DIGITAL ADVERTISING CATALOGUE

2025

audienzz

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.

CORE VALUES

innovation- and **tech-driven**

passionate and **expert**

agile and **collaborative**

unique team spirit

Competent, not conventional

We are 100% digitally focused and prioritise expertise and specialised skills in online advertising.

We focus on high-quality environments and top-positioned brands in the premium segment – in terms of both clients and publishers.

We are completely independent and have no strategic obligations towards individual stakeholders.

Specialisation

Quantity

Quality

Ringier

GOLDBACH

Generalisation
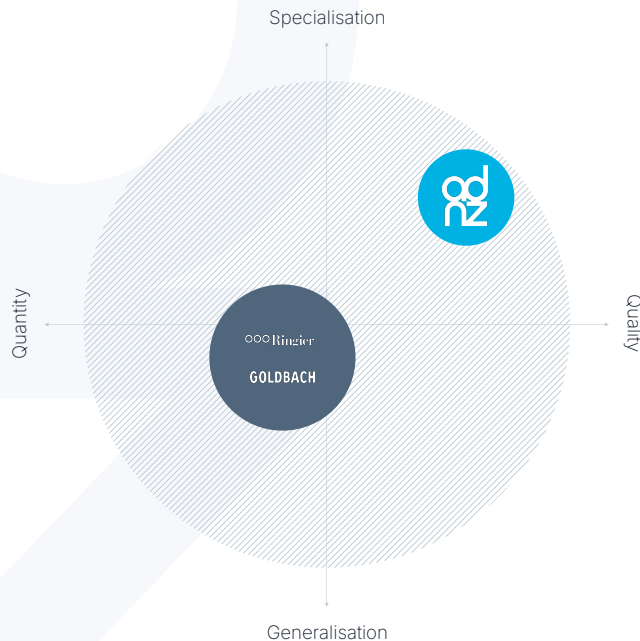
We position ourselves as a specialist in premium digital advertising.

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.

DACH reach and target groups

NEWS

INDIVIDUAL TARGETING

FINANCE

B2B

STYLE

FAMILY

TARGET GROUP SPECIFICITY

SN
TB
ZO
SGTB
AZ
LZ
NZZ
BT
MH
LT
SO
WB
CdT

3
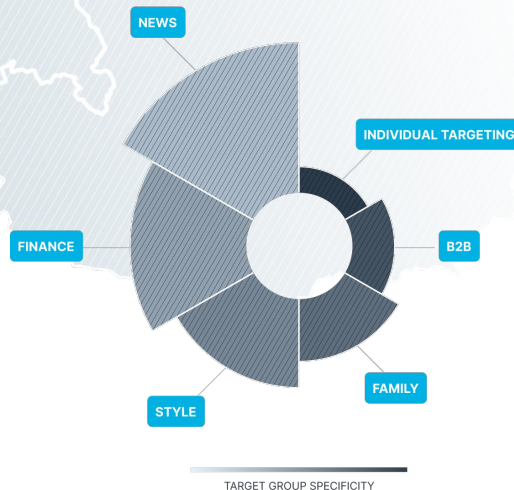Countries

600+
Premium websites

40,000,000
Monthly reach (UC)

2,200,000,000
Monthly traffic (AI)

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

BRANDS

- NZZ
- LE TEMPS
- CORRIERE DEL TICINO
- finanzen.ch
- ch media
- somedia

ALLIANCES

NZZ	GMX
LE TEMPS	watson
CORRIERE DEL TICINO	iq digital
finanzen.ch	LE FIGARO
ch media	Nau.ch
somedia	smg swiss marketplace group

NATIVE

NZZ	GMX	Blick
LE TEMPS	watson	blue
CORRIERE DEL TICINO	iq digital	comparis.ch
finanzen.ch	LE FIGARO	cash
ch media	Nau.ch	kicker
somedia	smg swiss marketplace group	HANDELSZEITUNG Wirtschaft im Klartext.

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.

