

PROGRAMMATIC ADVERTISING

@ United Internet Media

united
internet
media



**PROGRAMMATIC ADVERTISING
QUALITY ISSUES AND
SOLUTIONS OFFERED BY
UNITED INTERNET MEDIA**



United Internet Media Quality in Programmatic Advertising

1. **Transparency**
URL transfer

2. **Brand Safety**
No implementation on dubious properties

3. **Targeting**
High-quality targeting demand continues

4. **Viewability**
50/1 is the market standard recommended by BVDW/MRC

5. **Ad Fraud**
Illegal Bot-Traffic

United Internet Media

Implementation exclusively on United Internet portals
→ No blind network!

Trustable content on our portals WEB.DE/GMX/1&1 and IAB Authorized Digital Seller *

United Internet Media TGP Quality Targeting is also available for Programmatic deals

Viewability Rates of United Internet portals are above market average

Use of Spider & Bot-Lists
BOT ratio at United Internet Media < 1%

*IAB Authorized Digital Sellers: A project to increase transparency in the programmatic advertising ecosystem. ads.txt stands for Authorized Digital Sellers and is a simple, flexible and secure method that publishers and distributors can use to publicly declare the companies they authorize to sell their digital inventory. Public record can be crawled by publishers and platforms allowing brands to have confidence they are buying authentic publisher inventory.

UNITED INTERNET MEDIA PROGRAMMATIC ADVERTISING BENEFITS



Quality Targeting Enhances Reach Across All Screens

Data



First-Party-Data
Most varied and deepest data base



Performance



Proved accuracy
with significant increase in
advertising appeal

Technology



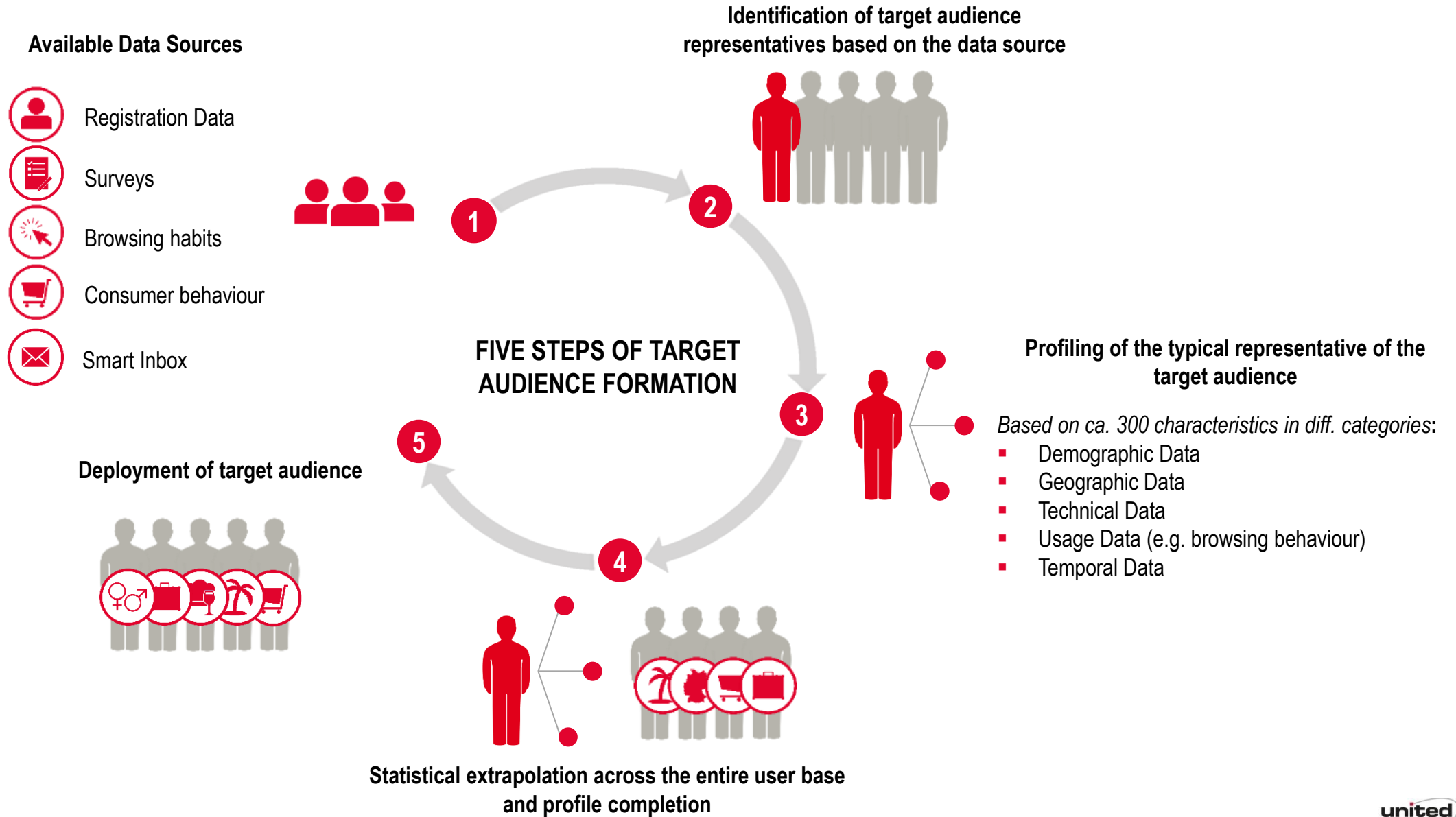
Patented prediction technology
Expertise since 2004

