How to Pinpoint German B2B & Financial Decision-Makers

March 2020
The Challenge

The German trade media market is highly fragmented:

- 4,000 trade media & journals
- 400 trade media groups

Many websites of trade media do not use professional adserving systems based on CPM

How to reach high profile target groups in specific or across many industry verticals efficiently?

How to find trusted media brands?

The Solution

Cut through the djungle of German trade media by using businessAD channels Business & Finance and Mittelstand!
Your One-Stop-Shop for Financial and B2B Online Media
The businessAD portfolio covers Germany, Austria and Switzerland

- businessAD is the online **B2B & Finance Specialist** in the Ströer Group

- The Ströer Group is the biggest media sales house for Digital & Outdoor in Germany, ranking overall only after the two biggest TV sales houses

- businessAD’s portfolio is composed of highly-targeted B2B trade media and specialist financial portals, e.g. from SpringerNature, Wolters Kluwer, the German Stock Exchange and other leading German trade media groups

- businessAD covers more **30 B2B verticals** and is hence your one-stop-shop to target B2B decision-makers in general as well as in particular industry segments, e.g. IT, industry, logistics, medical.

- businessAD covers Display – Native – Newsletters - Mobile – Video – Targeting – Audience and facilitates Programmatic PMP
How to Reduce Waste Coverage

Why the businessAD approach works for you

- We have a reputation of only including high-quality media in our channels and are a preferred partner of all German media networks

- We do not have a blind portfolio. If you book particular sites, your campaign runs on them – full stop.

- Websites of mainstream German business media focus too much on news and attract too many non-business users

- The business decision-maker community counts between 3 to 8 million unique users depending on definition; the real financial community has less than 1 M users, of which 20% are institutional investors.

- The businessAD Channels boast the highest affinities in these target group according to the German Online Research Board AGOF, reducing waste coverage significantly
We Belong to STRÖER SE, Market Leader for Outdoor and Digital Advertising

Corporate structure Ströer SE | Revenue 2018: 1.6 bn €

Conceptual Sales – B2B – B2C – Video – Mobile - Content
Revenue: approx. 350 m € - 50+ m Unique User AGOF
Digital Revenue + Content Group: 567 m €
We Work for Leading Trade Media Publishing Groups
We have access to a wealth of decision-maker target groups
B2B and Stock Market Portals are at the Core of Our Business

businessAD B2B and B2C Channels

<table>
<thead>
<tr>
<th>Mittelstand</th>
<th>Business &amp; Finance</th>
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<tr>
<td><strong>B2B</strong></td>
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<td>Page Impressions</td>
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<td>150 M</td>
<td>55 M</td>
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<td>Visits</td>
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<th>Education &amp; Career</th>
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<td><strong>B2C</strong></td>
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<td>Page Impressions</td>
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<td>7 M</td>
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The term **Mittelstand** commonly refers to small and medium-sized companies in Germany which account for more than 90% of the country’s workforce and economic power.

Nonetheless, even big companies claim to be part of the Mittelstand due to its positive connotation. The term has become a synonym for business as well as a common media agency term for a business decision-maker target group.
150+ renowned B2B Portals from Leading Trade Media Groups

Partner portals | Channel Mittelstand

Mittelstand

Page Impressions

150 MIO.

Visits

70 MIO.

Uniques

25 MIO.
150+ renowned B2B Portals from Leading Trade Media Groups

Partner portals | Channel Mittelstand

- Entrepreneurs
- Founders
- Corporate Fleet
- Free professions
- Craftsmen
- IT-Professionals
- […]
Established Stock Market Portals are our Partners

Decision-Maker Portfolio | Channel Business & Finance

- Private Investors
- Financial Advisors
- Investors
- Business Travellers
- High Household Net Income
- Institutional Investors

Business & Finance

Page Impressions
- 55 M
- 16 M

Visits
- 16 M
- 4 M

Unique User
Our USP - Pinpointing Target Groups Thanks to our B2B Segmentation

With businessAD you reach out into all industry verticals

- FARMING
- CONSTRUCTION
- ENERGY & ENVIRONMENT
- LEGAL & FINANCE
- FREE PROFESSIONS
- LARGE COMPANIES
- DIGITAL BUSINESS
- CORPORATE FINANCE
- START-UPS
- RETAIL & eCommerce
- CRAFT
- HOTEL & CATERING
- INDUSTRY
- INFORMATION TECHNOLOGY
- REGIONAL BUSINESS
- FLEET
- SME / SMB
- LOGISTICS
- MEDICAL & HEALTH
- GOVERNMENT
- OFFICE MANAGEMENT
- HR & TRAINING
- CARE
- SALES & MARKETING
- INSURANCE
eMOBILITY
- CHEMISTRY & PHARMA
The Decision-Maker Portfolio

Business Segment IT | Reaching German IT decision-makers in a powerful channel
IT Flagship Medium golem.de

Business Segment IT | Reaching German IT decision-makers and professionals
IT Flagship Medium t3n.de

Business Segment IT  |  Reaching German IT decision-makers, cloud specialists and webworkers
Business Segment IT  |  Reaching German IT decision-makers, cloud specialists and webworkers
German Mittelstand Flagship Medium impulse.de
Covering various segments | Reaching out to German Entrepreneurs
Crossdigital Case
businessAD Channel Mittelstand | Vodafone | Multiple Brandhub (1)

Sponsored Posts
t3n / impulse / haufe

Aggregated in Brand Hubs

Sponsored Posts in Newsletter as Traffic Drivers
Crossdigital Case

businessAD Channel Mittelstand | Vodafone | Multiple Brandhub (2)

Social Media Push in Key Media
Crossdigital Case

businessAD Channel Mittelstand | Vodafone | Multiple Brandhub (3)

Attention-grabbing display & mobile formats
Combined with Text & Teaser Ads
B2B Audience Targeting as an Add-on
Retargeting businessAD B2B segments in the Ströer Digital Portfolio

- **businessAD B2B Segments**
  - 25 m Uniques per month
  - Branding | Image
  - Special Formats / Context
  - Effectiveness

- **Ströer Audience DMP**
  - 85% national coverage
  - User Journey
  - Optimum contact point
  - Lower CPM
  - Lower eCPC

- **Maximum Retargeting Potential**
  - Performing Branding Campaigns
  - Brand Safety for Advertisers
All Major B2B Accounts in Germany Use the Power of businessAD

B2B Clients in General
Our Financial Portfolio Attracts Major Fund and Certificate Issuers

Financial Clients
Many large IT clients trust our portfolio

ITC Clients
Our Key Portals are Certified
IVW | AGOF | Own Market Research

- Our key portals are certified by German Online Research Boards like AGOF and IVW.
- We can facilitate demographical targeting thanks to nugg.ad
- We conduct additional market research in cooperation with our partners, e.g. advertising effectiveness and target group research
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