	Formats	Brand effect	Websites

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

adconsole
by audienzz

semantIQ
by audienzz

yaleo
by audienzz

emvoy
by audienzz

zulu5

audienzz

ADVERTISER

Agency

DSP	Ad Network Products	Ad & Content Creation	SSP

Marketer

PUBLISHER

Booking Tools	Data Services & Contextual Intelligence	Analytics, Verification & Data Privacy	Tag Manager & Header Bidding
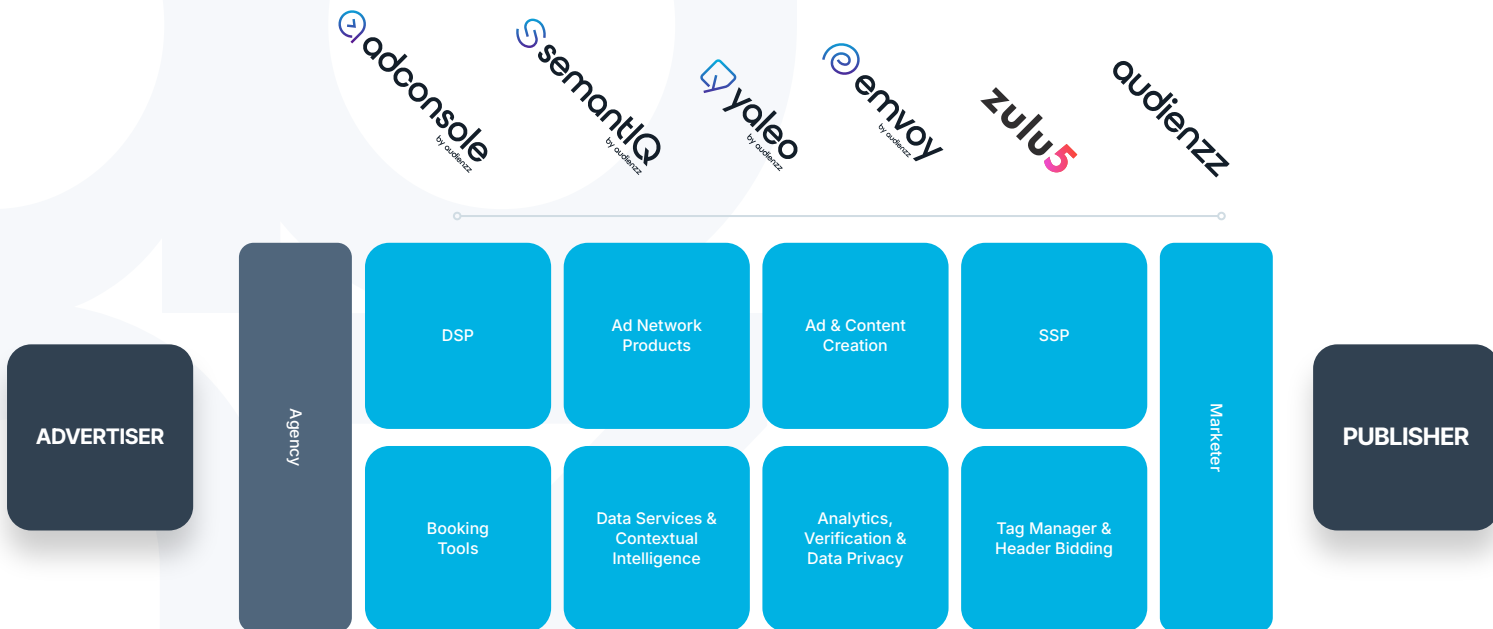
Formats

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.

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 emvoy 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.

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

Branding Page

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**
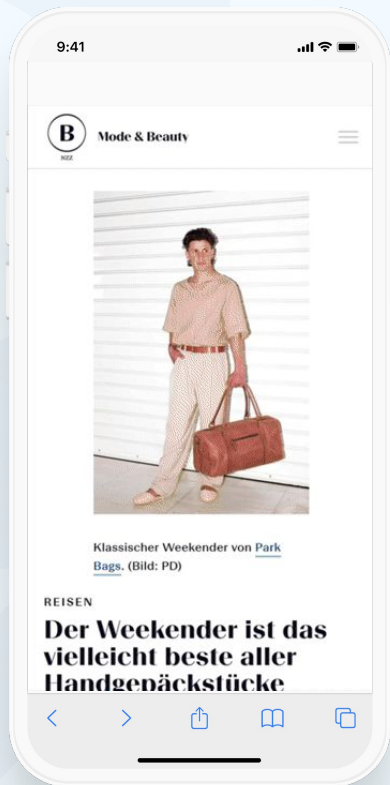
✓ **Exclusivity**

✓ **Compatibility**

SHOWCASES

Q1 25

‣ BRANDING PAGE – STATIC (DESKTOP) | ‣ BRANDING PAGE – STATIC (MOBILE) | ‣ BRANDING PAGE – VIDEO (DESKTOP) | ‣ BRANDING PAGE – VIDEO (MOBILE)

Brand xp
by audienzz

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

✓ **Full-funnel format**

✓ **Story-driven**

✓ **Mobile fullscreen**

✓ **Multi-step engagement**

✓ **Interactive experience**

✓ **Brand-safe**

Brand Experience

Native Advertising

yaleo

- ✓ **Non-invasive native ads**
- ✓ **Effective alternative to GAFA**
- ✓ **Crawler and self-booking technology available**

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
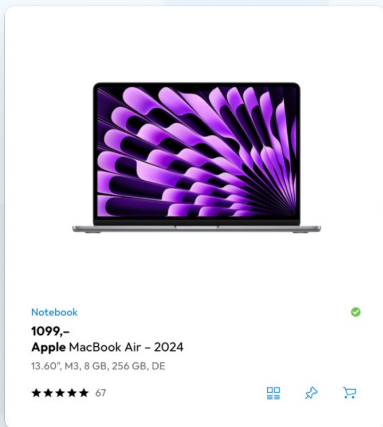
Advertiser content
(Digitec/Galaxus product page)

