#### DIGITAL ADVERTISING CATALOGUE





# Facts & Figures

## **About audienzz**

## **2016** Open for business

Founded as a spin-off from the NZZ newspaper and has been enjoying steady organic growth ever since. audienzz has been able to strengthen its positioning by making acquisitions in the technology and marketing fields.

# **100** % Digital ad tech

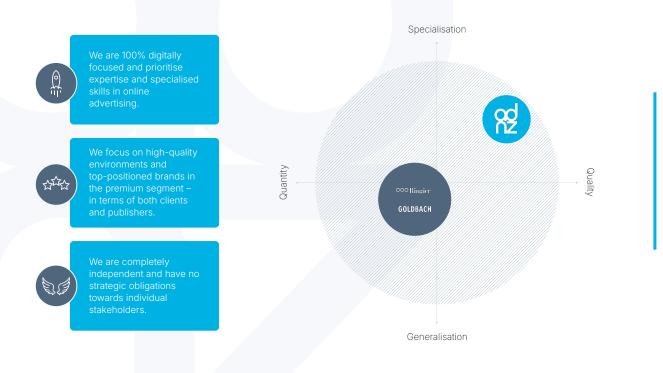
As a digital advertising specialist audienzz markets online advertising formats and develops digital tools and services for direct clients and agencies.

# **100** + Digital talent

audienzz employs more than 100 people from the DACH region and beyond. The ever-growing team comprises skilled specialists with wide-ranging digital expertise.



### **Competent, not conventional**

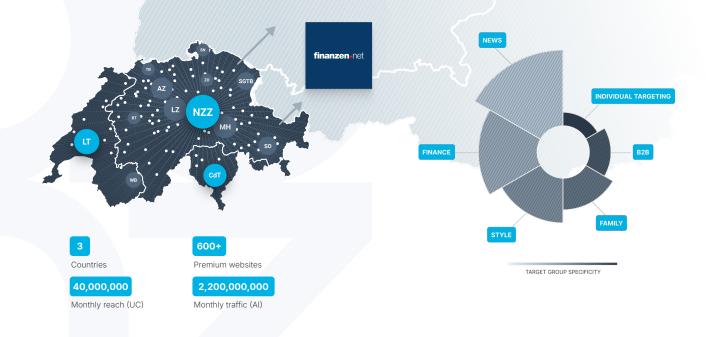


We position ourselves as a specialist in premium digital advertising.

As a digital pure player with a clear strategic focus, we see ourselves as a competent and innovative service provider in the online advertising market in the DACH region.

We rely on high-quality inventory and act as an impartial and transparent partner for our publishers. Digital Advertising Catalogue

### **DACH reach and target groups**





We offer international reach thanks to more than 600 premium publisher sites across the entire DACH region. Our partners all have a strong regional presence and focus on delivering high-quality news content.



We talk to different target groups in the relevant environments – from broad-based news to special interests – to make sure advertising messages always reach the right audience. We also offer individual and contextual targeting.

### **Publisher network**



## **Combined reach options**



### Brands

We already market more than 600 premium websites covering all subject areas.

### Alliances

The websites with the greatest reach and reputation are united in one place and can be booked by advertisers either individually or in combination for digital campaigns with national impact.

Targeting

User and contextual targeting enable ads to be placed based on personal or context-related data and the target group to be narrowed down more precisely.





### **Combined reach**

Advertisers can choose from media brands, topic-specific alliances, or customised (user or contextual) targeting. For maximum advertising impact and effectiveness, however, we recommend a combined approach.

Formats
Brand effect
Websites

### Value chain





PUBLISHER

Q1 25 -

# **Formats**

### Branding

On branding days, maximum attention and lasting advertising impact are guaranteed by large-scale advertising placements covering the full screen width on all devices (standard limits don't apply).





### Content

The advertising message is packaged in a captivating story and aimed at credible, high-reach brands and precisely defined target groups to ensure it is conveyed effectively to the right audience.

### Display

The complete range of display placements – including the innovative in-feed placement – is available in desktop and mobile formats, and is constantly being optimised and developed.



High-impact premium advertising formats focusing on user engagement and optimum performance



### Native

The native advertising network with the widest reach, which embeds native ads seamlessly in editorial content and displays them on more than 200 trusted websites, where they adapt dynamically to the respective publisher's layout.

### Video

Video ads attract maximum attention by conveying the advertising message in the form of gripping moving images, thus creating a deeper emotional connection with the target group.





### Newsletter

The newsletter advertising network envoy bundles together the output of well-known media publishers and, through careful selection of topics and targeting, ensures newsletter campaigns have more reach, impact and precision.

