

SPECIFICATIONS

INBOX AD



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1. Fact Sheet

The Inbox Ad is a native advertising format that naturally blends in with the inboxes of GMX and WEB.DE users. The multi-screen optimization feature allows you to use this special dialogue marketing format on mobile devices as well, boosting awareness of your offering and helping you attract more customers. Its eye-catching design attracts even more attention. Get the creative latitude you need to achieve your marketing goals with this ideal branding and performance tool.

If you have any questions, please email us:

E-Mail: emailmarketing@uim.de

Last revised: April 2024

2. Instructions for Campaign Development

1. Once you accept our offer, you will receive an order confirmation with the basic parameters of the booked campaign.

If you would like to split test multiple HTML templates and subject lines, please inform us in advance of preparing your offer. Please notify us promptly, as this will allow us to create a customized offer and schedule the split testing accordingly. Unfortunately, it is not possible for us to complete split testing on short notice.

2. In the next step, we require the ad(s) that you would like to use for the campaign. Please send all required advertising material in a ZIP file to emailmarketing@uim.de by the deadlines specified below at the latest. Please state the customer's name and the campaign name in the subject line of your email.

Ads submitted late or ones that are not in compliance with our specifications will delay the start of the campaign and may be returned for adjustments if necessary.

You need to submit the final ad material for **campaigns with HTML template or One Click campaigns** no later than **3 working days prior** to the start of the campaign.

Ad material for rich media campaigns including brochures, videos or animations need to be delivered no later than 5 working days prior to the start of the campaign.

If your campaign has special requirements (e.g. CRM targeting, split test), we require all input 10 working days prior to the start of the campaign.

3. If it is necessary to make any adjustments to the ad, we will notify you of the required changes and ask you to make these to ensure the timely start of your campaign.
4. Once we have all the required elements, we will start setting up your campaign. Prior to distribution, you will receive preview links and/or access to our GMX and WEB.DE customer inboxes. This will allow you to review and approve the campaign prior to going live.
5. Before we start distributing the ads, we need written approval from you with a confirmation that we are allowed to distribute the campaign as displayed in the inbox.

3. Product- and Booking Options

Inbox Ad	HTML Template	One Click	Brochure	Lead Ad
Big Screen	IO	IO / PIBA	IO	IO
Small Screen	IO	IO / PIBA	-	IO

4. Technical Specifications IO Booking

4.1 Notes on Ad Serving & Tracking

All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and be able to adapt to its requirements. Please refer to the [TCF 2.0 Notice](#) in this regard.

Tracking, cookies and similar technologies that process personal data must comply with the applicable data protection regulations.

4.2 Required Ad Material According to Product Options

	HTML Template		One Click		Brochure	Lead Ad
	Multi Screen				Big Screen	Multi Screen
	Big Screen	Small Screen	Big Screen	Small Screen		
Sender	x	x	x	x	x	x
Subject line (max. 30 characters)	x	x	x	x	x	x
Mobile Pre-Header (max. 50 characters)		x		x		x
HTML template (with integrated links)	x	x				
Tracking / Link	x	x	x	x	x	
Logo sized 160 x 160 px	x	x	x	x	x	x
Logo sized 300 x 300 px					x	
Corporate color as hexadecimal code					x	
PDF (with integrated links)					x	
Logo height 50 px						x
Header image sized 624 x 250 px						x
Headline (max. 34 characters)						x
Description (max. 168 characters)						x
Link to your privacy policy						x
Name of your company incl. legal form (as per impressum)						x
Consent text						x

4.2.1 Sender, Subject Line, Logo

- The sender is defined by the customer and is usually the brand name that is advertised in the promotional material.
- We recommend a **subject line** of max. 30 characters. A subject line of up to 50 characters may be used.
- Personalization is not possible in the subject line or template.
- A **Pre-Header** can be used with Small Screen campaigns (max. 50 characters).
- The customer logo must be submitted in the dimensions listed above as a PNG-file.

4.2.2 Campaigns with HTML Template

General

- The maximum static width of the Inbox Ad Big Screen is 620 px; and 360 px for Small Screen, the height may vary (Recommendation: max. 1600 px for Big Screen, max. 600 px for Small Screen).
- The template must be centered.
- It is possible to use external style sheets (CSS) for responsive ads. These should be hosted by United Internet Media.
- Template file format: HTML (it is not possible to incorporate ad tags or similar; the ad must be submitted as a physical HTML file).
- File format for image elements: JPEG, PNG, GIF.
- Hosting: To ensure that the ads are displayed correctly, it is necessary to submit the images and graphics for the template along with the (physical) HTML so the images can be hosted on United Internet Media servers. Please provide the images with relative image paths and the HTML in a ZIP file.
- Maximum HTML file size including images is 200 KB.