Notebook
1099,–
Apple MacBook Air – 2024
13.60", M3, 8 GB, 256 GB, DE
★★★★★ 67
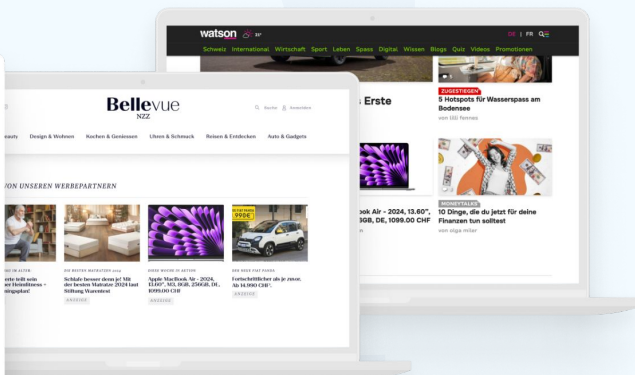
This crawler technology, developed in-house, automatically extracts images, text and links from landing pages and generates up to 1,000 native-ad variants from them for display in the high-quality digital native network.

yaleo collect

Automated to be highly effective and scalable:

- **Content crawling**
- **Generates 100+ ad designs (including AI-optimised versions)**
- **Native ad display**
- **Performance monitoring + updates**
- **Ad performance optimisation through CTR**

Automation

NZZ   Blick   watson   finanzen.ch   Bellevue NZZ   Le Nouvelliste   CORRIERE DEL TICINO   Luzerner Zeitung

Obi × Yaleo Collect

Case Study

SO GEHT DAS | OBI Ratgeber
WOHNEN BAUEN GARTEN ENERGIESPAREN

Magazin > Garten > Terrasse

Terrassenplatten reinigen – Anleitung mit Video

ANZEIGE
SO GEHT DAS
Terrassenplatten reinigen
mehr erfahren

87.14%
NEW-VISITOR RATE

194
ADS GENERATED

OBI

« In Yaleo, we have found a solution that generates valuable traffic to OBI magazine, with visitors spending 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

METRICS

170.9K
IMPRESSIONS

3,879
CLICKS

1.14%
CTR
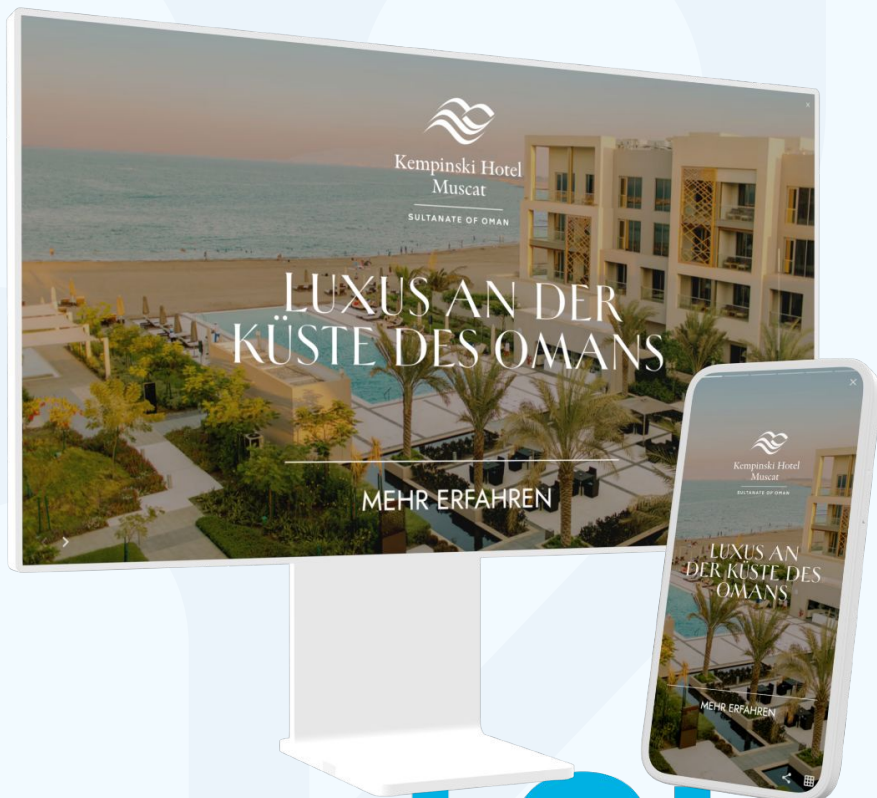
yaleo story

With this innovative solution, impactful and future-ready 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 insight on how it performed.

▸ YALEO STORY SHOWCASES

✓ **High-reach alternative to promoted content**

✓ **Interactive landing page**

✓ **Enhanced user experience**

✓ **Increased dwell time, interaction and conversion rate**

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Brand Storytelling

Gstaad × Yaleo Story

Case Study

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

METRICS

50.6%	**32s**	**55.3%**	**0.31%**
INTERACTION RATE	AVG. STORY TIME	COMPLETION RATE	CTR

Instream Video

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.

