# COMMERCE MEDIA

WHERE REAL INTENTION MEETS SMART REACH

# WHAT IF YOUR AD MEETS GENUINE PURCHASE INTENT?

# NEW AT MEDIA IMPACT!

## idealo intent data + CRITEO's Publisher Network

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- highly precise target groups– costumised or pre-configured
- user activation on trusted brands & inventories[1]
- focus on performance, ideal for scalable campaigns
- exclusivity through deal-ID – activation via PMP with maximum purchasing flexibility

1) Playout possible within the Media Impact inventory or CRITEO Publisher Network

# RELEVANCE ~~INSTEAD OF~~ AND REACH

With idealo target group segments based on real purchase intentions from product searches, price comparisons & user behaviour in more than 3,000 product categories.

Data basis: 50 million monthly CRITEO users[1] + 76 million monthly idealo visits[2].

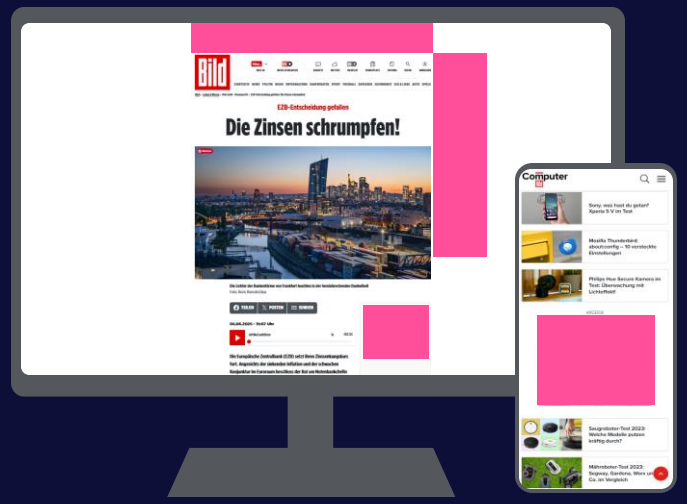
MAU= monthly active users; base: idealo; duration: 90 days within the same segment
1) Source: Web Requests for CommerceGrid DE Supply Footprint
2) Source: DWH, average Jan 23 - Dec 23 www.idealo.de (as of January 2024)

## EXEMPLARY SEGMENTS:

- TECH ENTHUSIATS ⌀ 14,1 M. MAU
- HOME IMPROVEMENT ⌀ 9 M. MAU
- SPORTS & OUTDOORS ⌀ 5 M. MAU
- FASHION LOVERS ⌀ 3,7 M. MAU
- HEALTH & BEAUTY ⌀ 2,5 M. MAU
- GAMING ⌀ 1,9 M. MAU
- AUTOMOTIVE ⌀ 1.2 M. MAU
- BABIES & KIDS ⌀ 500K MAU
- PETS ⌀ 330K MAU
- FOOD & BEVERAGE ⌀ 190K MAU

