



Programmatic

STRÖER

Programmatic@Ströer - We offer the decisive added values



Premium & Multichannel

High quality advertising environments
Desktop, Mobile, CTV, DOOH,
Audio, Exclusivity & Transparency



Data & Systems

OS Data Solutions
Open proprietary systems
No „Walled Garden“



Service & Support

Dedicated Programmatic Team
Consulting, Optimization &
Troubleshooting



**Premium &
Multichannel**

Market-leading reach via customized Private Deals



Premium Reach

We reach 49.94 million unique users, or 81.7%* of German Internet users, through our programming.



Multichannel, Transparent & Brand Safe

Customized PMP deals in high-value environments online, mobile, CTV, DOOH, audio.

* AGOF 2022-01 ddf, 16+ years

New inventories on Programmatic only

By connecting Ströer SSP as part of the publisher-specific AdTech stack and Yieldlove as part of programmatic marketing, we are expanding access to new inventory via programmatic.

Reach: 24 billion ad requests / month

STRÖER | ssp

yieldlove



Formats



Currently programmatically available display advertising formats



Desktop

- Superbanner
- Medium Rectangle
- (Wide-) Sky (+sticky*)
- HalfpageAd (+sticky*)
- Billboard (+sticky*)
- Dynamic Sidebar*
- MaxiAd
- PopUnder*
- Native*



Mobile

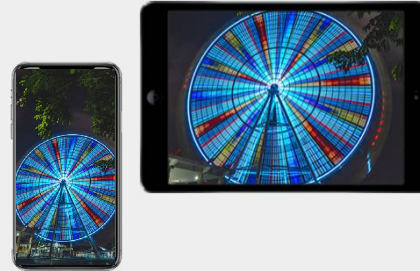
- Banner 6:1 / 4:1 / 2:1
- Mobile Rectangle
- Interstitial (InApp)***/ MEW**
- Mobile HalfpageAd
- Mobile Large Inline Ad
- Mobile Poster Ad* (Understitial)
- Mobile Docker Ad*
- Mobile Sticky Footer*
- Mobile Expandable Sticky Footer*
- Native*



Video/CTV

- PreRoll*
- MidRoll*
- PostRoll*
- InText Spot*

Available special advertising formats via Programmatic Guaranteed



Desktop

- Floor Ad
- Sitebar Ad
- Double Sitebar Ad
- Banderole Ad
- Wallpaper
- Fireplace Ad
- Quality Footer

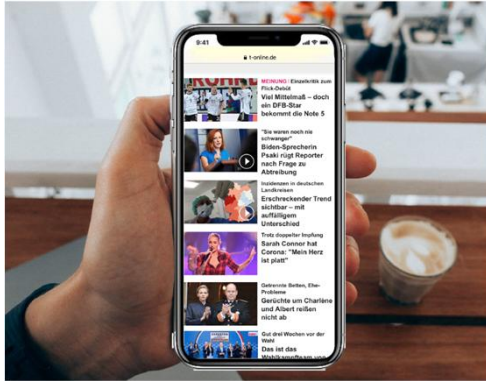
Mobile

- Mobile Cube Ad
- Mobile Presenter Ad 2:1
- Mobile Presenter Ad 6:1
- Mobile Sticky Ad 6:1
- Mobile Sticky Presenter Ad 3:1
- Mobile Sticky Presenter Ad 6:1
- Mobile Poster Ad

Video/CTV

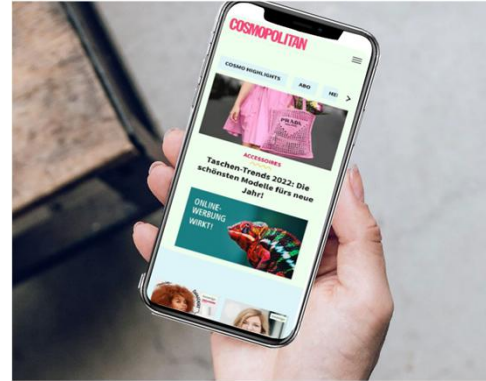
- PreRoll
- MidRoll
- PostRoll
- Bumper Ad
- PreRoll (We Are Era)
- Bumper Ad (We Are Era)

Our viewability-strong desktop and mobile formats now complement the programmatic portfolio



Mobile Poster Ad

- Seamless integration in content
- Attention-grabbing and user-friendly with sustainable branding effect
- High viewability, as only played in the visible area
- Good alternative to the interstitial



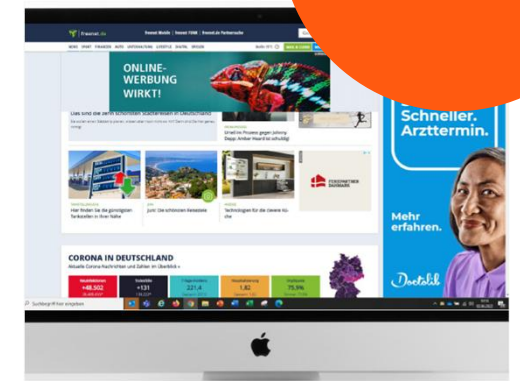
Mobile Docker Ad

- 2:1 Content Ad docked on the top screen
- High viewability due to stickiness, but not too intrusive
- High user-friendliness due to 3 sec. stickiness and close button



Mobile Expandable Sticky Footer

- Permanently above the content
- Unobtrusive animation with interactive arrow
- Generates attention without imposing
- High visibility already in the basic motif
- Click-out outside the interaction areas possible at any time