Permitted Elements	Prohibited Elements
<ul style="list-style-type: none"> ▪ Valid source code HTML 4.0 or later ▪ Templates with max. width for Inbox Ad Big Screen 620 px; 360 px for Small Screen ▪ Maximum template size: 200 KB 	<ul style="list-style-type: none"> ▪ Image links to overarching folders () ▪ Externally referenced Flash and Shockwave elements or script languages ▪ (Hidden) forms whose data is collected externally ▪ External fonts ▪ Dynamic content (per PHP or JavaScript). ▪ The use of short URL services (“URL Shortener”)

Mobile Campaigns (Small Screen)

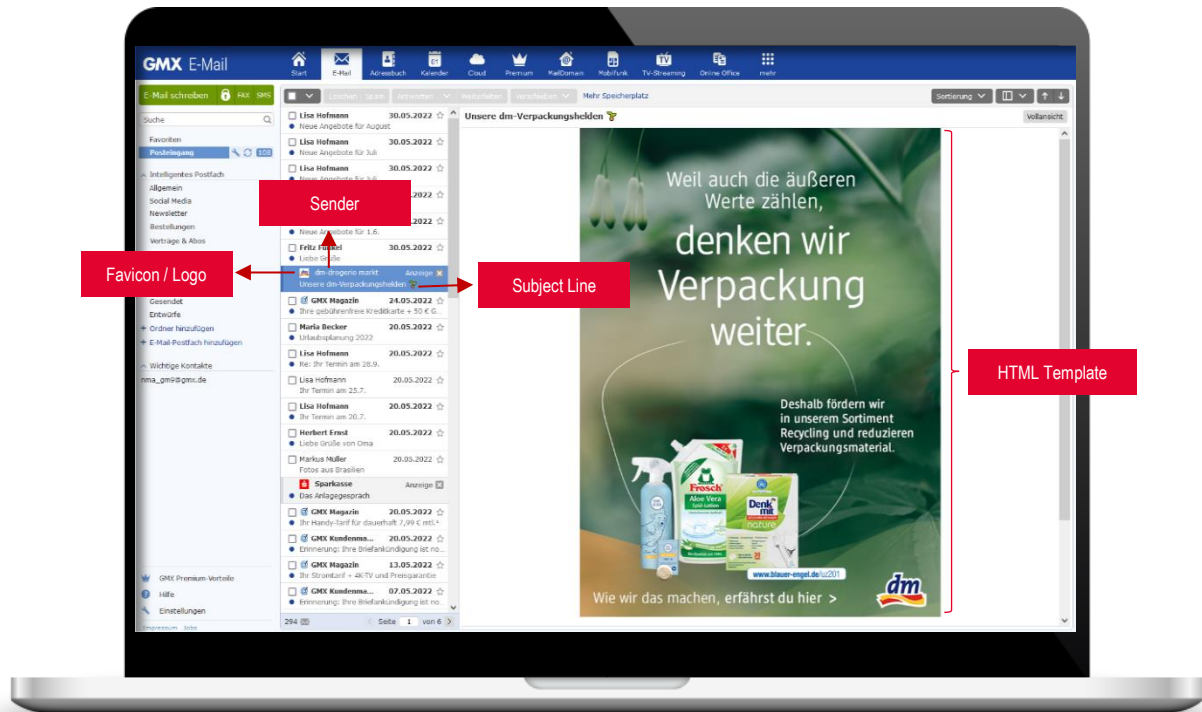
- Mobile templates must include the following meta tag:
<meta name=“viewport” content=“width=device-width, initial-scale=1.0”/>
- The maximum width is 360 px; the length may vary. We recommend a maximum length of 600 px.
- Umlauts and other special characters (e.g. “€”, “ß”, etc.) must be encoded for HTML (e.g. ö instead of ö) (UTF8 coding does not work on all mobile devices).
- Include inline styles in the HTML tags (e.g. <td style=“...”> or).
- We recommend using a short subject line (max. 30 characters) as well as large click areas at the top of the template.