# Reading Pade

Exclusive large-scale advertising placements are available that ensure maximum visibility for campaigns in image format.

The first marketer in Switzerland to offer branding formats that cover the full width of the screen on all devices.

, Fullscreen coverage on all devices

🗸 Maximum visibility

Exclusivity

Compatibility

BRANDING PAGE – STATIC (DESKTOP)

SHOWCASES

BRANDING PAGE – STATIC (MOBILE)

E) BRANDING PAGE – VIDEO (DESKTOP)

BRANDING PAGE - VIDEO (MOBILE)

Q1 25

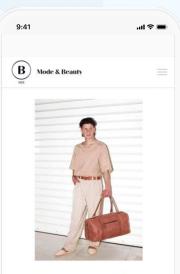
Full-funnel format
 Story-driven

Mobile fullscreen

Multi-step engagement

/ Interactive experience

Brand-safe



Klassischer Weekender von Park Bags. (Bild: PD)

REISEN

Der Weekender ist das vielleicht beste aller Handgepäckstücke

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C



Visually engaging, fullscreen, web-story format for mobile! Can be booked as a brand story, interactive video or reel, and guarantees maximum attention and a unique user experience.

Multiple sequences direct the readership straight to the brand. This format, embedded in trusted premium websites, is an excellent alternative to social media story ads.

The combination of moving images and interactive storytelling increases the conversion rate by 29% and creates a particularly effective advertising experience.

SOURCE: META-ANALYSIS

# 🕞 yaleo

# Native

Non-invasive native ads

Effective alternative to GAFA

Crawler and self-booking technology available



# ertising

Native ads are ads embedded in editorial content that adapt dynamically to the layout of the website and are displayed on the widest-reaching digital native network in Switzerland.

This top-class network comprises more than 200 trusted websites and uses a straightforward cost-per-click pricing model.

### 🎗 GALAXUS



Notebook 1099,– Apple MacBook Air – 2024 13.60°, M3, 8 GB, 256 GB, DE

\*\*\*\*\* 67

Advertiser content (Digitec/Galaxus product page) This crawler technology, developed in-house, automatically extracts images, text and links from landing pages and generates up to 1,000 native-ad variants from them for display in the high-quality digital native network.

Erste

ook Air - 2024, 13.60". 10 Dinge, die du jetzt für deir



Automated to be highly effective and scalable:

Content crawling

Generates 100+ ad designs (including Al-optimised versions)

( Native ad display

Performance monitoring
 + updates

Ad performance optimisation through CTR

NZZ Blick



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finanzen.ch

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**Belle**vue

Apple MacBook Air - 2024, 13.00°, M3, 8GB, 256GB, DL, 1099.00 CHI

ON UNSEREN WERBEPARTNERN

Bellevue *Le Nouvelliste* 

CORRIERE DEL TICINO

Luzerner Zeitung

### **Obi** × **Yaleo Collect**





« In Yaleo, we have found a solution that generates valuable traffic to OBI magazine, with visitors staying longer on the site. It helps us reach our target group effectively – especially those who are interested in our guides. »

Hatay Sanchez Team Manager X-Channel Marketing E-Commerce



11 2F





With this innovative solution, impactful and forward-thinking content can be published on the open web – a high-reach and interactive alternative to traditional strategies, such as promoted content.

Users arrive, via native ads, on a customised landing page, which offers an enhanced user experience, generates more engagement, and increases dwell time and conversion rates. Post-campaign, a report is produced, with comprehensive insights on how it performed.

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#### YALEO STORY SHOWCASES

High-reach alternative to promoted content

( Interactive landing page

Enhanced user experience

Increased dwell time, interaction and conversion rate

### **Gstaad × Yaleo Story**



## GSTAAD

COME UP - SLOW DOWN

« This solution provides us with an innovative platform that does justice to the quality and intention of our content by presenting it in an interactive and creative way in a high-quality environment.

Through the targeted use of high-reach native ads, we were able to spark the interest of potential guests. Once they'd clicked through to the landing page, this then served as an effective tool to establish an emotional connection with the target group and highlight our messages. The interaction rate and dwell times speak for themselves. »

**Nikola Ludescher** Campaign & Marketing Manager

50.6% INTERACTION RATE

32s AVG. STORY TIME

**В** 

55.3%

COMPLETION RATE

**0.31%** 

# netroam Vidoo



viously



# Guaranteed attention

These instream video formats guarantee maximum attention, in that they are placed on top of the actual video content and can only be skipped after a few seconds.

