

# Marketing Kit



September 23 & 24, 2020, Cologne

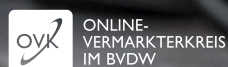
Organizer



Ideational and professional partner,  
owner of the DMEXCO brand



With the special participation  
of the Circle of Online Marketers (OVK)





# Our platform, your message

DMEXCO is a global community and the central meeting point for all major decision-makers in the digital economy, marketing and innovation. We bring together industry leaders, marketing and media professionals as well as technology and innovation drivers in a single place where they can define the digital agenda together.

As a year-round platform, DMEXCO enables marketers to achieve their goals not only during the event, but 365 days a year. Whether brand awareness, traffic generation, user engagement—use the potential of our digital community and reach a top target group of marketing and digital professionals from all over the world.

\*The listed media services and conditions are only available to DMEXCO exhibitors, sponsors or partners.





# DMEXCO Reach

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## Social Media

Twitter:	20,750	followers
Facebook:	23,200	fans
Instagram:	5,200	followers
LinkedIn:	10,000	followers
Xing:	14,700	members

## Newsletter

Total subscribers:	43,500
German newsletter:	27,500
English newsletter:	16,000

As of February 2020





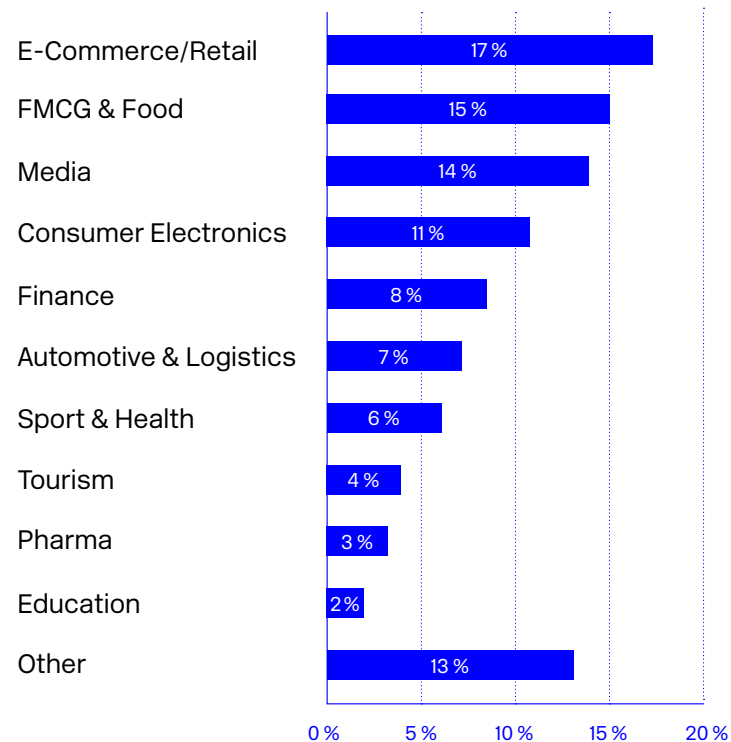
# DMEXCO Community



## The Strongest International Visitor Groups – TOP 10:

01	GB / Northern Ireland	06	Switzerland
02	Netherlands	07	Israel
03	USA	08	Italy
04	France	09	Spain
05	Austria	10	Turkey

## DMEXCO covers all industries & brands



## Typical DMEXCO Visitors' Interests

- Marketing: 67%
- Technology: 58%
- Future: 43%
- Media: 41%
- Business: 41%

## Key Personas of the DMEXCO Community



Business Development  
Manager



Media Planner



CMO /  
B2B Marketing Manager /  
B2C Marketing Manager



E-Commerce  
Manager



Sales Manager



IT Manager /  
Head of Product



CDO / CIO

# 86%

of the DMEXCO visitors have an impact  
on the purchase of media & technology services.

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## Executive Level

20%

C-Level

44%

Senior Management



# DMEXCO Marketing Solutions

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# 1. Social Media Sponsored Post

Place your news, products or events on the DMEXCO social media channels. You benefit from the vast reach of our community and global awareness of the DMEXCO brand.



## Services:

- 1 Post in English or German on 2 of the DMEXCO social media channels:
  - Facebook: English/German
  - Twitter: English/German
  - Instagram: English
  - LinkedIn: English
  - Xing: German
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €150.00. Duration: 2 days
- Screenshot of your post as documentation

Price:

€850.00



[Ad] Meet **Salesforce** at DMEXCO19 in Cologne and discover how to personalize consumer journeys, get to know your customers better, and engage with consumers across multiple channels for a 360° view of your customers.

