COMMERCE MEDIA @ WEB.DE & GMX

Commerce Media – Central touchpoint e-mail inbox





COMMERCE MEDIA – EVERYWHERE COMMERCE 2.0



Commerce Media – Central touchpoint e-mail inbox

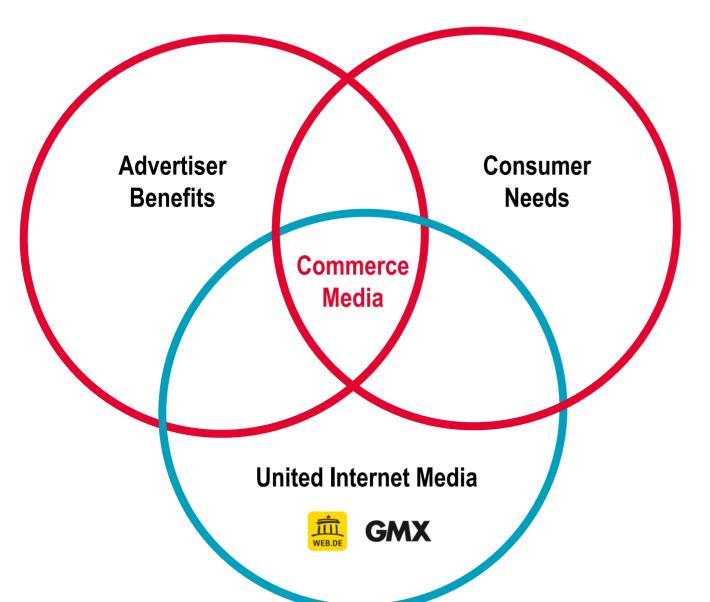
- Communication from brands and online retailers in the e-mail inbox is steadily increasing with the
 digitalization of everyday life. By the use of the Intelligent Inbox and the categorization of incoming
 messages WEB.DE and GMX manage more overview in the inbox the ideal assistant for online shopping.
- Smart Inbox can be used to activate and support the buying intention. With new commerce media solutions, advertisers have the opportunity to place their content along the entire conversion funnel.
- Thanks to first-party data and AI, targeted advertising messages are played out at every purchase phase.



Discover our new native ad formats along the entire customer journey!



Commerce Media – "Sweet Spot" between users, advertisers and United Internet Media







Our quality dimensions for successful Commerce Media campaigns





More revenue through precise retargeting and native ad formats



Native advertising placement

Optimal customer approach along the entire customer journey and in all phases of the sales funnel



Post Cookie relevance

Use of first-party data, AI and advanced adtech: optimized targeting and measurement



Premium Reach

You reach over 42 million users/month* on our quality portals WEB.DE and GMX



WEB.DE and GMX users are characterized by online affinity and a high level of loyalty

