



# when your brand becomes the answer

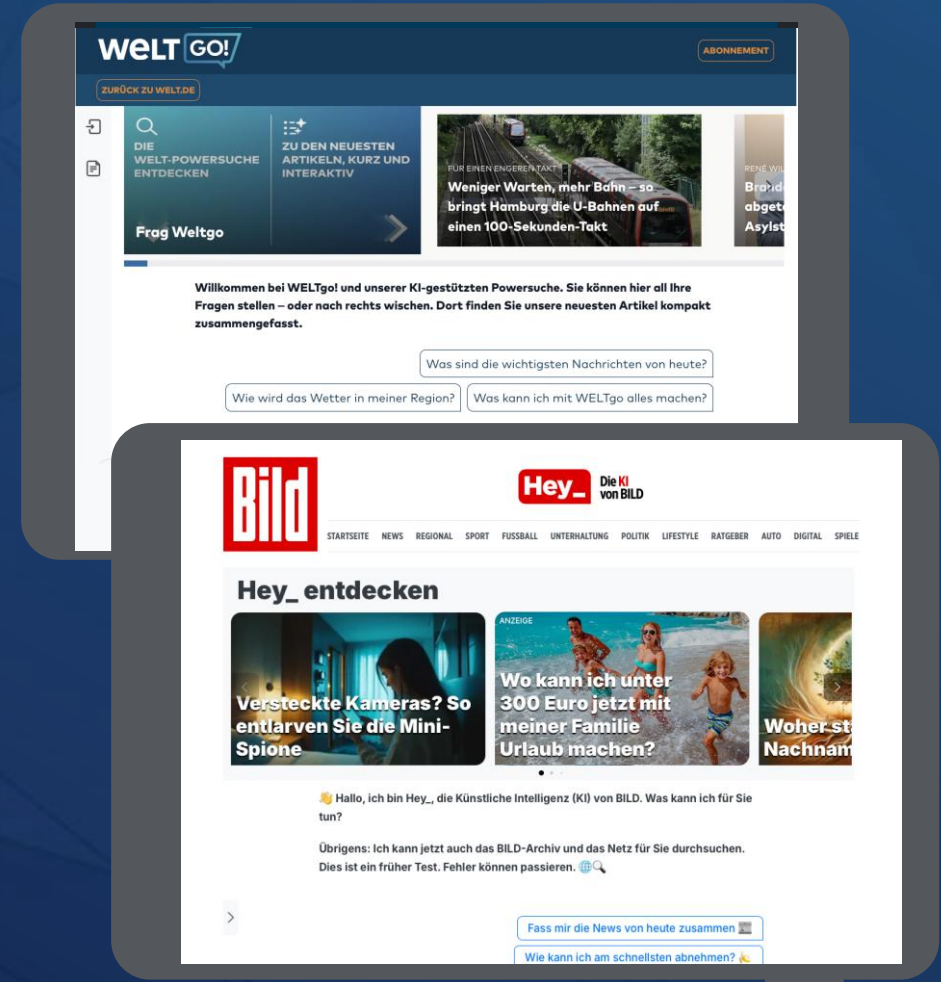
With AI products from Media Impact, you bring your brand into the conversation

created by

media **impact**—

# our ki pioneers – now also for you

As the first German media brands, we've developed AI applications with BILD Hey\_ and WELTgo! that are used by millions of people every day – powered by a partnership with OpenAI, seamlessly integrated into the news experience and designed for intuitive, dialog-based interaction. **What works for users, we now open up to brands:** With our AI products, advertisers can become part of the conversation – with messages embedded in relevant themes and experienced directly in context. This turns everyday AI usage into a new, meaningful touchpoint for brand communication.



# our ai tools – already part of our users everyday life

how actively are users engaging with our ai tools?

Users have already answered over **155 million questions**.

how often do people access the ai tools?

Over **5 million visits** to the AI chatbots were recorded every month. That's over **150,000 daily users!**

how visible was the offer from BILD and WELT overall this year?

**Over 93 million visits** were generated on the landing pages.

how diverse is the content that is played out via the ai tools?

Chats on **over 450 topics** were published – advice and recommendations on a wide range of topics and industries.