Portfolio



Individual opportunities to combine
Multi Screen Targeting

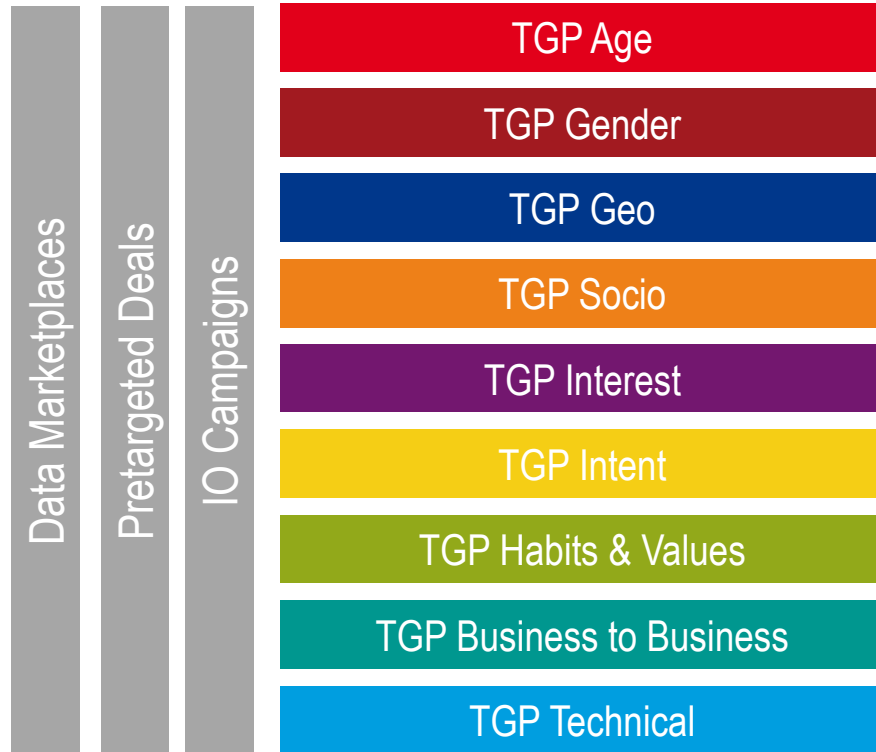
Target Audience Formation



TGP Audiences & Targeting Solutions: Our Product Pillars to reach Your Desired Audience