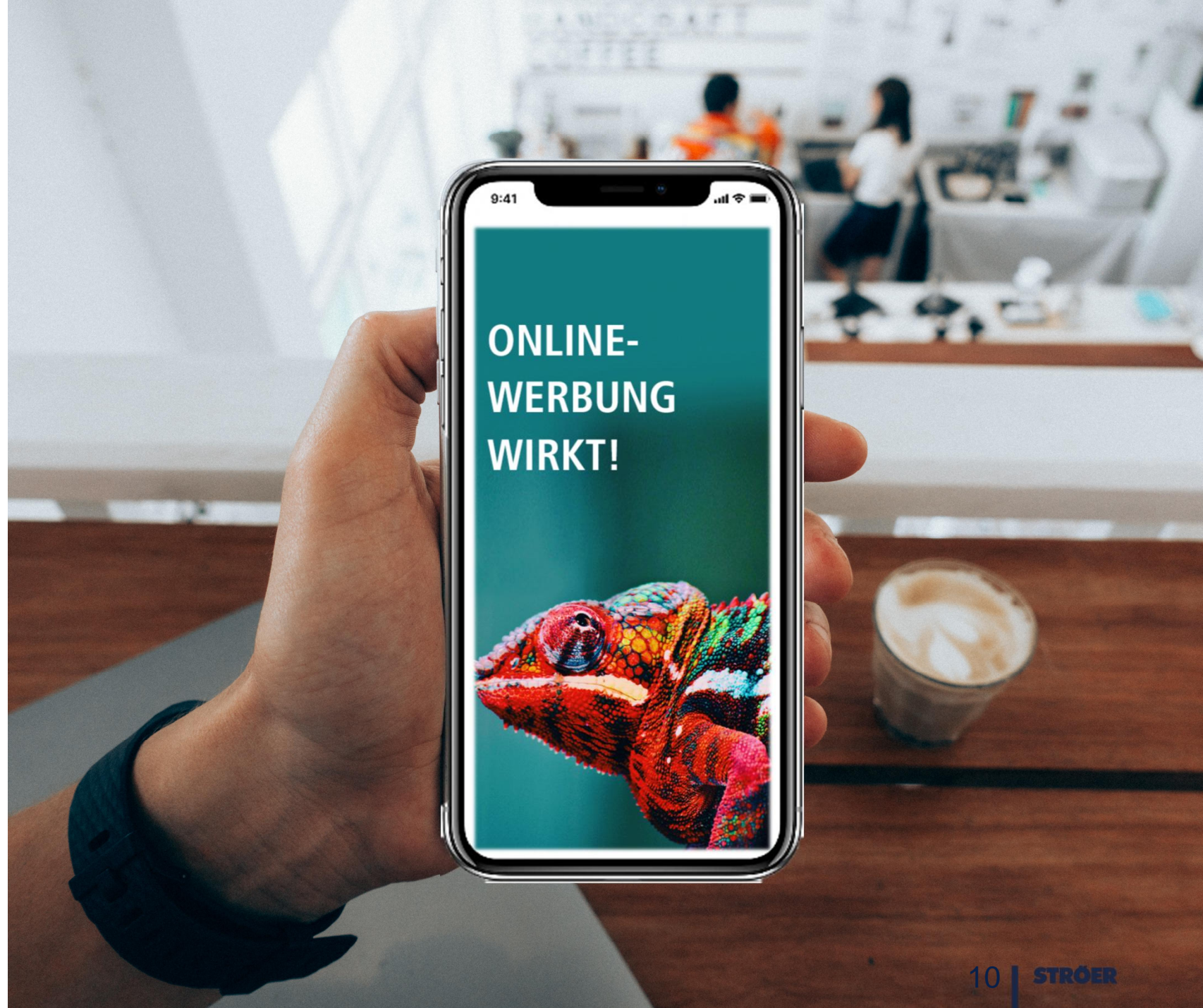


Sticky Billboard

- Starts normally on the billboard slot
- Stickiness starts when scrolling, Close button is available
- Stickiness remains for 5 seconds
- Hereby also high viewability with high user friendliness

InApp

- **Now fully measurable:** via Open Measurement SDK or MRAID.
- **User-centric targeting:** via MAIDs (mobile advertising IDs), contextual or for iOS based on IDFA (cross-app tracking)
- **High CTR/ VTR**
- **High reach**
- Number of app integrations: 20-25 (e.g. T-Online News, T-Online Wetter, SMB, Bauer, MPS, Wetter.com)
- Further publishers will be connected





Video & Audio



Moving image at Ströer

- Over 500 million video views InStream per month*
- Over 100 million video views OutStream per month
- Over 100 websites (t-online.de, giga.de, wunderweib.de, and many more)
- Additional brand-safe YouTube Influencer Channel via We Are Era
- Individual theme channels (news, women, men, sports, cars,...)
- Brand Safety only
- Pure content formats (no user-generated content)

t-online.



kicker

LECKER

WUNDERWEIB
wunderbar weiblich



Men'sHealth

* incl. We Are Era

Programmatic Connected TV

- **High reach** with 50 million views/month
- **High attention** due to large screens
- **High acceptance:** PreRoll Ads in classic TV environments
- High see-through rates of **>85% VTR**
- Ideal for TV **campaign extension**
- **Targetings:** Age, Gender, Geo, Time, FC, Contextual (environments)*
- **Advertising media:** pre-rolls ≤ 30 sec., bumper ads ≤ 6 sec.

*for example, sports, automotive, movies, series, docs, kids, gaming & influencers, info & entertainment, food & drink, comedy, etc..