Join them at DMEXCO on September 11 and 12, 2019 and register now to arrange your meeting with an expert: <https://sfdc.co/Atiuv>





# 1. Social Media Sponsored Post: Tech Specs

Please deliver the following materials:



## Image:

- Images with following measurements
  - Facebook & Xing: 1.200 × 630 px
  - Instagram Story: 1080 × 1920 px
  - Twitter: 1024 × 512 px
  - LinkedIn: 550 × 357 px
- File format: PNG
- File size: up to 1 MB

## Text:

- Teaser: up to 350 characters incl. spaces
- In English or German

## Link:

- Send us the URL your post should link to
- We assume no liability for the content of the page to which your link refers
- Let us know which 2 channels you choose for your social media posts & which channel should be used for the paid promotion.
- Please send us also the links to your social media accounts.

## Images:

- Please ensure that the provided image contains less than 20% text. Otherwise a paid promotion is not possible.
- Please avoid placing any copy close to the edge of the image: depending on the device it might be cropped automatically.

## General information:

- All sponsored posts are marked with #Ad (#Anzeige in German) at the beginning of the text
- Posting and final editing of the content is carried out by the DMEXCO Team
- Please avoid promotional content e.g. quotations
- Lead time: min. 1 week
- Please note that we don't guarantee any impressions, clicks, downloads, interactions etc.





## 2a. Newsletter: Banner Ad

## 2b. Newsletter: Native Content Ad

With the DMEXCO Newsletter you can reach up to 33,000 marketing professionals. Whether as a complementary measure to the event or as an all-year communication channel, you can inform visitors about your participation in the DMEXCO, arrange customer appointments, present new products, distribute content in a targeted manner and much more.

We offer you **two options** for integrating your message:  
a banner ad **or** a native content ad

### Banner ad:

- Display banner placement
- Publication in the “DMEXCO Stories” or “DMEXCO News” newsletters
- Dispatch to the English and German distribution list
- Forwarding of the sent newsletter as documentation

### Native content ad:



- Placement of content ads (consisting of image and text)
- Publication in the “DMEXCO Stories” newsletter
- Dispatch to the English and German distribution list
- Forwarding of the sent newsletter as documentation

Price:

€1,450.00

[View in browser](#)

DIGITAL MARKETING  
EXPO & CONFERENCE




STORIES

Hello Fleur,

Your potential customers leave traces in the form of data along many digital touchpoints. This information includes many of the user's characteristics and preferences, and can help you optimize your personalized advertising. Our DMEXCO Stories show how personalization can be data-efficient, legally compliant, and provide a positive user experience.

**Podcast: How the media landscape will change in the years to come**



The current DMEXCO Podcast is all about new publisher concepts: Pippa Scaife is Commercial Director at CNN International and shows how you can **reach your target group through storytelling** and boost your brand. You will also learn how CNN has transformed itself into one of the most successful digital news brands since its inception nearly 40 years ago.

[Go to the podcast here](#)

**Sponsored Story: Why personalized advertising has to please your customers**

Ad



## 2a. Banner Ad: Tech Specs

Please deliver the following materials:

DIGITAL MARKETING  
EXPO & CONFERENCE

■ ●  
2020

DMEXCO Newsletter

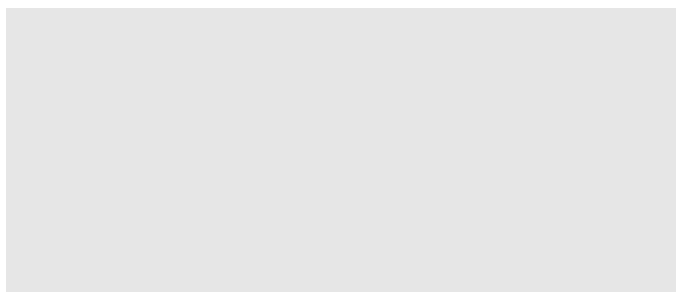


Image:

- Image format: 560 × 160 px
- File format: PNG
- File size: up to 1 MB

Link:

- Send us the URL the post should link to
- We assume no liability for the content of the page to which your link refers

Placement:

- Top position after the first editorial teaser in the newsletter

General information:

- For bilingual distribution, delivery of content in German and English
- Final editing of the content is carried out by the DMEXCO Team
- Lead time: min. 5 working days
- Please note that we don't guarantee any opens, impressions, clicks, downloads etc.