>100Mio

MONTHLY VIEWS

Flexible booking options

✓ **Programmatic**

✓ **Insert order (IO)**

✓ **Guaranteed visibility**

Rakuten TV   Movies FOR YOU FOR FREE   ZATTOO   viously   DAILYMOTION   digiteka   NZZ   TELE ZÜRI   DIE WELTWOCHE   Luzerner Zeitung   MEDIA FIGARO CULTIVER L'INTÉRÊT   Le Nouvelliste

Neuenburg Tourist Card × inStream Video
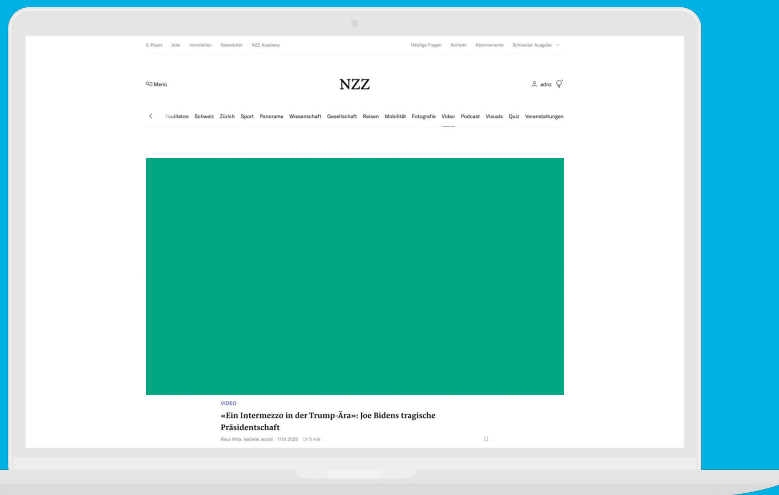
Case Study

JURA
TROIS-LACS
DREI-SEEN-LAND
PAYS DE NEUCHÂTEL

« 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

METRICS

86%	**60**%	**75**%	**4.71**%
VIEWABILITY RATE	BENCHMARK	COMPLETION RATE	CTR
(IAB Standard 50:2)	(IAB Standard 50:2)		

Connected TV

>25M

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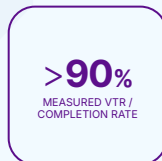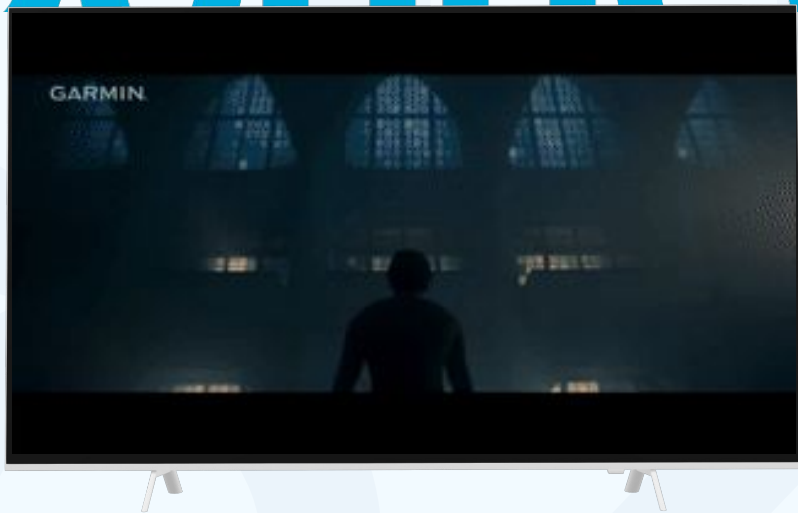
Video ads on CTV platforms offer customised advertising experiences, reach a growing audience and allow for precise measurement of success.

Interactivity and targeted display ensure maximum user engagement and viewability.

>90%
MEASURED VTR / COMPLETION RATE

>90%
MEASURED VIEWABILITY

✓ **Growing reach**

✓ **Precise measurement of success**

✓ **High interactivity and viewability**

✓ **Maximum user engagement**

Rakuten TV   we do tv Movies FOR YOU FOR FREE   ZATTOO   DAILYMOTION   SAMSUNG   LG