Ad Serving / Tracking

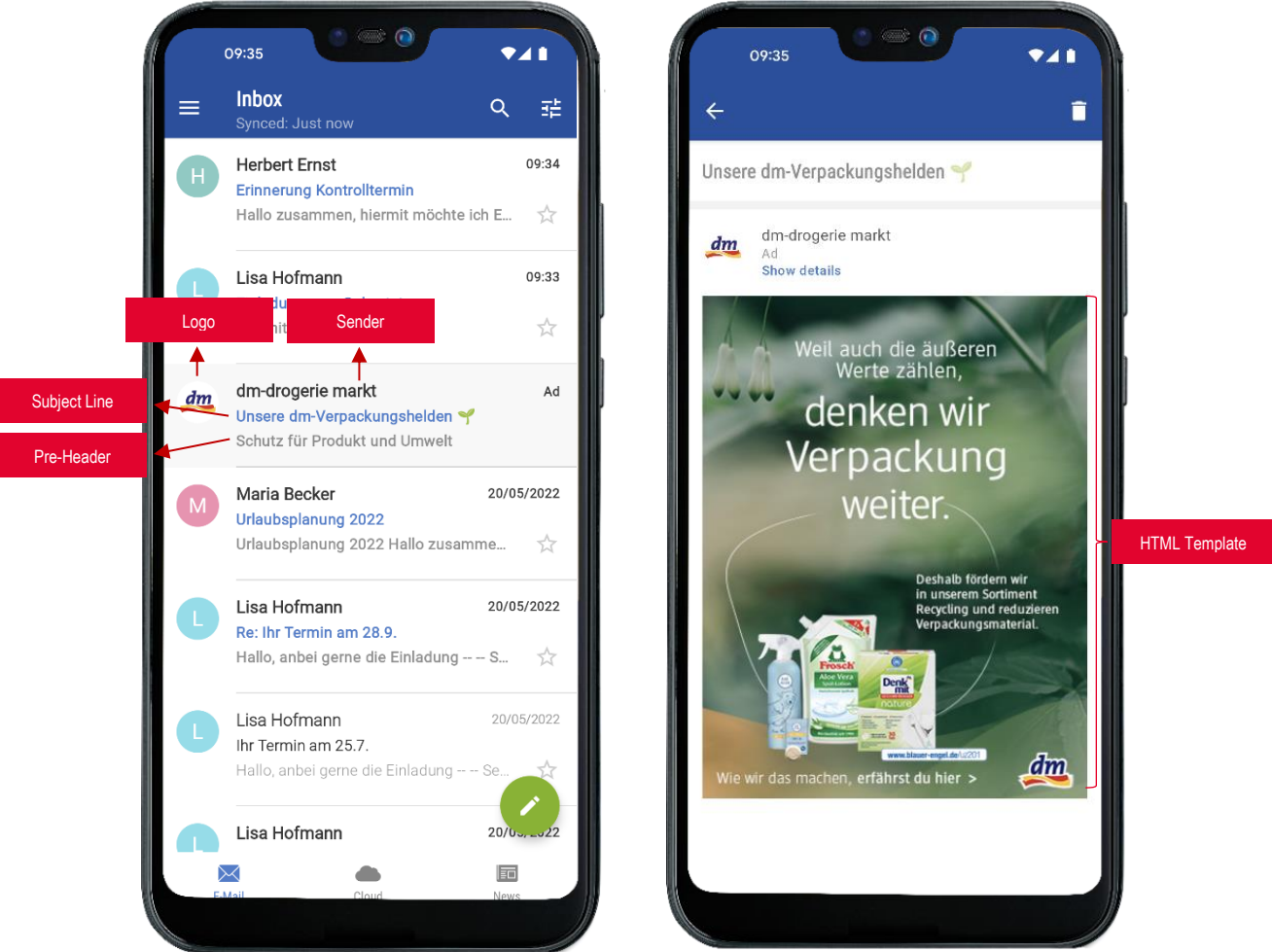
- External view pixels and click tags can be integrated in the HTML template.
- The click tags should already be integrated in the submitted HTML template.
- In special cases, United Internet Media may also be able to incorporate the links. In this case, United Internet Media requires the precise URLs to which the click tags should lead in order to incorporate them.
- View pixels should be delivered separately and will be incorporated by United Internet Media.

- It must be possible for the marketer to count clicks for redirects.
- Please note: All links need to be marked with target="_blank".

