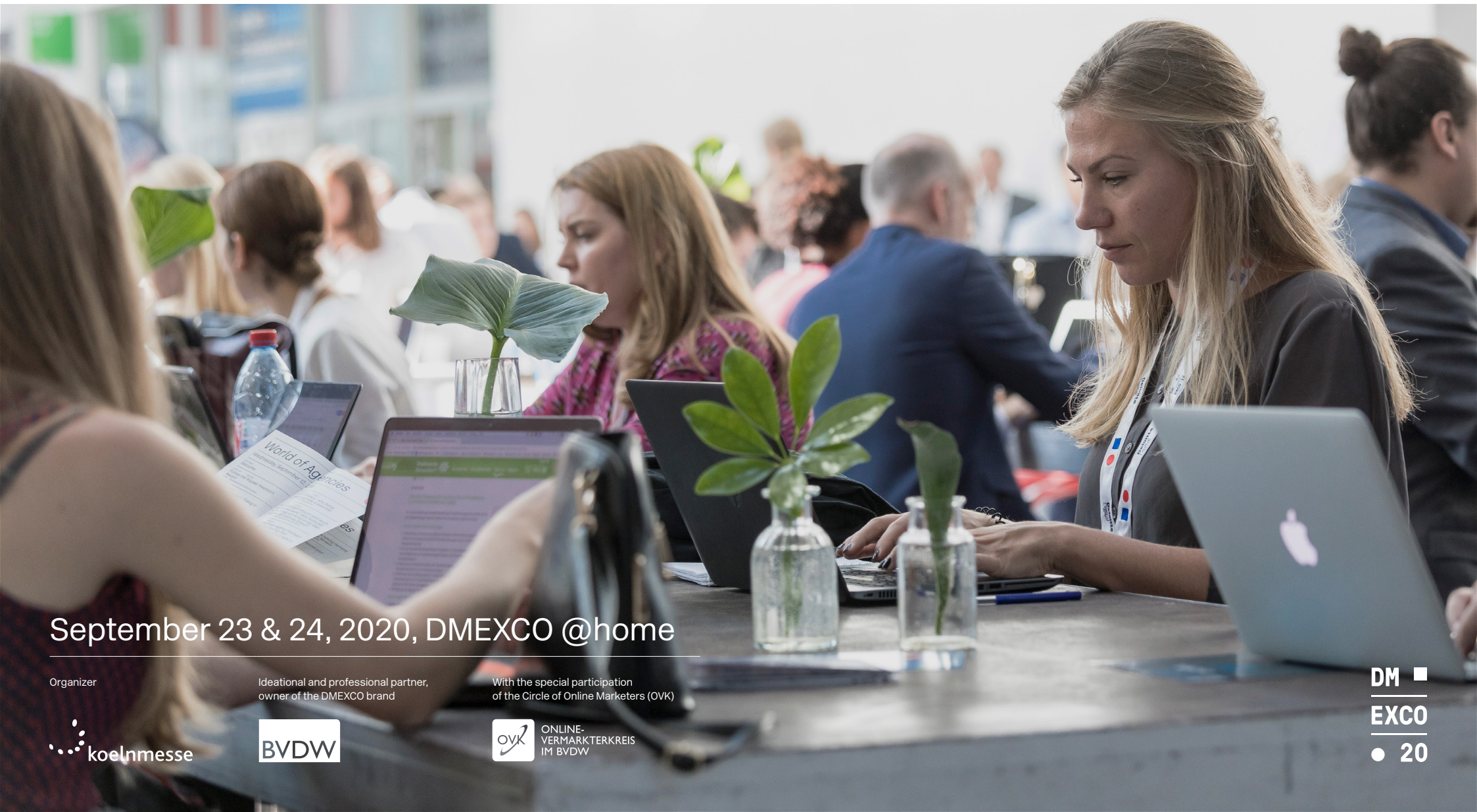




Marketing Kit



September 23 & 24, 2020, DMEXCO @home

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

Social Media

Twitter:	20,750	followers
Facebook:	23,200	fans
Instagram:	5,200	followers
LinkedIn:	12,100	followers
Xing:	14,700	members