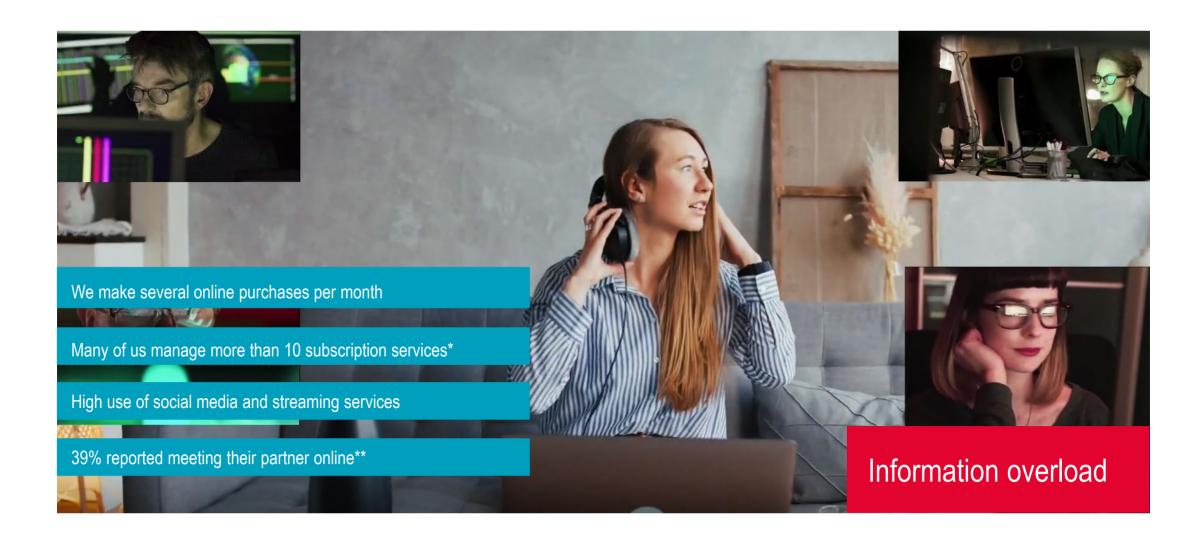




THE MAILBOX BECOMES A DIGITAL ASSISTANT



Life is becoming increasingly digital

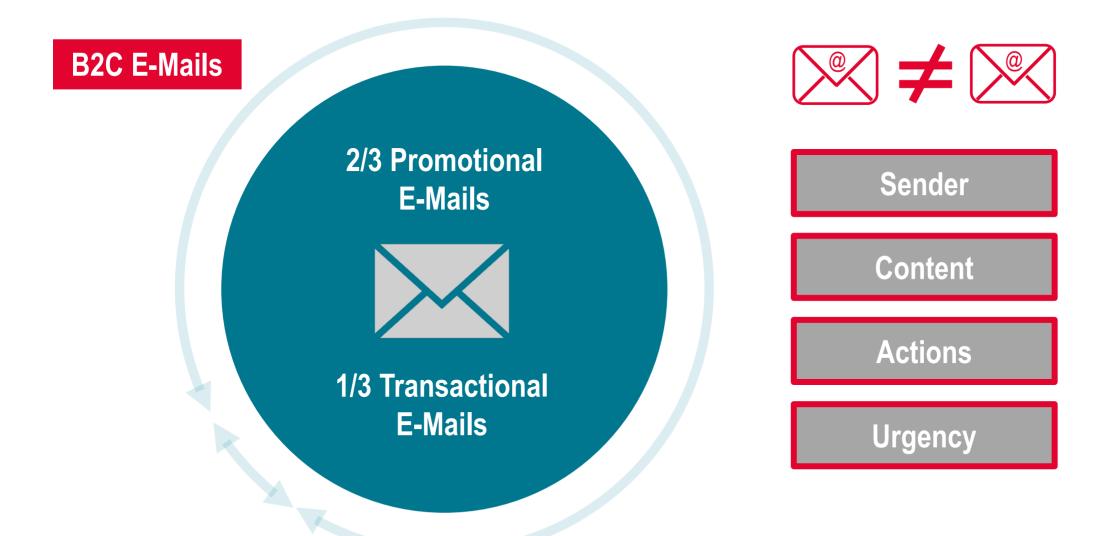




^{*} Source: Internal calculations (Smart Inbox)

^{**} Source: https://www.statista.com/chart/20822/way-of-meeting-partner-heterosexual-us-couples/

Many areas of life take place in the digital inbox and require varying degrees of attention

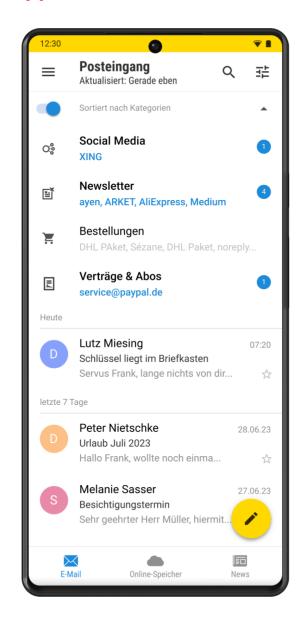


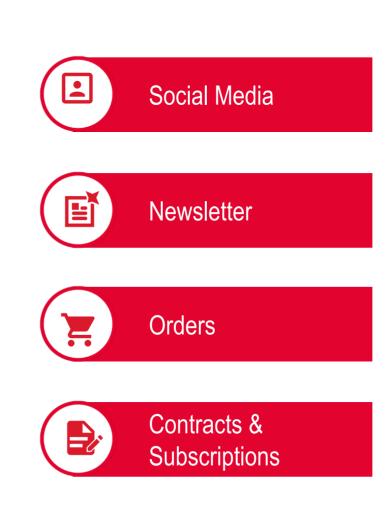




Smart services and intelligent solutions for the user-centric digital marketing of the future are in demand.