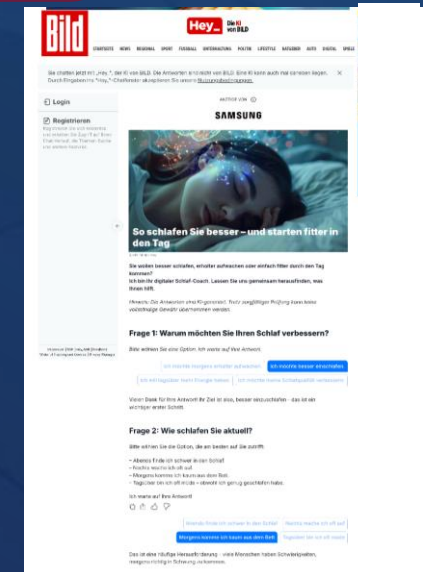
# how your brand becomes part of the ki experience



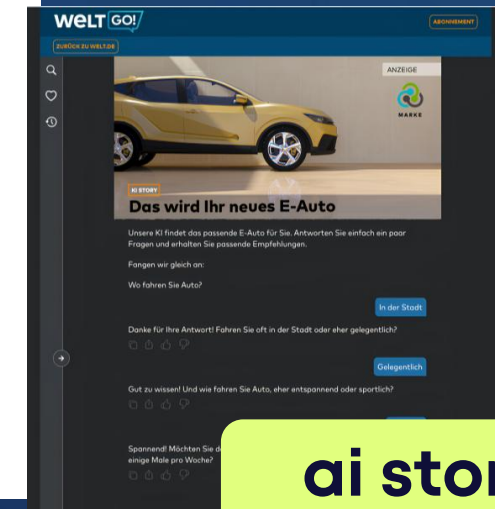
Visualisation of AI presenting for SunExpress

## ai presenting

For brands that want to be thematically visible - in the right environment, at the right time. With AI presenting from BILD Hey\_, you can reach your target group in the right editorial context.



Visualisation of the AI story for the customer Samsung on BILD. Exemplary presentation for WELT.



## ai story

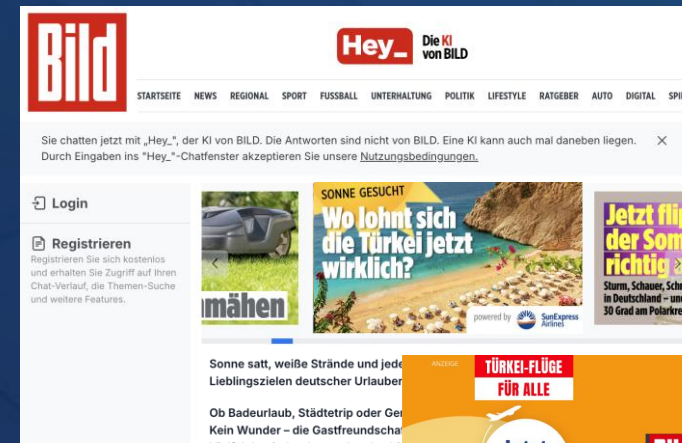
For brands that want to provide individual advice, inspiration and engage directly in a personalised dialogue with their target group. With the AI story at BILD Hey\_ or WELTgo!, you can create a dialogue with your users via a brand-specific trained chatbot.

# ai presenting

Experience AI authentically–  
thematically showcase your brand

# why ai presenting works for you

As a partner, you frame an editorial experience that thematically matches your advertising message. Display formats in the direct environment of the experience give your brand visibility where users are particularly receptive to relevant content. **AI presenting therefore offers an effective combination of context, visibility and a targeted approach.**



Experiences are editorially selected topics on which users can enter into dialogue with the AI tool