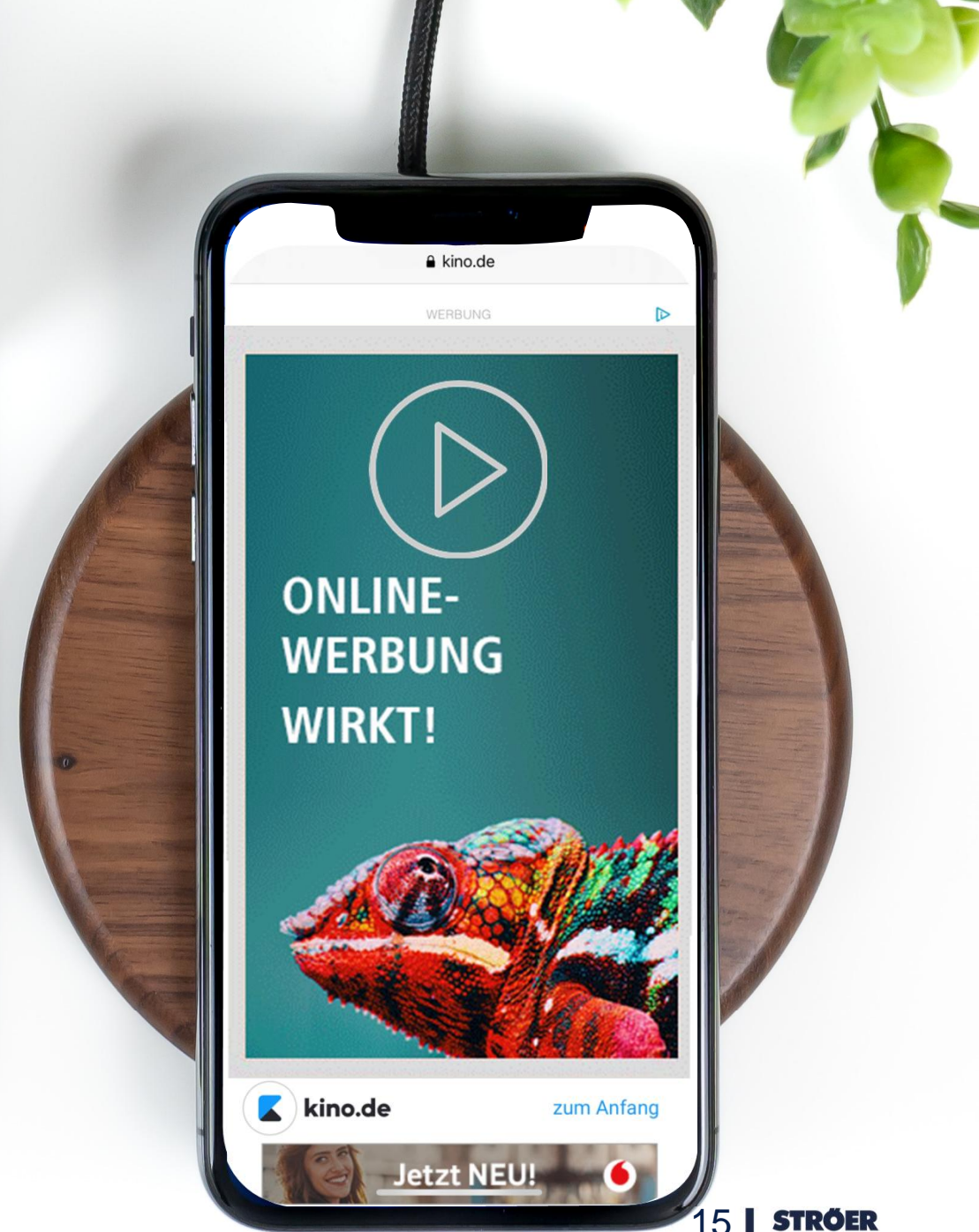
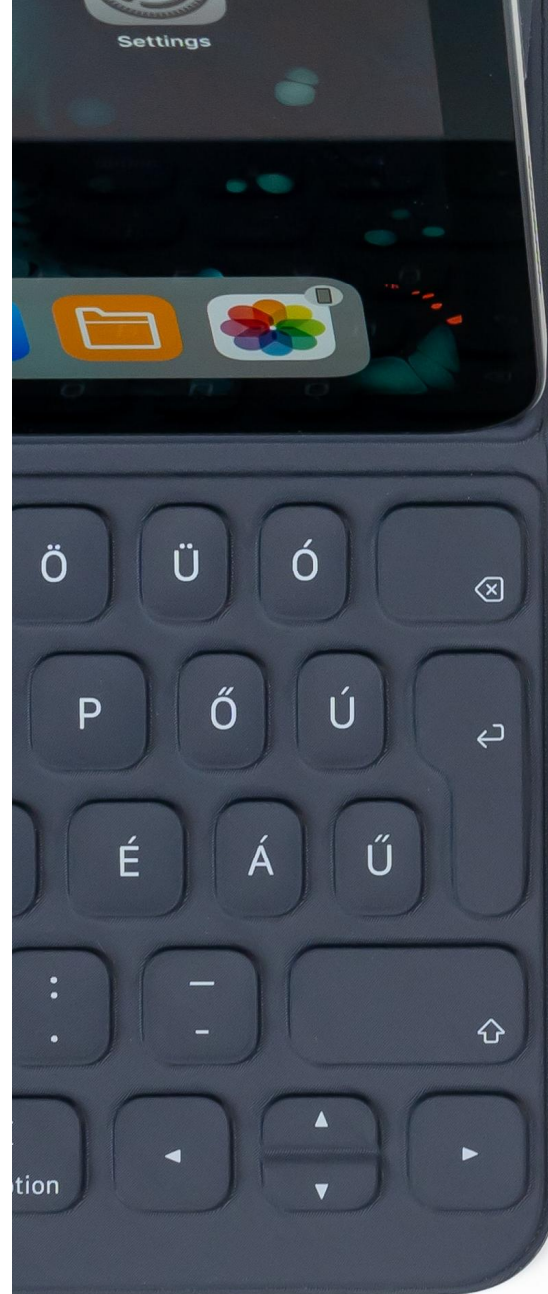
Bumper Ad

- 6-second InStream Video Ad
- Short spot & ClickToPlay increases user acceptance as well as throughput rates and minimizes bounce rates
- High cost efficiency due to high attention and ad recall at a lower CPM vs. 30 sec.
- Effective complement for branding campaigns
- Multiscreen playout on desktop, MEW, InApp and CTV
- Extendable with influencer reach via We Are Era (Brandsafe YouTube)



