

SPECIFICATIONS

INBOX AD LEAD



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1. Fact Sheet

The Inbox Ad Lead is a variant of the Inbox Ad that enables efficient lead generation in the WEB.DE and GMX inboxes.

Clicking on the Inbox Ad opens the lead form, which is pre-filled with the user's data. By clicking "Send," users give their consent to the data transfer. The format is particularly suitable for lead generation, e.g., for promotional marketing and newsletter sign-ups.

Multi-screen display of the Inbox Ad Lead booked via Insertion Order (IO) is possible.

If you have any questions, please contact:

emailmarketing@uim.de

As of April 2026

2. Campaign Process Guide

2.1 After accepting our offer, you will receive an order confirmation with the key details of the booked campaign.

2.2 In the next step, we will need the advertising materials you wish to use for the campaign. Please send the **complete advertising materials as a ZIP file** to emailmarketing@uim.de by the deadlines listed below at the latest. When sending the materials, please include the client name and campaign name in the subject line of your email.

Advertising materials that are delivered late or do not meet our specifications will delay the start of the campaign and may be returned for revision.


The final advertising materials must be received by us **5 business days before the start of delivery**.

2.3 If adjustments to the advertising materials are necessary, we will contact you with the change requests and ask you to implement the changes to ensure the campaign starts on time.

2.4 As soon as we have all the necessary elements, we will begin setting up the campaign. Before delivery, you will receive preview links and/or access to our GMX and WEB.DE customer mailboxes, where you can review and approve the campaign before it goes live.

2.5 Before we begin delivering the campaign, we require written approval from you confirming that we may deliver the campaign as displayed in the mailbox.

3. Data Sheet

Screen	Ad Format	Element	Dimensions	Max. file size	File format
		Avatar logo	160 x 160 px ⁽¹⁾	15 KB	JPG, PNG
		Sender	max. 20 characters ⁽²⁾		Text
		Subject line	max. 30 characters ⁽²⁾		Text
		Pre-header (App only)	max. 50 characters ⁽²⁾		Text
		Inbox Ad Lead	Layer logo	Height 50 px	50 KB
	Layer header image	624 x 250 px	100 KB	JPG, PNG	
	Layer headline	max. 34 characters ⁽²⁾		Text	
	Layer description	max. 168 characters ⁽²⁾		Text	
	Link privacy policy page			Text	
	Company name (as per legal notice)			Text	
		Consent text ⁽³⁾		Text	

⁽¹⁾ For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.

⁽²⁾ Including spaces

⁽³⁾ See sample consent texts under 5.

4. Advertising Material Requirements

4.1. Logo, sender, subject line

- The **logo** should be provided in 160 x 160 px and in JPG / PNG format. For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.
- The **sender name** is usually the brand being advertised in the promotional material.
- We recommend a **subject line** of max. 30 characters. In principle, a subject line of max. 50 characters is permitted.
- The **pre-header (app only)** should contain a maximum of 50 characters.
- It is not possible to personalize the message.

4.2. Lead layer

- Layer Logo: Height 50 px as an SVG file
- Header image 624 x 250 px as a JPG/PNG file
- Headline (max. 34 characters)
- Description (max. 168 characters)
- Link to your privacy policy page
- Name of your company, including legal form (as per legal notice)
- Consent text, see 5.