Newsletter

Total subscribers:	41,000
German newsletter:	25,000
English newsletter:	16,000

As of July 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

Key Personas of the DMEXCO Community



Business Development
Manager



Media Planner



CMO /
B2B Marketing Manager /
B2C Marketing Manager



E-Commerce
Manager



Sales Manager

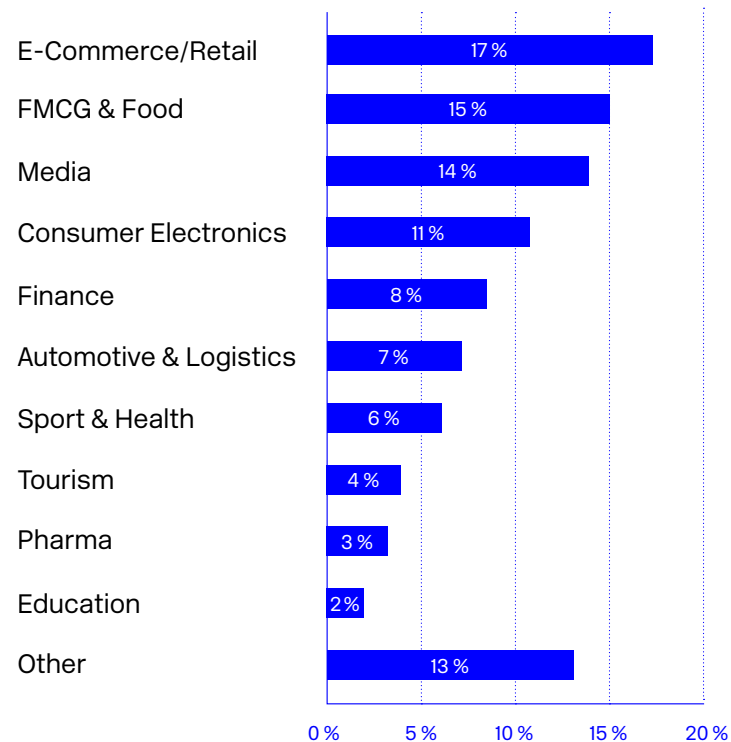


IT Manager /
Head of Product



CDO / CIO

DMEXCO covers all industries & brands



Typical DMEXCO Visitors' Interests

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

86%

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

Executive Level

20%

C-Level

44%

Senior Management



DMEXCO Marketing Solutions

1. Social Media: Sponsored Post / Sponsored Story
2. Newsletter: Banner Ad / Native Content Ad
3. Stand-Alone Mailing
4. Stand-Alone Mailing Track
5. Sponsored Story + Media Coverage
6. Sponsored Story ,Tool of the Month' + Media Coverage
7. Sponsored Interview + Media Coverage
8. Sponsored Downloadable + Media Coverage
9. Event Calendar + Media Coverage
10. Sponsored Podcast Episode + Media Coverage
11. Billboard Ad on DMEXCO website
12. Pop-up Ad on DMEXCO website
13. Session Video Ad



1a. Social Media Sponsored Post

1b. Social Media Sponsored Story

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. Encourage interaction with your target group and create an exciting experience. There is no limit to your creativity.



1a. Social Media Sponsored Post

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

Price: €830.00

1b. Social Media Sponsored Story

- 1 Post in English or German on the DMEXCO Instagram and Facebook Channel
- Paid Promotion within the DMEXCO fan base on 1 social media channel (Facebook or Instagram) worth €100.00 / Duration: 1 Day
- Screenshot of your post as documentation

Price: €730.00

DMEXCO mit Salesforce.

Bezahlte Partnerschaft ·

[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>





1a. Social Media Sponsored Post: Tech Specs

Please deliver the following materials:



Image:

- Images with following measurements:
 - Facebook & Xing: 1.200 × 630 px
 - Twitter: 1024 × 512 px
 - LinkedIn: 550 × 357 px
- File format: PNG
- File size: max. 1 MB

Text:

- Teaser: up to 280 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.



1b. Social Media Sponsored Story: Tech Specs

Please deliver the following materials:



Image:

- All Social Media formats: Images, Videos, Boomerang
- Images with following measurements:
 - Facebook Story: 1080 × 1920 px
 - Instagram Story: 1080 × 1920 px
 - LinkedIn: 550 × 357 px
- Video: 15 seconds
- File format: PNG, mp4
- File size: max. 1 MB

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 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 41,000 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

2a. 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

2b. 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

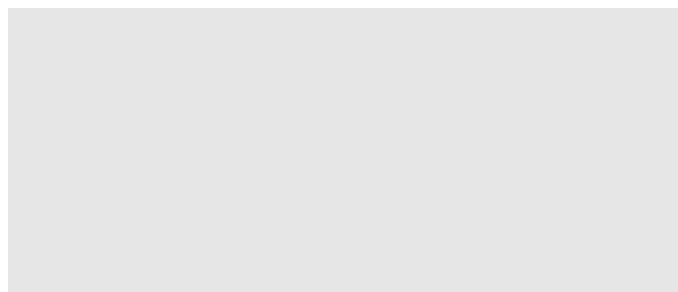


Image:

- Image format: 560 × 160 px
- File format: PNG
- File size: max. 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

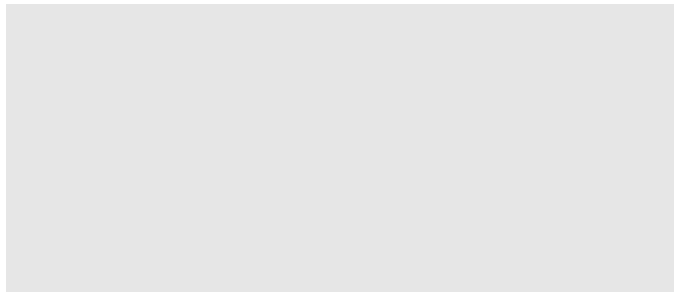


Image:

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

Text:

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

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 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

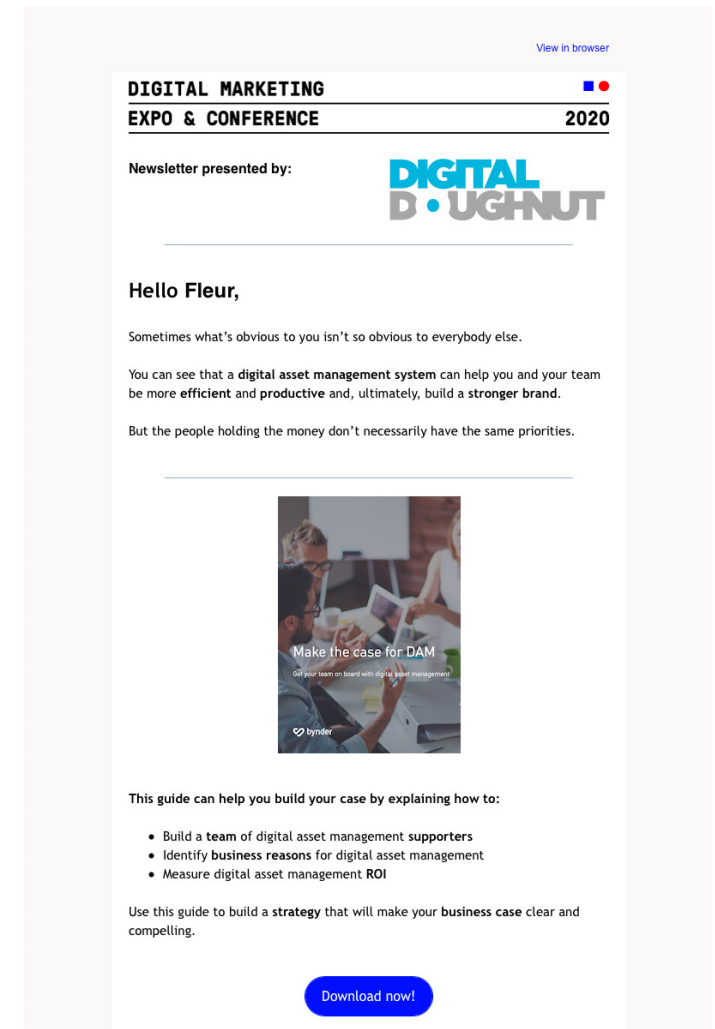
Would you like to draw full attention to your company? If so, our exclusive stand-alone mailing is the way to do it. Address up to 41,000 subscribers interested in digital business, marketing and innovation. The stand-alone mailing only revolves around you and your topics (e.g. product launches, event 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. Stand-Alone Mailing Tracks