#### Flexible booking options

C, Programmatic

( Insert order (IO)

Guaranteed visibility

Rakuten 17 Dovies ZA

DVIES ZATTOD

DAILYMOTION > digiteka



DIE@WELTWOCHE Luz

Luzerner Zeitung MED/A F/GARO

Le Nouvelliste

### **Neuenburg Tourist Card** × inStream Video

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« The audienzz inventory offers exactly the right context in which to position our 'Neuenburg Tourist Card'. The quality of the reach is obvious from the number of completed video views. The number of interactions is a good indication that we have succeeded in arousing interest in the Neuenburg region. »

Frédéric Zamofing Head of Marketing & Communication

86% VIEWABILITY RATE

**STIC** 

**60**% BENCHMARK

75%

COMPLETION RATE

4.71% CTR

# <u>Connected</u> TV





Video ads on CTV platforms offer customised advertising experiences, reach a growing audience and allow for precise measurements of success.

Interactivity and targeted display ensure maximum user engagement and viewability.

- Growing reach
- Precise measurement of success
- ( High completion rate and viewability
- 📿 Maximum user engagement

Rakuten TV





DAILYMOTION

SAMSUNG

 $\langle \vee \rangle$ 



Q1 25

# E Darketor abrute. Kur develor in a

der Direktor abrupt. Kurz darauf wurde das Verschwinden vieler kostbarer Stücke aus den Museumsbeständen bekannt: ein fall, dessen Lärm alles andere zum Hintergrundrauschen werden liess.



Die Gegenstände wurden nicht etwa von Meisterdieben nach komplexen Plänen im Mission-Impossible-Stil entwendet. Vielmehr liess sie >**150m** Monthly Views

>60% VIEW-THROUGH RATE

### **Top viewability**

Outstream video campaigns are placed right in the middle of content, to ensure maximum viewability.

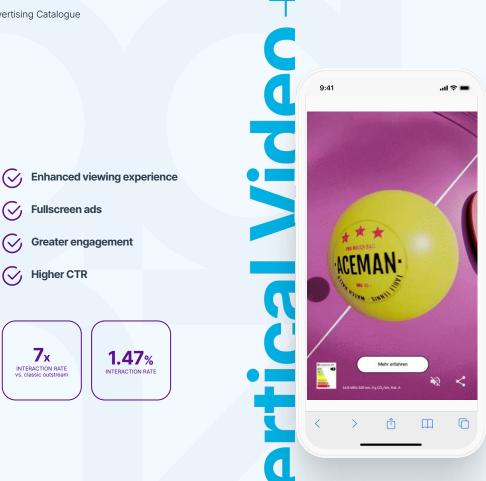
The infeed video format starts automatically, as soon as the user can see it, so it fits seamlessly into the reading flow.

Maximum viewability Seamless integration into the reading flow Starts automatically upon being seen

**Optimum user engagement** 

 $\bigtriangledown$ 

Q1 25



### **Dynamic and** interactive

The vertical, interactive video format is ideal for mobile devices, increases engagement and click rates, facilitates storytelling and positions brands as innovative.

In addition, it is cost-efficient to produce and is more memorable because of its orientation.

DISCOVER

VIDEO PRODUCT TAG

Automatically jumps straight to

the product tag once the video

has finished playing.

PREVIEW

# ra monzo BLEU CHANEL

Shop Now

#### **VIDEO GALLERY**

Shows one or two scenes, with a centered button that leads to a swipe slideshow.

#### PREVIEW



#### REVEAL

Plays two short, 6-second videos within a reveal component.

### PREVIEW



Discover More

**REVEAL REACT** 

After the reveal interaction,

another layer is unveiled, created

in 9:16 and 16:9 video formats.

PREVIEW



	100	
	-	



#### **EMOJI REACT**

After the emoji interaction (loudspeaker), further (sonorous) video messages follow.





#### **VIDEO POSTER**

Once the video has finished playing, this changes automatically to a static poster.

	PREVIEW
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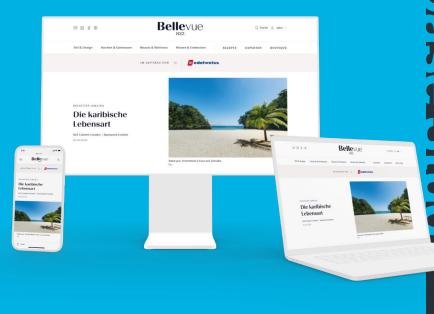
### Journalistic storytelling in a news environment

An experienced storytelling team develops a gripping storyline, researches the relevant background information and creates targeted content to the highest journalistic standards. The story can also feature video or audio content, infographics or gamification elements.