Visualisation using the example of AI presenting for the SunExpress

# ai presenting in detail

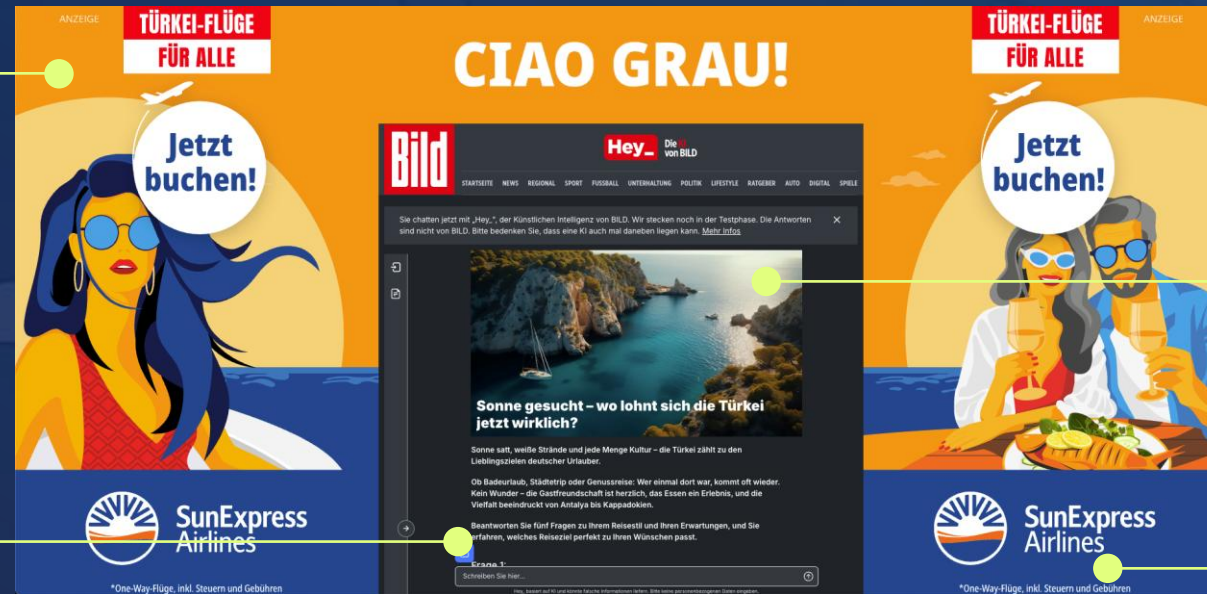
## AI presenting

ca. 10.000.000  
**Promo impressions**

170.000€<sup>1</sup>  
**Package price**

Your ads frame the conversation and lead directly to your landing page per click

Banners that link directly to your website also appear in the dialogue



Together we will assess which editorial experiences are suitable for your campaign message

Presenting remains long-term, the ads are visible throughout the entire campaign period

<sup>1</sup>) Package price discountable

# how users get to your ai presenting

An editorial teaser with your partner logo on the BILD homepage will showcase your brand prominently for 24 hours\*. Clicking on the teaser takes users directly to your AI presenting. In addition, you will be visible throughout the entire campaign period with your own topic tile in the Hey\_ Home teaser.



Topic tile in the HEY\_ Home teaser



Teaser with your logo placement

\*Running time is distributed flexibly over the entire campaign period, the teaser is created by the editorial team.