1st Party Data Audiences (Vordefinierte TGP-Zielgruppen)

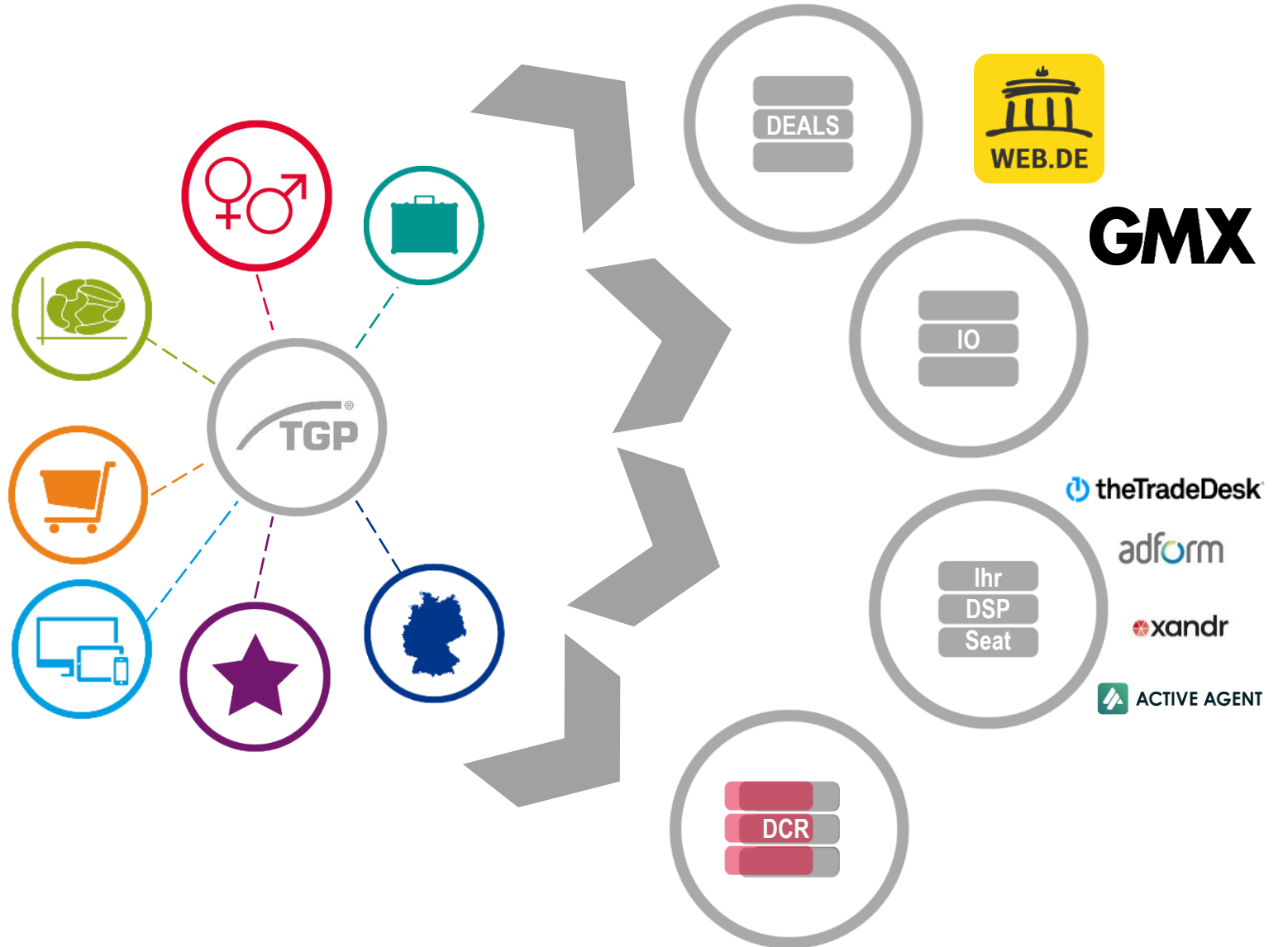


Targeting Solutions (Individuelle Lösungen)