The campaign is rolled out across high-reach premium channels, supported by teasers and social media ads. Proof that the sponsored content reaches the desired target group is provided in the form of a guaranteed number of engagements.

- Top-quality content
- / Individual storylines
- + Video, audio, infographic or gamification elements
- High-reach positioning
- Guaranteed number of engagements

### Edelweiss × Sponsored Content





« In an effort to appeal to a targeted readership with a penchant for travel, we decided to focus on sponsored content in 'NZZ am Sonntag' magazine and, specifically, the digital lifestyle platform 'NZZ Bellevue'. The close collaboration with NZZ Content Creation resulted in top-notch content that meets our high-quality standards. We were able to present twelve destinations and thus fuel the wanderlust of our existing and potential customers. »

Nina Wach Head of Brand Management & Marketing Communications

> 47'126 3:15 mins ARTICLE IMPRESSIONS AVG. READING TIME



### Brand positioning in trustworthy environments

High-reach and credible premium outlets are available for the targeted distribution of high-quality content. Precise distribution of content to relevant target groups ensures maximum visibility. If required, experienced freelancers can be engaged to support content creation.

High-reach distribution

Specifically addressed to relevant target groups

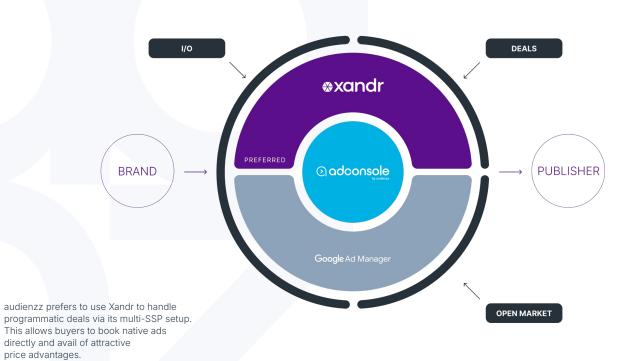
Antimum visibility

C, Optional: help with content creation



# Programmatic

### **Multi-SSP setup**



Q1 25

# Technology & Units

### The multimedia ad management platform

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The adconsole tech stack developed by audienzz is modular and open.

Different modules are adapted to users' specific requirements. With the order management module, advertisers can, among other things, view their bookings in real time at any time.

Publishers, marketers and advertising clients can work together collaboratively, transparently and efficiently.

 $V_{j}$  Cost-efficient thanks to automation

Complete transparency

Cross-media applicability

## **Contextual intelligence**



SemantlQ is a contextual-targeting engine powered by OpenAl that enables targeted delivery of ads based on a user-defined segmentation of articles.

This allows for long-term marketing of thematically aligned advertisements and website content.

#### Cookieless future

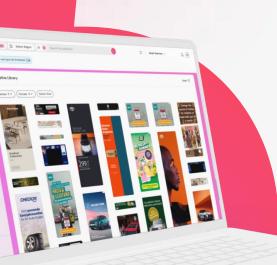
C OpenAl-powered

 $\checkmark$  IAB & custom taxonomies

C, Long-term client collaborations

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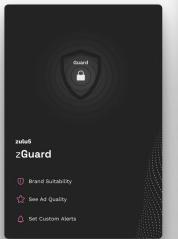
## Ad intelligence & brand safety

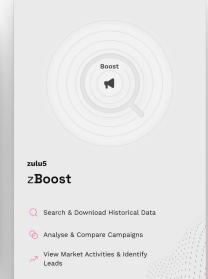




The fastest-growing data analysis software for brands, advertisers, agencies and marketers

zulu5.com





## How does your advertising influence your target group?

100	100	PASE. platform	100	
103	100	49	52	
AWARENESS	CONSIDERATION	PREFERENCE	ACTION INTENT	
Bitpanda	070		54.	
47% Banking & Finance-Tr	27% rading & Transaction platfor	8%	5%	
45%	27%	17%	Q%.	
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			I'll probably use I	Bitpanda
			I already use/pla	in to find out more about Bitpa

# Derand metrics

### Brand lift study

A brand lift study provides valuable insight into advertising effectiveness and determines whether a display or content campaign was noticed, influenced brand perception, or increased intent to purchase.

Measures advertising effectiveness and brand perception

Analyses purchasing intent and campaign success

Conducted in collaboration with a respected research institution

Available for campaigns with a minimum booking volume of CHF 15,000

Cost: CHF 6,000, incl. media services for the survey

# Thank you for your consideration



AUDIENZZ AG FALKENSTRASSE 11 POSTFACH CH-8021 ZÜRICH