Reduce scattering loss, increase traffic and benefit from maximum relevance by only addressing your relevant target group consisting exclusively of people interested in your industry sector. The stand-alone mailing includes your own content and branding.

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:

€2,790.00



Hello Julia,

In today's new **always-on marketing reality**, marketing and creative teams have never been under more pressure to deliver standout work.

The only problem is you're spending more time than ever on busywork and 82% of your team is on the edge of burnout. Enter **Asana**.

Asana is a **work management** solution designed to run your entire **marketing** and **creative process** from start to finish.

With Asana, your team spends less time on busywork and more time **creating** amazing **customer experiences**.

Join us at **DMEXCO 2019** to discover why brands like Blinkist and Viessmann trust Asana to get work done, or sign up for a demo with one of our product experts.

[Schedule a 1:1 with our team at DMEXCO](#)



Try **Asana Business**

FREE for 90 days

with code: **dmexco19**





4. Stand-Alone Mailing Tracks: 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.

5. Sponsored Story + Media Coverage

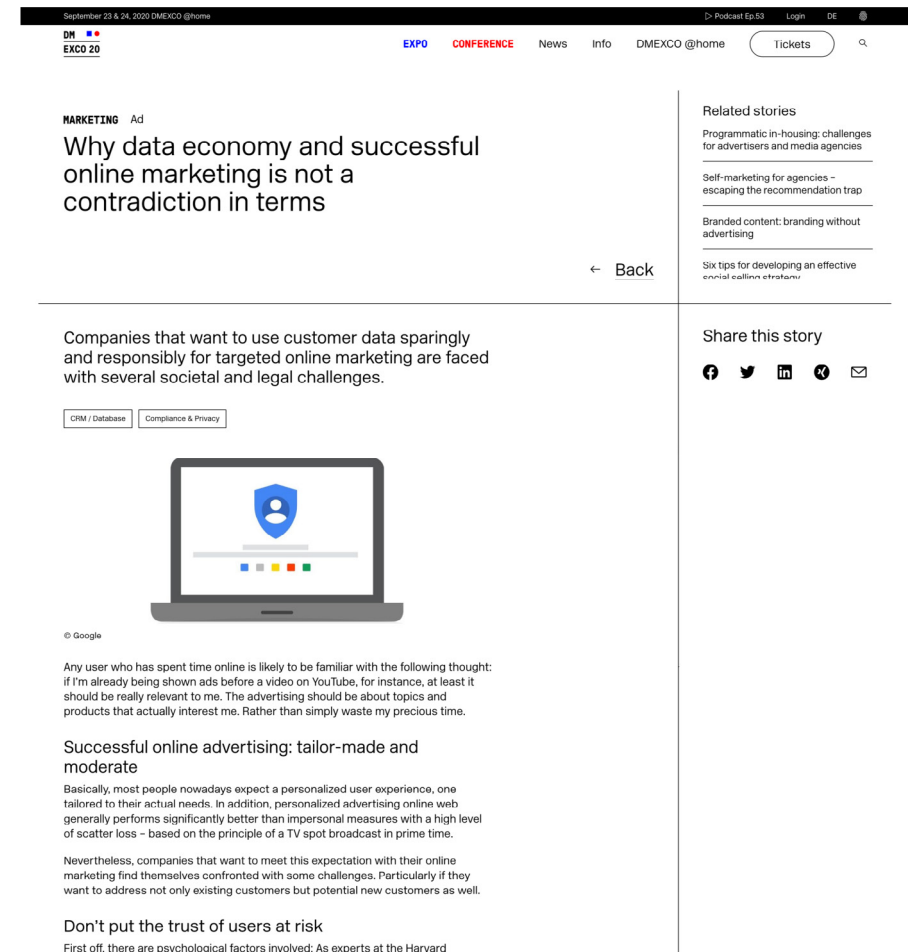
Combine your content with the exclusive environment of the [DMEXCO blog](#) and the reach of the international DMEXCO Community. In this way you can present your topics with a high level of credibility and draw the attention of our digital marketing audience to your products.

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 website placement can be several days depending on content volume



5. 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.