# ai story

Experience AI individually –  
personalise your brand in dialogue

**ki**  
by media **impact**—

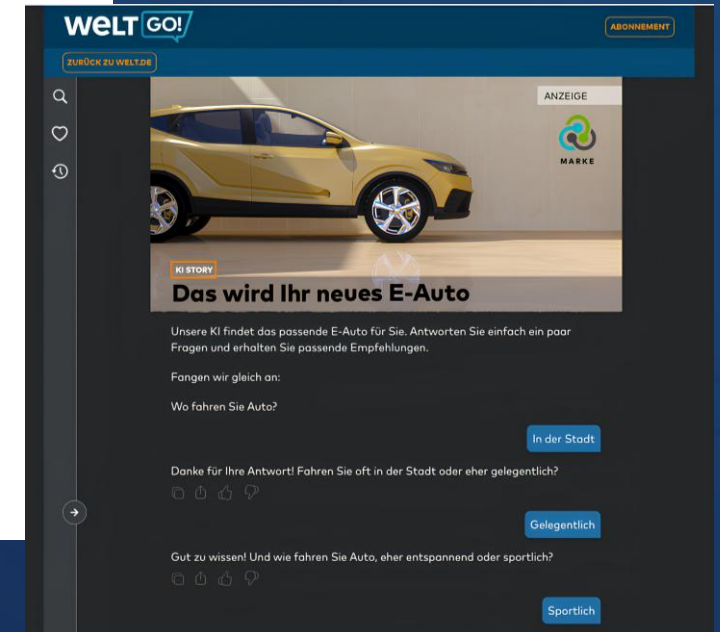
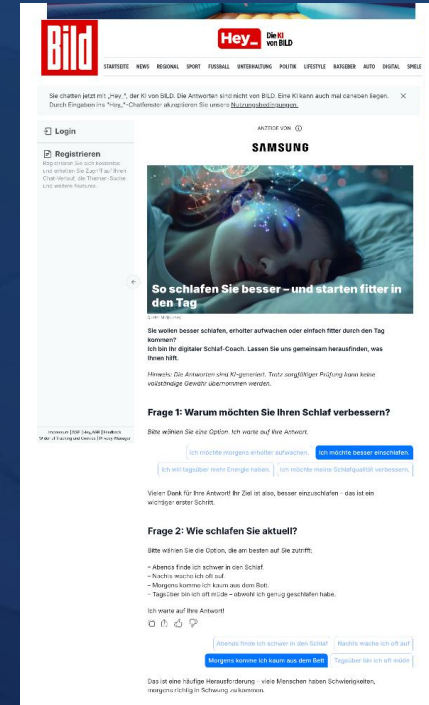


[Here you can find the video on our website](#)

# why the ai story works for you

With the AI story, we programme an interactive brand chatbot for you that is trained on your content and responds exclusively in the interests of your brand. Users enter into a direct dialogue and receive individual answers to their questions – personalised, brand-related and user-centric. **This creates a completely individualised approach to your target group with high relevance, strong interaction and performance.**

germany's first ai brand chatbot is available exclusively from media impact



Visualisation of the AI story for the customer Samsung on BILD. Exemplary presentation for WELT.

# how to turn your message into an ai story

1

## question development with our brand studios

Our Brand Studios editors will work with you to answer the most important questions about your brand/product. Your very own personal storyline.

2

## dramaturgy & user journey

We use this to create a story journey with questions and answers that really interest users and are exciting for your target group.

3

## training & brand safety set-up

Our Prompt Engineers train the chatbot with all the information about your brand, your company. The AI model uses all the data from the LLM, but it is grounded in customer data. We teach the AI to respond in the customer's favour, always positively.

4

## dynamic brand dialogue

The answers are individually matched by the bot to create a dynamic dialogue with the users. Advertising with absolute added value!

## ai & brand safety – what our expert says

”

HEY\_ uses the latest language models from OpenAI and is driven by a prompt library that our editorial team has been continuously refining since 2022. Thanks to this combination of state-of-the-art technology and many years of prompt expertise, the chatbot has already been used in advertising campaigns with over 500,000 real user interactions – without a single complaint or hallucinated, brand-damaging response.