Example: Campaign Elements Big Screen



Example: Campaign Elements Small Screen

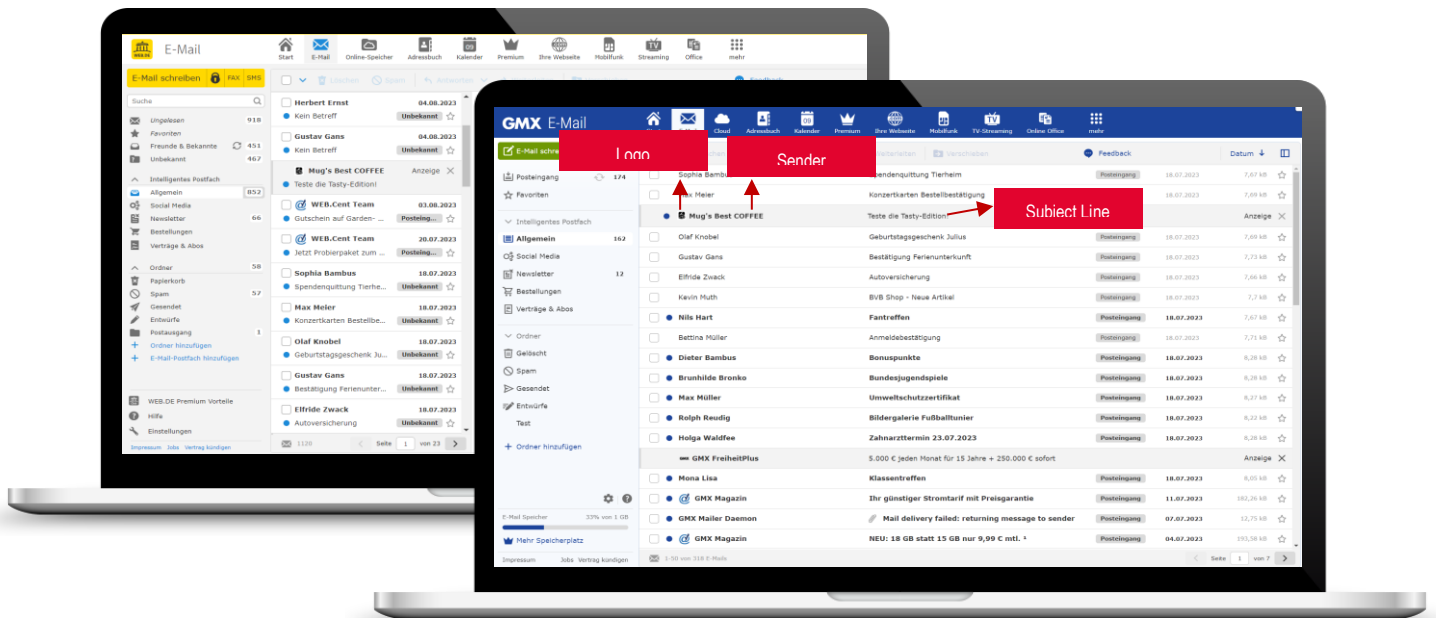


4.2.3 One Click Campaign

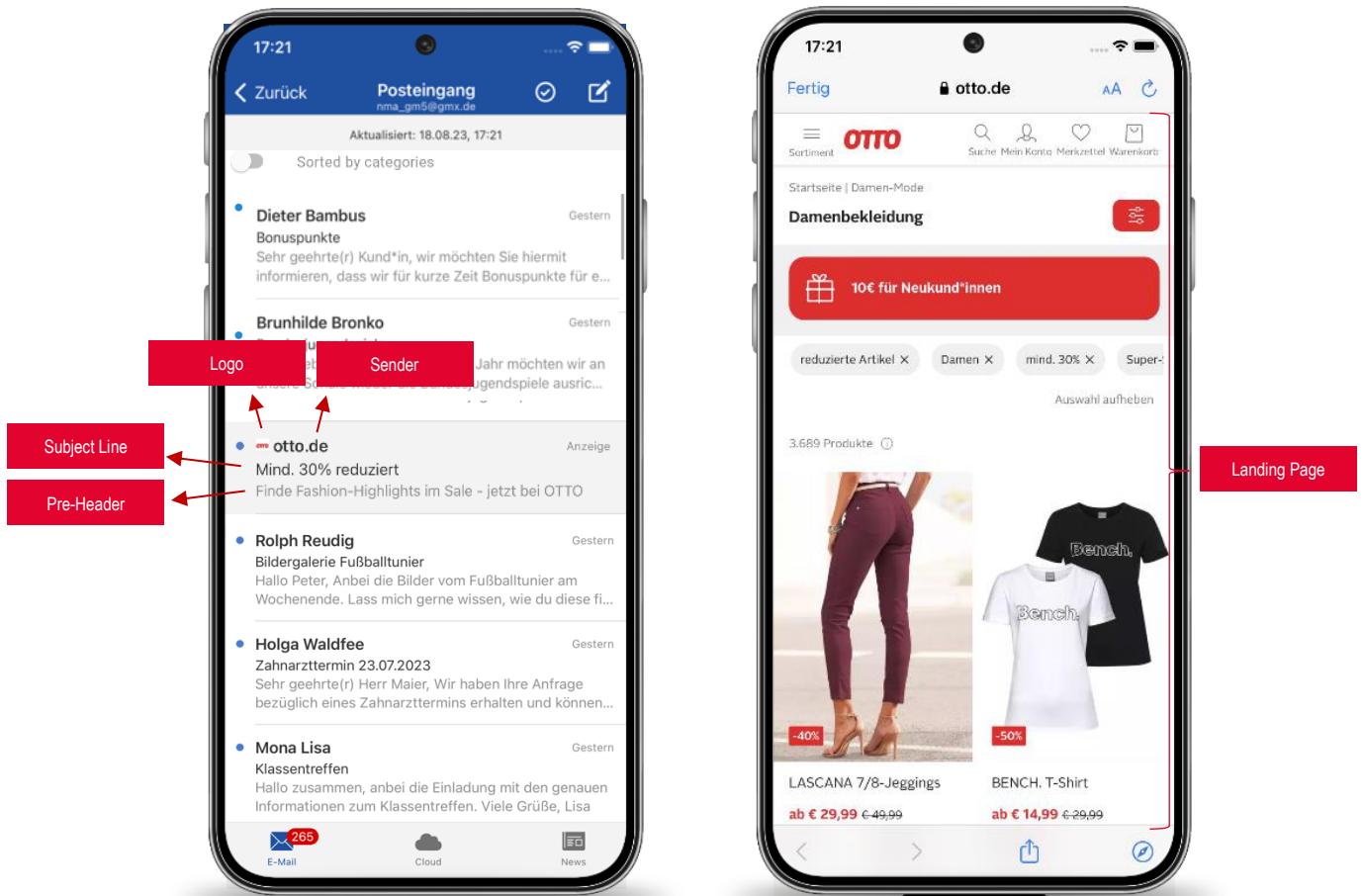
- Multi-Screen available
- Direct click-out to the landing page. The display takes place without HTML template.
- Required are:
 - Sender
 - Subject line (max. 30 characters), Mobile Pre-Header (max. 50 characters) – Small Screen only
 - Logo sized 160x160 px as PNG-file
 - Link / click tag (Please refer to the [TCF 2.0 Notice](#) in this regard.)