6. Sponsored Story 'Tool of the Month' + Media Coverage

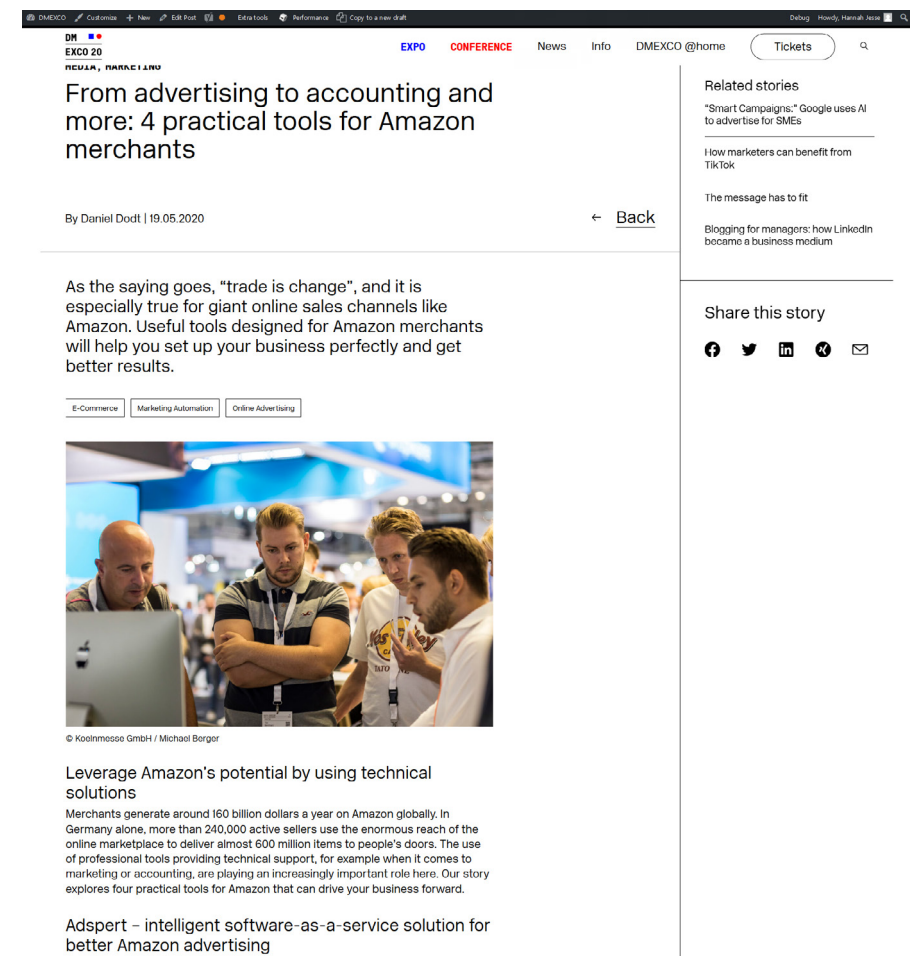
You think that your tool facilitates our daily office routine, is the latest innovation or an enrichment for a special business? Then our Sponsored Story 'Tool of the Month' is the perfect way to present your tool to our community.

Services:

- Curation of your sponsored story 'Tool of the Month' 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 website on the day of publication*
- Distribution as a content ad with graphics and URL reference to your sponsored story 'Tool of the Month' 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 sponsored story 'Tool of the Month')
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €500.00. Duration: 5 days
- Link to your sponsored story 'Tool of the Month', screenshot of the posts and forwarding of the sent newsletter as documentation

Price:

€4,390.00





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



6. Sponsored Story 'Tool of the Month' + Media Coverage: Tech Specs

Please deliver the following materials:

DM  EXPO CONFERENCE 
EXCO 20

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.



7. Sponsored Interview + Media Coverage

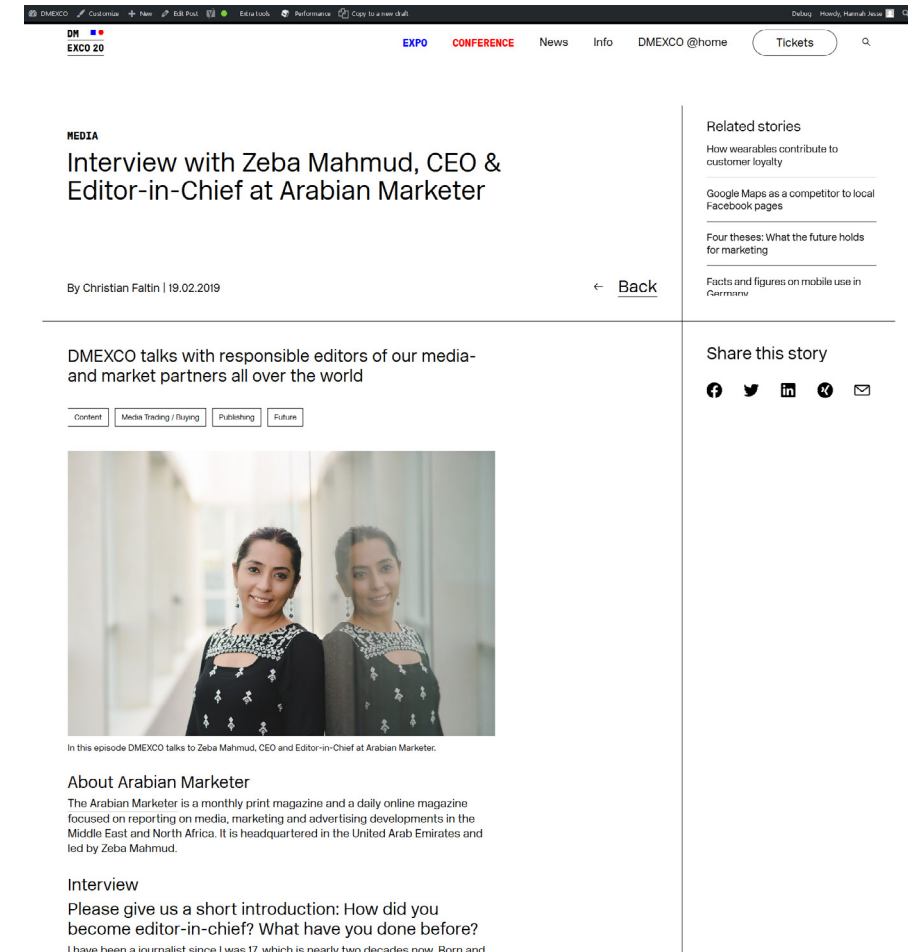
Knowledge is power. Strengthen your position as an innovator, visionary and trendsetter and let your experts have their say. In our Sponsored Interview you can share your experiences on a specific topic, pass on insider knowledge and shed light on specialist topics.