## 2b. Native Content Ad: Tech Specs

Please deliver the following materials:

DIGITAL MARKETING  
EXPO & CONFERENCE

2020

DMEXCO Newsletter

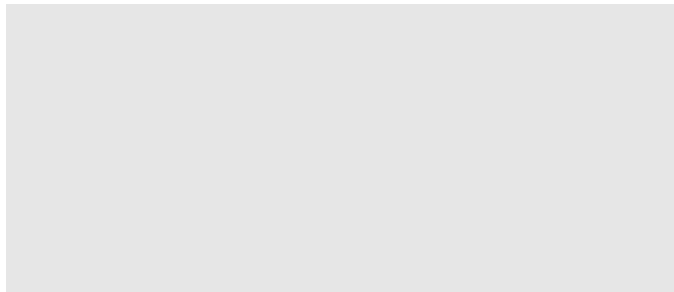


Image:

- Image format: 560 × 160 px
- File format: PNG
- File size: up to 1 MB

Text:

- Teaser: up to 350 characters (incl. spaces)

Link:

- Send us the URL the ad should link to
- We assume no liability for the content of the page to which your link refers

Placement:

- Top position after the first editorial teaser in the newsletter

General information:

- For bilingual distribution, delivery of content in English and German
- All content ads are marked as ad
- Final editing of the content is carried out by the DMEXCO Team
- Lead time: min. 1 week
- Please note that we don't guarantee any opens, impressions, clicks, downloads etc.





### 3. Stand-Alone Mailing

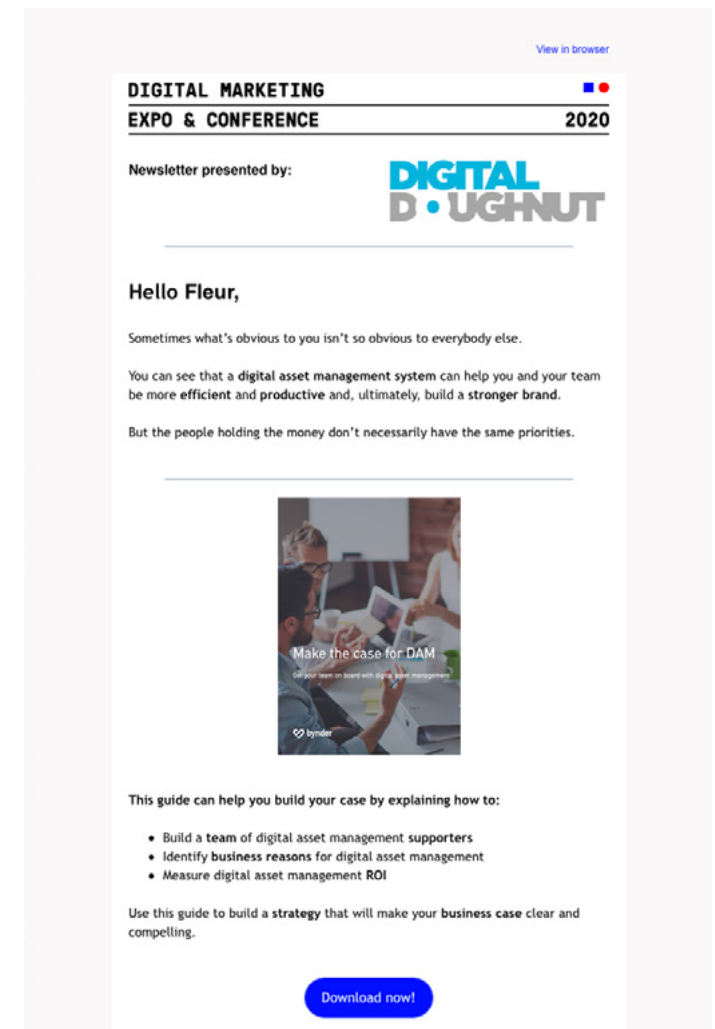
Would you like to draw full attention to your company? If so, our exclusive stand-alone mailing is the way to do it. Address up to 33,000 subscribers interested in digital business, marketing and innovation. The stand-alone mailing only revolves around you and your topics (e.g. product launches, event announcements, content distribution). You provide the content according to our structural specifications and we create the mailing and send it to our top-notch target group.