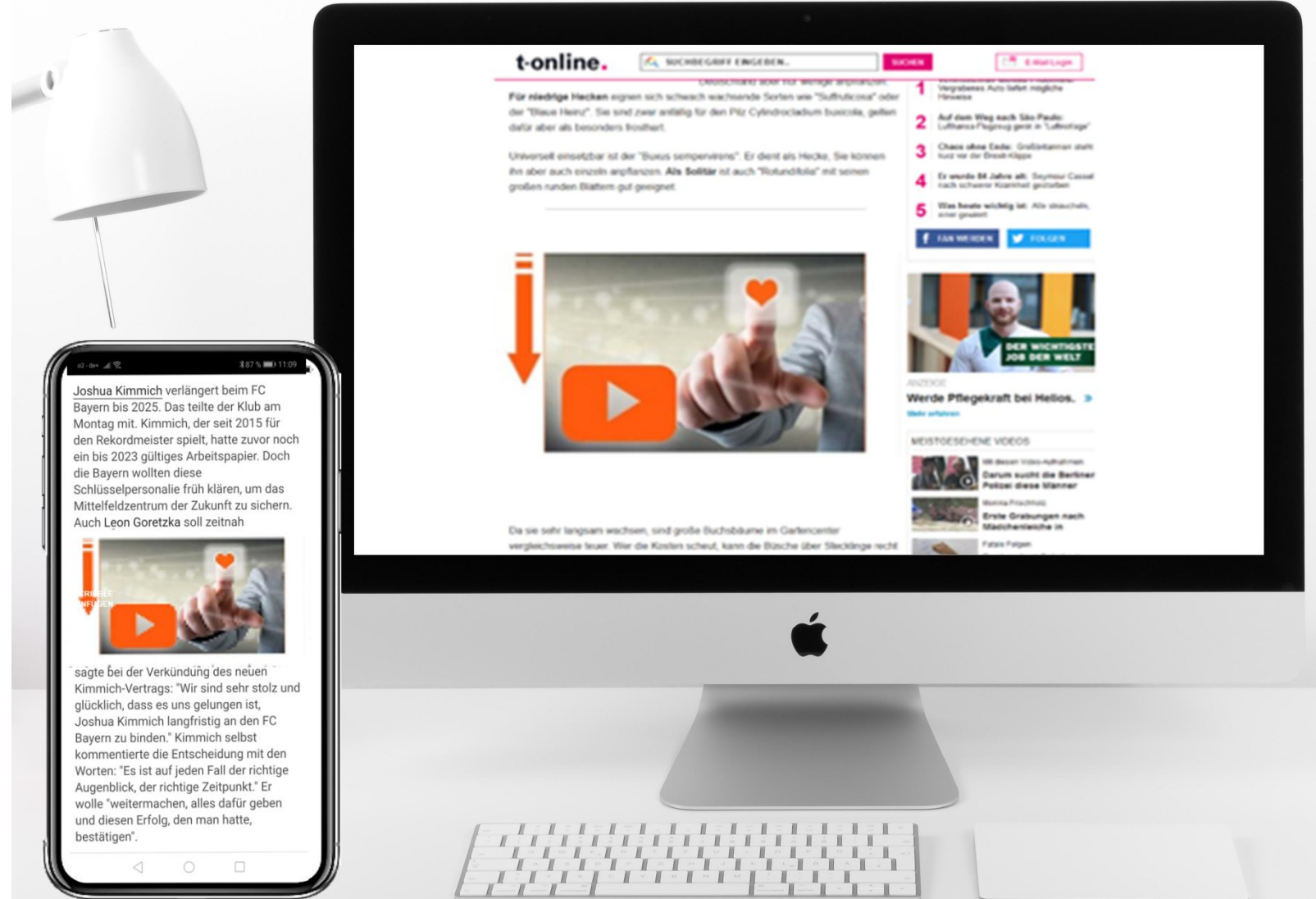
Mobile Vertical InText Spot

- The vertical video experience adapts ideally to the mobile usage situation due to the upright format and thus achieves maximum attention
- Prominent environment integration in editorial content ensures a high throughput rate
- Vertical videos are already learned from social platforms, such as Instagram, Facebook and TikTok.
- The spot only runs when it is at least 50% visible.



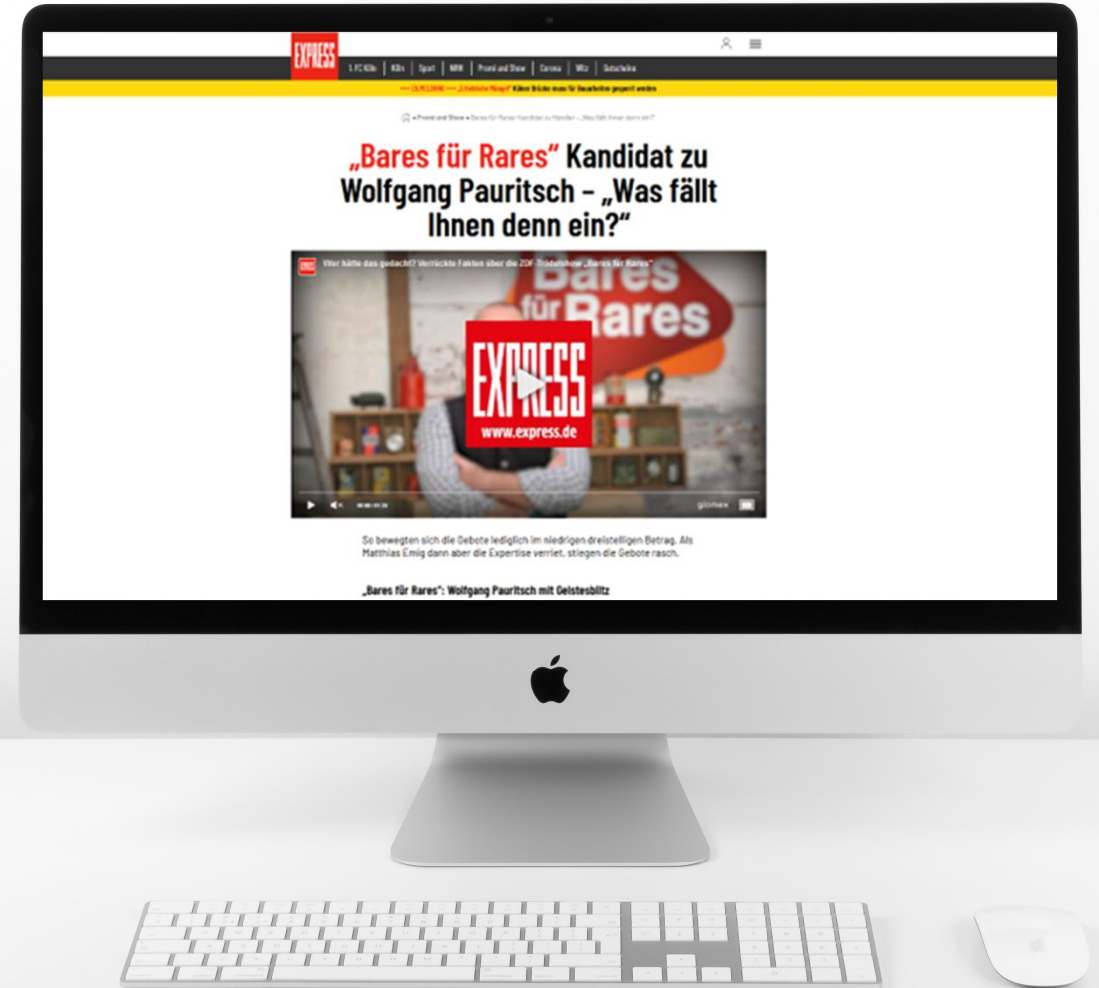
InText Spot Multiscreen

- Impressive appearance due to size and optimal placement in the direct field of view and in the reading flow and thus high advertising impact
- Format only fades in as soon as user scrolls down in the text
- Very high visibility and user acceptance
- Reach 50+ million impressions/month



Video Reach - PreRoll

- 100% premium content for your video advertising - from TV stations, news agencies and other professional licensors
- Editorial teasers lead interested users to editorial article pages
- Integration of the video in the immediately visible area of the article pages
- Pre-roll video starts automatically (muted autoplay)
- Multiscreen delivery (desktop & MEW)
- Coming soon: Sticky Player Integration



Programmatic Audio

- Online stream portfolio with numerous radio formats (including Absolut Radio station family, beats, etc.)



- Reach: streams with approx. 30 million AIs based on 5 million sessions
- Bookable advertising media: Audio spot 5 to 30 seconds (PreStream/InStream)
- Programmatic Setup: Deals are provided via Audiomax SSP, which is connected to all relevant DSPs.

AUDIOMAX





Data & Systems

In-house technology and unique data pool



STRÖER | SSP

Proprietary, open technology

High flexibility & compatibility for all purchasing systems. No "walled garden". Detailed analyses & optimization in PMP



 **OS** data solutions

Exclusive CRM data / High reach

With 37 million CRM records and more than 50 million UU, OS data solutions offers a unique data quality for high target group availability and accuracy.