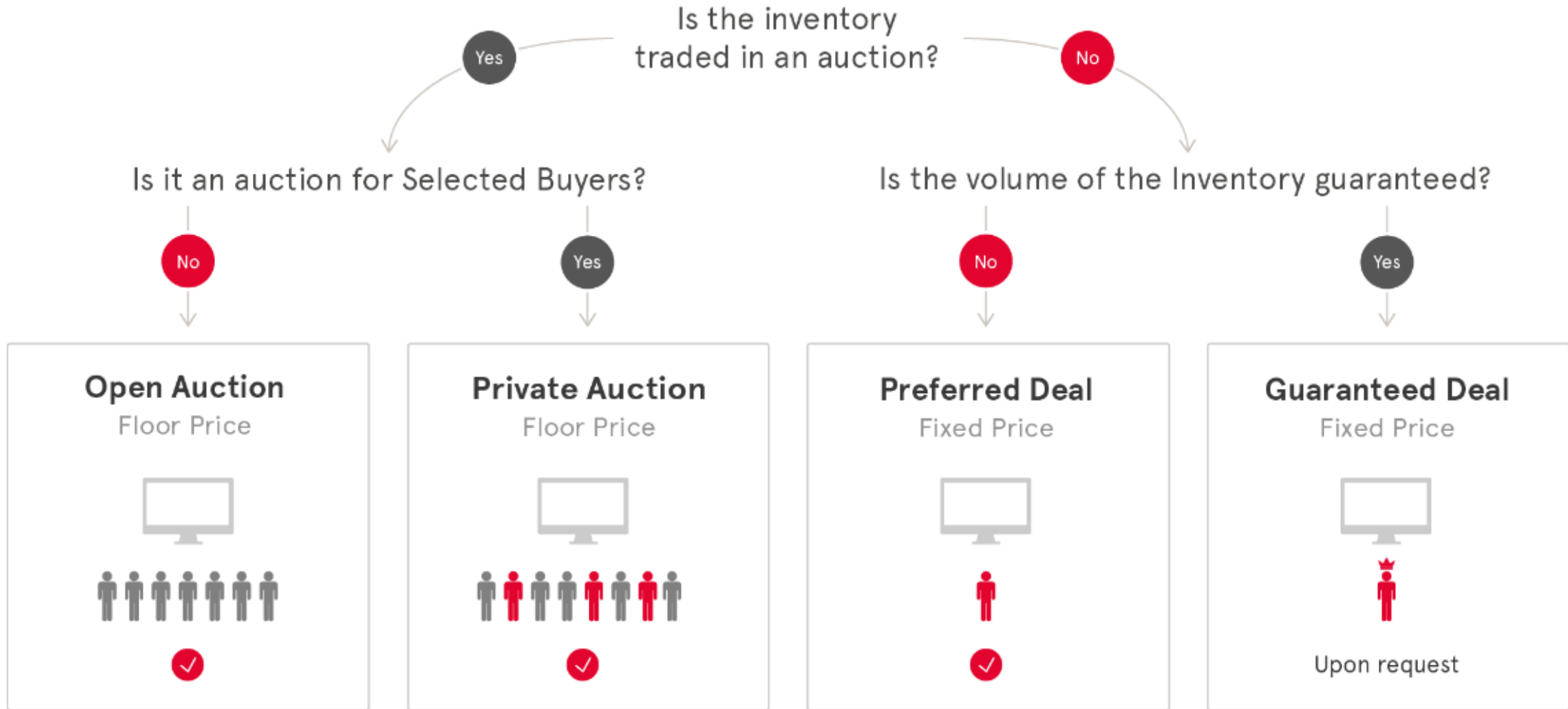


Pretargeted Deals, IO or data segment in your DSP: First-Party-Data-Alternatives in the Post-Cookie-Era

