

# 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



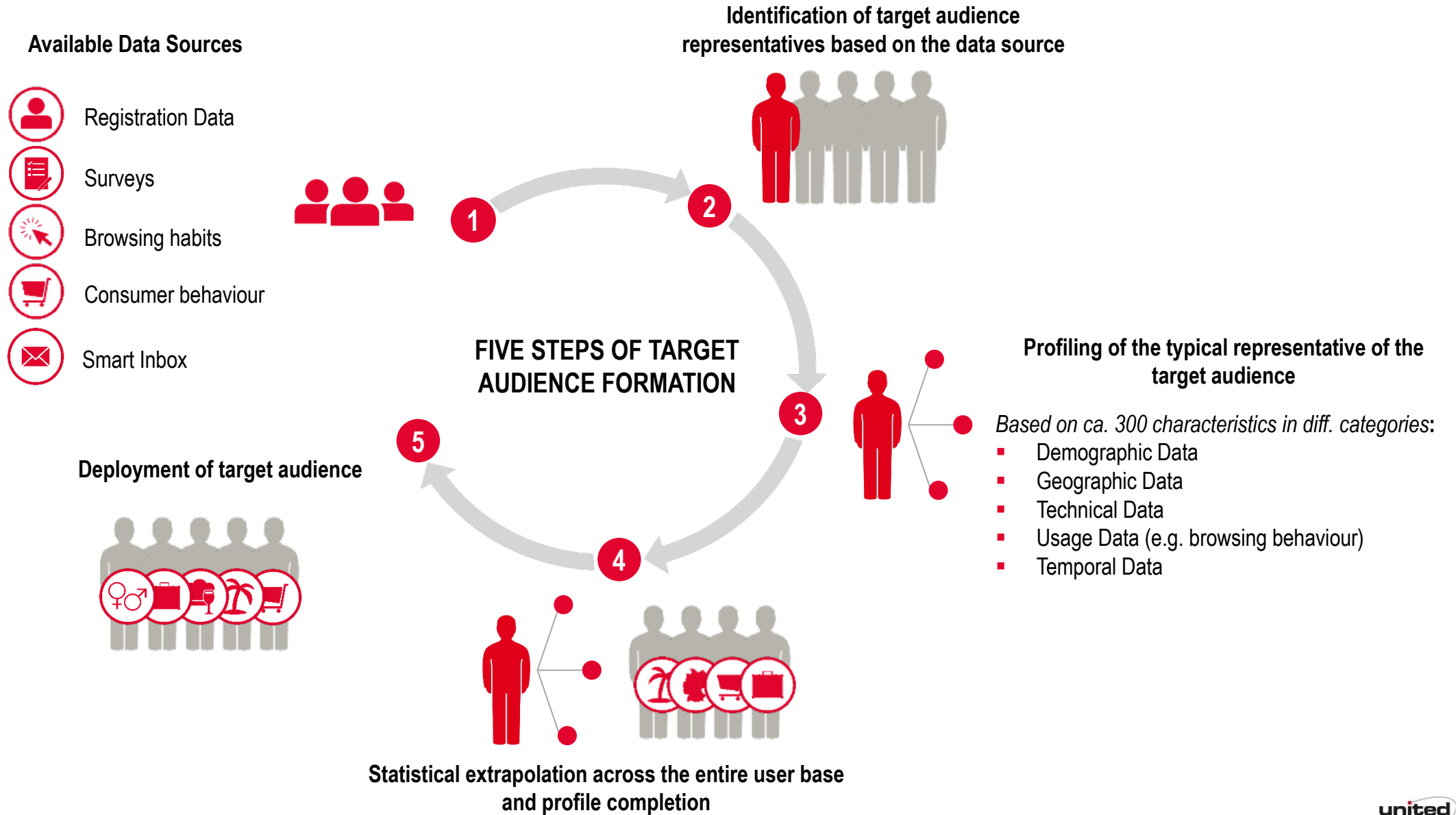
Patented prediction technology  
Expertise since 2004

