VISITORS

Meet the most relevant business audience in industry: like no other event DMEXCO offers the highest density of executives and decision-makers – the fuel for your growth.

DMEXCO is the key hub for the digital economy

40.000

marketing executives & digital experts 65%

DMEXCO underlines its

business-first approach

of DMEXCO visitors have purchasing power

27%

of DMEXCO visitors hold C-level roles 90 countries

<mark>2</mark>4%

international national visitors

76%

DMEXCO is international

Top 10 countries:

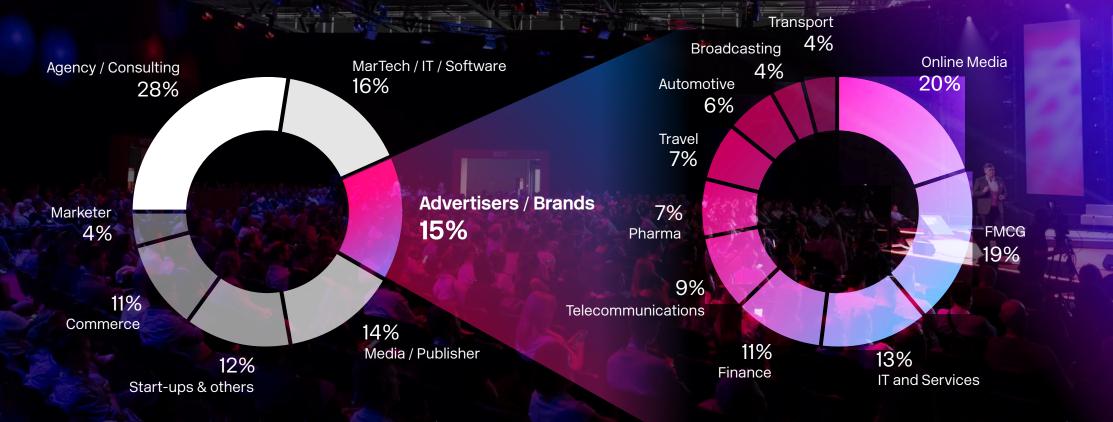
01 Germany

- 02 UK
- 03 Netherlands
- 04 Austria
- 05 USA
- 06 Switzerland
- 07 France
- 08 Israel
- 09 Poland
- 10 Spain

VISITORS

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DMEXCO covers all industries & brands



VISITORS

Top 10 visitor interests

Job profiles

- 01 Advertising
- 02 Content Marketing
- 03 B2B
- 04 Performance Marketing
- 05 Artificial Intelligence
- 06 Brand Management & Safety
- 07 Agencies
- 08 B2C & D2C
- 09 Ad Networks
- 10 Social Media

СМО

C-Level Management Head of Marketing Marketing Manager Department / Division Manager Project Manager Freelancer Trainee / Young Professional Student / Lecturer / Research Associate

Age groups



Up to and including 24 years

25 to 29 years

30 to 39 years

40 to 49 years

50 to 59 years

60 years and older

EXHIBITORS & PARTNERS

DMEXCO stands for business first. Each year, global tech companies, international brands, agencies, SMEs, and start-ups attend DMEXCO to boost their sales, network, and present leading-edge innovations.

exhibitors and partners

680

38 countries

| AdAlliance | adform | 🚽 akeneo | amazon ads | BW | DeepL |
|---------------------|----------------------|--------------------------|--------------------|----------------------------|-------------------|
| Deutsche Post 父 | Diskep Advertising | | CRITEO | Semarsys An SAP Company | |
| GOLDBACH | Google | groupm | HubSpot | Index7 Exchange | iq digital |
| Magnite | media impact_ | Microsoft Advertising | OTTO (Advertising) | Coptimizely | outbrain |
| PIMCORE. | 0 p | ilot PubM | Natic salesforce | SCALA | schwarz media |
| SCREEN FORCE | STRÖER Â | shopify Tab | la Teads | 💙 ТҮРОЗ | internet media |

An outstanding partner network of leading industry associations and international media players attract maximum attention and high-value contacts to DMEXCO.

260 4 media representatives partr

Excerpt

43 partners & associations

| absatz wirtschaft | Adforma | tie | Admanagerforum | bizibl marketing | Business Punk |
|--------------------------|--------------------|--------------------------|--------------------|----------------------------|---------------------------|
| DIGIDAY | DIGITAL BUSINE | SS | The Drum. | Commerce magazin | Franffurter Allgemeine |
| Handelsblatt | KT- | 1. | heise online | HORIZONT | iab |
| Retailing | KI im Marketing | ł | marconomy | MARKETING / BEAT | marketing BORSE |
| morketingdirecta.com | MEEDIA | MISSION <i>Temale</i> | | owm | PROCEA MMATIC SPAIN |
| Startup Valley | STRIVE MAGAZINE | †: N dipted | Videoweek » | The Washington Post | Wey |

Excerpt

Facts & Figures DMEXCO 2024

CONFERENCE

On the stages of the DMEXCO Conference, digital visionaries, marketing leaders, and creative masterminds discuss the most important topics of today's and tomorrow's digital agenda.





speakers

220 bours of program

hours of program

470 sessions