#### Services:

- Creation of stand-alone mailing based on your ready-to-use texts and images according to our specifications (examples and inspiration can be provided on request)
- Dispatch to both the English and the German language mailing lists possible
- Forwarding of the sent mailing as documentation
- Documentation including clicks and opening rate

Price:

€9,390.00





### 3. Stand-Alone Mailing: Tech Specs

Please deliver the following materials:

DIGITAL MARKETING  
EXPO & CONFERENCE 2020

Newsletter presented by:

LOGO

#### Logo:

- Vectorized logo for integration in the header

#### Images:

- Integration of up to:
  - two banners in 560 × 180 px format incl. link
  - one banner in the 560 × 400 px format incl. link
- File format: PNG
- File size: max. 1 MB
- For bilingual distribution, delivery of content in English and German

#### Text:

- Introduction with up to 120 words plus sender incl. telephone number and e-mail address
- Image text with up to 120 words per image
- For bilingual distribution, delivery of content in English and German
- The texts should be editorial and reflect topics relevant to DMEXCO

#### General Information:

- All stand-alone mailings are marked with “special newsletter [name of the company]” as well as “presented by” with inclusion of the company’s logo
- Final editing of the content is performed by the DMEXCO Team
- Lead time: min. 1 week
- We assume no liability for the content of the page to which your link refers
- Please note that we don’t guarantee any opens, impressions, clicks, downloads etc.



## 4. Sponsored Story + Media Coverage

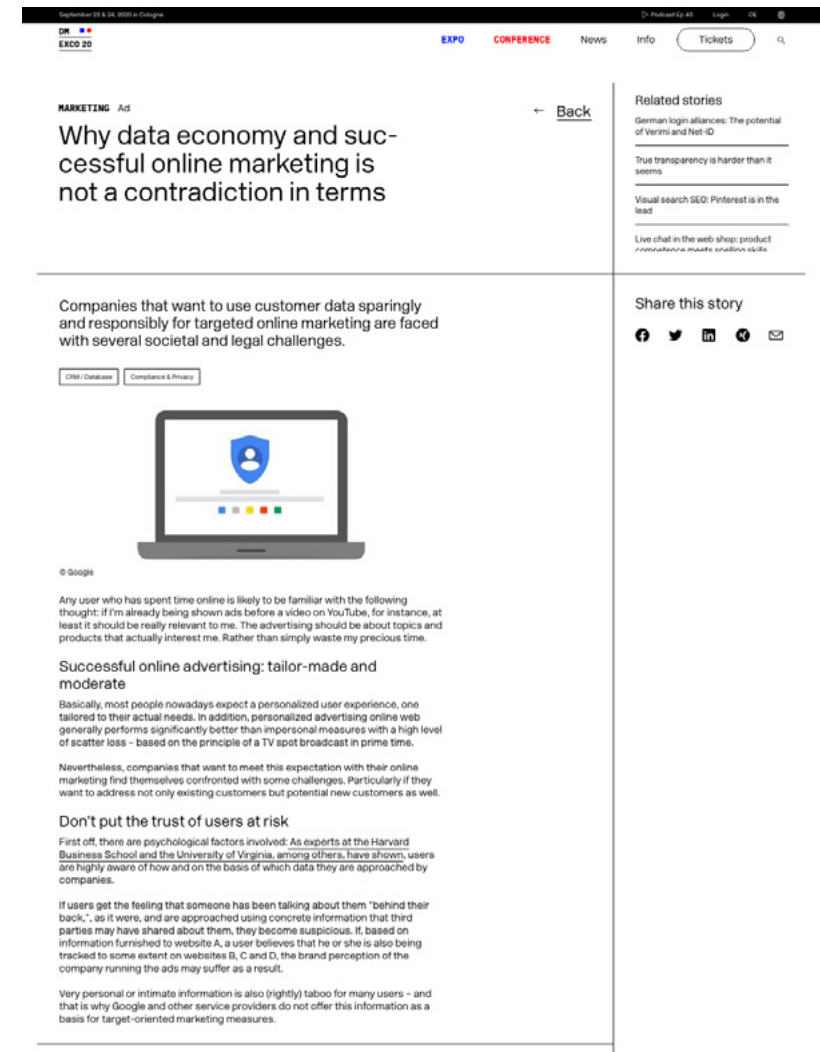
Combine your content with the exclusive environment of the [DMEXCO blog](#) and the reach of the international DMEXCO Community. In this way you can present your topics with a high level of credibility and draw the attention of our digital marketing audience to your products.

### Services:

- Curation of the story in English & German by the DMEXCO content team (in the case of bilingual copy translation costs will be billed as incurred) based on your content and a comprehensive briefing including one round of corrections
- Publication on the DMEXCO Blog
- Placement on the dmexco.com homepage on the day of publication\*
- Distribution as a content ad with graphics and URL reference to story in the weekly “DMEXCO Stories” newsletter (sent to the English or German distribution list depending on the language)
- Social media promotion: 1 Post in English or German on the DMEXCO social media channels (depending on the language of your story)
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €250.00. Duration: 5 days
- Link to your sponsored story, screenshot of the posts and forwarding of the sent newsletter as documentation

Price:

