

# PROGRAMMATIC BUYERS GUIDE



CARS, MOTOR &  
TRAFFIC



STUDENTS & YOUNG  
PROFESSIONALS



BUILDING & LIVING



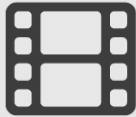
BUSINESS &  
NEWS



ENTERTAINMENT



HEALTH &  
WELLBEING



CINEMA & TV



LIFESTYLE &  
EVENTS



MOBILE



MUSIC &  
POPCULTURE



NETPOINT &  
TRIPLEDUBLEU  
ROTATION



TRAVEL &  
WEATHER



SOCIAL  
NETWORKS



SPORTS



TECHNOLOGY &  
COMMUNICATION



CITIES



URBAN GAY



VIDEO ADS



#### LIFESYTL

CA. 15 M. AI/MONTH

chefkoch.de

femme.de

kuechengoetter.de

bildderfrau.de

softgames network

coolgames network



#### BUSINESS & NEWS

CA. 80 M. AI/MONTH

spiegel.de

n-tv.de

mail.de

finanzen.net

mopo.de

freenet.de

finanznachrichten.de



#### GAMING

CA. 23.5 M. AI/MONTH

farmarama.de

shakes & fidget

RTL.de

t-online.de

spielenxxl.de

railnation.de



#### MOVIES & VOD

CA. 41.5 M. AI/MONTH

dailyme

netzkino.de

moviejones.de

watch4

cinetrend.de

cinemaxxl.de

spielfilm.de

- o Pre-Roll, Mid-Roll und Post-Roll
- o Rewarded Video
- o High CTR rate (2% – 9%)
- o Around **180 Mio.** Video-Views/Month
- o High quality video content
- o Details Reporting

#### More channels:

Education, Sport, Householding



## programmatic supply side partners



AdX.



## meta ssp

Programmatic Advertising is one of the absolute growth drivers of the online advertising market. In order to enable our publishers to monetize their advertising space in the best way possible and to provide advertisers with optimal access to our inventory, we have been relying on header bidding in the area of programmatic purchasing since the end of 2015. This means that our portfolio is connected to all relevant Supply Side Platforms (SSPs).

This enables absolute transparent access to the entire netpoint media inventory and programmatic campaigns can compete for advertising spaces on an equal footing with the direct campaigns in our adserver. Below you will find an overview of our SSP partners, information on quality assurance measures, programmatically bookable advertising formats and a short Buyers Guide in German and English. For further information please feel free to get in touch with us.



## pre-targeting guaranteed deals

The segments include GDPR-compliant deterministic data collected by DataNexx's data pool partners, as well as probabilistic profile calculations based on this data with high predictive scores.



- o high reach
- o regular penal check
- o highest prediction scores
- o KI-based machine learning algorithm

SEGMENTE	REICHWEITE
weiblich	29.800.000
männlich	32.000.000
18-29 Jahre	7.260.000
20-29 Jahre	4.919.757
18-34 Jahre	14.800.000

SEGMENTE	REICHWEITE
25-39 Jahre	11.700.000
25-49 Jahre	23.300.000
30-39 Jahre	8.112.514
40-49 Jahre	7.900.000
50-59 Jahre	10.400.000



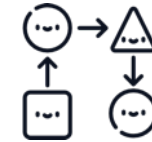
## our expertise

Netpoint Media has successfully accepted the challenge of innovative and effective internal communication. 20 experienced specialists in four divisions interact in a flat and elastic matrix network, realizing highly individual campaigns competently and quickly.



## no blackbox!

Our inventory is transferred transparently via all supply-side platforms connected to us – whether via private/preferred deals or the Open Marketplace. This way we ensure that our customer and partners on the demand side retain full control over their delivered ads at all times.

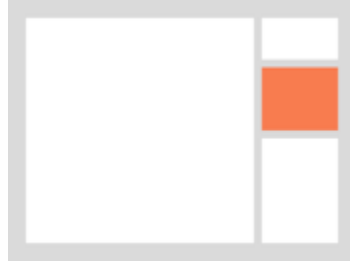


## cross device

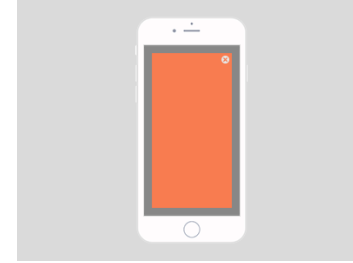
When selecting suitable SSP platforms, it was important to us to be able to offer our customers seamless, comprehensive advertising and technology opportunities that make their target group accessible on the web, on mobile devices, as well as within individual apps.



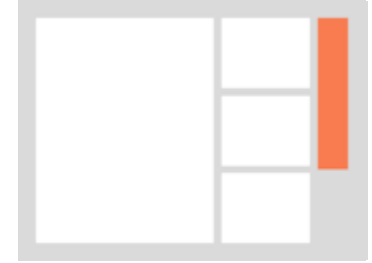
WALLPAPER



MEDIUM  
RECTANGLE



MOBILE INTERSTITIAL  
& UNDERSTITAL



SITEBAR / FLYER AD



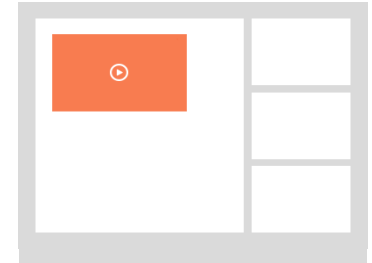
BILLBOARD



SKYSCRAPER



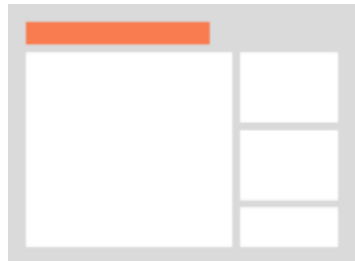
FLOOR AD



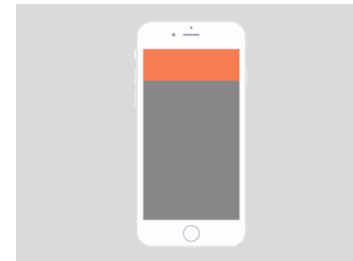
INSTREAM VIDEO AD



HALFPAGE



SUPERBANNER



MOBILE CONTENT  
AD



OUTSTREAM  
VIDEO AD



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