

# YOUNG ACTIVE DRIVEN ACHIEVERS

**3%  
CTR**

**CPC** Performance  
campaigns **with  
carbon** emissions  
compensated  
**Brand safe**

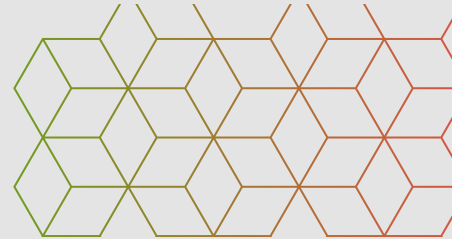
**2024**





idm

BY NUMBERS



**100M** Monthly active users across our websites.

**+20%** ad clicks YoY

**1.2 BILLION** Ad impressions generated per month

**5 MILLION** users/m in Germany



DIVE INTO A WORLD WHERE YOUR MESSAGE REACHES FAR AND WIDE, YET RESONATES LOCALLY.



## TOP AUDIENCE SEGMENTS

GERMANY  
(Users / Month)

OUR NETWORK  
OUTPERFORMS IN

220K

Technology/  
Technophiles

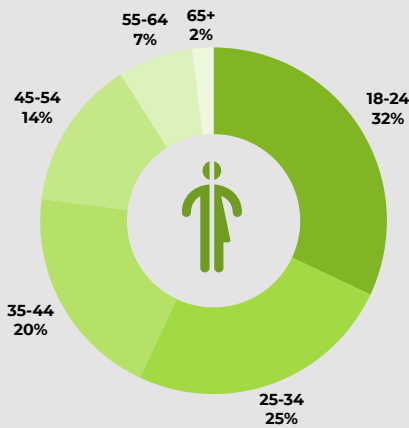
200K

Travel/  
Travel Buffs

180K

Shoppers/  
Shopping  
Enthusiasts

## AGE - GENDER



77%

of our users are  
under **40** years old

52%

Female

48%

Male

55%

of our digital  
audience in Germany  
lives in major cities.

## YOUR AD JOURNEY WITH OUR AD MANAGEMENT SYSTEM POLARBYTE

1

Segments are created in **Polarbyte** from rich first-party data



2



Your **ad** is delivered to a qualified **IDM** audience

3

You will be charged based on the pricing model you choose, either **CPM** or **CPC**



# PERFORMANCE CPC CAMPAIGNS

 **idm**  
OFFERING

We **thrive** when your campaign **performs**. Our sites are all carefully **edited**, without user-generated content. It is a **safe** and **powerful** space for you to advertise.

Our **audience** is active, diverse, and looks for **cultural** achievement and **social** drive.



We offer **Cost-per-Click** and **Carbon Compensated Campaigns**.

## PAY FOR RESULTS ONLY

You're **not spending** on impressions; you're **buying** actual visits from users **interested** in your offering.

## MEASURABLE ROI

**Transparency** and accountability are key. Your **budget** can be tied back to **concrete** results with our **detailed** reporting.

## FLEXIBLE BUDGETING

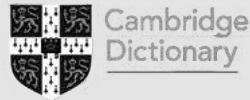
Whether you're a **small business** or an **enterprise**, we accommodate your **budgetary** needs. **Start** small, scale up as you see **results**, and have the **flexibility** to adjust your **spending** based on **performance**.

## ACTIVE SUPPORT

Our **team** is available to **assist** you, and **continuously** optimize **performance** for the best possible **outcomes**.

“Don't settle for **impressions**; invest in **clicks** that count. Contact us today, and let's embark on a **journey** to deliver the full potential of your **digital ambitions**.”

# OUR SITES DEDICATED TO YOUR SUCCESS



— Collins —



Oxford  
Learner's  
Dictionaries

— PONS —



IDM is an IAB member



## CARBON EMISSIONS ARE COMPENSATED

### SUSTAINABLE ADVERTISING

Showcase your commitment to environmental responsibility by featuring ads that contribute to carbon emissions compensation, aligning your brand with eco-friendly initiatives.



### ENHANCED BRAND IMAGE

Capitalize on the growing consumer preference for sustainability, enhancing your brand image and appeal to a socially aware audience.



### POSITIVE IMPACT REPORTING

Transparent reporting on the carbon compensation impact of each campaign provides tangible evidence of your contribution to reducing environmental footprints.



# PRICES

We offer **two** models: **Performance** and **Branding**. Performance is our **new offering** and benefits from a launch discount offer.

PMP deals Price model	Performance CPC	Branding CPM
Format	<b>Full screen interstitial mobile &amp; desktop</b> 80%+ viewability 3% CTR	<b>Topslot 300x250 mobile &amp; desktop Billboard 970x250</b> 75%+ viewability 0.3% CTR
Programmatic guaranteed	€ 0.46 CPC <i>launch offer</i> <del>€0.51 CPC</del>	€ 1.45 CPM
Direct deal	€ 0.49 CPC <i>launch offer</i> <del>€0.54 CPC</del>	€ 1.83 CPM
IAB content segment targeting	Free / included	Free / included
Carbon emissions compensation	Free / included	Free / included

\* **-5% discount** on budget for **5k clicks purchase** Performance campaign, or **1M impressions purchase** Branding campaign.

\* Please comply with DV360 technical guidelines for creatives.

\* Please note that to achieve low carbon emissions, we favor creatives below 200kB. **That's your call!**

## SOME OF OUR TOP ADVERTISERS

### RETAIL INDUSTRY

otto group | zalando | REWE GROUP | COLGATE-PALMOLIVE

### TRAVEL INDUSTRY

Lufthansa Group | DB BAHN | CHECK24 | avis budget group

### HEALTH INDUSTRY

AOKPLUS | WSAudiology | MERZ Pharma | zur Rose



## TERMS & CONDITIONS

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Our Green Media Product deals are available via Index Exchange, in partnership with Scope3 for carbon compensation. Please send us your seat ID so that **we get started!**

Or, the service is handled via Google AdManager programmatic direct feature. You can find us in DV360 as "IDM Reference" publisher profile.

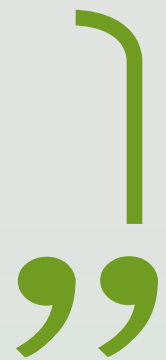
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## CONTACTS

Please get in touch with us at [ads@idmgroup.com](mailto:ads@idmgroup.com)



Navigating Success  
A Partnership for Growth



IDM's Data-Driven Advertising Solutions

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