5. Sample Consent Texts

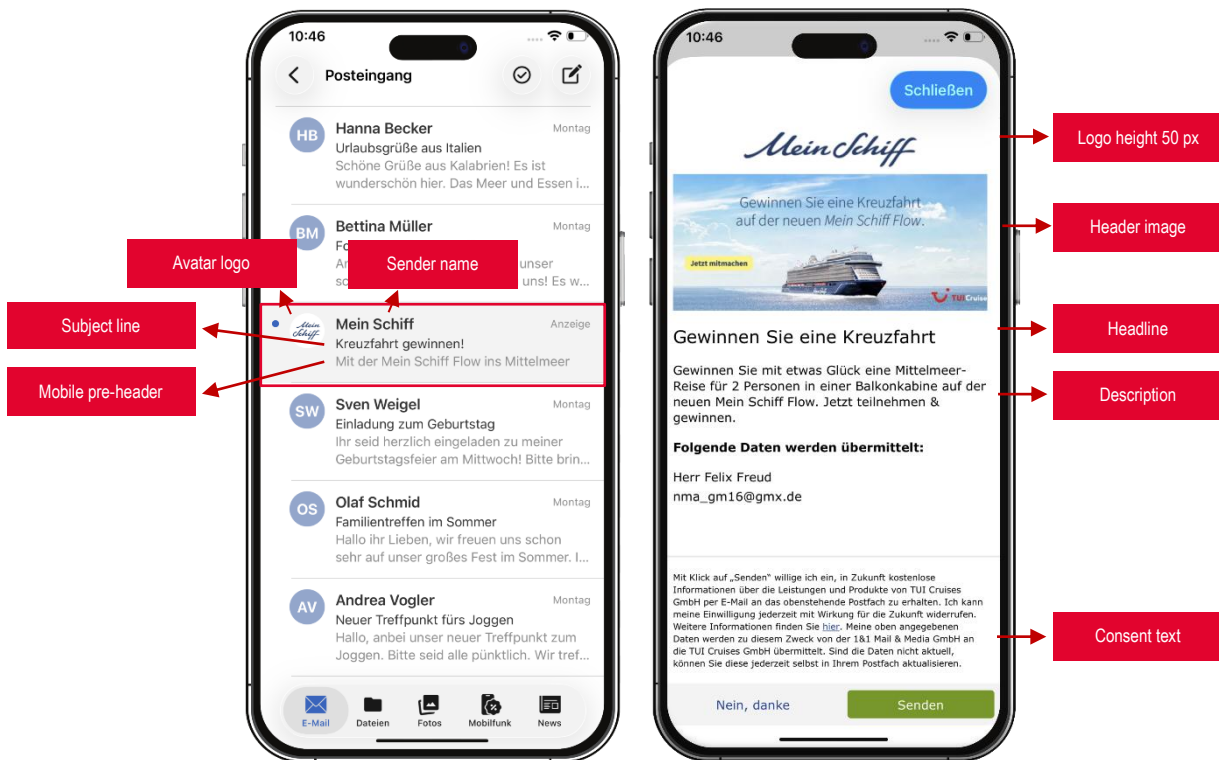
Data fields	Purpose of processing	Example consent text
Title Last name First name Email address	Sending newsletters for advertising, offers, and contests (Contact via email)	<i>By clicking "Send," I consent to receiving free information about the services and products of [Customer Name, e.g., "ABC GmbH"] via email to the address above. I may revoke my consent at any time with future effect. Further information can be found here. [Link to the customer's privacy policy] The data I provided above will be transmitted by 1&1 Mail & Media GmbH to [Customer Name, e.g., "ABC GmbH"] for this purpose. If your data is not up to date, you can update it yourself at any time in your mailbox.</i>
Title Last name First name Email address Mailing address	Sending newsletters for advertising, offers, and contests Sending of print catalog, physical sample product, or print promotional material (Contact via email and mail)	<i>By clicking "Send," I consent to receiving free information in the future about the services and products of [Customer Name, e.g., "ABC GmbH"] via email and by mail to the above-listed mailbox and address. I may revoke my consent at any time with future effect. Further information can be found here. [Link to the privacy policy of the customer] The data I provided above will be transmitted by 1&1 Mail &</i>

		<i>Media GmbH to [Customer Name, e.g., "ABC GmbH"] for this purpose. If your data is not up to date, you can update it yourself at any time in your mailbox.</i>
Title Last name First name Email address Zip code City	Sending promotional emails, including personalized messages for offers, provided regional providers are available (Contact via email)	<i>By clicking "Send," I consent to receiving free information in the future about the services and products of [Customer Name, e.g., "ABC GmbH"] via email to the address above. To verify whether providers are available in my region, I consent to the transmission of my ZIP code and city. I may revoke my consent at any time with future effect. Further information can be found here. [Link to the customer's privacy policy] The data I provided above will be transmitted by 1&1 Mail & Media GmbH to [Customer Name, e.g., "ABC GmbH"] for this purpose. If your data is not up to date, you can update it yourself at any time in your mailbox.</i>
Title Last name First name Email Zip code	Sending promotional emails, including personalized messages for relevant offers that vary by region (Contact via email)	<i>By clicking "Send," I consent to receiving free information about the services and products of [Customer Name, e.g., "ABC GmbH"] via email at the address provided above. The offers from [Customer Name, e.g., "ABC GmbH"] vary by region, and so that I can be provided with offers suitable for my region, I consent to the transmission of my ZIP code. I may revoke my consent at any time with future effect. Further information can be found here. [Link to the customer's privacy policy] The data I provided above will be transmitted by 1&1 Mail & Media GmbH to [Customer Name, e.g., "ABC GmbH"] for this purpose. If your data is not up to date, you can update it yourself at any time in your mailbox.</i>
Title Last name First name Email address Phone number	Sending promotional emails for offers and services Non-binding phone call to schedule a consultation (e.g., test drive) or to finalize the quote (e.g., roof size for a solar system quote) (Contact via email and phone)	<i>By clicking "Send data and phone number," I consent to receiving free information in the future about the services and products of [Customer Name, e.g., "ABC GmbH"] via email to the address provided above. [Client name, e.g., "ABC GmbH"] may contact me in advance, without obligation, at the mobile phone number provided above to schedule a consultation or to finalize the quote. I may revoke my consent at any time with future effect. Further information can be found here. [Link to the customer's privacy policy] My data provided above will be transmitted by 1&1 Mail & Media GmbH to [Customer Name, e.g., "ABC GmbH"] for this purpose. If your data is not up to date, you can update it yourself at any time in your mailbox.</i>
Title Last name First name	Sending promotional emails for offers and services Sending a print catalog, physical test product, or print promotional material	<i>By clicking "Send data and phone number," I consent to receiving free information in the future about the services and products of [Customer Name, e.g., "ABC GmbH"] via email and by mail to the above-listed email address and</i>