Example: Campaign Elements One Click

Desktop



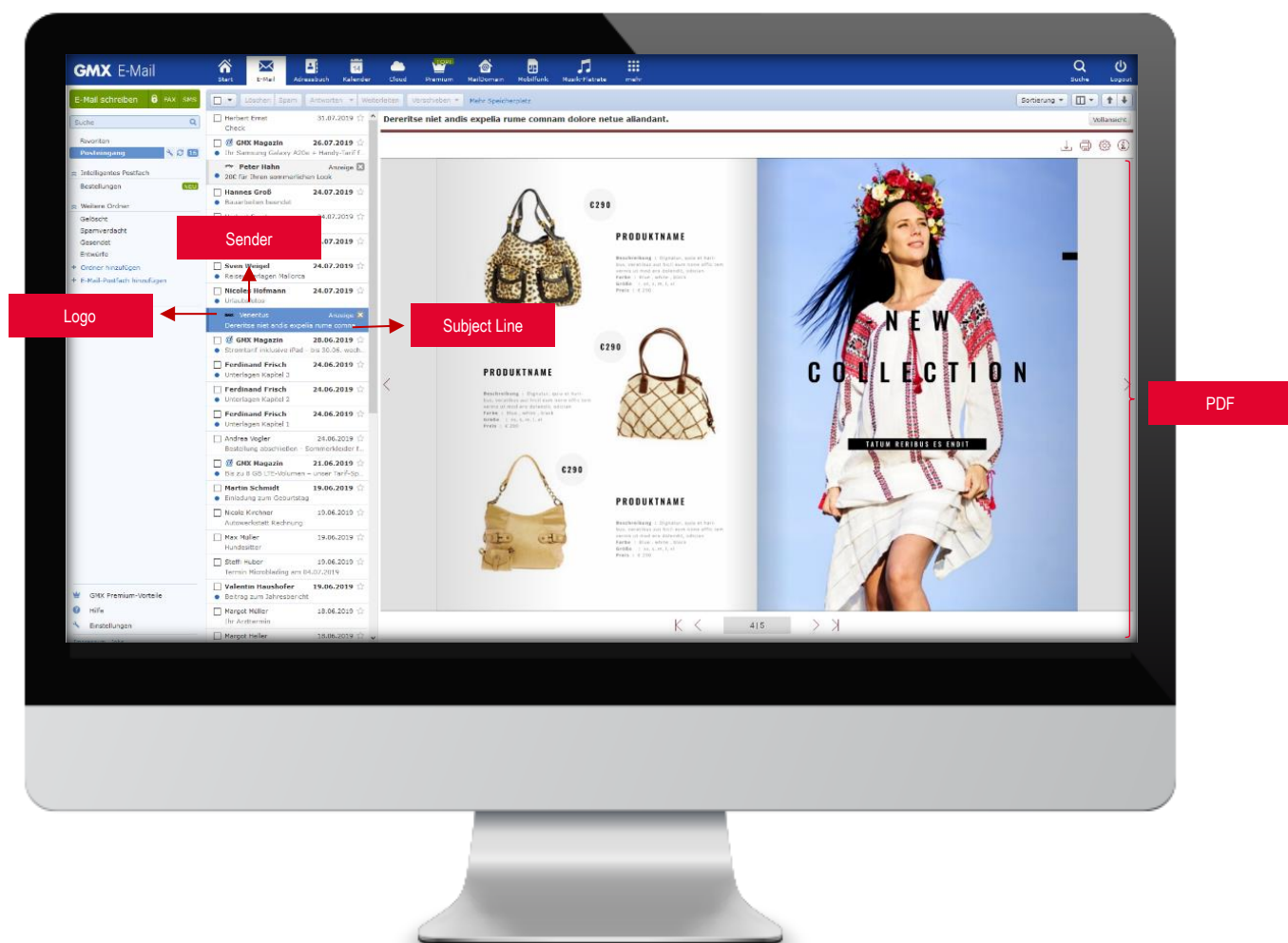
App



4.2.4 Brochure Campaign

- Big Screen only
- Required are:
 - A PDF, at least 4 pages with integrated links
 - Corporate color as hexadecimal code
 - Logo sized 300x300 px and 160x160 px as PNG-file
 - Sender
 - Subject line (max. 30 characters)
 - Optional: 1 view pixel (Please refer to the [TCF 2.0 Notice](#) in this regard.)
- Click tags must be integrated in the PDF.

Example: Campaign Elements Brochure



4.2.5 Lead Ad Campaign

- Multi Screen available
- Available data parameters: gender, surname & first name, postal address, e-mail address, phone number
- Required are:

Inbox Ad

- Sender
- Subject line (max. 30 characters), Mobile Pre-Header (max. 50 characters) – Small Screen only
- Logo sized 160x160 px as PNG-file

Lead-Layer

- Logo: height 50 px as SVG-file
- Header image 624 x 250 px as JPEG-file
- Headline (max. 34 characters)
- Description (max. 168 characters)
- Link to your privacy policy
- Name of your company incl. legal form (as per impressum)
- Consent text

Sample consent texts for the Inbox Ad product variant 'Lead Ad'