Consistent quality
with high reach of
targeting through
new data partners

XING 

 PAYBACK



 mobile.de

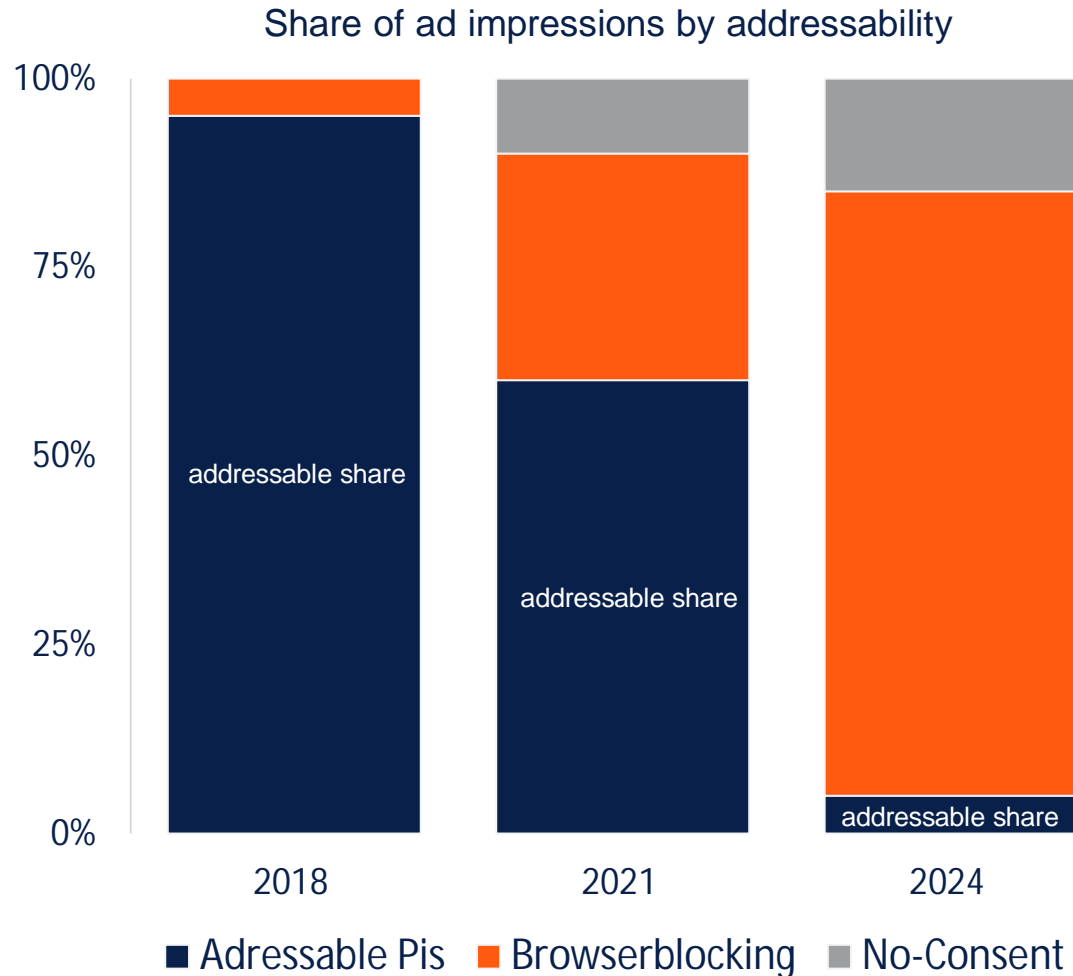
More to come...





**Post Cookie &
Alternative IDs**

Already today, 40% of traffic cannot be addressed via cookie IDs - in 2024, it could be 95%.



Decline in addressable desktop and mobile traffic due to...

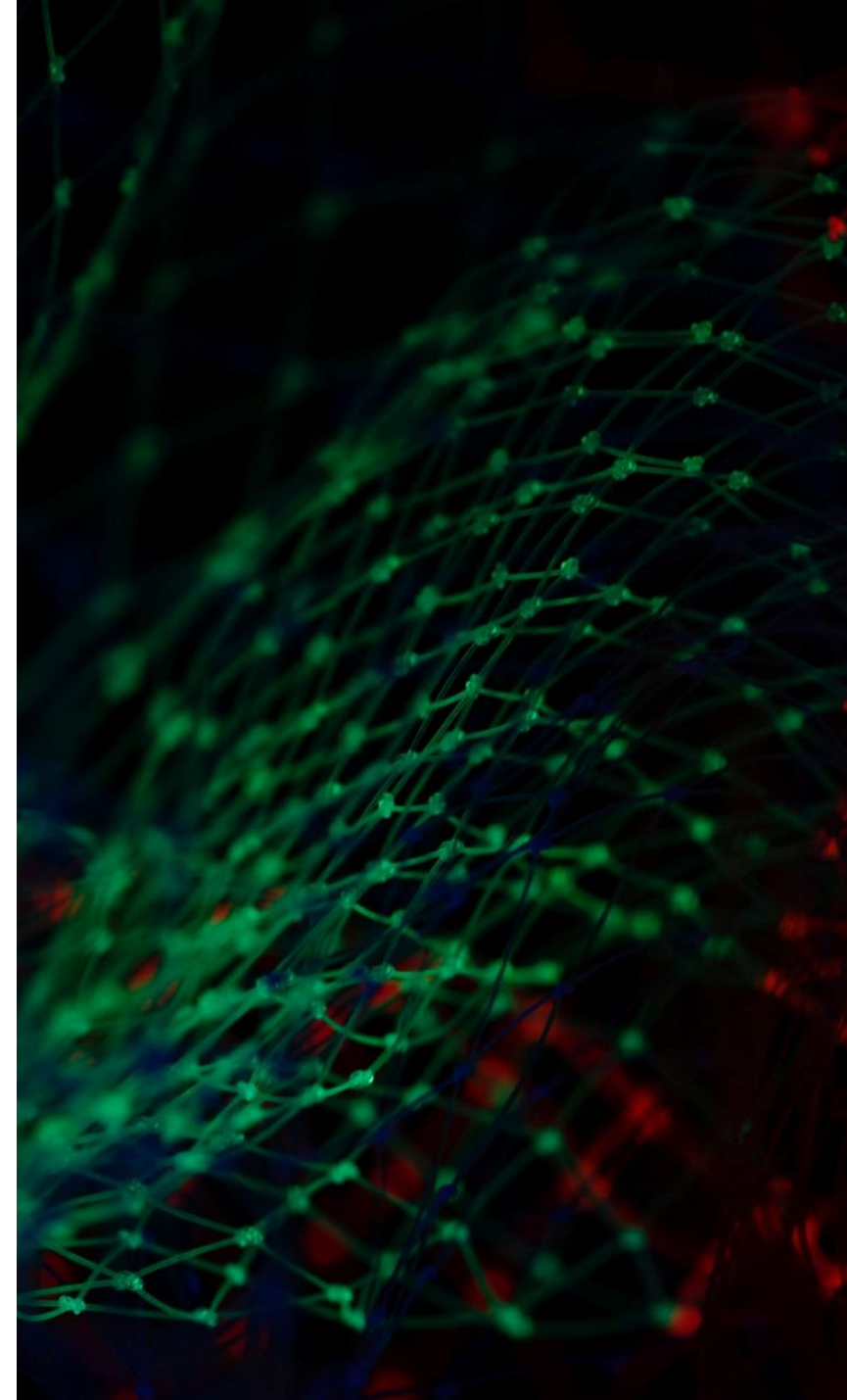
- increasing blocking by browsers and mobile operating systems
- introduction of consent management since 2020

Full Reach Targeting via Alternative Identifiers and ID-less Services

They already enable targeting without cookies - and thus access to additional users and inventories. Ströer relies on a multi-ID strategy here.