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.
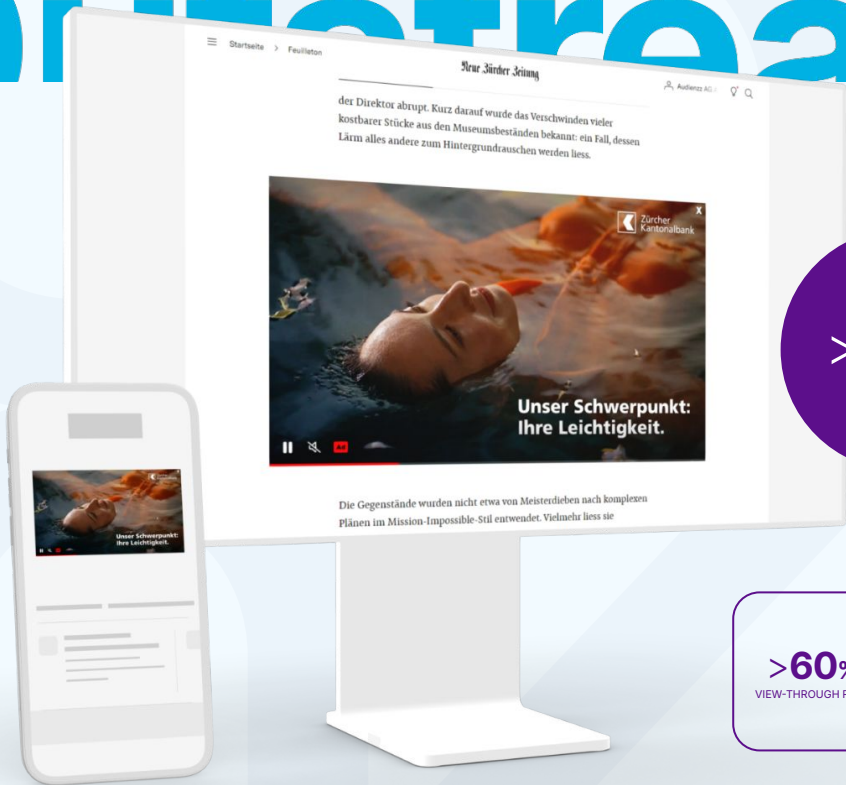
>150M
MONTHLY VIEWS

>60%
VIEW-THROUGH RATE

>70%
VIEWABILITY RATE

✓ **Maximum viewability**

✓ **Seamless integration into the reading flow**

✓ **Starts automatically upon being seen**

✓ **Optimum user engagement**

Unser Schwerpunkt:
Ihre Leichtigkeit.

Vertical Video

- ✓ **Enhanced viewing experience**
- ✓ **Fullscreen ads**
- ✓ **Greater engagement**
- ✓ **Higher CTR**

7x
INTERACTION RATE
vs. classic outstream

1.47%
INTERACTION RATE

9:41

ACEMAN

Mehr erfahren

14.8 kWh/100 km, 0 g CO₂/km, Kat. A
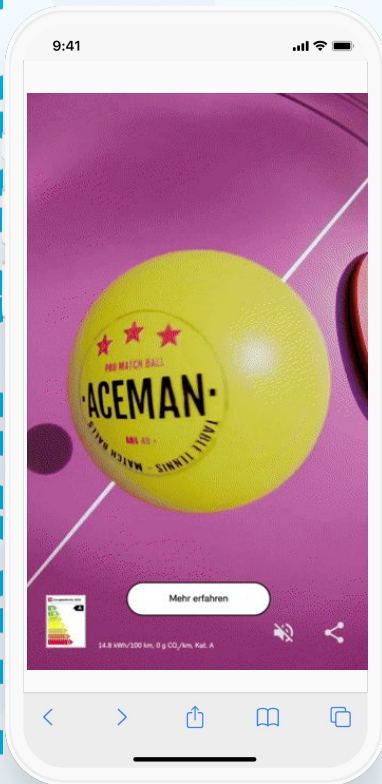
Dynamic and interactive

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.

Vertical Video +

VIDEO PRODUCT TAG

Automatically jumps straight to the product tag once the video has finished playing.

PREVIEW
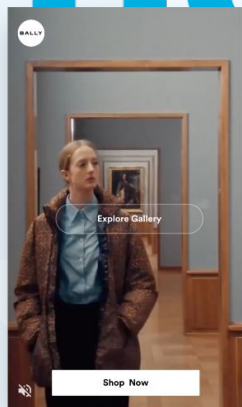
VIDEO GALLERY

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
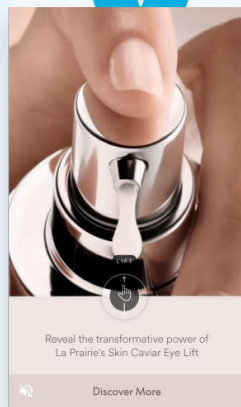
REVEAL REACT

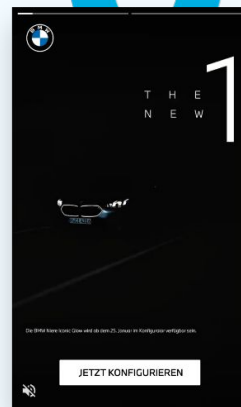After the reveal interaction, another layer is unveiled, created in 9:16 and 16:9 video formats.