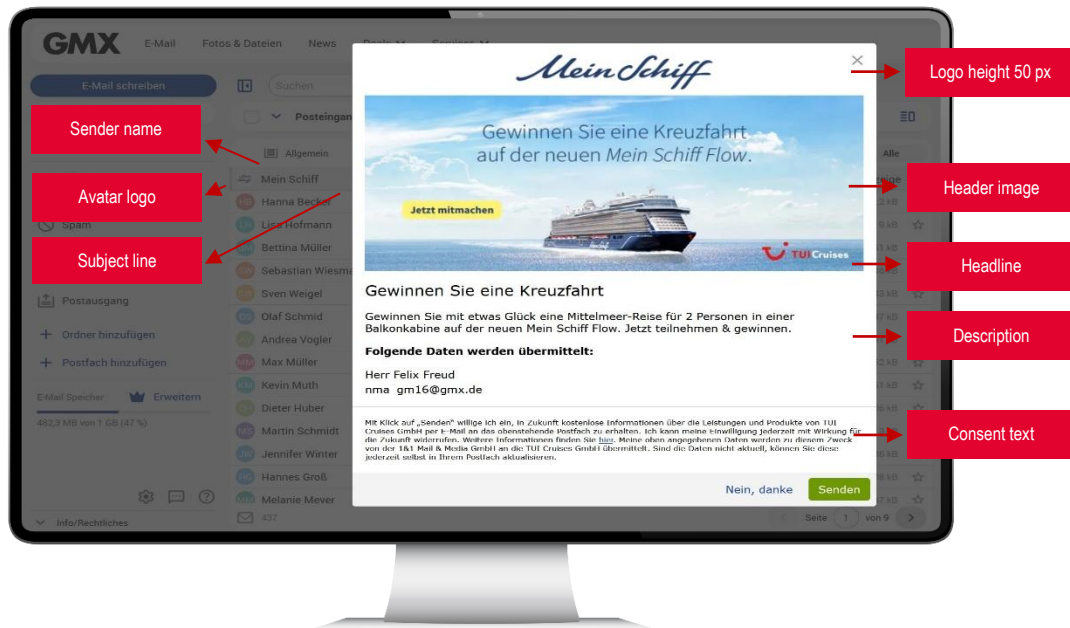
<p>Email address Mailing address Phone number</p>	<p>Non-binding phone call to schedule a consultation (e.g., test drive) (Contact via email, mail, and phone)</p>	<p>mailing address. [Client name, e.g., "ABC GmbH"] may contact me in advance, without obligation, at the mobile phone number provided above to schedule a consultation or to finalize the offer. I may revoke my consent at any time with future effect. Further information can be found here. [Link to the customer's privacy policy] My data provided above will be transmitted by 1&1 Mail & Media GmbH to [Customer Name, e.g., "ABC GmbH"] for this purpose. If your data is not up to date, you can update it yourself at any time in your account.</p>
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6. Presentation of Campaign Elements

App



Desktop



7. Other Information

- The General Terms and Conditions <https://www.united-internet-media.de/de/agb/> and the General Guidelines for Advertising Materials <https://www.united-internet-media.de/de/downloadcenter/allgemeine-richtlinien/> apply. A violation of the points listed above, as well as a violation of applicable law, will automatically result in the rejection of the advertising material.
- United Internet Media reserves the right to approve each design on a case-by-case basis. Advertising materials that provoke excessive negative reactions or significantly impair the use of the sites may be rejected.
- All content must be reviewed in advance to ensure compliance with youth protection laws and regulations. United Internet Media reserves the right to limit access or airtime for the advertising material in accordance with the applicable age restrictions or to reject the design entirely.
- Delivery may be subject to technical, time-related, or operational fluctuations. However, the general aim is to distribute the booked volume evenly over the duration of the campaign.

8. Environmental Sustainability of Online Advertising

To reduce CO₂-emissions during the delivery of digital advertising, we as publishers pursue various approaches as part of our sustainability strategy. This includes measures related to energy efficiency in server usage and optimizations of our advertising technology.

Advertisers also have the opportunity to directly influence the electricity consumption and thus the CO₂-emissions of their digital advertising campaigns. In our "Recommendations for More Sustainable Advertising Materials," we highlight various measures that can lead to emission savings during the creation of advertising materials.

<https://www.united-internet-media.de/de/downloadcenter/nachhaltigkeit/>

Do you have any further questions?

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Our team is here to help:

Inbox Marketing

✉ Email: emailmarketing@uim.de