– Sergei Evdokimov, Head of Product for Hey\_



# ai story in detail

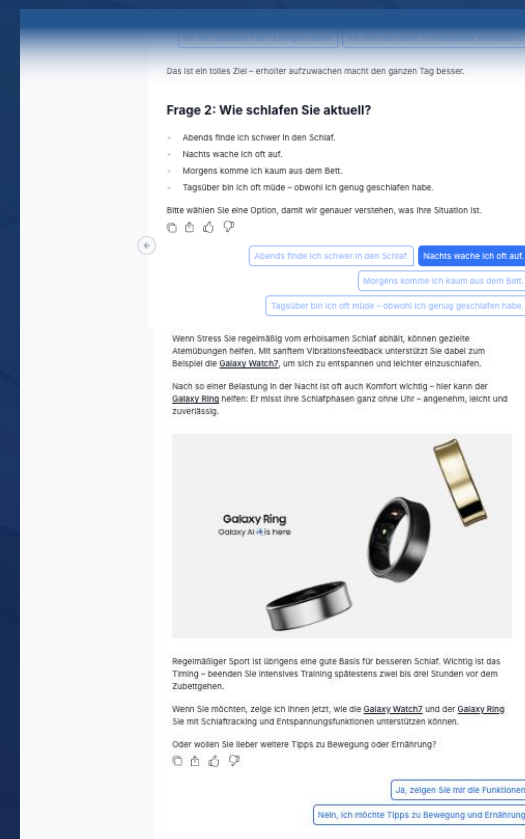
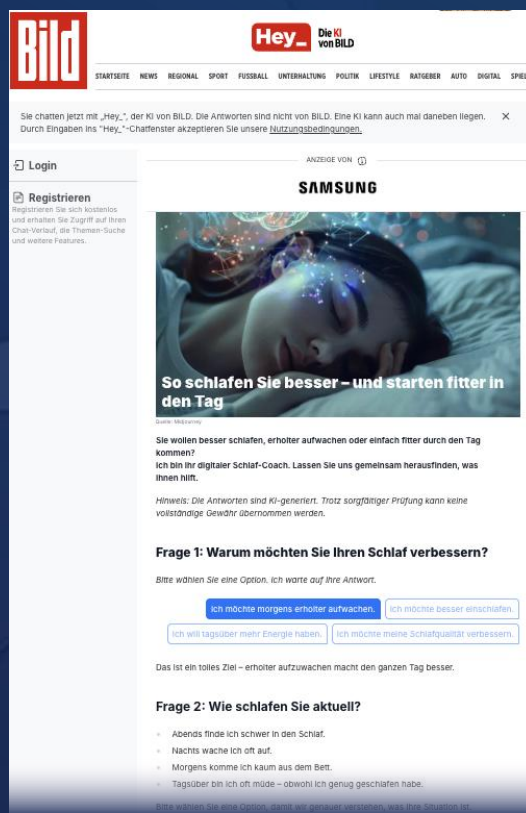
## BILD AI story<sup>1</sup>

20.000.000 250.000€<sup>2</sup>  
**Guaranteed ad impressions Package price**

Your brand

Introduction to the product

Interactive answers from the ChatBot



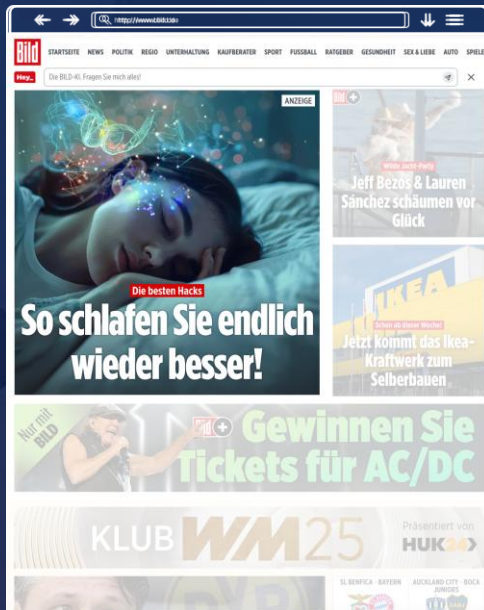
Interactive questions from the ChatBot. We can analyse every user interaction as a target group segmentation for your brand

Product recommendations of the brand

**Discover our AI story**

1) AI story campaign runtimes: BILD 4 weeks | WELT: 6 weeks. [Click here](#) to get to the Native Factsheet. A pre-production period of 4 weeks is planned for the start of the campaigns. For AI stories from the pharmaceutical sector, prior review and approval by Legal is required.  
2) Package price discountable; plus creation costs including tech fee (these are not eligible for discount and AB): 10.000 €