PREVIEW
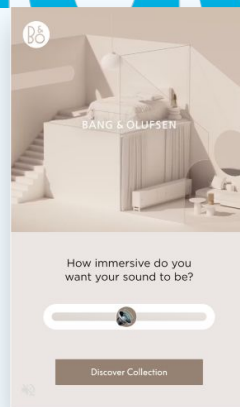
EMOJI REACT

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

PREVIEW

VIDEO POSTER

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

PREVIEW

Q1 25

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

Sponsored Content

# Edelweiss × Sponsored Content

Case Study
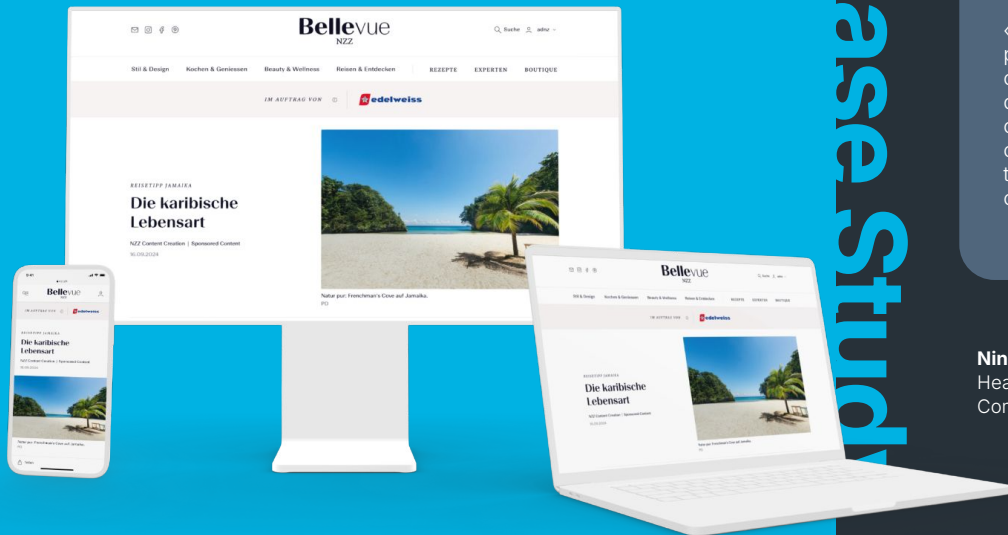
« In an effort to appeal to a targeted readership with a penchant for travel, we decided to focus on sponsored content in 'NZZ am Sonntag' magazine and, specifically, the digital lifestyle platform 'NZZ Bellevue'. The close collaboration with NZZ Content Creation resulted in top-notch content that meets 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

METRICS

47,126
ARTICLE IMPRESSIONS

3:15 mins
AVG. READING TIME
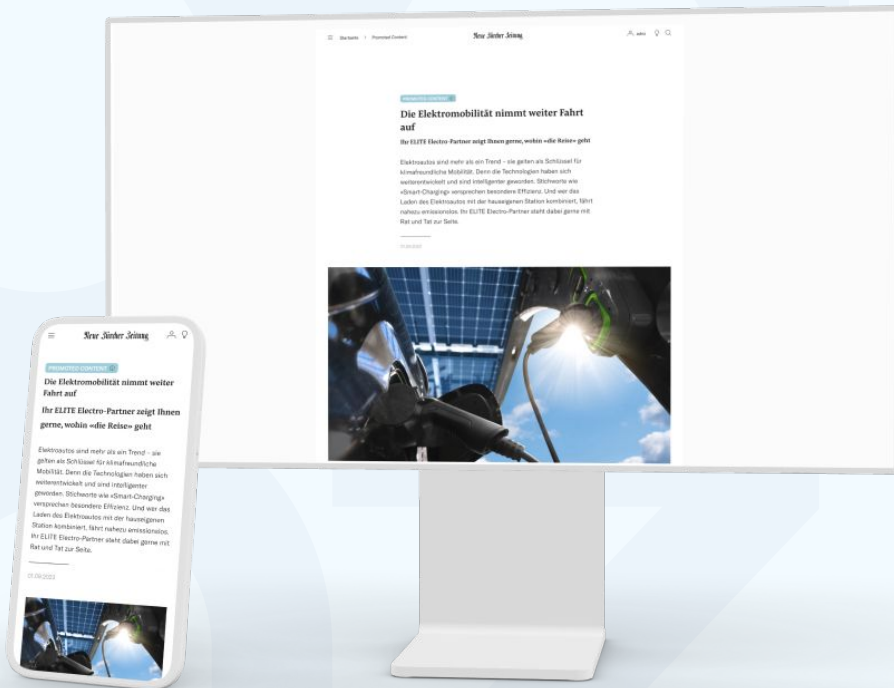
Brand positioning in trustworthy environments

