

# MI DIGITAL SHOWROOM

„ SINCE I NOW USE THE TIME INTENSIVELY FOR NEW ACQUISITIONS IN THE TIME AFTER THE CRISIS, I AM DEPENDENT ON OFFERS FROM COMPANIES.“<sup>1</sup>

## REACH

**+48%**

Comparison Billboard  
Jan. vs. April

**159** mill.

Impressions  
desktop

**+65%**

Vergleich Medium Rectangle  
Jan. vs. April

**2,778** mill.

Impressions  
mobile

MAXIMUM REACH<sup>2</sup> CONFIRMS RELIABILITY OF MI PORTFOLIO!

## PERFORMANCE

**+190%**

Comparison  
CTR Jan. vs. Best Perf. April

**0.84%** CTR<sup>3</sup>

**38%**

Purchase more products online<sup>4</sup>



RELEVANT NEWS PROVIDE BEST PERFORMING ENVIRONMENT FOR YOUR CAMPAIGN!

1) Deutschlands Krisen-Kompass 2020.

2) Own AdServer survey 06 May 2020.

3) Own Ad Server survey, comp. Ø Jan. vs. April day

4) Deutschlands Krisen-Kompass 2020, Question: How much do these statements apply to You? – Answer: „I generally purchase more products online.“, display of top 2 (applies fully/rather applies), representative online survey, respondents aged 16+, Institute: forsa, 20-22 March 2020 (n= 1,001) as well as 24-27 March 2020 (n= 1,326), as well as 17-21 April 2020 (n= 1,298). Subject to alteration and printing errors.



## YOUR STORES HAVE FINALLY REOPENED AND YOU WISH TO INFORM YOUR CLIENTS?

### HOMERUN TARGETING:

+ Homepage fixed placement  
+ combination with regional targeting within required 5-digit post code area +

### SPECIAL INTEREST BIG BANG:

+ Guaranteed minimum 9.5 mill. Als on one day + two formats, all special interest titles + maximum reach + maximum impact + maximum simplicity +

### ALL GERMANS ROADBLOCK:

+ Germany's largest roadblock + more than 33 mill. impressions one one day + fixed placement in Media Impact and Ad Alliance Portfolio +



## DESPITE EXISTING RESTRICTIONS, WOULD YOU LIKE TO GET THE MOST OUT OF YOUR ONLINE SHOP?

### HOMERUN ADVANCED:

+ Home fixed placement with up to 4 mill. daily reach + click booster for up to 14,000 clicks additionally to Home placement +

### PERFORMANCE BOOST:

+ Performance optimised add-on for branding products + can be optimised on CPC, CPL or CPX + performance forecast +

### COUPONING AD:

+ Performance optimised delivery + maximum reach for Your discount campaign + regional delivery possible +



## ARE YOU LOOKING FOR AN EASY WAY TO MEET YOUR TARGET GROUP?

### INDUSTRY SECTOR BUNDLES:

+ we bundle for You suitable content + affine brands + contextual targeting+ powerful ad formats+

### WELT VERTICALS / BOOKS PARTNERSHIPS:

+ exclusive, strategic partnership + native, formats in editorial look and feel within relevant vertical + continuous monitoring of the individual integration activities +

### CHANNEL PRESENTING:

+ exclusive presenting of a high quality channel + native integration of Your brand into high-quality content +





## ARE YOU LOOKING FOR MORE NET REACH, SINCE YOU CANNOT DISTRIBUTE YOUR INSERTS IN WEEKLIES WITH THE USUAL REACH?

### CATALOGUE AD:

- + Your catalogue as digital, interactive advertising format
- + no additional costs + digital extension + targeting up to the 5th post code digit +



## ARE YOU LOOKING FOR GLAMOROUS STAGING, INSTEAD OF THE USUAL PLACEMENTS?

### BILD LIVE:

- + The best hosts, the coolest and funniest show formats and the most informative advice programmes + on all platforms: Digital and social! + live + product placement + partner integration +



### „PHRASENMÄHER“ PODCAST:

- + Ø 80,000 streams per episode, when Kai Traemann speaks with Bundeliga soccer coaches, players or managers + premium target group with interest in advertising +



### BLACK FRIDAY / BLACK WEEK:

- + Shopping event of the year + BILD Home Package or BILD Run max. Up to 43 mill. Als / day + WELT HomeRun + PortalRun: Reach: 4 mill. Als / day + in-depth integration + exclusive booking +



## SHOULD YOUR CAMPAIGN BENEFIT FROM THE MEDIA ATTENTION ALL AROUND THE RESTART OF BUNDESLIGA (NATIONAL SOCCER LEAGUE)?

### PRESENTING ADVANCED:

- + exclusive presenting with guaranteed clicks to increase Your performance + 3.8 mill. soccer fans + click booster with media- & cooperation surfaces + reach boost of 30%\* +

### BUNDESLIGA BOOSTER:

- + Day fixed placement in digital or print, Brand Story or our new soccer club packages + until 31 July 2020 30% reach free on top! +

### SOCCER CLUB PACKAGES:

- + Combination of transfermarkt.de soccer club packages, fan targeting on our sports sites and ads in BILD print regional + direct approach of our soccer fans.