- TGP Age
- TGP Gender
- TGP Geo
- TGP Socio
- TGP Interest
- TGP Intent
- TGP Habits & Values
- TGP Business to Business
- TGP Technical



Different Types of Programmatic Advertising



PROGRAMMATIC EVERYWHERE

| Homepage | | Mailbereich | | Logout | | Magazine | | MEW (inkl. Newstab) | | App | |
|------------------------------------|---|-------------|---|---------------------------|---|---------------------------------------|---|---------------------------------------|---|-----------------------|---|
| Billboard | ✓ | Superbanner | ✓ | Billboard | ✓ | Superbanner | ✓ | 4:1/6:1 Mobile Banner | ✓ | 4:1/6:1 Mobile Banner | ✓ |
| Medium Rectangle | ✓ | Wide Sky | ✓ | Medium Rectangle | ✓ | Medium Rectangle | ✓ | 2:1 Mobile Banner | ✓ | Inbox Ad | ✓ |
| Halfpage Ad (Sitebar Konstrukt) | ✓ | Halfpage Ad | ✓ | Halfpage Ad | ✓ | Halfpage Ad | ✓ | 1:1 Mobile Banner | ✓ | | |
| Sitebar | ✓ | Sitebar | ✓ | Sitebar | ✓ | Sitebar | ✓ | Medium Rectangle | ✓ | | |
| Halfpage Ad (WBL) | ✓ | Inbox Ad | ✓ | Halfpage Ad (WBL) | ✓ | Halfpage Ad (WBL) | ✓ | Carousel Ad | ✓ | | |
| Native Teaser | ✓ | | | Native Teaser | ✓ | Native Teaser | ✓ | Native Teaser | ✓ | | |
| InPage Video (MedRec) | ✓ | | | InPage Video (Med Rec) | ✓ | Instream Video (PreRoll/ PostRoll) | ✓ | Instream Video (PreRoll/ PostRoll) | ✓ | | |
| Events (Sonderformat) | ⊗ | | | Wide Sky | ✓ | Wide Sky | ✓ | InText Video Ad | ✓ | | |
| | | | | Maxi Ad | ✓ | | | Understitial | ✓ | | |

General Remarks on Brand Safety at United Internet Media



Special requirements concerning the user's inbox

- Both E-Mail providers WEB.DE and GMX are part of the action group „E-Mail Made in Germany“ and are therefore subject to strict safety requirements in order to protect the privacy of mail users.
- One of the safety measures is the detachment of promotional content within the user's inbox and secondary folders as well as the use of a dereferer.
- A dereferer is used to hide the information of the original referer, in detail the initially requested website. This prohibits scripts within the advertising material from gaining access to sensible data within the inbox and secondary folders as well as from reading or manipulating them.
- **The use of brand safety tools for programmatic buying is based on reading the page referers.**
- Within the user's personal inbox these tools can for the reason mentioned above not read the actual referer and block these surroundings.

What measures have to be taken?

As a result to these settings, advertisers must not only add WEB.DE and GMX to their whitelists but also these domains in order to use the full range of WEB.DE and GMX programmatically:

3c.gmx.net
3c.web.de
3c-bap.gmx.net
3c-bap.web.de
bap.navigator.gmx.net
bap.navigator.web.de
dl.1und1.de
dl.gmx.at
dl.gmx.ch
dl.gmx.net

dl.web.de
dl-preview.web.de
gmx.net
home.1und1.de
mailderef.gmx.net
mailderef.web.de
mobilemailderef.gmx.net
mobilemailderef.web.de
navigator.gmx.net
navigator.web.de

These are the dereferer of WEB.DE and GMX used in both, stationary and mobile inbox.

Contact our Specialists

www.united-internet-media.de
RTA@united-internet-media.de

Brand Portfolio

GMX



mail.com



Das Örtliche

Gelbe Seiten