Data parameters	Use Case	Sample consent text
Gender Surname, First name E-mail address	Sending newsletters for advertising purposes, offers or prize competitions (Contact via e-mail)	<i>Mit Klick auf „Senden“ willige ich ein, in Zukunft kostenlose Informationen über die Leistungen und Produkte von [Kundenname, z.B. „ABC GmbH“] per E-Mail an obenstehendes Postfach zu erhalten. Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. Weitere Informationen finden Sie hier. [Link zur Datenschutzerklärung des Kunden] Meine oben angegebenen Daten werden zu diesem Zweck von der 1&1 Mail & Media GmbH an [Kundenname, z.B. „ABC GmbH“] übermittelt. Sind Ihre Daten nicht aktuell, können Sie diese jederzeit selbst in Ihrem Postfach aktualisieren.</i>
Gender Surname, First name E-mail address Postal address	Sending newsletters for advertising purposes, offers or prize competitions Sending print catalogs, physical test products or printed promotional materials (Contact via e-mail and by post)	<i>Mit Klick auf „Senden“ willige ich ein, in Zukunft kostenlose Informationen über die Leistungen und Produkte von [Kundenname, z.B. „ABC GmbH“] per E-Mail und postalisch an obenstehendes Postfach und Adresse zu erhalten. Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. Weitere Informationen finden Sie hier. [Link zur Datenschutzerklärung des Kunden] Meine oben angegebenen Daten werden zu diesem Zweck von der 1&1 Mail & Media GmbH an [Kundenname, z.B. „ABC GmbH“] übermittelt. Sind Ihre Daten nicht aktuell, können Sie diese jederzeit selbst in Ihrem Postfach aktualisieren.</i>
Gender Surname, First name E-mail address	Sending promotional mails incl. personal address for offers, if regional providers are available	<i>Mit Klick auf „Senden“ willige ich ein, in Zukunft kostenlose Informationen über die Leistungen und Produkte von [Kundenname, z.B. „ABC GmbH“] per E-Mail an obenstehendes Postfach zu erhalten. Zur Prüfung, ob Anbieter in meiner Region vertreten sind, stimme ich der</i>

ZIP code City	(Contact via e-mail)	Übermittlung meiner Postleitzahl und meines Wohnortes zu. Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. Weitere Informationen finden Sie hier . [Link zur Datenschutzerklärung des Kunden] Meine oben angegebenen Daten werden zu diesem Zweck von der 1&1 Mail & Media GmbH an [Kundenname, z.B. „ABC GmbH“] übermittelt. Sind Ihre Daten nicht aktuell, können Sie diese jederzeit selbst in Ihrem Postfach aktualisieren.
Gender Surname, First name E-Mail address ZIP code	Sending promotional mails incl. personal address for suitable offers that vary from region to region (Contact via e-mail)	Mit Klick auf „Senden“ willige ich ein, in Zukunft kostenlose Informationen über die Leistungen und Produkte von [Kundenname, z.B. „ABC GmbH“] per E-Mail an obenstehendes Postfach zu erhalten. Die Angebote von [Kundenname, z.B. „ABC GmbH“] sind regional unterschiedlich und damit mir die für meine Region passenden Angebote unterbreitet werden können, stimme ich der Übermittlung meiner Postleitzahl zu. Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. Weitere Informationen finden Sie hier . [Link zur Datenschutzerklärung des Kunden] Meine oben angegebenen Daten werden zu diesem Zweck von der 1&1 Mail & Media GmbH an [Kundenname, z.B. „ABC GmbH“] übermittelt. Sind Ihre Daten nicht aktuell, können Sie diese jederzeit selbst in Ihrem Postfach aktualisieren.
Gender Surname, First name E-mail address Phone number	Sending promotional mails for offers and services Non-binding telephone call to arrange a consultation appointment (e.g. test drive) or to specify the offer (e.g. size of a roof in order to make an offer for a solar system) (Contact via e-mail and by telephone call)	Mit Klick auf „Daten und Telefonnummer senden“ willige ich ein, in Zukunft kostenlose Informationen über die Leistungen und Produkte von [Kundenname, z.B. „ABC GmbH“] per E-Mail an obenstehendes Postfach zu erhalten. Die [Kundenname, z.B. „ABC GmbH“] darf mich vorab unverbindlich unter meiner obenstehenden Mobilfunknummer zur Vereinbarung eines Beratungstermins bzw. zur Konkretisierung des Angebots kontaktieren. Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. Weitere Informationen finden Sie hier . [Link zur Datenschutzerklärung des Kunden] Meine oben angegebenen Daten werden zu diesem Zweck von der 1&1 Mail & Media GmbH an [Kundenname, z.B. „ABC GmbH“] übermittelt. Sind Ihre Daten nicht aktuell, können Sie diese jederzeit selbst in Ihrem Postfach aktualisieren.
Gender Surname, First name E-mail address Postal address Phone number	Sending promotional mails for offers and services Sending print catalogs, physical test products or printed promotional materials Non-binding telephone call to arrange a consultation appointment (e.g. test drive) (Contact via e-mail, by post and by telephone call)	Mit Klick auf „Daten und Telefonnummer senden“ willige ich ein, in Zukunft kostenlose Informationen über die Leistungen und Produkte von [Kundenname, z.B. „ABC GmbH“] per E-Mail und postalisch an obenstehendes Postfach und Adresse zu erhalten. Die [Kundenname, z.B. „ABC GmbH“] darf mich vorab unverbindlich unter meiner obenstehenden Mobilfunknummer zur Vereinbarung eines Beratungstermins bzw. zur Konkretisierung des Angebots kontaktieren. Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. Weitere Informationen finden Sie hier . [Link zur Datenschutzerklärung des Kunden] Meine oben angegebenen Daten werden zu diesem Zweck von der 1&1 Mail & Media GmbH an [Kundenname, z.B. „ABC GmbH“] übermittelt. Sind Ihre Daten nicht aktuell, können Sie diese jederzeit selbst in Ihrem Postfach aktualisieren.