## Portfolio



Individual opportunities to combine  
Multi Screen Targeting

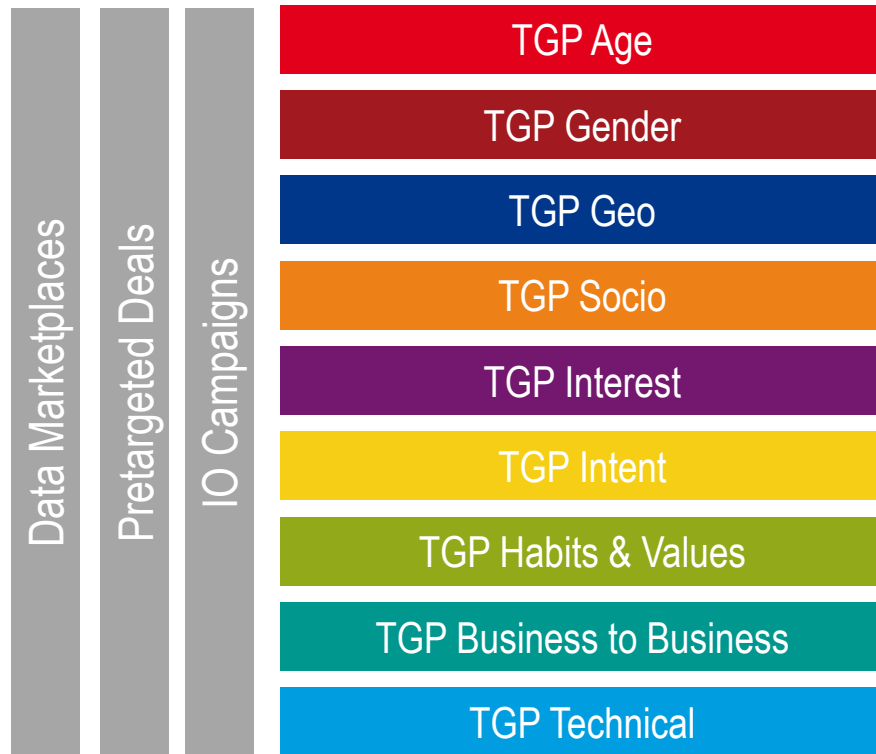
# Target Audience Formation



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



## 1st Party Data Audiences (Vordefinierte TGP-Zielgruppen)

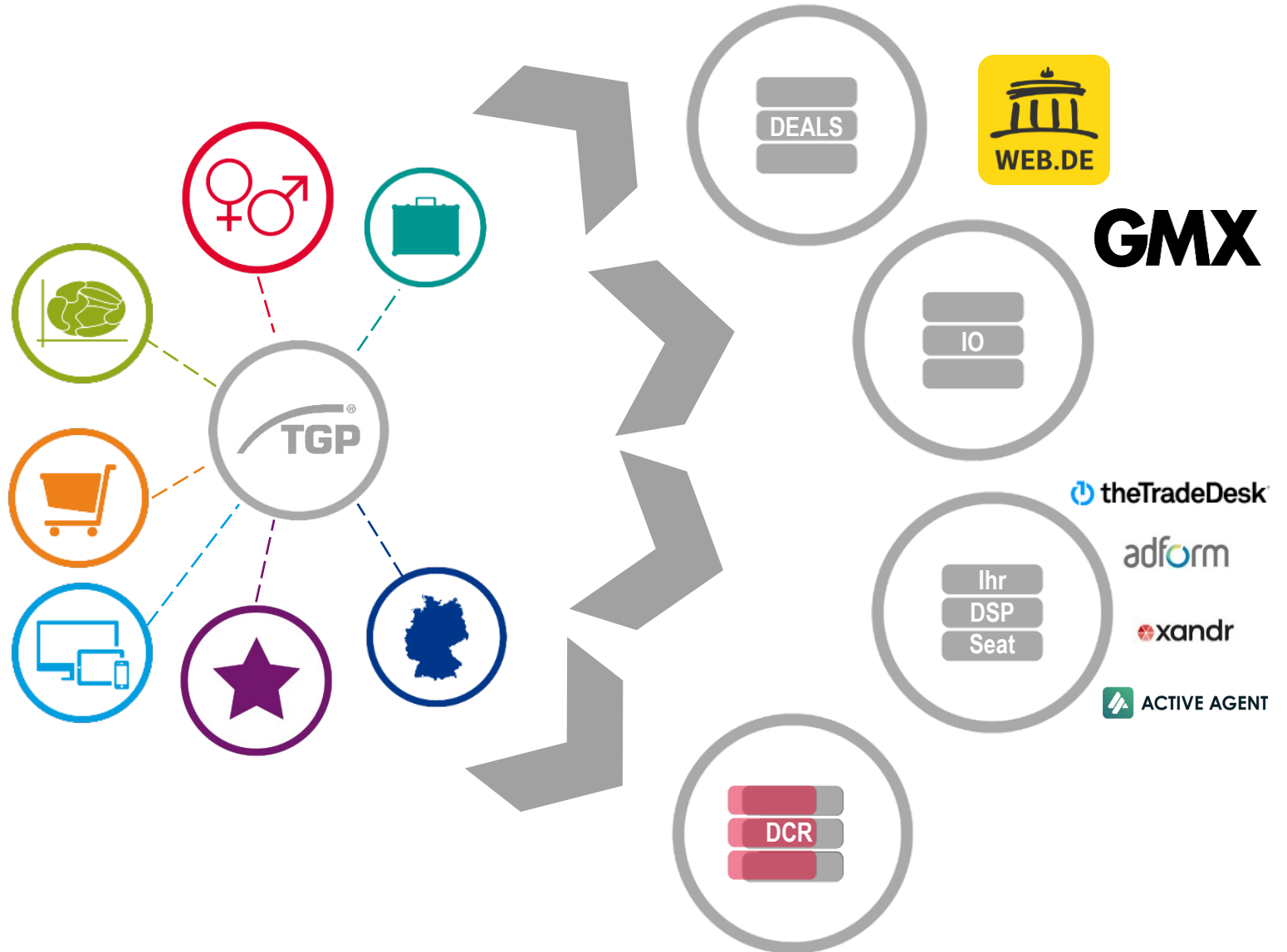


## Targeting Solutions (Individuelle Lösungen)



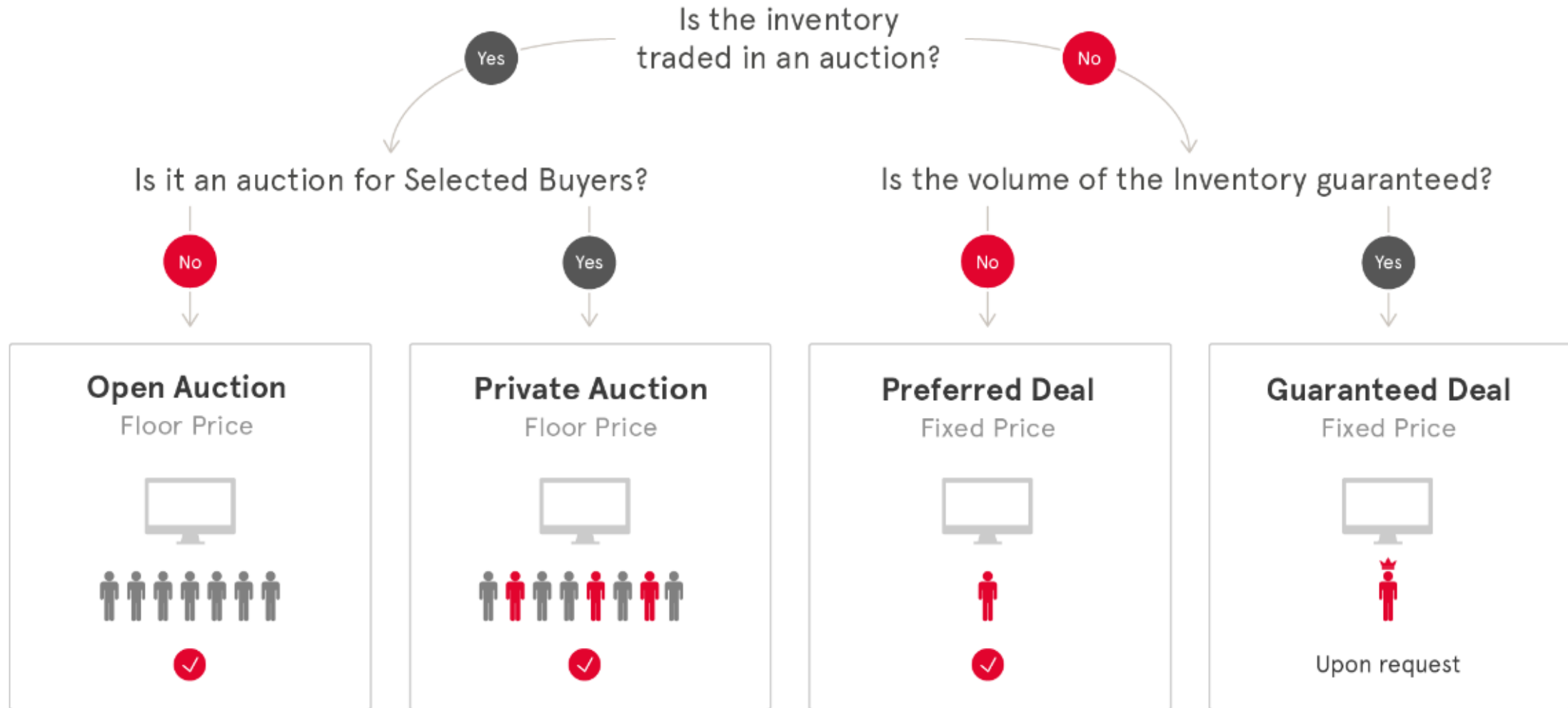
# Pretargeted Deals, IO or data segment in your DSP: First-Party-Data-Alternatives in the Post-Cookie-Era

- 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](http://www.united-internet-media.de)  
[RTA@united-internet-media.de](mailto:RTA@united-internet-media.de)

### Brand Portfolio

**GMX**



**m**ail.com



Das Örtliche

**Gelbe Seiten**