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.
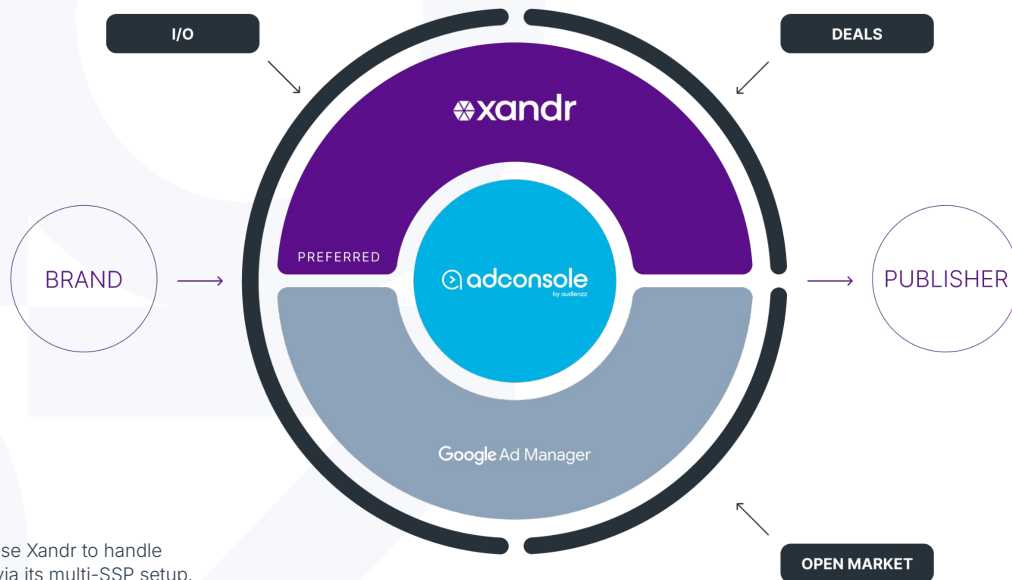
✓ **High-reach distribution**

✓ **Specifically addressed to relevant target groups**

✓ **Maximum visibility**

✓ **Optional: help with content creation**

Promoted Content

Programmatic

Multi-SSP setup

I/O

DEALS

BRAND

PUBLISHER

PREFERRED

OPEN MARKET

audienzz prefers to use Xandr to handle programmatic deals via its multi-SSP setup. This allows buyers to book native ads directly and avail of attractive price advantages.

Q1 25

Technology & Units

The multimedia ad management platform

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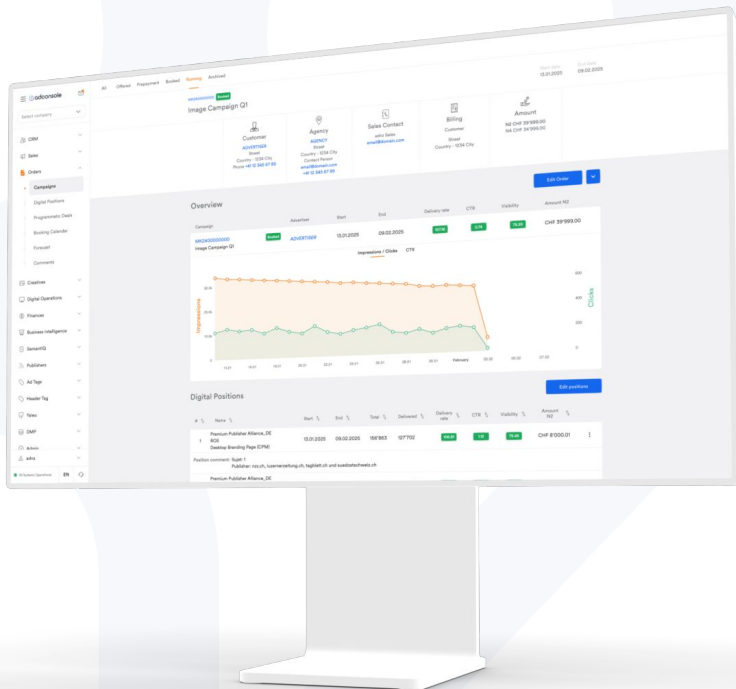
The adconsole tech stack developed by audienzz is modular and open.

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.

✓ **Cost-efficient thanks to automation**

✓ **Complete transparency**

✓ **Cross-media applicability**

Contextual intelligence

semantIQ
by audienzz

SemantIQ is a contextual-targeting engine powered by OpenAI 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**