€4,390.00



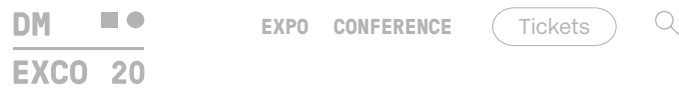
\*The duration of homepage placement can be several days depending on content volume





## 4. Sponsored Story + Media Coverage: Tech Specs

Please deliver the following materials:



### Images:

- Web image: 2560 × 800 px (up to 3 files)
- Highlight image: 2070 × 1035 px
- Newsletter image: 560 × 160 px incl. link
- Social media images:
  - Facebook & Xing: 1.200 × 630 px
  - Instagram Story: 1080 × 1920 px
  - Twitter: 1024 × 512 px
  - LinkedIn: 550 × 357 px
- File format: PNG
- File size: max. 1 MB

### Text:

- You provide the content and the links (600 – 750 words) and our content team will curate and finalize the content based on your detailed briefing
- Important: the content and topic should not be very promotional, but provide users with relevant and helpful information

### General information:

- All sponsored stories will be marked as #Ad (#Anzeige in German)
- Content teasers and social media posts are marked as #Ad (#Anzeige in German) respectively
- Final editing of all content by the DMEXCO Team
- Lead time: min. 4 weeks
- We assume no liability for the content of the page to which your link refers
- Let us know which channel you choose for the paid promotion of your story.
- Please send us the links to your social media accounts.
- Please note that we don't guarantee any page views, impressions, clicks, downloads etc.



## 5. Event Calendar + Media Coverage

Promote your event on the [DMEXCO Event Calendar](#). In combination with our media package, you can draw the attention of our digital community to your conference, stand party, ticket offer or DMEXCO visit.

eoSearchSummit

← Back

Congress Centrum Würzburg 06.02.2020 08:45 - 17:00

Conference Industry Events Save the Date Get your ticket here!

DM EXCO 20

On 06.02.2020 the search engine conference "eoSearchSummit" will take place in Würzburg for the first time. Well-known experts and top speakers from the industry such as Heiko Stammel, Eric Kubitz, Prof. Dr. Mario Fischer and a few others will be presenting their brand-new and comprehensive knowledge in nine lectures on SEO, SEA, online marketing and e-commerce at the Congress Centrum. The focus is clearly on direct feasibility.

The topics range from best practice examples, SEO myths and golden rules to legal pitfalls in search engine marketing and future trends. The host is the online marketing agency ecology GmbH from Volkach, which specializes in search marketing.

Tickets are available under [www.eosearchsummit.de](http://www.eosearchsummit.de).

EXPO CONFERENCE News

Upcoming events

- 18.09.2019 | Cologne DVDW Challenge Award
- 18.03.2019 | London Advertising week in London
- 19.03.2019 | Monaco One2One E-Commerce Retail
- 21.03.2019 | München International Kfz Forum

Info Tickets

Share this Event

Facebook Twitter LinkedIn Email

### Services:

- Highlight listing in the DMEXCO Event Calendar
- Placement as a content ad in the weekly "DMEXCO Stories" or "DMEXCO News" newsletter (sent to the English or German mailing list)
- Social media promotion: 1 Post in English or German on the DMEXCO social media channels (depending on the chosen language)
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €100.00. Duration: 2 days
- Link to your event calendar entry, forwarding of the sent newsletter as well as screenshot of the posts as documentation

Price:

€1,790.00

During the year		
	CONFERENCE Partner Events	21.02.2019 08:30 - 20:00
	Adtrader Conference 2019	
	KOSMOS Karl-Marx-Allee 131 a 10243 Berlin Germany Read More	
Filter by Category →	Search 🔍	
	CONFERENCE Partner Events	28.03.2019 08:30 - 20:00
	MOBILE ADVERTISING	
	Palais in der Kulturbrauerei Schönhauser Allee 36 10435 Berlin Germany Read More	



# 5. Event Calendar + Media Coverage: Tech Specs

Please deliver the following materials:

DM  EXPO CONFERENCE News Attending  
**EXCO 20**

Event Title

Event Location 12.12.2019  
10:00 - 18:00

Invite-Only

Buy Ticket

## Text:

- You provide the finished event description (text: max. 750 characters incl. spaces), the content for the social media posts / content ad (text length: max. 350 characters incl. spaces) as well as all facts regarding your event
- Final editing of all content by the DMEXCO Team

## Images:

- Calendar image: 2560 × 800 px
- Highlight image: 1035 × 1035 px
- Newsletter image: 560 × 160 px incl. link
- Social media images:
  - Facebook & Xing: 1.200 × 630px
  - Instagram Story: 1080 × 1920 px
  - Twitter: 1024 × 512 px
  - LinkedIn: 550 × 357 px
- File format: PNG
- File size: up to 1 MB

## General information:

- All sponsored events will be marked as ads and social media posts are marked as #Ad (#Anzeige in German) respectively
- Lead time: min. 3 business days
- We assume no liability for the content of the page which your link refers
- Let us know which channel you choose for the paid promotion of your event.
- Please send us the links to your social media accounts.
- Please note that we don't guarantee any page views, impressions, clicks, downloads etc.