# how users get to the BILD ai story



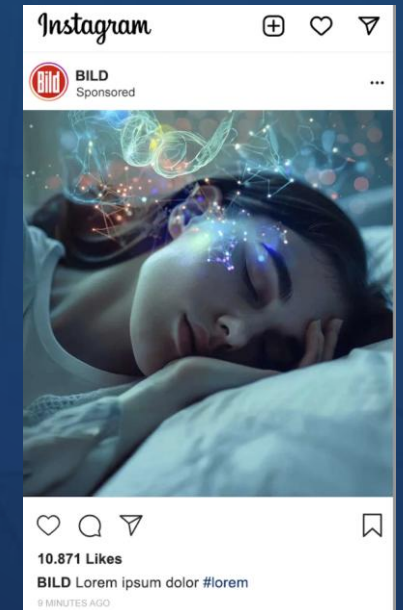
A-Teaser



Medium  
Rectangle



Sitebar



Social Media

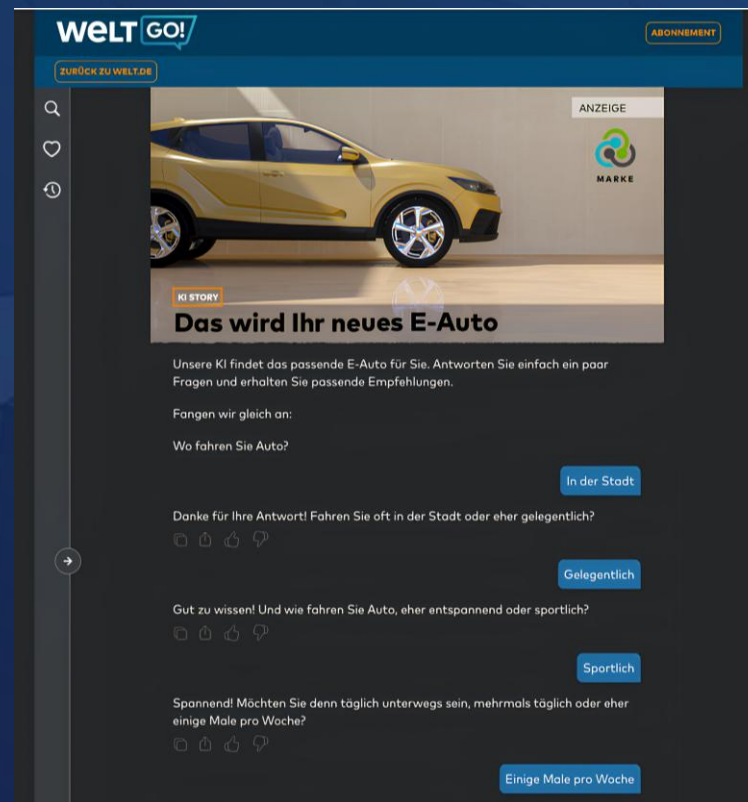
# ai story in detail

## WELT AI story<sup>1</sup>

10.500.000	120.000€ <sup>2</sup>
<b>Guaranteed ad impressions</b>	<b>Package price</b>

Your brand

Introduction to the product



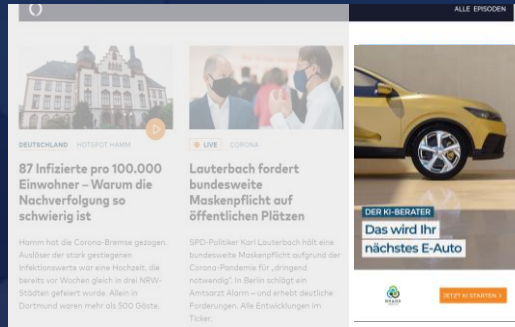
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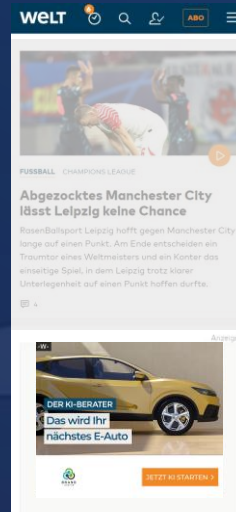
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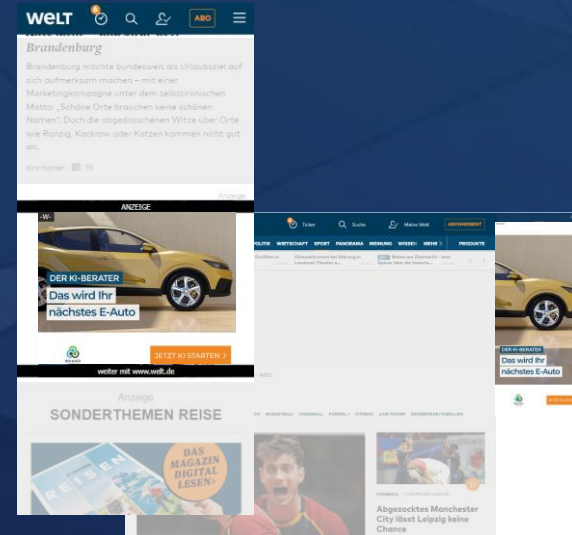
# how users get to the WELT ai story



