

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



DMEXCO underlines its
business-first approach



DMEXCO is international

40.000

marketing executives
& digital experts

65%

of DMEXCO visitors
have purchasing power

27%

of DMEXCO visitors
hold C-level roles

90

 countries

24% 76%

international national visitors

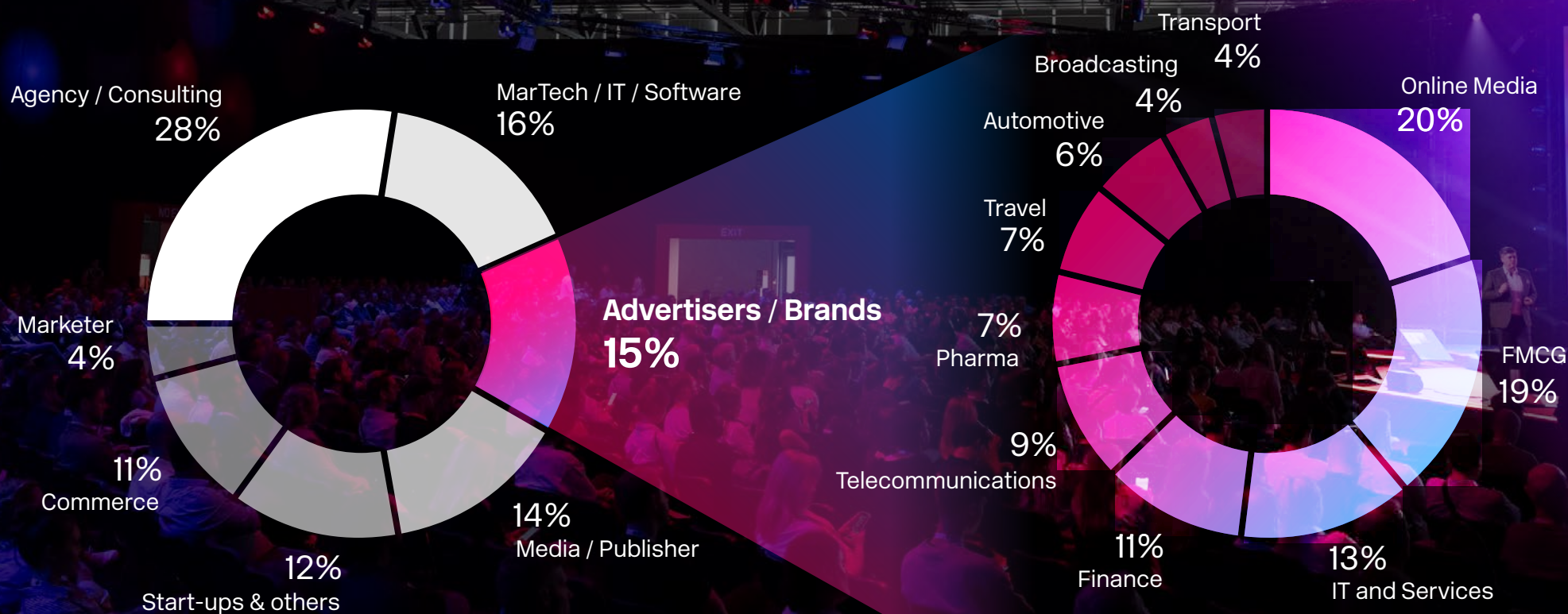
Top 10 countries:

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

VISITORS



DMEXCO covers all industries & brands



VISITORS

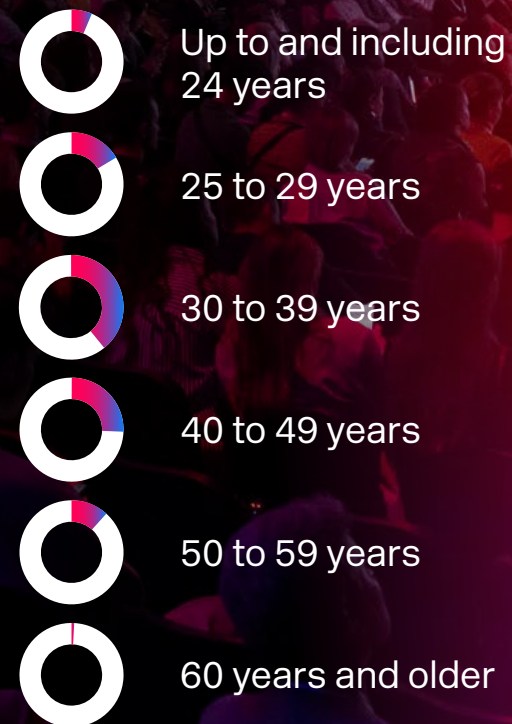
Top 10 visitor interests

- 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

Job profiles

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

Age groups



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.

