

# READER/USER TEST

In cooperation with

Computer  
**Bild**

konzipiert von

media **impact**—

dem kreativsten kundenversther  
deutschlands\_

# COMPUTERBILD.DE – TARGET GROUP & REACH



10,86 Mio. User



66 % male



20,38 Mio. Views



52 % in the age of  
20-49 years



35,30 Mio. Pl's



71% EIncome  
> 3.000 €

THE EXPERT  
IN THE FIELD OF TECHNOLOGY

TRUST AT THE HIGHEST LEVEL

As a trustworthy and strong brand, COMPUTER BILD confidently gives clear recommendations and assessments of technology trends and shows how technology brings fun and joie de vivre and makes life easier.

RELEVANT ENVIRONMENTS

Topics related to computers, smartphones, smart home, PC and console games, audio, video, TV and photography provide the perfect environment for your brand.

# THE CONCEPT

Our partner offers users the special opportunity to experience one of its innovative products up close and test it intensively.

Interested users can apply for this unique product experience via an exclusive promotion on our website.

The editorial team\* supports, accompanies and organizes the test process:

Call for participation

- Selection and notification of participants
- Accompaniment of the test
- Evaluation & publication of experience reports



\*Content, type and scope are the responsibility of the editorial team and are a free, editorial service. This depends on the relevance as well as the respective added value for the users.

# THE PROCESS

In the media of the COMPUTER BILD Group, calls for joint product testing via online / mobile / social media and newsletter.

The users selected afterwards evaluate the performance of the product and document their experiences.

The testers send the test report to the editors.

In a follow-up report, the editorial team takes up the reader feedback.

The product remains with the testers as a thank you.





# THE REFERRAL MARKETING

Reader testers increase the credibility of the test statements.

To accompany the editorial reader campaign, the partner has the option of placing exclusive campaign pages (e.g. product stories) and online media that bear the joint campaign logo including the COMPUTER BILD logo.

The measures offer the partner the opportunity to use the campaign for their own brand communication.

The editors grant permission to use the entire co-branded logo material.

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- Your benefits:**
- High credibility through real user experiences
  - Exclusive co-branding opportunities
  - Positive brand perception in the technology environment



# THE OVERVIEW



Call and selection of testers\*

Editorially accompanied test\*

Follow-up report with tester feedback\*

Referral marketing: Logo use for brand communication

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