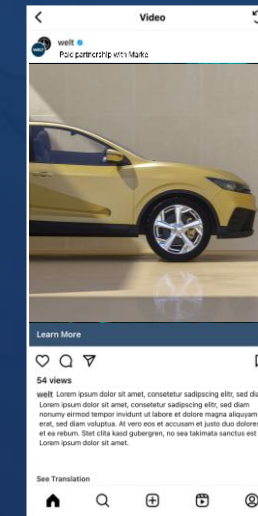
A-Teaser



Medium Rectangle Multiscreen



Sitebar & Understitial

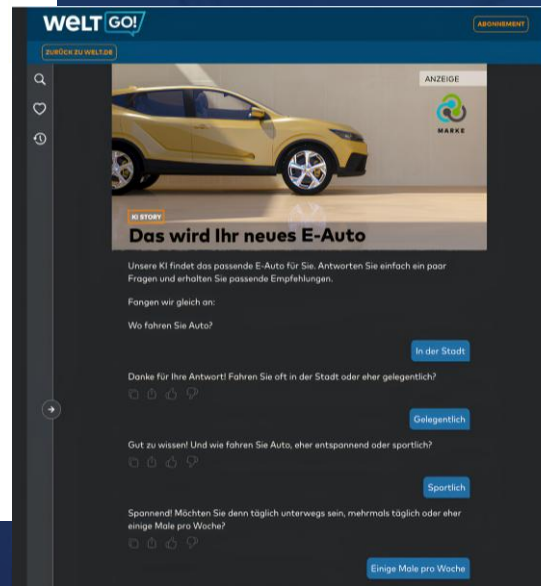
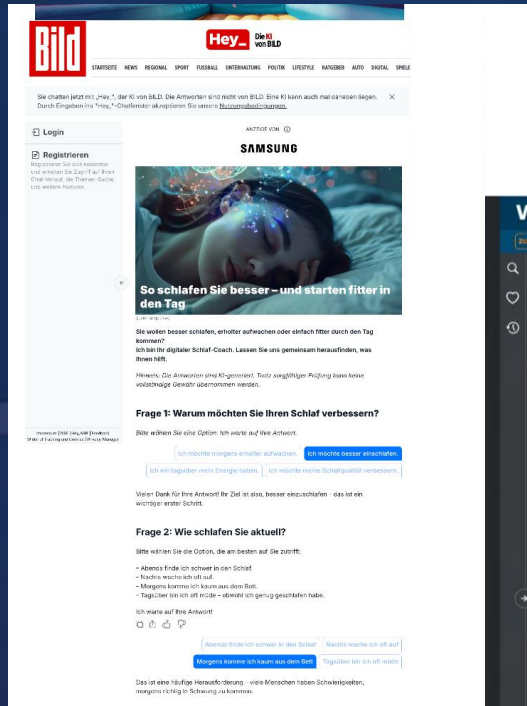


Social Media



Billboard

# reach even more people with our combo



## AI story combo (BILD+WELT)<sup>1</sup>

30.500.000  
Guaranteed ad impressions

370.000€<sup>2</sup>  
Package price

1.) AI story campaign runtimes: BILD 4 weeks | WELT: 6 weeks. [Click here](#) to get to the Native Factsheet. A pre-production period of 4 weeks is planned for the start of the campaigns. For AI stories from the pharmaceutical sector, prior review and approval by Legal is required.

2) Package price discountable; plus creation costs including tech fee (these are not eligible for discount and AE): 10.000 €



Whether visible in the editorial environment or integrated directly into the brand dialogue: With our AI products on BILD and WELT, you are present exactly where today's purchasing decisions are made.

Are you ready to rethink brand communication?  
Then let's get started and get in touch  
[here!](#)