680

exhibitors and partners

38

countries

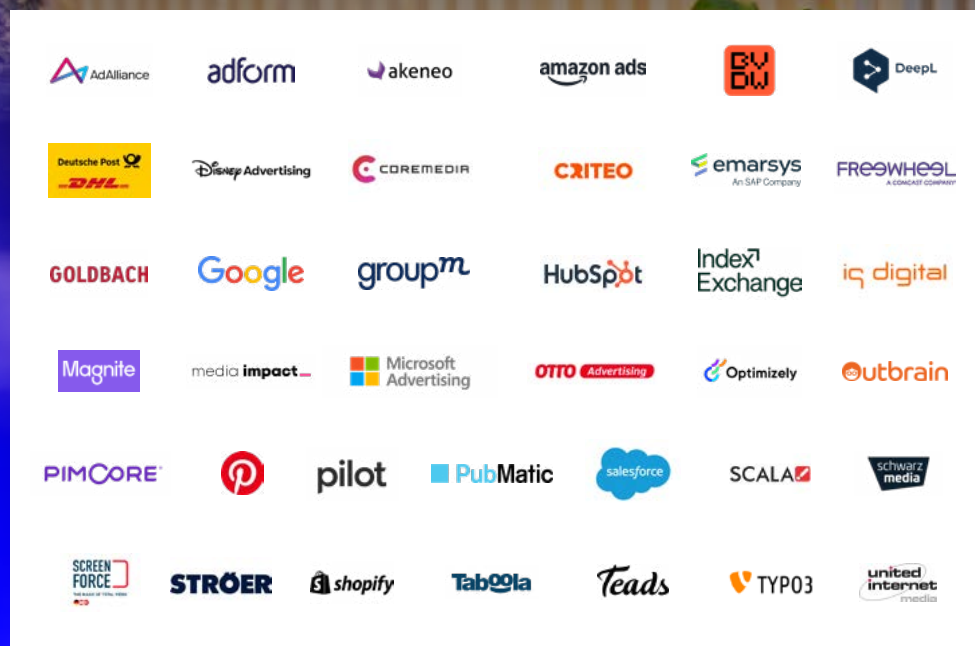
An outstanding partner network of leading industry associations and international media players attract maximum attention and high-value contacts to DMEXCO.

260

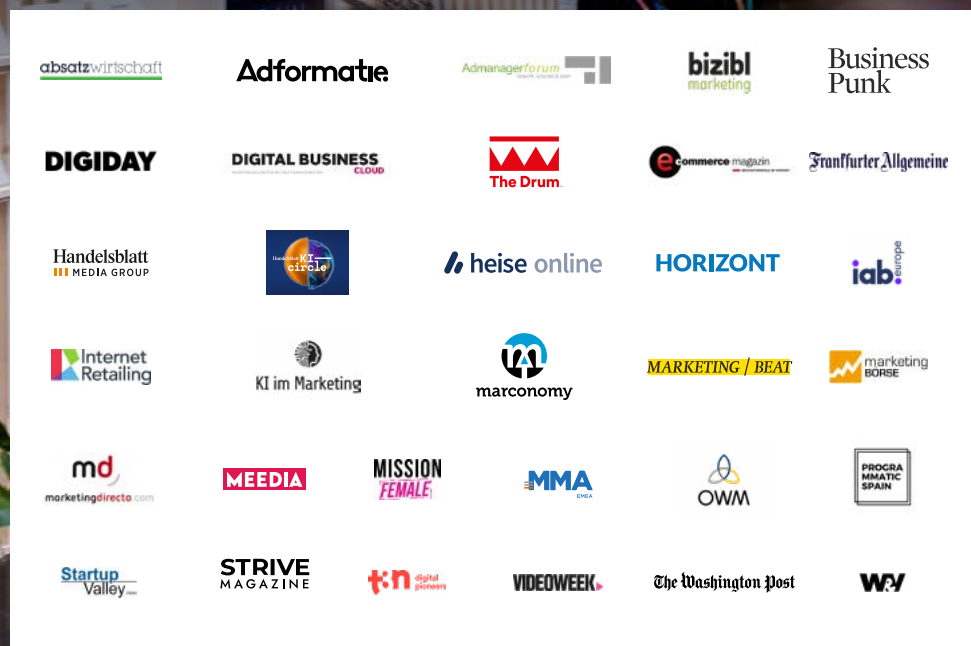
media representatives

43

partners & associations



Excerpt



Excerpt

CONFERENCE

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

16

stages

850

speakers

220

hours of program

470

sessions