Services:

- Curation of the sponsored interview 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 website on the day of publication*
- Distribution as a content ad with graphics and URL reference to your sponsored interview 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 sponsored interview)
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €500.00. Duration: 5 days
- Link to your sponsored interview, screenshot of the posts and forwarding of the sent newsletter as documentation

Price:

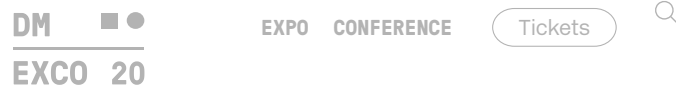
€4,890.00



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

7. Sponsored Interview + 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.

8. Sponsored Downloadable + Media Coverage

You have prepared your expert knowledge in a whitepaper or an information graphic? You have worked out the ideal solution or instructions in a study that has an impact on the digital business? Then profit from DMEXCO's reach and use our Sponsored Download to help the digital industry grow.

Services:

- Curation of your sponsored downloadable 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 website 'Resources' section
- Placement on the dmexco.com website on the day of publication*
- Creation of a landing page on which the download is provided
- Distribution as a content ad with graphics and URL reference to your sponsored downloadable 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 sponsored downloadable)
- Paid promotion within the DMEXCO fan base on 1 social media channel (Facebook, Instagram or LinkedIn) worth €500.00. Duration: 5 days
- Transfer of contact information of interested leads
- Link to your sponsored downloadable, screenshot of the posts and forwarding of the sent newsletter as documentation

Price:

€6,390.00

DMEXCO Customer New Edit Post Edit Draft Edit Draft Performance Copy to new draft EXPO CONFERENCE News Info DMEXCO @home Tickets

EXCO 20

Many agencies claim to be agile. What that actually means, however, often remains hidden from both the client and the team. Our guide shows you how to profitably implement agile working in your agency.

Agencies Transformation Agile Marketing Alliances B2B Brand Digital Creativity

Entrepreneurship New Work Business

Image: © Koolinmosso GmbH / Michael Berger

Why is agile project management important for agencies?

Nowadays, the term "agility" is used a little too liberally and has lost some of its meaning along the way. However, agencies should still explore how it was originally intended and the opportunities it offers for a digital agency. The benefits include the following, for example:

- A flexible, extremely adaptable approach to project planning and implementation
- A focus on results in the interest of client satisfaction
- Time savings and greater capacities for projects running at the same time
- Improved work quality
- Employee satisfaction increases because they have the power to make their own decisions and are given more autonomy
- Simplified project management and employee support
- Increased sales

What is required to successfully implement agile working?

The list of possible benefits promises a great deal, and agile working can definitely bring about numerous positive effects if it is implemented consistently and holistically. But many agencies as well as companies fail in their transformation toward agility. This is mainly due to the following factors:

- Lack of courage to embrace change
- Not truly grasping the meaning of agile values and principles
- Lack of initiative in developing agile working methods suitable to their individual

Related stories

Eight success factors for the corporate blogs of B2B companies

Visual search SEO: Pinterest is in the lead

Topic AI: The e-book

Investment trends 2019: Follow the money

Share this story




Facebook Twitter LinkedIn WhatsApp Email

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



8. Sponsored Downloadable + Media Coverage: Tech Specs

Please deliver the following materials:

DM  EXPO CONFERENCE  
EXCO 20

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.



9. 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

EXPO CONFERENCE News

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.



Upcoming events

11.09.2019 | Cologne
BVDW Challenge Award

18.03.2019 | London
Advertising week in London

19.03.2019 | Monaco
OnetoOne ECommerce Retail

21.03.2019 | München
Handelsblatt K1 Summit

Info Tickets

Share this Event



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

Filter by Category →

Search 🔍

CONFERENCE 21.02.2019
Partner Events 08:30 - 20:00

Adtrader Conference 2019

KOSMOS
Karl-Marx-Allee 131 a
10243 Berlin
Germany
[Read More](#)

CONFERENCE 28.03.2019
Partner Events 08:30 - 20:00

MOBILE ADVERTISING

Palais in der Kulturbrauerei
Schönhauser Allee 36
10435 Berlin
Germany
[Read More](#)



9. 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: max. 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.



10. 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

The screenshot displays the DMEXCO Podcast website interface. At the top, there's a navigation bar with 'EXPO', 'CONFERENCE', 'News', 'Info', and a 'Tickets' button. The main content area features a 'TECHNOLOGY' section with the title 'Chris Denson on the Impact of Trust on Digital Media'. Below the title, it states 'Hosted by Alex Wunschel | 25.10.2019' and 'Podcast Episode 39'. A 'Subscribe' button is visible. A progress bar shows '00:00 / 00:00'. Below the progress bar, there's a photo of Chris Denson and Alex Wunschel sitting at a table with microphones. To the right, there's a sidebar titled 'Other Episodes' listing two episodes: 'Dr. Jannika Bock (Google) on the interplay between online and offline commerce' and 'Alexander Prætkelt from Google speaks about YouTube in brand communication'. At the bottom, there's a 'Share this podcast' section with social media icons for Facebook, Twitter, LinkedIn, and YouTube, and an email icon.