STRÖER's future-proof targeting products:

- **Persistente IDs:**
1st party data will be enriched with an ID (e.g. with logins, NetID, UID2.0)
- **Non-persistente IDs:**
Probabilistic data is collected based on technical user information (e.g. ID5)
- **ID-less Targeting Services:**
Cross-browser solutions for interest, age, and gender information are available via contextual targeting or real-time sociodemographic targeting



Alternative IDs

- To secure long-term coverage, we negotiate with initiatives and providers of alternative IDs.



ID 5 available on the Ströer portfolio

First campaigns show up to 78% more net reach*



As one of the first marketers, Ströer offers ID5, a scalable solution for addressing users on cookie-less inventories. Take advantage of the opportunities to make your programmatic campaigns even more successful.

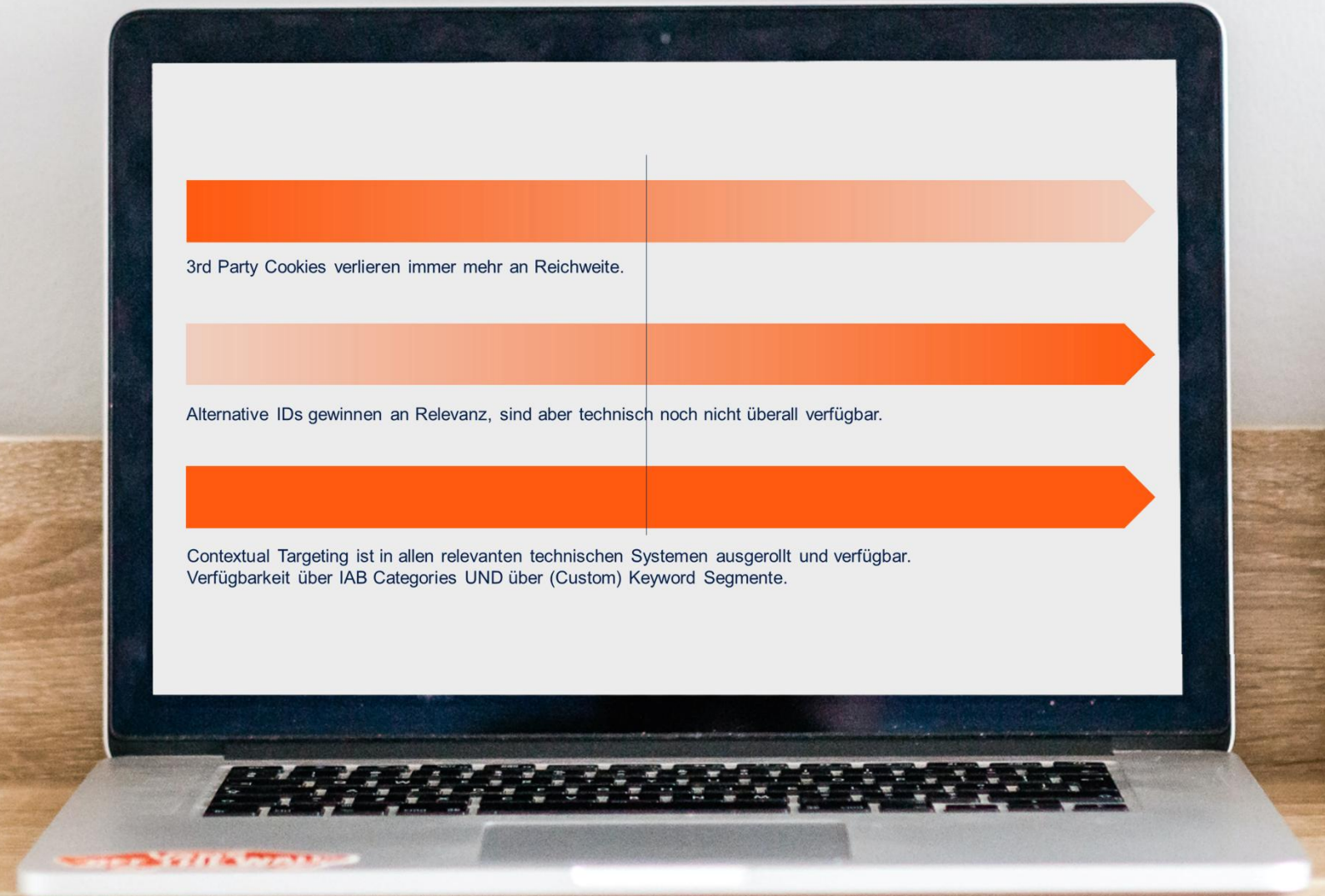
- ID5 as a **recognized provider** enables precise targeting
- Available **DSP-side** or as a **pre-targeted deal**
- All **OSDS segments** available
- **Increased** user **attention** due to low advertising clutter
- More **net reach** by opening up additional users
- High-quality Ströer **premium inventory**

Usable with all DSPs that support ID5.

Up-to-date with **Active Agent, Adform, Pubmatic, MediaMath, and others.**

Context Targeting

- Alternative IDs under development
- Context targeting on 100% of the portfolio
- with over 500 segments available



Test campaign proves increase in reach.