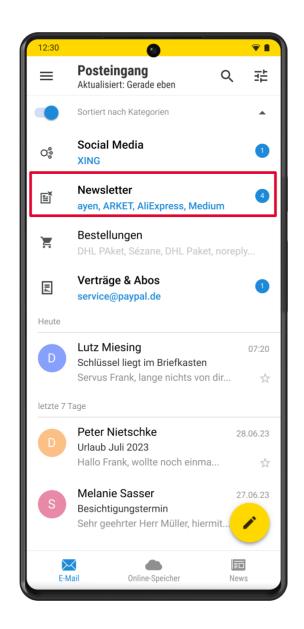
The intelligent mailbox supports users with smart functions

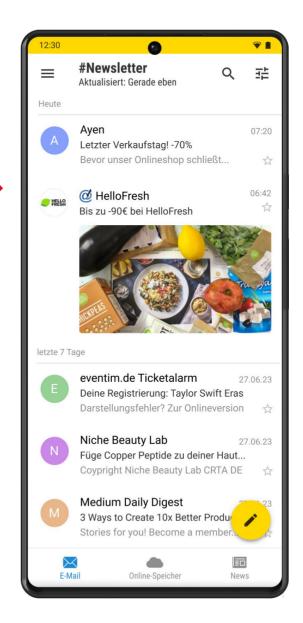






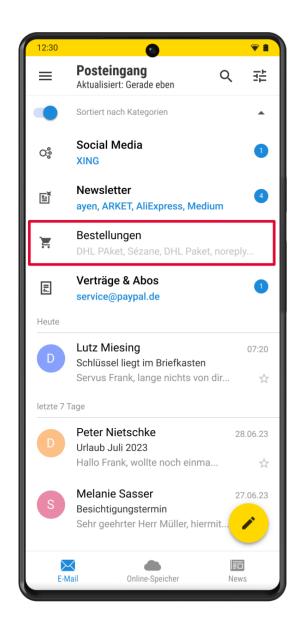
Our digital assistant for newsletters

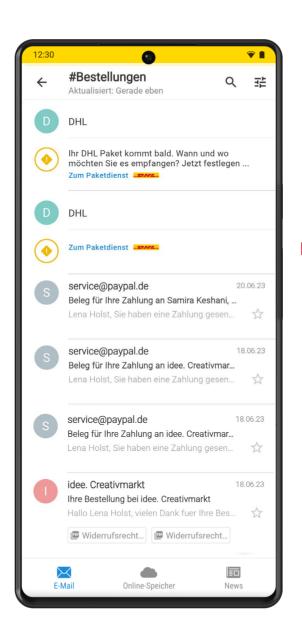


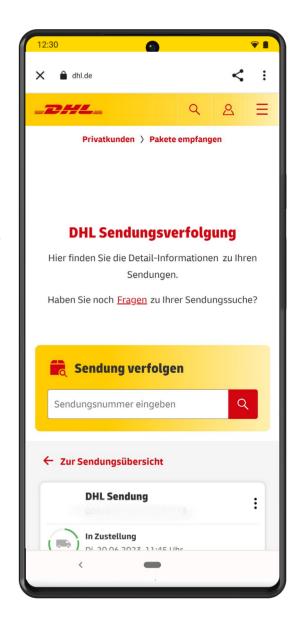




Our digital assistant for orders







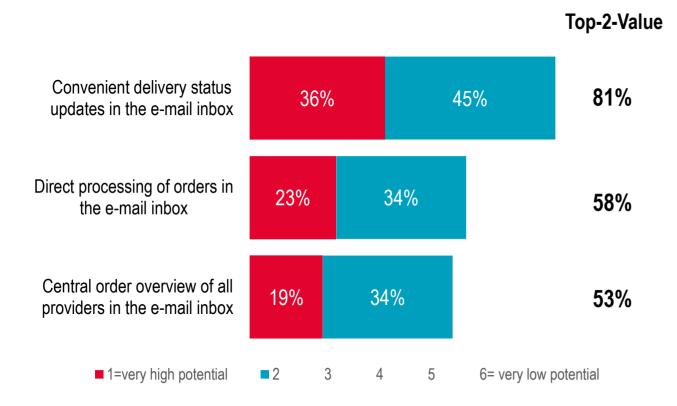


STUDY RESULTS SHOW:

E-MAIL IS THE PIVOTAL POINT ALONG THE ENTIRE CUSTOMER JOURNEY



The e-mail inbox acts as an important anchor point in the consumer journey







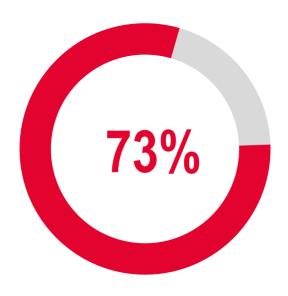




DIGITAL DIALOG INSIGHTS 2022 – B2B STUDY IN FOCUS: COMMERCE MEDIA AND UPDATE POST-COOKIE ERA

Commerce Media increasingly gaining in importance

3 of 4 experts confirm the importance of commerce media for digital marketing



Commerce Media increasingly gaining in importance









Majority confirms: Commerce media enables intelligent advertising approach

And this is increasingly taking place outside of digital trading platforms/online retailers

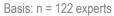
Commerce media enables intelligent advertising approach

77%

Commerce media is increasingly taking place outside of digital trading platforms/online retailers

61%







Source: Digital Dialog Insights 2022





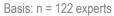


E-Commerce transactions at immediate touchpoints on the rise



E-Commerce transactions <u>outside your own site</u> <u>and app</u> are on the rise (e.g., comparison portal, e-mails, Social Media, etc.).

E-Commerce transactions <u>on platforms/channels</u> <u>outside online retailers</u> are increasing (e.g. comparison portal, in e-mails, social media, etc.).



Question: What is your expert assessment of changes in e-commerce in the next two years? Top 2 value on a scale of 6

Source: Digital Dialog Insights 2022



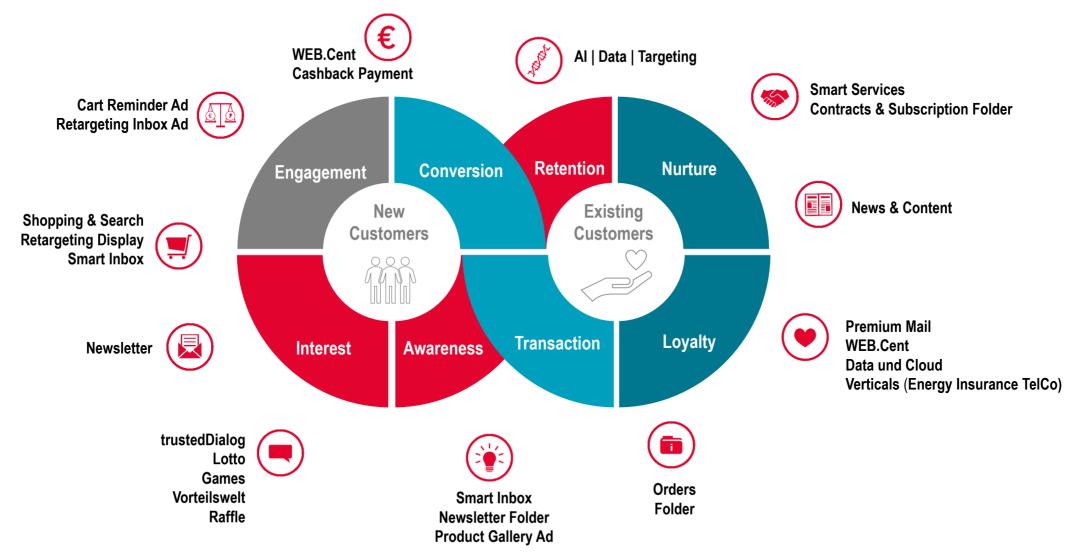




COMMERCE MEDIA SOLUTIONS: INNOVATIVE AND NATIVE ADVERTISING FORMATS



Our E-Commerce products along the customer journey at a glance





COMMERCE MEDIA ADVERTISING FORMATS AT A GLANCE



Product Gallery Ad – Generating Maximum Attention in the Native E-Mail Environment

The Product Gallery Ad is another native advertising format in the FreeMail inboxes of WFB DF and GMX users

A multi-screen display of the Product Gallery Ad booked via Insertion Order (IO) is possible.