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 Prætkelt from Google speaks about YouTube in brand communication

Alexander Prætkelt von Google über YouTube in der Markenkommunikation

Share this podcast

Facebook Twitter LinkedIn YouTube Email

11. Billboard Ad on 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 DMEXCO website (DE / EN)
- Four-second rotation
- Visible on DMEXCO Main Page, Expo Page & Conference Page
- Run-time: 1 week

October – May

Price per week: €4,490.00

June – July

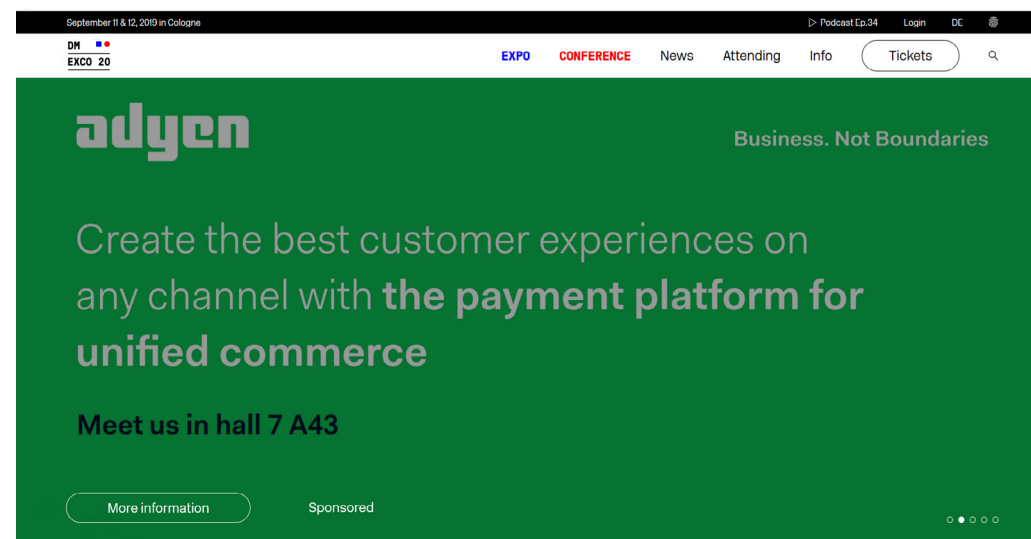
Price per week: €5,790.00

August – September

Price per week: €6,490.00

22. - 24. September 2020

Price: €8,490.00



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

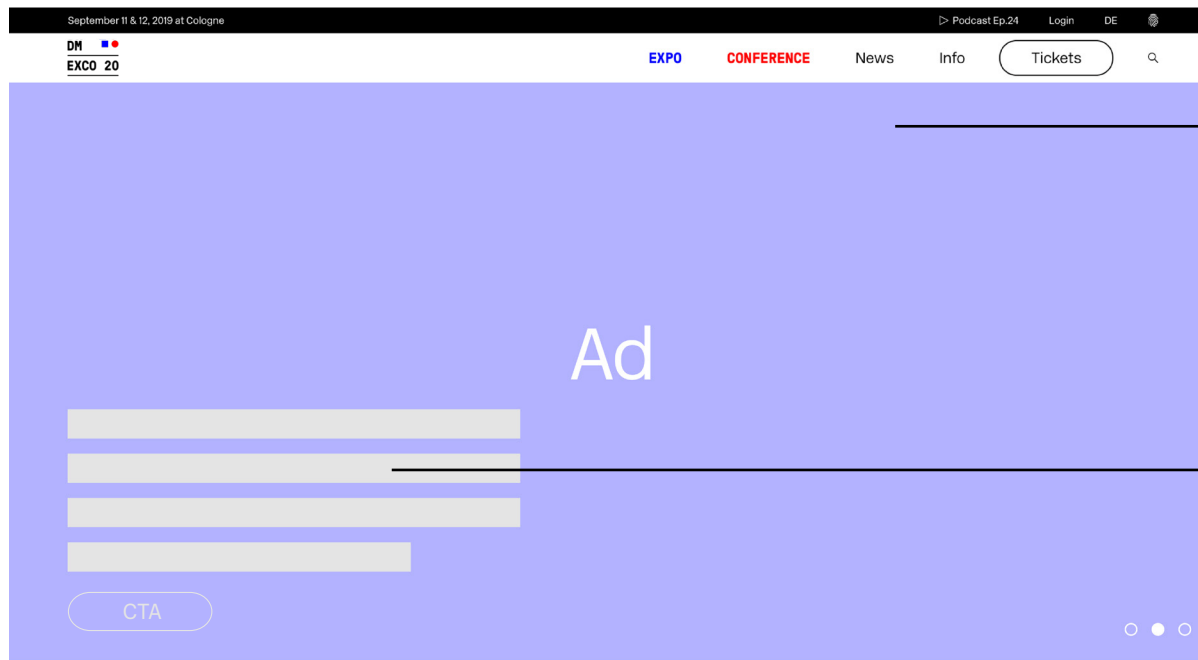
Most popular topics

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



11. Billboard Ad on DMEXCO website: Tech Specs

Please deliver the following materials:



Images:

- Image size: 2800 × 1400 px
- File format: PNG
- File size: max. 1 MB
- When creating the graphic, please consider the fixed position of the CTA button that is generated automatically in the backend.
- If you have text on your graphic please do not send an additional text. You can either choose between a graphic with text or a plain graphic and a slide titel.

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)
- Slide title 70-80 characters (max. three lines)

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



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.



12. Pop-up Ad on DMEXCO website

Your brand. Our community. Content that combines both. Increase your brand awareness and ensure high traffic. Promote your content on one of our most popular advertising spaces and leave a lasting impression on your target group.

Services

- Pop-up Ad on DMEXCO website ,Mainpage' (desktop, tablet, mobile)
- Ad serving once per day per user, max. two times per week