AKTION
MENSCH

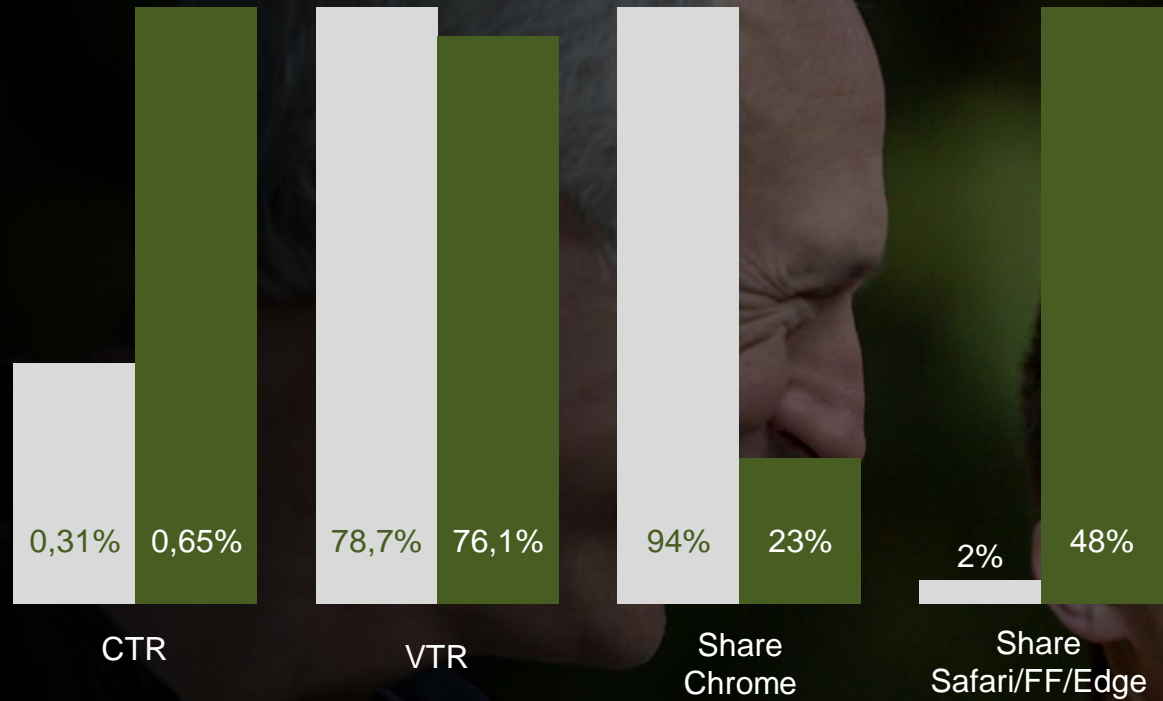
Identical campaign setup with differentiation in targeting (cookie-based vs. contextual)

Setup:

- Booking: I/O booking on Ströer inventory with 767,000 AIs per test group.
- Format: pre-roll, 20 sec, multiscreen
- Target group: Spitz with affinity to charity, non-profit, social engagement
- No frequency capping
- Duration: 08.08.-04.09.2022

Contextual with significantly higher engagement.

Aktion
MENSCH



More than doubling of CTR. VTR at a similar level.
Campaign playout shifted to browsers that block cookies.

A top-down view of a desk setup. On the left is a red notebook with a textured cover and a pen with a light-colored body and a black cap. To the right is a silver laptop with a black keyboard and a trackpad. In the bottom center, a black smartphone is partially visible. A white-bordered square is overlaid on the center of the image, containing the text "Deal Set Up".

Deal Set Up

Ströer SSP PMP as a success factor for programmatic campaigns



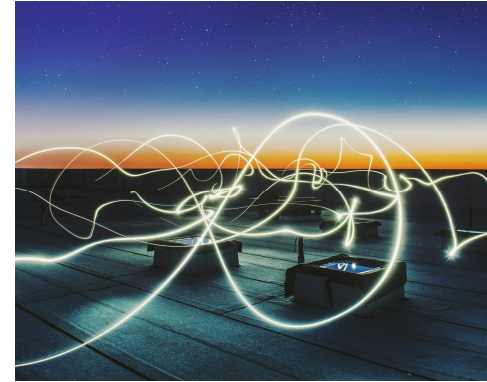
Exclusivity

- Optimal inventory access
- Online, mobile, DOOH, CTV available through one platform
- Leading SSP technology for DOOH
- Top 3 Multichannel SSP in the German Market*



Flexibility

- Independence from global tech players; local market understanding
- No walled garden
- Connection to all relevant 3rd party vendors in the German market
- In-house development team offers maximum flexibility to meet customer needs



Performance

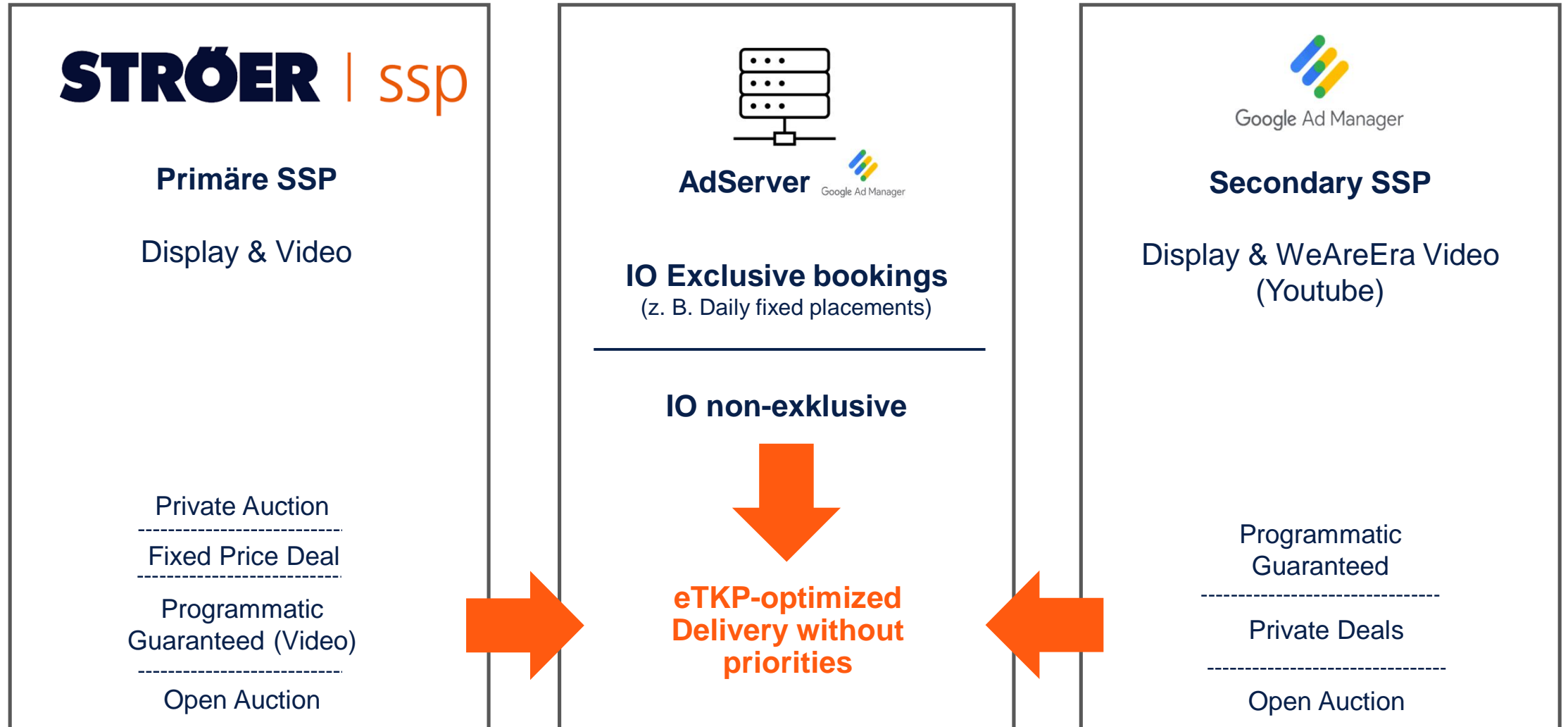
- In-house systems provide reliability and transparency
- Log-Level Data Optimization
- OSDS data integration for efficient targeting
- Optimization and support by Programmatic Sales Team