Seamless integration in the mail list means that the desired products can now be promoted directly in the subject line:

- Can be booked via Insertion Order (IO) and programmatically as a deal (PA)
- Native integration in the FreeMail Mailbox will ensure a high attention to your products



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

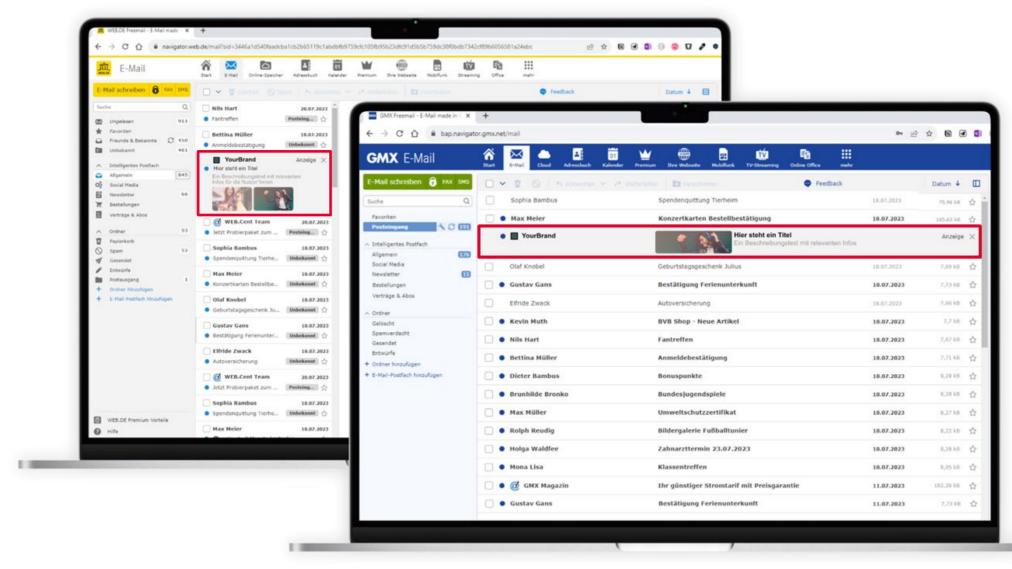






Product Gallery Ad – Generating Maximum Attention in the Native E-Mail Environment

Desktop





Product Gallery Ad: The advantages at a glance



Premium reach

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



Maximum presence in the native e-mail environment

Through eyecatching and emotionalizing visuals below the subject line



Precise campaign control

With TGP Quality Targeting you can reach your desired target group



Programmatic Product Gallery Ad

The ad can also be booked programmatically as a deal in the mobile mail apps of WEB.DE and GMX



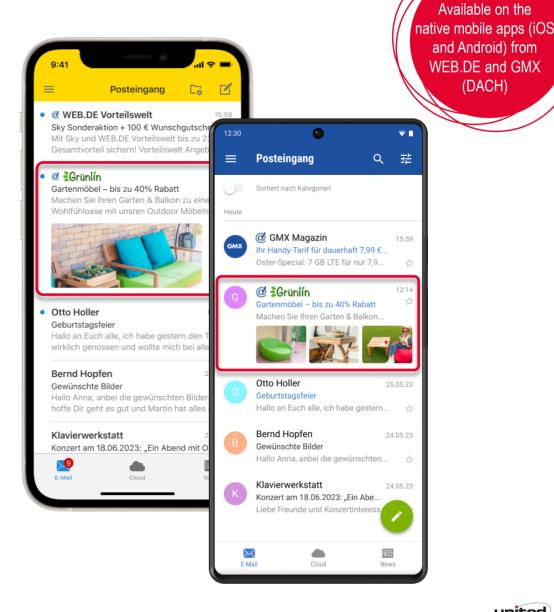
Product Gallery Ad (Newsletter): Visual upgrade for your newsletter display

Set the stage for your products and services!