As an alternative to the suggested consent texts, a customer-specific text (*// Kundenindividueller Einwilligungstext //*) can be used (text only, no links, mailto links, etc.).

// Kundenindividueller Einwilligungstext //

Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. Weitere Informationen finden Sie hier [Link zur Datenschutzerklärung des Kunden]. Meine oben angegebenen Daten werden zu diesem Zweck von der 1&1 Mail & Media GmbH an [Kundenname, z.B. „ABC GmbH“] übermittelt. Sind die Daten nicht aktuell, können Sie diese jederzeit selbst in Ihrem Postfach aktualisieren.

Example: Campaign Elements Lead Ad

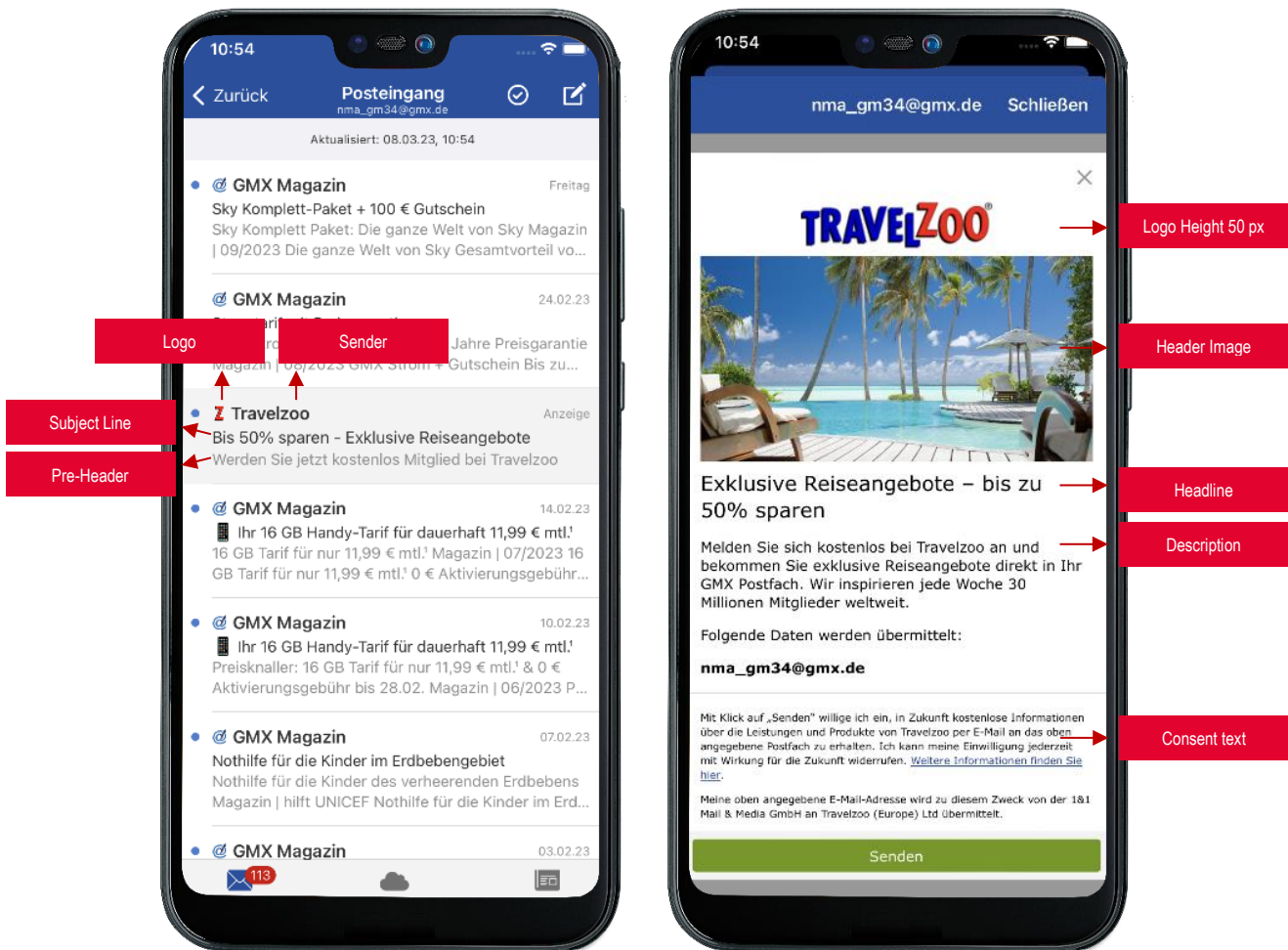
Desktop

The image shows a desktop monitor displaying a GMX email client interface. A lead advertisement for Travelzoo is open, featuring a tropical beach scene. Red callout boxes with arrows point to specific elements of the ad and the email interface:

- Sender:** Points to the 'Travelzoo' sender information in the email list.
- Logo:** Points to the Travelzoo logo in the top left of the ad.
- Subject Line:** Points to the headline 'Exklusive Reiseangebote - bis zu 50% sparen'.
- Logo Height 50px:** Points to the height of the Travelzoo logo.
- Header Image:** Points to the tropical beach background image.
- Headline:** Points to the main offer text 'Exklusive Reiseangebote - bis zu 50% sparen'.
- Description:** Points to the descriptive text about signing up for exclusive offers.
- Consent text:** Points to the legal disclaimer text at the bottom of the ad.