October – May

Price per week: €2,490.00

June – July

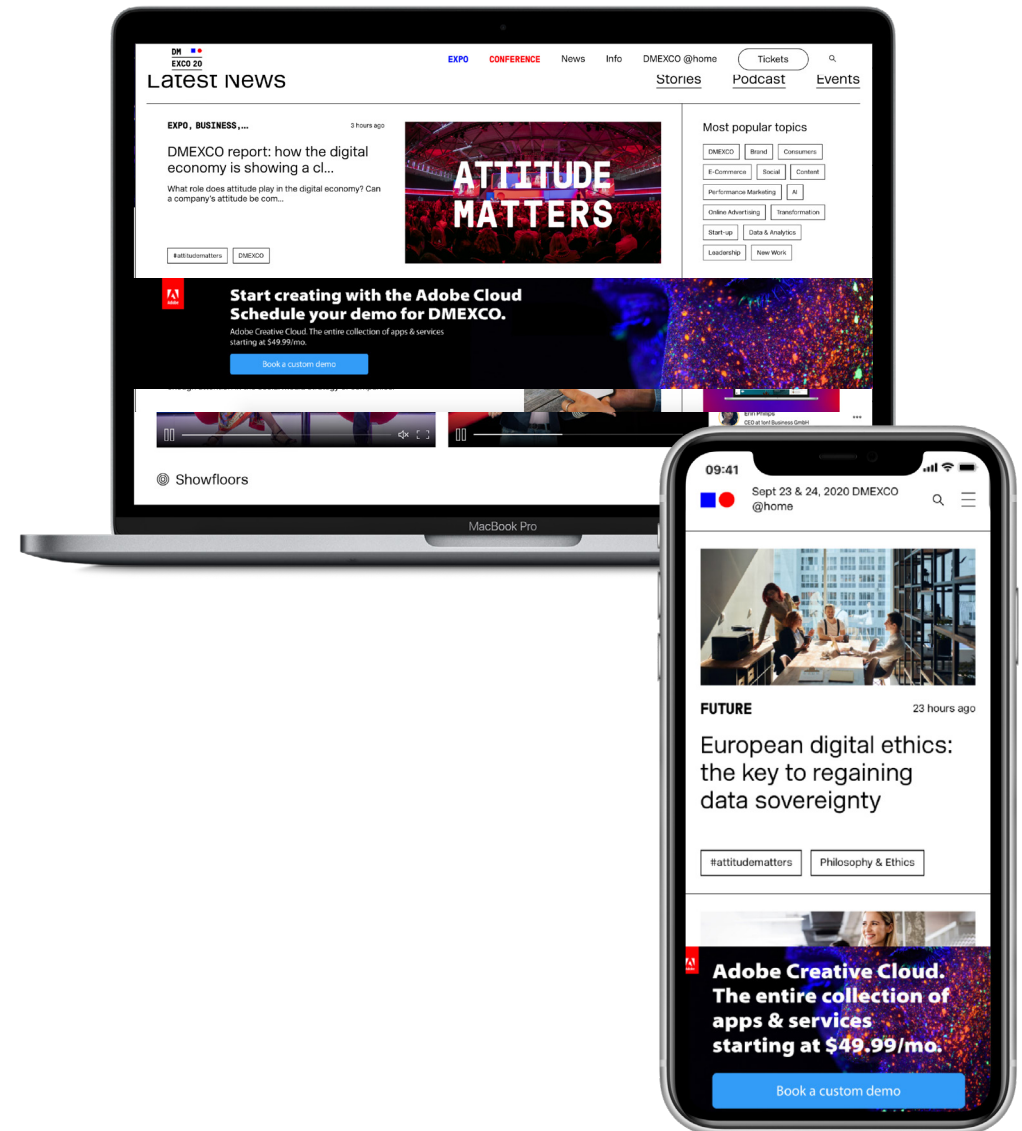
Price per week: €3,490.00

August – September

Price per week: €4,490.00

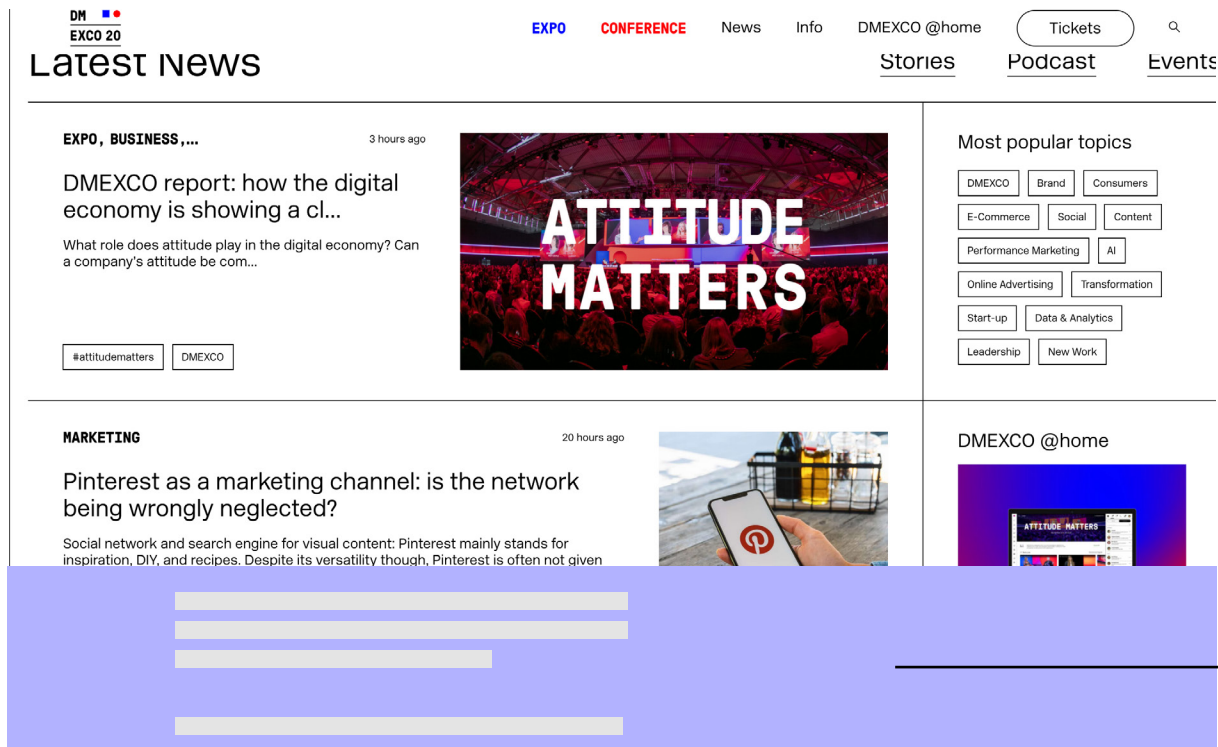
22. – 24. September 2020

Price: €6,990.00





12. Pop-up Ad on DMEXCO website: Tech Specs



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
- Consideration of frequency capping