Privacy

- 100% DSGVO compliant incl. TCF, JCA, SCC
- Integration of relevant alternative ID solutions (Post Cookie / -MAID)
- Market pioneer through active participation in associations and initiatives (BVDW, OVK, COC, etc.)

Yield Setup: IO & Programmatic with equal access



Deal types at Ströer Digital

Private Auction Deal

Inventory **not**
guaranteed

Price floor
agreed (Floorpreis)

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Fix Price Deal

Inventory **not**
guaranteed

Price is fixed

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Programmatic Guaranteed

Inventory
guaranteed

Price is fixed

STRÖER | ssp



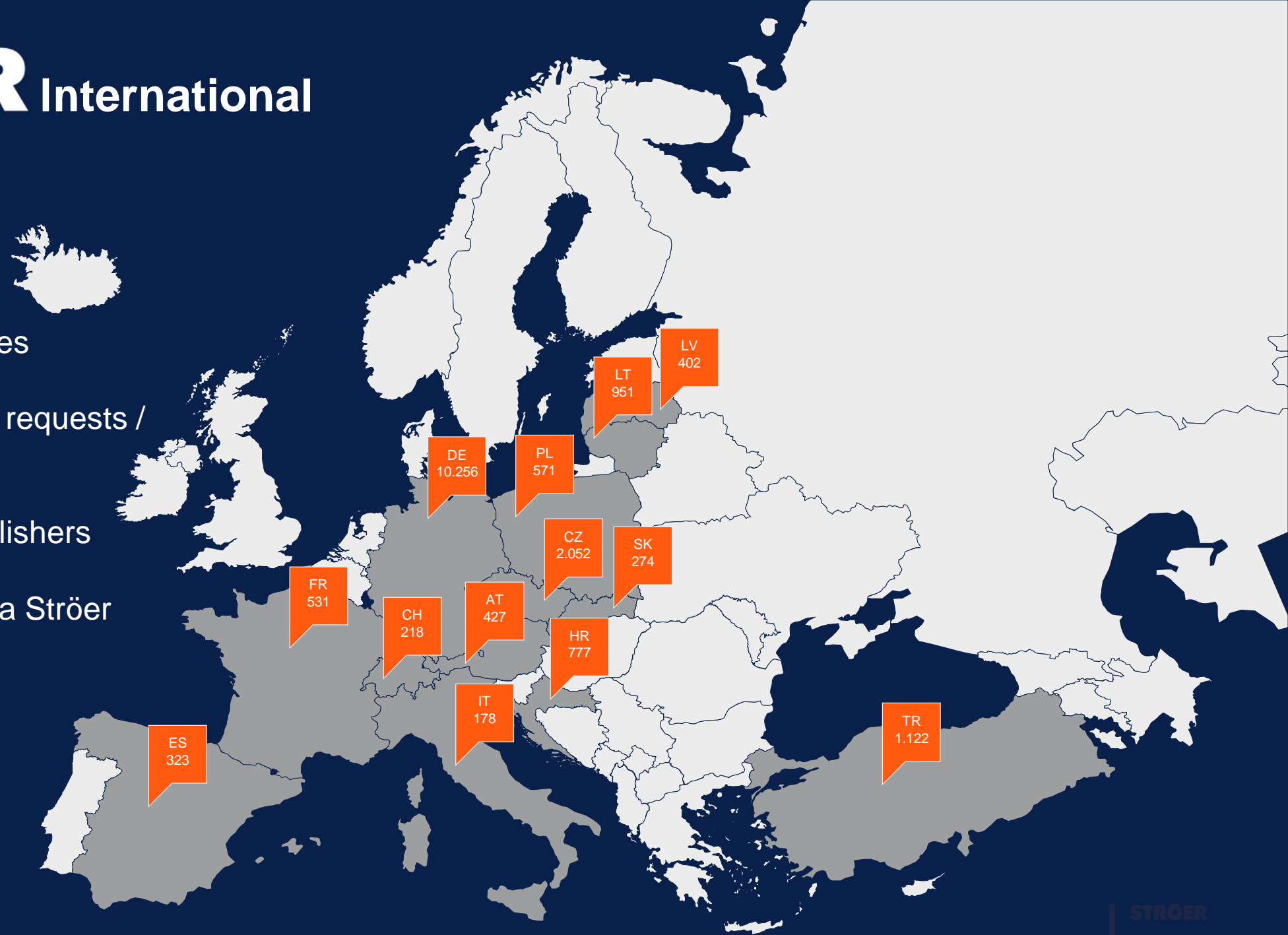
A person wearing a cap and a light-colored shirt is sitting in a black airport-style chair, looking out a large window. The window shows an airplane on the tarmac. The scene is lit with warm, golden light, suggesting sunset or sunrise. The person is in silhouette against the bright light from the window. The window has a grid pattern. The overall mood is calm and contemplative.

**Ströer
International**

STRÖER International

- Active in 14 countries
- Reach 20 billion ad requests / month
- Wide variety of publishers
- Preferred access via Ströer SSP

+ 500 Mio.
CTV
Reach
USA





The image shows two women from behind, sitting at a table. The woman on the left has long brown hair and is wearing a light-colored top. The woman on the right has shorter brown hair and is wearing a dark sweater. They are looking at a laptop screen. The laptop screen displays a website with various furniture items, including sofas and armchairs. The text 'Service & Support' is overlaid on the laptop screen.

Service & Support

Dedicated Programmatic Sales Team

You can reach our Programmatic Team

deals@stroer.de

- Direct contacts with many years of programmatic expertise
- Consulting and support for an optimal deal setup
- Proactive monitoring and optimization of the deal setup



A person is sitting at a desk, working on a laptop. Their left hand is holding a smartphone, and their right hand is typing on the laptop keyboard. A white coffee cup with a black sleeve is on the desk next to the laptop. A pair of glasses is lying on the desk in the foreground. The background is a blurred office or cityscape.

**Thank you very
much!**