



The Content We Really Like

1. Our Strategy

We focus on the visitors of DMEXCO. With this in mind, we provide content that is highly relevant, up-to-date and exclusive. This content is intended to provide visitors with information, orientation, suggestions and help in preparing for the Expo and Conference in September. The blog and podcast serve as entry points into the world of DMEXCO. They create occasions for discussion and interaction. Additional high-quality content, which we offer for download, help us better understand the visitors. The entire DMEXCO community is invited to contribute and participate with corresponding content.

2. Guiding Principle

Our website dmexco.com provides orientation on the topics of digital marketing and innovation. We want to impress and inspire those interested and provide them with concrete recommendations. In this way, we can consistently prepare them both thematically and linguistically for their visit to the Expo and Conference 365 days a year. All content is consistently geared toward the visitors' interests. Our motto for DMEXCO Conference 2018 is TAKE C.A.R.E., which is an acronym for Curiosity, Action, Responsibility and Experience. The name says it all and stands for the values we represent. Each contribution has to provide our visitors added value, instead of just advertising a company. Find out more about our motto here.

3. Personae

The more closely content is tailored to the challenges and interests of the following visitor target groups (personae), the greater the probability of publication:

- Chief Marketing Officer
- Marketing Manager B2B
- Marketing Manager B2C
- (Junior) Media Planner
- Chief Digital Officer
- Business Development Manager
- E-Commerce Manager
- Sales Manager
- Head of Product

Any questions?

Please don't hesitate to contact:



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