## 6. Sponsored Podcast Episode + Media Coverage

A sponsored episode in our [DMEXCO Podcast](#) is the most comprehensive editorial format and perfectly suited for branding and CEO visibility.

In the DMEXCO Podcast, influential industry experts provide opinions and insights on current topics from marketing, media, business, technology and future.

**Sponsored episodes are available upon request. For more information please contact our team via e-mail to [podcast@dmexco.com](mailto:podcast@dmexco.com)**

The screenshot displays the DMEXCO website interface. At the top, there's a navigation bar with links for EXPO, CONFERENCE, News, Info, and Tickets. The main content area is titled 'TECHNOLOGY' and features the episode 'Chris Denson on the Impact of Trust on Digital Media'. It includes a 'Back' link, a 'Subscribe' button, and a progress bar for the podcast player. Below the player, there's a brief bio of Chris Denson and a photo of him and the host, Alex Wunschel, sitting at a table with microphones. The right sidebar lists 'Other Episodes' and a 'Share this podcast' section with social media icons.

September 23 & 24, 2020 in Cologne

DM EXCO 20

EXPO CONFERENCE News Info Tickets

TECHNOLOGY

Chris Denson on the Impact of Trust on Digital Media

← Back

Hosted by Alex Wunschel | 25.10.2019 Podcast Episode 39

Subscribe

00:00 / 00:00

The bestseller book author and innovator on trust in a virtual world.

VR / AR / XR DMEXCO

Chris Denson is an award-winning innovator, marketer, recovering comedian, and host of the *Innovation Crush* podcast, with over 200 episodes and 750,000 subscribers.

He is also the author of the Amazon #1 bestselling book, "Crushing the Box: 10 Essential Rules for Breaking Essential Rules," a series of personal and professional examinations of what it takes to be an innovator. Plus: This was his very first time at DMEXCO.

Other Episodes

Dr. Jannika Bock (Google) on the interplay between online and offline commerce

Alexander Präkelt from Google speaks about YouTube in brand communication

Alexander Präkelt von Google über YouTube in der Markenkommunikation

Share this podcast

f t in v e

\*The duration of homepage placement can be up to 7 days depending on content volume

## 7. Billboard Ad on the DMEXCO website

You want to present your advertising message on the big stage? Then our Billboard Ad is the right choice for you. Placed in the carousel header of the [DMEXCO website](#) in the user's direct field of vision, it offers your brand the optimal advertising effect. Reach the entire DMEXCO Community with your message!

### Services

- Second place in the Carousel header of the DMEXCOwebsite (DE / EN)
- Four-second rotation

October – May

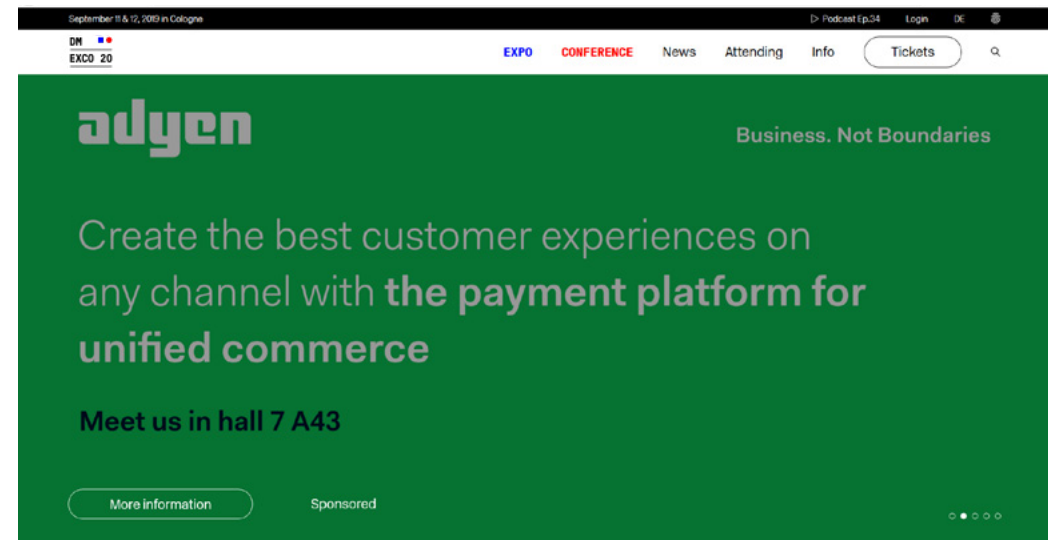
Price: €4,490.00

June – July

Price: €5,490.00

August – September

Price: €6,490.00



### Latest News

#### BUSINESS

19 hours ago

Xing: the unbreakable network made in Germany

One of the oldest platforms boasts impressive results.