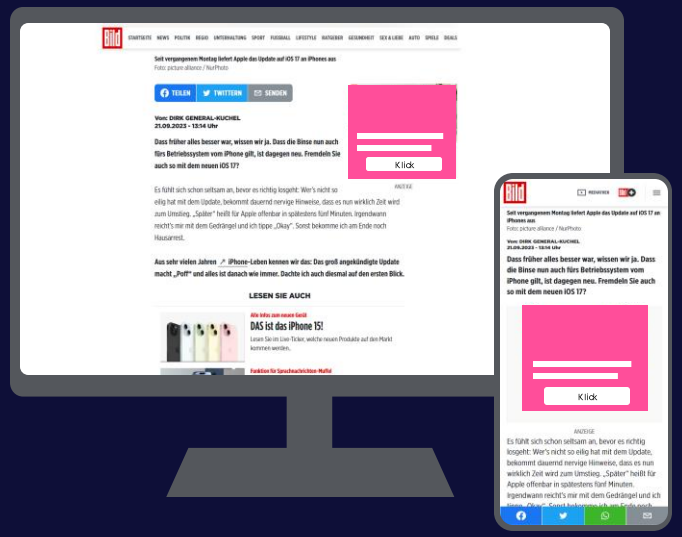
media impact

# CUSTOMISED CAMPAIGNS. ONGOING OPTIMISATION. MAXIMUM IMPACT.



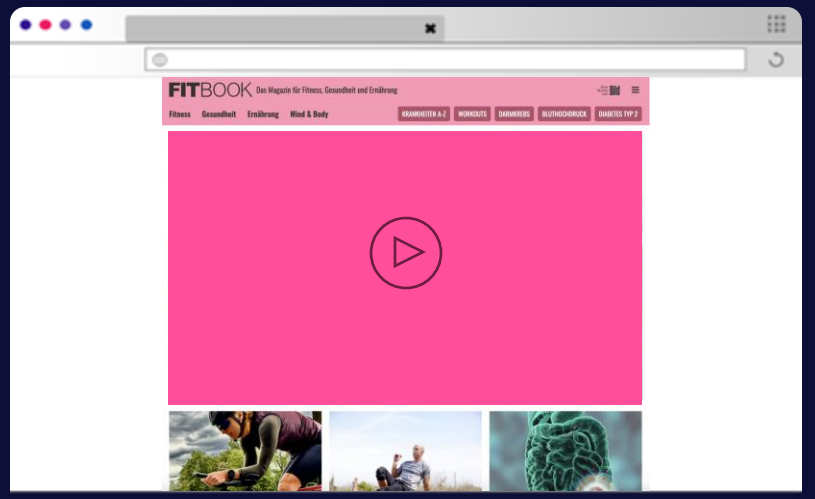

## ad bundles

4,50€
Floor Price[1]




## native ads

4,50€
Floor Price[1]




## instream ad

16,-€
Floor Price[1]

1) Exemplary blended pricing from data & space price within Private Auction, other advertising media combinations possible

idealo
Intent data
audience (segmentation)
media impact
inventory
(BILD, WELT etc.)
Deal-ID bound
CRITEO
refinement & playout via criteo
CRITEO
publisher network
(i.e. spiegel.de, chip.de etc.)
media impact

# READY TO PERFORM SMARTER? CALL MI_ !

*impassioned by*

media impact_


## NASTASIA PAWLAK

Director Commerce Media & Global Strategic Partnerships

+49 151 54 00 71 40

nastasia.pawlak@axelspringer.de

Berlin

## DANIEL PÖLKEMANN

General Director Digital Product & Marketing Media Impact

+ 49 175 22 73 110

daniel.poelkemann@axelspringer.com

Berlin

**Media Impact GmbH & Co. KG** | Zimmerstraße 50 | 10888 Berlin

www.mediaimpact.de

# THIS IS IDEALO

idealo

idealo is one of Europe's leading price comparison platforms - with a strong commerce signal.

In Germany, idealo records an average of 76 million visitors per month and thus offers a valuable database for recording real purchasing intentions.

- 76 million visits/month (DE)
- 550+ million offers in comparison
- approx. 50,000 connected retailers
- 3,000+ product categories

# THIS IS CRITEO

CRITEO is a leading global commerce media platform that targets ready-to-buy users with relevant advertising.

By linking commerce data, AI-based advertising and a global publisher network, CRITEO enables effective and scalable media activation along the entire purchase decision process.

auto-motor-und-sport.de | autoscout24.de | berliner-kurier.de | berliner-zeitung.de | billiger.de | boerse-online.de | branchenbuch.meinestadt.de | bunte.de | bz-berlin.de | chefkoch.de | chip.de | der-postillon.com | dict.leo.org | duden.de | einfachbacken.de | elle.de | email.t-online.de | familie.de | faz.net | ffh.de | finanz.de | finanzen.net | finya.de | fitforfun.de | focus.de | fr.de | freenet.de | freundin.de | gala.de | giga.de | gmx.net | golem.de | gutefrage.net | handelsblatt.com | heise.de | hoerzu.de | home.1und1.de | immobilienscout24.de | immowelt.de | instyle.de | kicker.de | kicktipp.de | kino.de | kleinanzeigen.de | m.dwdl.de | m.focus.de | m.mobile.de | m.tvspielfilm.de | m.tvtoday.de | mail.vodafone.de | manager-magazin.de | markt.de | mein-schoener-garten.de | menshealth.de | merkur.de | motorsport-total.com | muenchen.t-online.de | myhomebook.de | news.de | n-tv.de | nzz.ch | presseportal.de | promiflash.de | radio.de | ran.de | rtl.de | runnersworld.de | serienjunkies.de | spiegel.de | sport.bild.de | sport1.de | stern.de | suchen.mobile.de | sueddeutsche.de | t3n.de | tagesspiegel.de | t-online.de | transfermarkt.de | tvspielfilm.de | tvtoday.de |web.de | webmail.freenet.de | wetter.com | wetter.de | wetteronline.de | wieistmeineip.de | wiwo.de | zeit.de