Lead Ad: Lead Generation directly in the Inbox

The Inbox Ad is a native advertising format in the free mail accounts of our WEB.DE and GMX users. With this Inbox Ad product variant, it is possible to automatically prefill lead forms with data, thus significantly shortening the lead funnel.

Key Facts

- The lead layer opens after the user has clicked on the Inbox Ad
- Verified data quality: The registration fields are automatically filled with the user's account data and cannot be edited by the user
- No DOI (Double Opt-in) necessary, as the users are already logged into their account
- Available on desktop and mobile devices
- Available data fields*: Salutation, first and last name, postal address, e-mail address
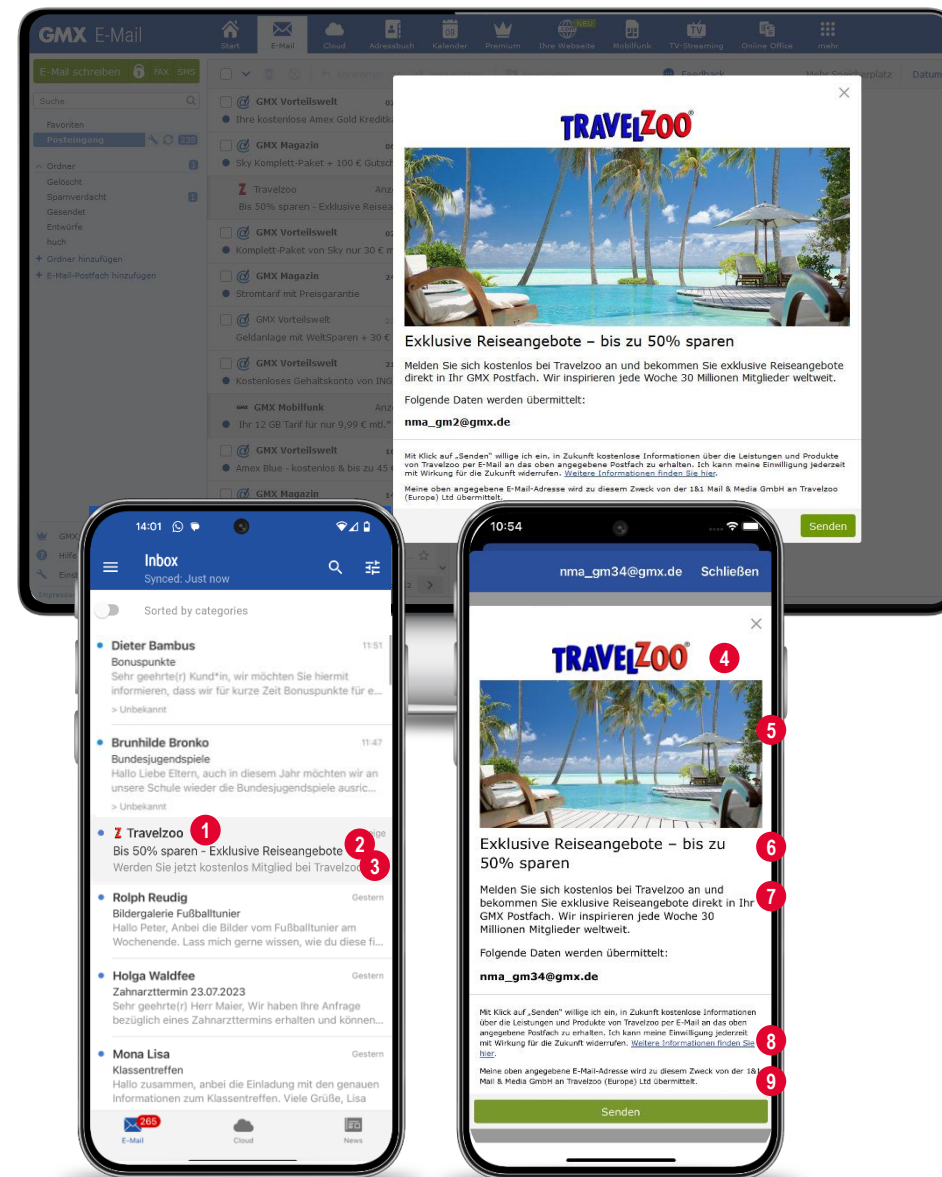
Requirements

Inbox Ad

- Logo (160 px x 160 px)   1
- Sender (e.g. brand name)
- Headline (max. 30 char.)   2
- Pre-Header (max. 50 char.)   3
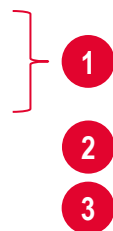
Lead Layer

- Logo: height 50 px   4
- Header image 624 px x 250 px   5
- Headline (max. 30 char.)   6
- Description (max. 168 char.)   7
- Link to your privacy policy   8
- Name of your company incl. legal form (as per impressum)   9

* Last revised: September 2023