YOUNG

ACTIVE

DRIVEN

ACHIEVERS

3% CTR

CPC Performance campaigns **with carbon** emissions compensated **Brand safe**
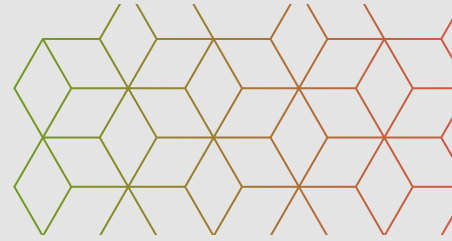
2024

idm

BY NUMBERS

100M Monthly active users across our websites.

+20% ad clicks **YoY**

1.2 BILLION Ad impressions generated per month

10 MILLION users/m in the US

NORTH AMERICA
13M*

LATAM
8M

EUR
33M

MEA
8M

ASIA
37M

OCEANIA
1.6M

Worldwide Audience

Active Users / Month

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

idm

TOP AUDIENCE SEGMENTS

USA
(Users / Month)
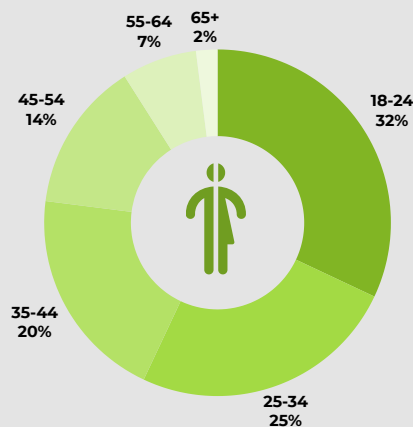
OUR NETWORK OUTPERFORMS IN

550K
Technology/
Technophiles

420K
Travel/
Travel Buffs

420K
Shoppers/
Shopping
Enthusiasts

AGE - GENDER

65+
2%

55-64
7%

45-54
14%

18-24
32%

35-44
20%

25-34
25%

77%
of our users are
under **40** years old

52% Female

48% Male

55%
of our U.S digital
audience live in the
major cities

YOUR **AD JOURNEY** WITH OUR AD MANAGEMENT SYSTEM **POLARBYTE**

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

Cambridge Dictionary   Oxford Learner's Dictionaries   Collins   PONS   Longman   bab.la Loving Languages

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

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.**

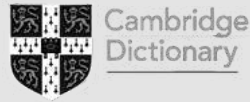|	
PAY FOR RESULTS ONLY	You're **not spending** on impressions; you're **buying** actual visits from users **interested** in your offering.
MEASURABLE ROI	**Transparency** and accountability are key. Your **budget** can be tied back to **concrete** results with our **detailed** reporting.
FLEXIBLE BUDGETING	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

idm

Cambridge Dictionary — Collins — bab.la Loving Languages

Oxford Learner's Dictionaries — PONS — Longman

IDM is an **IAB** member

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	**Full screen interstitial mobile & desktop** 80%+ viewability 3% CTR	**Topslot 300x250 mobile & desktop Billboard 970x250** 75%+ viewability 0.3% CTR
Programmatic guaranteed	$0.9 CPC *launch offer* ~~$1.0 CPC~~	$5.3 CPM
Direct deal	$1.1 CPC *launch offer* ~~$1.3 CPC~~	$6.7 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

Walmart · Kroger · Publix · Nestlé

TRAVEL INDUSTRY

Hilton · Expedia · Hertz · Norwegian Cruise Line

HEALTH INDUSTRY

biohaven pharmaceuticals · ALLERGAN · Takeda · Kaiser Permanente

TERMS & CONDITIONS

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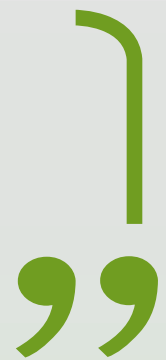Please send us your seat ID so that **we get started**!

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

CONTACTS

Please get in touch with us at **ads@idmgroup.com**

> Navigating Success
> A Partnership for Growth

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IDM's Data-Driven Advertising Solutions