The ad content includes the Travelzoo logo, a header image of a tropical beach, the headline 'Exklusive Reiseangebote - bis zu 50% sparen', a description: 'Melden Sie sich kostenlos bei Travelzoo an und bekommen Sie exklusive Reiseangebote direkt in Ihr GMX Postfach. Wir inspirieren jede Woche 30 Millionen Mitglieder weltweit.', the email address 'nma_gm2@gmx.de', and a consent text: 'Mit Klick auf „Senden“ willige ich ein, in Zukunft kostenlose Informationen über die Leistungen und Produkte von Travelzoo per E-Mail an das oben angegebene Postfach zu erhalten. Ich kann meine Einwilligung jederzeit mit Wirkung für die Zukunft widerrufen. [Wichtige Informationen finden Sie hier.](#) Meine oben angegebene E-Mail-Adresse wird zu diesem Zweck von der 1&1 Mail & Media GmbH an Travelzoo (Europe) Ltd übermittelt.'

App



4.2.6 Video Integration

- Submit digital source material in the best-possible format. For ideal image quality, the submitted raw file should have a resolution of at least 720x576 px to 1920x1080 px.
- We accept the following formats: OGG, MP4. The files may not be protected with DRM.
- Please submit a fallback graphic in addition to the video file. This needs to have the same dimensions as the video.
- United Internet Media is responsible for encoding.

4.2.7 Miscellaneous

- When creating your ad, please consult the [General Guidelines](#) of United Internet Media GmbH.
- United Internet media is authorised to interrupt campaigns temporarily or permanently if they generate responses that are too strong or negatively impact the use of the pages.
- All content is to be reviewed in advance to ensure its compliance with all regulations governing the legal protection of children and young people. United Internet Media reserves the right to limit access/sending times of the ad in line with any relevant age restrictions, or reject the motif entirely.
- The display may be subject to technical, time-related and operational variations. We generally attempt to distribute the booked volume evenly over the duration of the campaign.
- An ad impression for the Inbox Ad means that the subject line is displayed in the user's inbox. The view or tracking pixels are incorporated in the HTML template and count the number of times the template is called up.
- Social media buttons that interact directly with the social media platform (e.g. "Like" button on Facebook) are not allowed. It is possible to include a link to the customer's Facebook page, however.

5. Deal Creation Process Programmatic Inbox Ad (PIBA)

Creating Deals

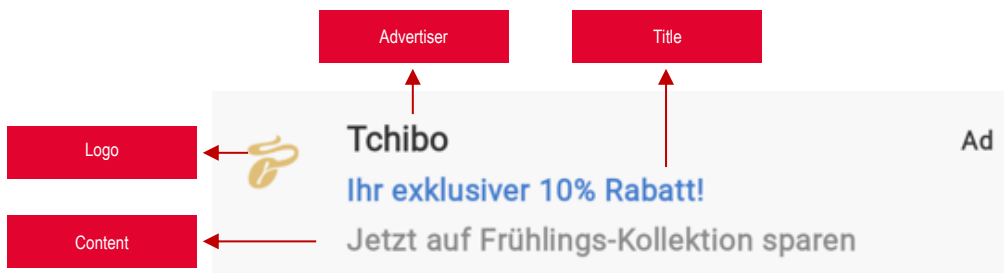
After creating the deal, the buyer is invited by the corresponding DSP - he also receives the deal ID from the respective customer advisor/contact person.

UIM requires:

- The explicit naming of the Buyer Seat (DSP name, for example Adform Group)
- The associated Seat ID (for example 899107580)

Ad material:

- Advertiser – 25 characters
- Title – 25 characters
- Content – 90 characters
- Logo – 100x100 px
- Call to Action – 15 characters (optional)
- Image format 1200x627



6. FAQs

Question	Answer
What advertising materials do we need to submit?	Please send all ad materials (see 4.2) by the stated deadlines (see 2.) as ZIP-file to emailmarketing@uim.de
What elements does the Inbox Ad include?	See 4.2
What targeting attributes are possible?	You can use all target audience attributes available in United Internet Media's TGP targeting technology. You can find the attributes here . Please contact your responsible Key Account Manager for information on other targeting options.
Is it possible to display the Inbox Ad to either desktop or mobile screens?	With the Inbox Ad, you can decide whether or not the campaign should appear on only desktop screens, on only mobile screens, or on both. Part 4.3.2 contains the specifications for Small Screen ads, which are slightly different from the Big Screen specifications.
Auf welchen Portalen wird die Inbox Ad ausgespielt?	The Inbox Ad is displayed on GMX und WEB.DE.
Is it possible to use rich media elements?	You can use rich media elements like order forms, videos, animation and brochures in the HTML template for the Inbox Ad. However, the Inbox Ad for mobile devices can only include videos.
What is the customer able to track?	In the case of the Inbox Ad, the insertion of the subject line is referred to as ad impression. Advertisers can measure these ad impressions by using view pixels (Required: compliance with TCF 2.0). Another view pixel can be built into the HTML template. This HTML opens after the click on the subject line and measures the openings. The GMX and WEB.DE portals are not tracked individually.

Any questions?

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If you have any questions, please contact our team:

Inbox Marketing

✉ E-Mail: emailmarketing@uim.de