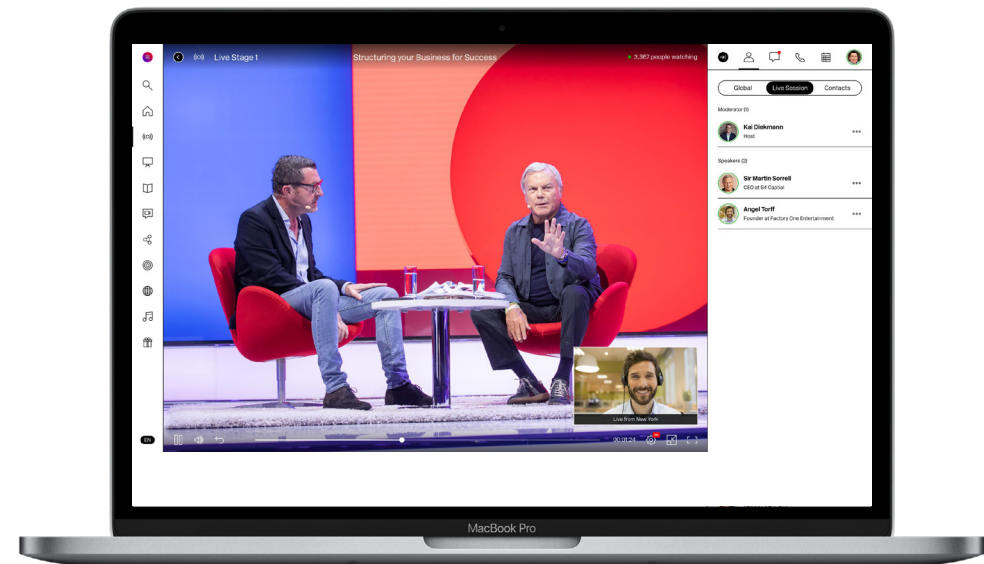
Images:

- Image Sizes (All three sizes are necessary)
 - Desktop: 2560 x 400 px
 - Tablet: 1800 x 530 px
 - Mobile: 900 x 480 px
- File Format: .jpg, .png, .mp4
- File Size: max. 1 MB



13. Session Video Ad at DMEXCO @home

Spotlight on. All eyes on you. Increase your visibility at DMEXCO @home and present your brand to the entire DMEXCO Community. Show them your products, solutions or draw attention to your speaking session. Inspire the audience during the break of the conference agenda with your message.



Services:

- Video ad during conference agenda (breaks between keynotes)
- One Video 15 sec.
- One Video per break

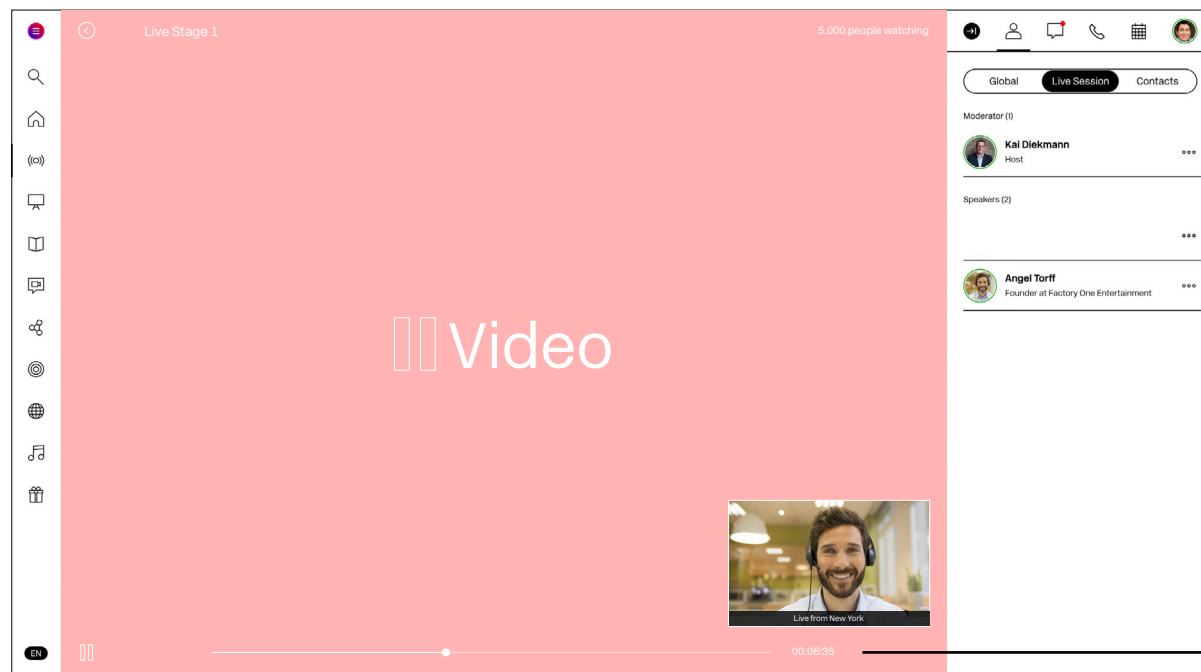
Price:

€2,000.00



13. Session Video Ad: Tech Specs

Please deliver the following materials:



General information:

- Your video is played once during DMEXCO @home Conference
- Our conference team is looking for a suitable slot for your video ad, but you can tell us your desired slot
- Make sure that your content is not too promotional
- Please note that we curate the content of the videos and are not obliged to publish inappropriate content

Video:

- Length: 15 sec. max
- Data size: no requirements
- Data format: mp4 (min. compressed)



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