- Make your emails stand out even before they open in email inboxes
- Give your readers an insight into the content of your e-mails with the illustration of selected image elements
- Ensure trust by displaying your sender logo and the trusted Dialog seal

Information:

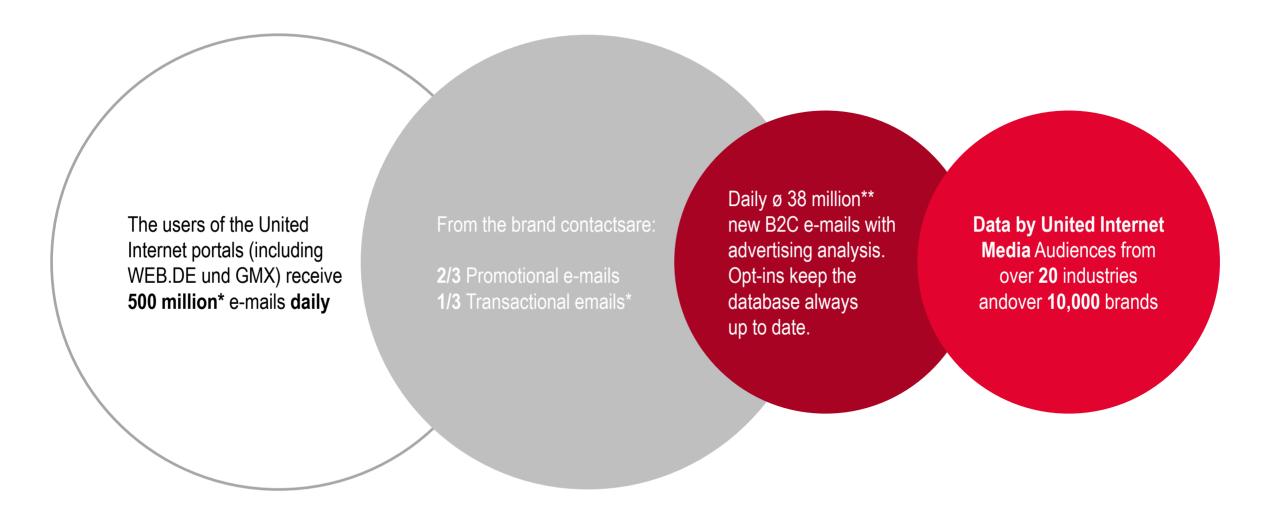
- Available exclusively to trustedDialog customers
- Launched as part of an exclusive partial rollout on GMX and WEB.DE
- Bookable exclusively for 15 senders at the start





(DACH)

Prospecting: Smart advertising with unique first-party data – the intelligent mailbox makes it possible





^{*} Source: Internal calculation Q2-2023 all brands excluding spam emails

^{**} Source: Internal calculation related to emails with advertising opt-in (as of July 2023)

The smart performance solution in the cookieless era

Prospecting

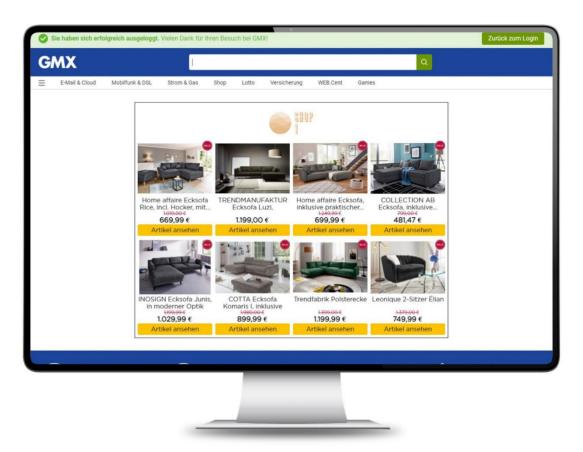
- ...is based on user insights, first-party data and Al models developed by United Internet Media: This guarantees the accurate playout of your advertising media - with maximum relevance without cookies!
- ...are personalized and targeted advertising materials that are generated dynamically and directly from your product feed: Another advantage for you is the minimal effort - without any ad production and tracking!
- ...can alternatively be implemented statically and without data feed.
- ...means for you as a partner always risk-free advertising, with billing according to a consistently performance-driven CPC model.





