



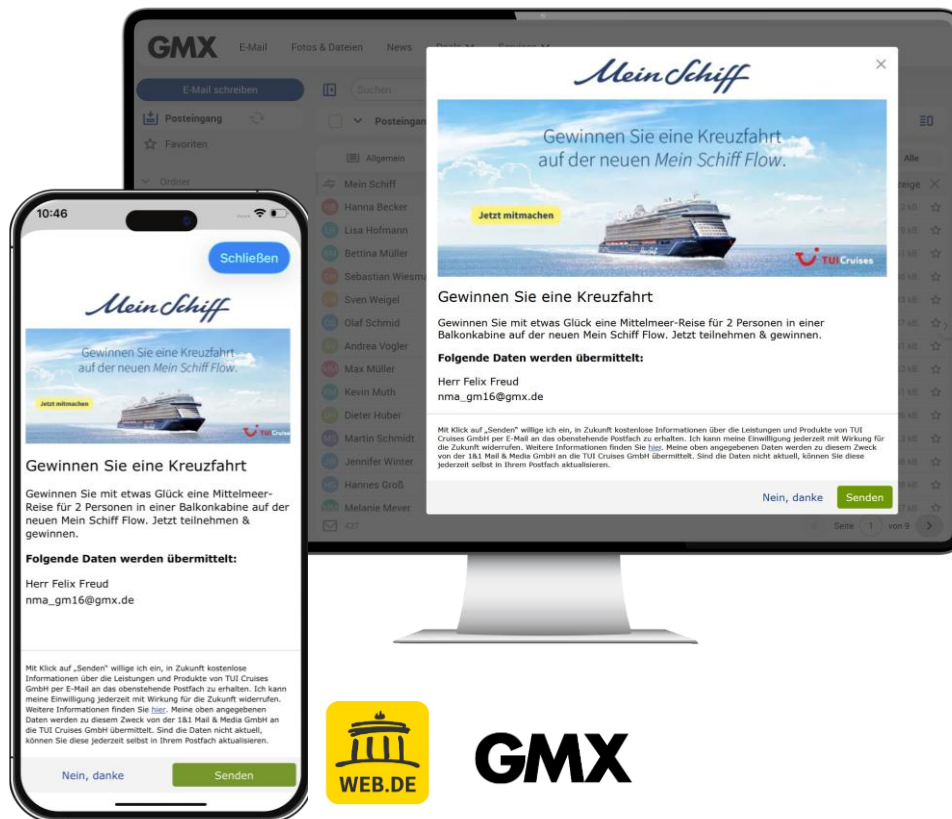
# INBOX AD LEAD

Lead generation directly in your e-mail inbox!

## PRODUCT PROPERTIES

The Inbox Ad Lead is a variant of the Inbox Ad in the mailboxes of WEB.DE and GMX for generating leads by means of an automated data transmission. Available data fields: Salutation, first and last name, e-mail address, postal address and telephone number.

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Multi Screen



Reach



Specifications



Targeting



## EFFICIENT LEAD GENERATION IN THE MAILBOX

Clicking on the inbox ad in the mailbox opens the **lead form pre-filled** with the user data. 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.

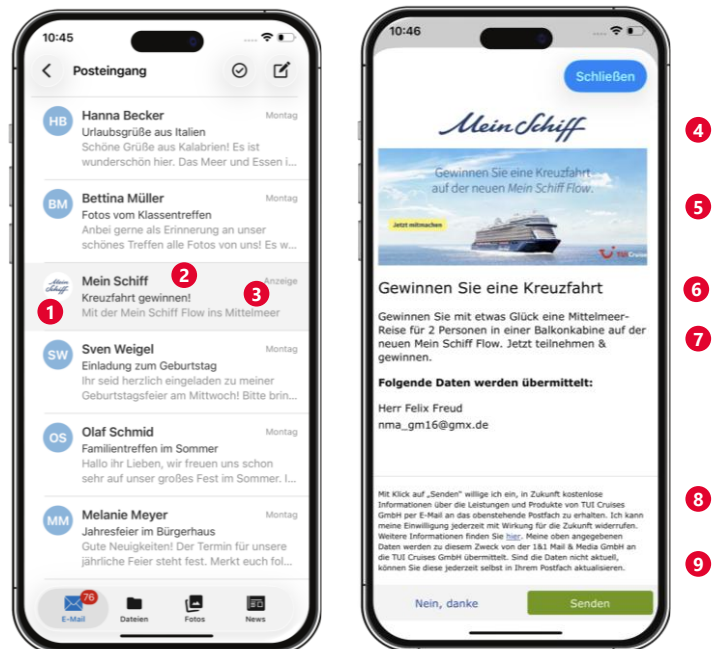
The Inbox Ad is particularly suitable for **Lead generation** (e.g. print and digital newsletters, competitions, test drives, product samples, etc.)

### SPECIFICATIONS

- Logo in 160 x 160 px format
- Sender (e.g. brand name)
- Subject (max. 30 characters)
- Mobile Pre-header (max. 50 characters)

#### Lead layer:

- Logo: Height 50 px
- Header image 624 x 250 px
- Headline (max. 34 characters)
- Description (max. 168 characters)
- Link to your data protection page
- Name of your company incl. legal form (according to imprint)



## HOW DOES THE INBOX AD LEAD WORK?

- The inbox ad is displayed in the mail list (desktop or mobile)
- Clicking on the subject line opens the layer with the pre-filled user data fields
- By clicking on "Send", users confirm the data transmission and receive a confirmation
- The leads are transferred to the advertising partners in the booked cycle (daily/weekly)
- After receiving the leads, the advertising partner can use the data for their own marketing measures