✓ **OpenAI-powered**

✓ **IAB & custom taxonomies**

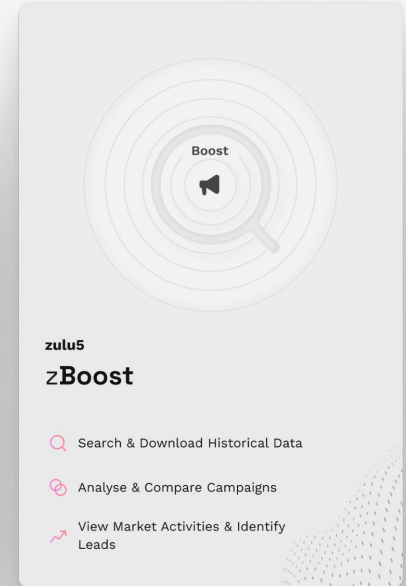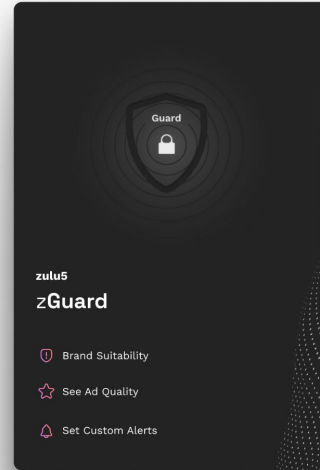✓ **Long-term client collaborations**
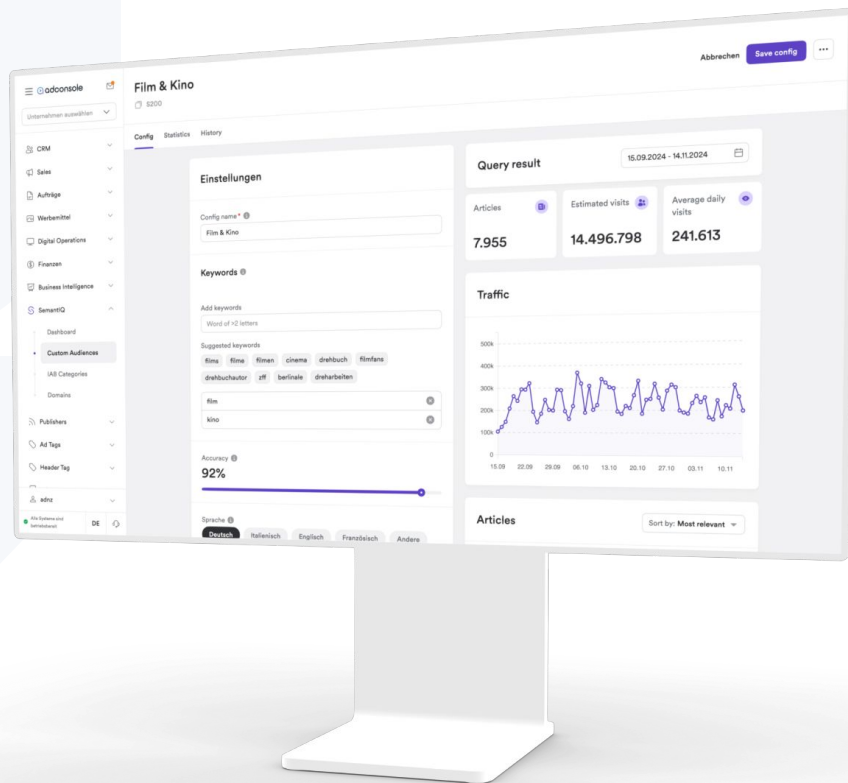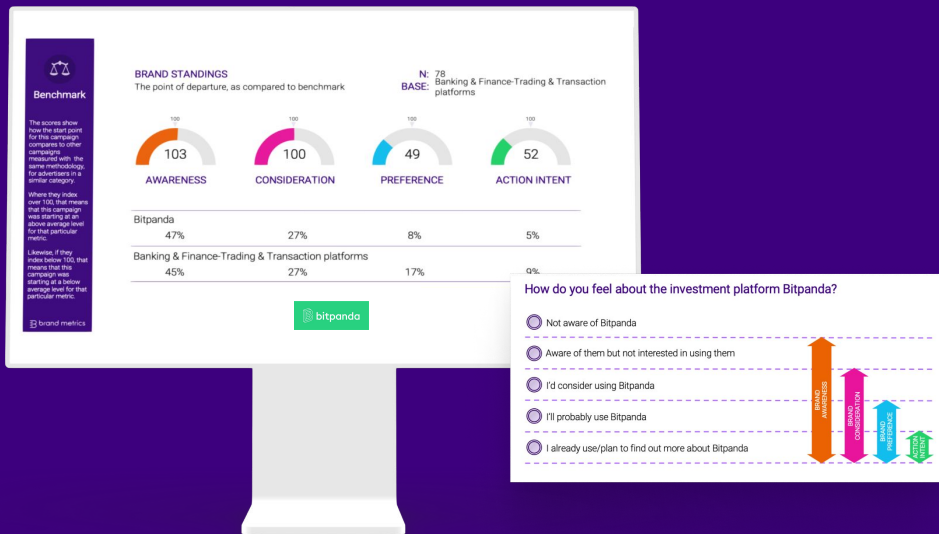
Ad intelligence & brand safety

zulu5

an audienzz company

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

zulu5.com

zulu5
zGuard

- Brand Suitability
- See Ad Quality
- Set Custom Alerts

zulu5
zBoost

- Search & Download Historical Data
- Analyse & Compare Campaigns
- View Market Activities & Identify Leads

How does your advertising influence your target group?

IN COLLABORATION WITH

brand 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

AUDIENZZ AG FALKENSTRASSE 11 POSTFACH CH-8021 ZÜRICH