Retargeting Display Ad: Special format with maximum commitment

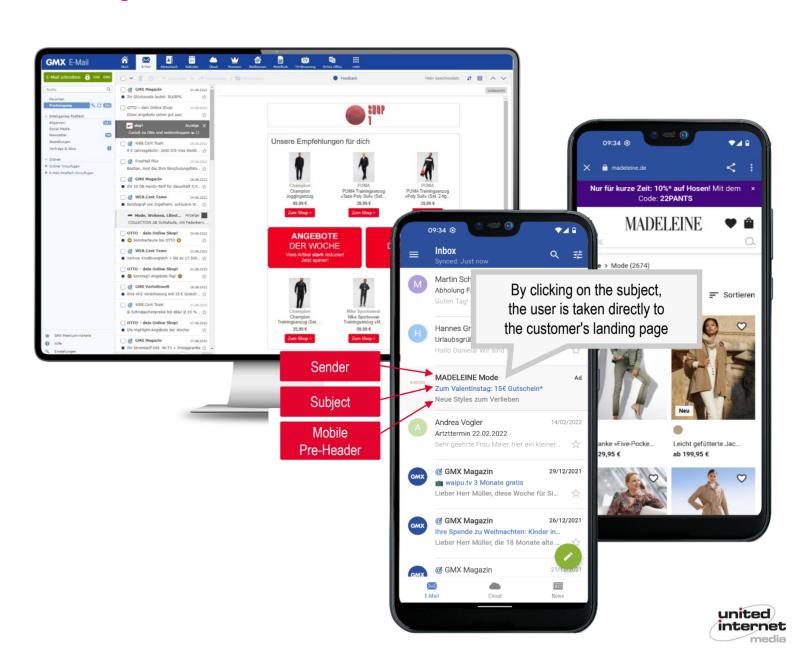
- The display ad guarantees your brand full attention
- Display ads are the ideal form of advertising for maximum visibility, strengthening brand image and increasing sales
- Precise retargeting transforms the classic display ad into a personalized and dynamic advertising medium that picks up the user during his customer journey and renews incentives to buy.





Retargeting Inbox Ad: The effective form of advertising in the FreeMail mailbox of WEB.DE and GMX

- The Inbox Ad is a native advertising format in the FreeMail inboxes of WEB.DE and GMX users and offers a high-quality and attention-grabbing environment
- Thanks to precise retargeting, the native inbox ad also becomes a dynamic advertising medium that picks up users in their customer journey and creates further purchase incentives.



Cart Reminder Ad: Convert shopping cart abandoners and optimize return on advertising spend (ROAS)

The Cart Reminder Ad is a new native advertising format in the FreeMail inboxes of WEB.DE and GMX.

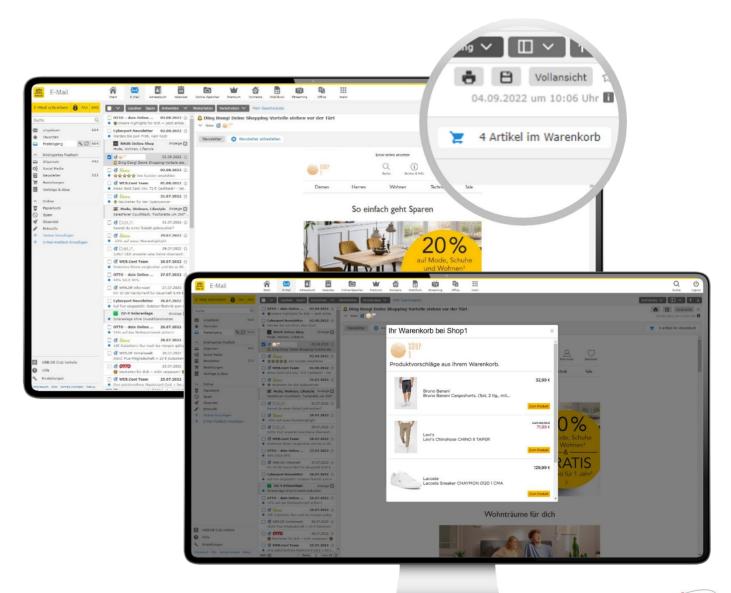
Seamless integration with your brand newsletter allows users to find and review their already filled shopping cart with only one click:

- Tailor-made content to fit each user
- Native integration into the contextually appropriate newsletter ensures high attention and credibility



Optimal customer approach

Maximum ROAS (Return on Advertising Spend)



Contact

Our brand portfolio:













Gelbe Seiten

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