social media network



### Stories

### Podcast

### Events

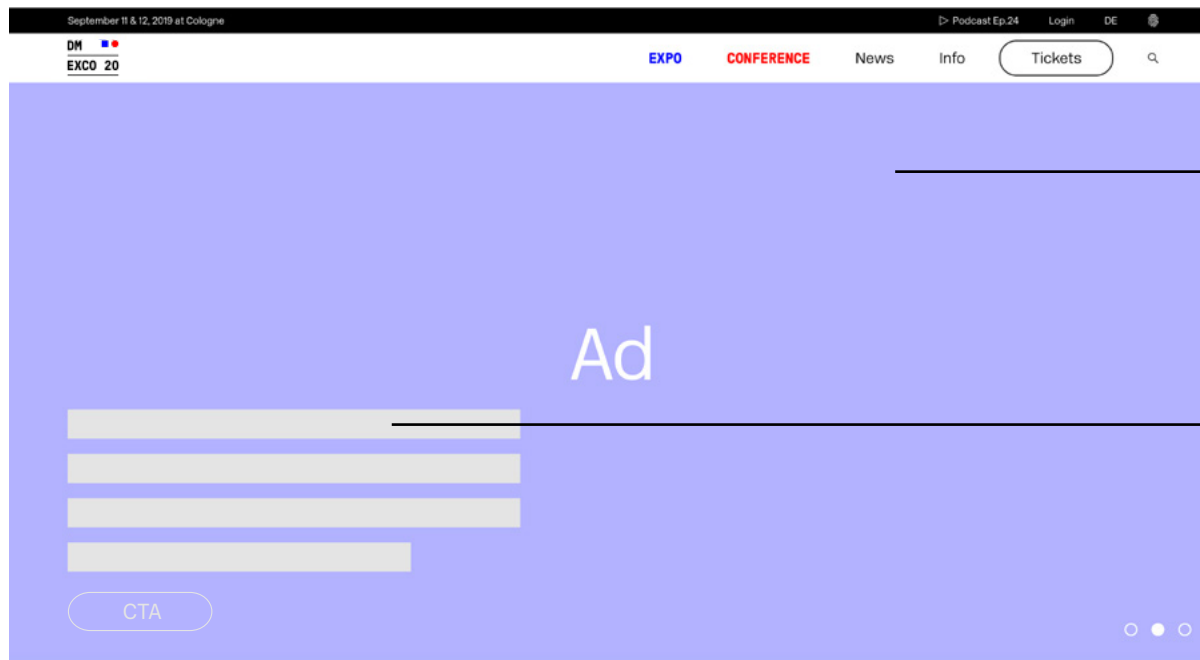
#### Most popular topics

Video Mobile AI  
Commerce Data & Analytics  
Content Brands data analytics  
Publishing Transformation  
Media Trading / Buying B2B  
Influencer Marketing



## 7. Billboard Ad on the DMEXCO website

Please deliver the following materials:



### Images:

- Image size: 2800 × 1400 px
- File format: PNG
- File size: max. 2 MB
- When creating the graphic, please consider the fixed position of the CTA button that is generated automatically in the backend.

### Text:

- Text length max. 110 Characters (inc. spaces)
- Bilingual publication: the text must be delivered in German and English
- Text length CTA button: max. 20 characters (incl. spaces)

### Latest News

[Stories](#) [Podcast](#) [Events](#)

#### BUSINESS

19 hours ago

Xing: the unbreakable network made in Germany

One of the oldest platforms boasts impressive results.

[social media](#) [network](#)



#### Most popular topics

Video Mobile AI  
Commerce Data & Analytics  
Content Brands data analytics  
Publishing Transformation  
Media Trading / Buying B2B  
Influencer Marketing

### General Information:

- Send us the URL you want your Ad to link to
- We assume no liability for the content of the page to which your link refers.
- Lead time: min. 1 week
- Please note that we don't guarantee any page views, impressions, clicks, downloads etc.

