DMEXCO Visitors

40K
Visitors 2019

DMEXCO attracts more brands, agencies, media and tech players from the industry than any other trade show — in 2019 we welcomed 40,000 visitors from 98 countries.

- Brands: 29%
- Agencies: 24%
- Tech Providers: 22%
- Other: 19%
- Consulting: 6%
DMEXCO Visitors

98 Countries

182% Visitor Growth

The Strongest International Visitor Groups – TOP 10:

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

DMEXCO is the meeting place for decision makers

DMEXCO covers all industries & brands

86% of DMEXCO visitors have purchasing power

44% of DMEXCO visitors are Senior Executives.

20% of DMEXCO visitors are C-Levels

E-Commerce/Retail: 17%
FMCG & Food: 15%
Media: 14%
Consumer Electronics: 11%
Finance: 8%
Automotive & Logistics: 7%
Sport & Health: 6%
Tourism: 4%
Pharma: 3%
Education: 2%
Other: 13%
Visitors Interests

With its five theme tracks and dozens of topics, the DMEXCO attracts interested visitors from the global digital industry and offers a unique environment to exchange, inspire and grow your business.

Typical DMEXCO Visitors' Interests

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

Top 10 Visitor Topics:

| 01 | Performance Marketing |
| 02 | Data & Analytics |
| 03 | B2B Marketing |
| 04 | Brands |
| 05 | Online Advertising |
| 06 | Content |
| 07 | AI |
| 08 | Targeting |
| 09 | Agencies |
| 10 | Mobile |
Expo

In the Expo, 977 exhibitors from 40 countries provide tailor-made answers and solutions for the challenges in digital marketing and business.

977
Exhibitors 2019

231%
Exhibitor Growth

40
Countries

2009
295
2019
977
Conference

11
Stage Formats

700+
International Top Speakers

300+
Hours of Program

The DMEXCO Conference brings together all the major theme worlds and disruptive trends of the digital economy and presents them on a total of 18 stages and seminars.

Leading international CEOs to start-up founders, and from digital prophets to creative masterminds, exceptional individuals and top decision makers from all segments of the global digiconomy will illuminate the most important trends at DMEXCO.
Our audience benefits from the entire DMEXCO Ecosystem

**Business + Networking**
- 80K sqm Exhibition Space
- 3 Expo Formats
- 1K Exhibitors
- 751 Marketing & Tech Providers
- 26 IoT, AI, VR/AR Experts
- 150 Start-ups

**Education + Inspiration**
- 20 Stages and Seminars
- 3 Curated Stages
- 8 Seminars

**Communication + Exchange**
- 4 Owned Channels
- 2 Future Park Stages
- 2 Work Labs

**Exposition**
- Demo Arena
- How-To Stage

**Future Park**
- CVC Conference
- World of Agencies

**World of Agencies**
- TV Studio
- Future Park
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