeting



PROGRAMMATIC INBOX AD IMAGE CLICKOUT

Programmatically bookable as a deal with WEB.DE and GMX



MULTI SCREEN

You decide on which devices your ads are displayed

CONTACT



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GMX



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