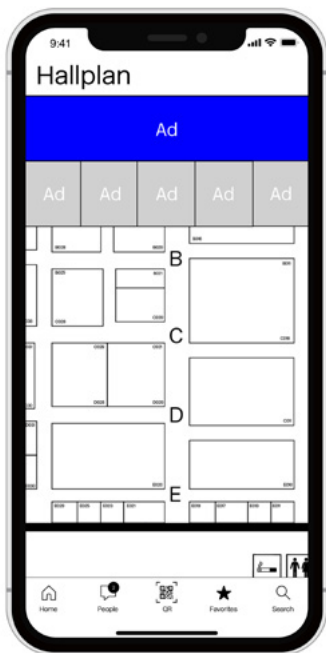
## 8. DMEXCO App Advertising Formats

Take advantage of the attractive advertising opportunities of the DMEXCO App and reach the entire DMEXCO Community with your advertising message. Since the app must be downloaded by every participant to retrieve tickets, hall plans and conference programmes, you and your brand are guaranteed full visibility of tens of thousands!

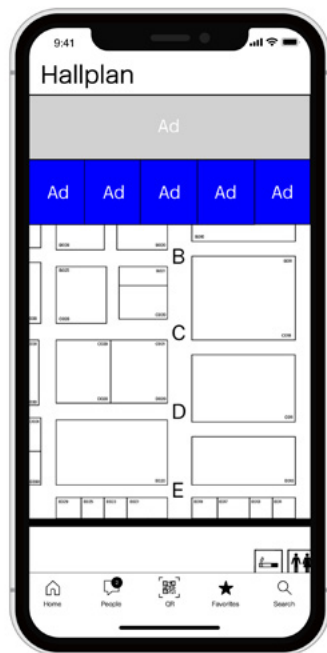
For further information, please visit our [Advertisershop!](#)

The following advertising formats are available in the DMEXCO App:

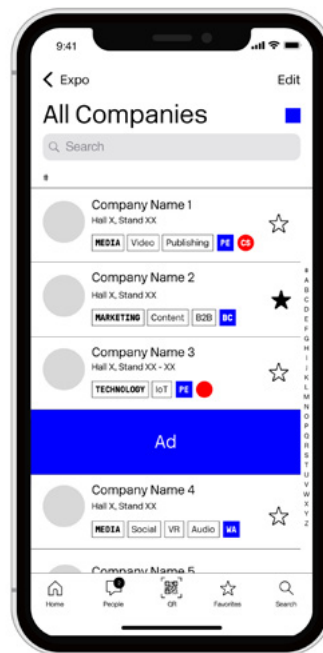
Hall Plan Main Sponsor



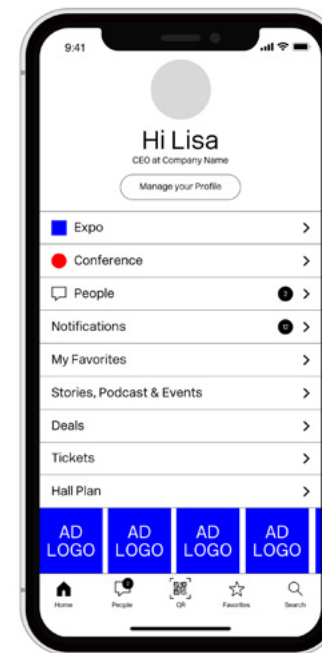
Hall Plan Top 5 Logo



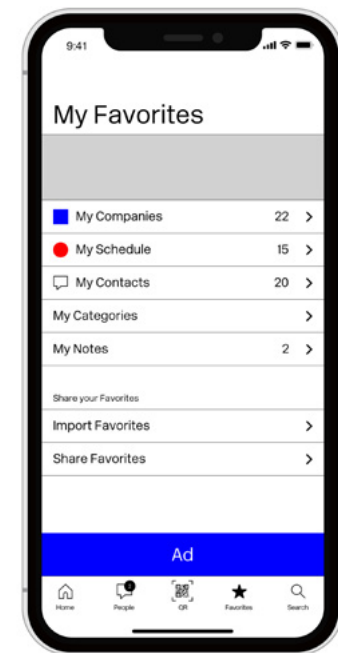
Sandwich Banner



Sponsor Gallery



Sponsor Tabbar







# Contact

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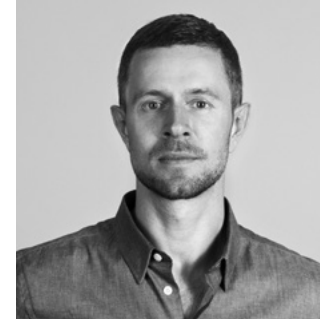
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