



Messe München
Digital Solutions

Connecting Global Competence

B2B Online Marketing with TrustedTargeting

Reach 3 million B2B decision makers at the push of a button

Executive Summary: TrustedTargeting realizes the potential of B2B online marketing for you without risk



Why?

Increase your brand awareness and revenue growth through the realization of B2B online marketing potential.

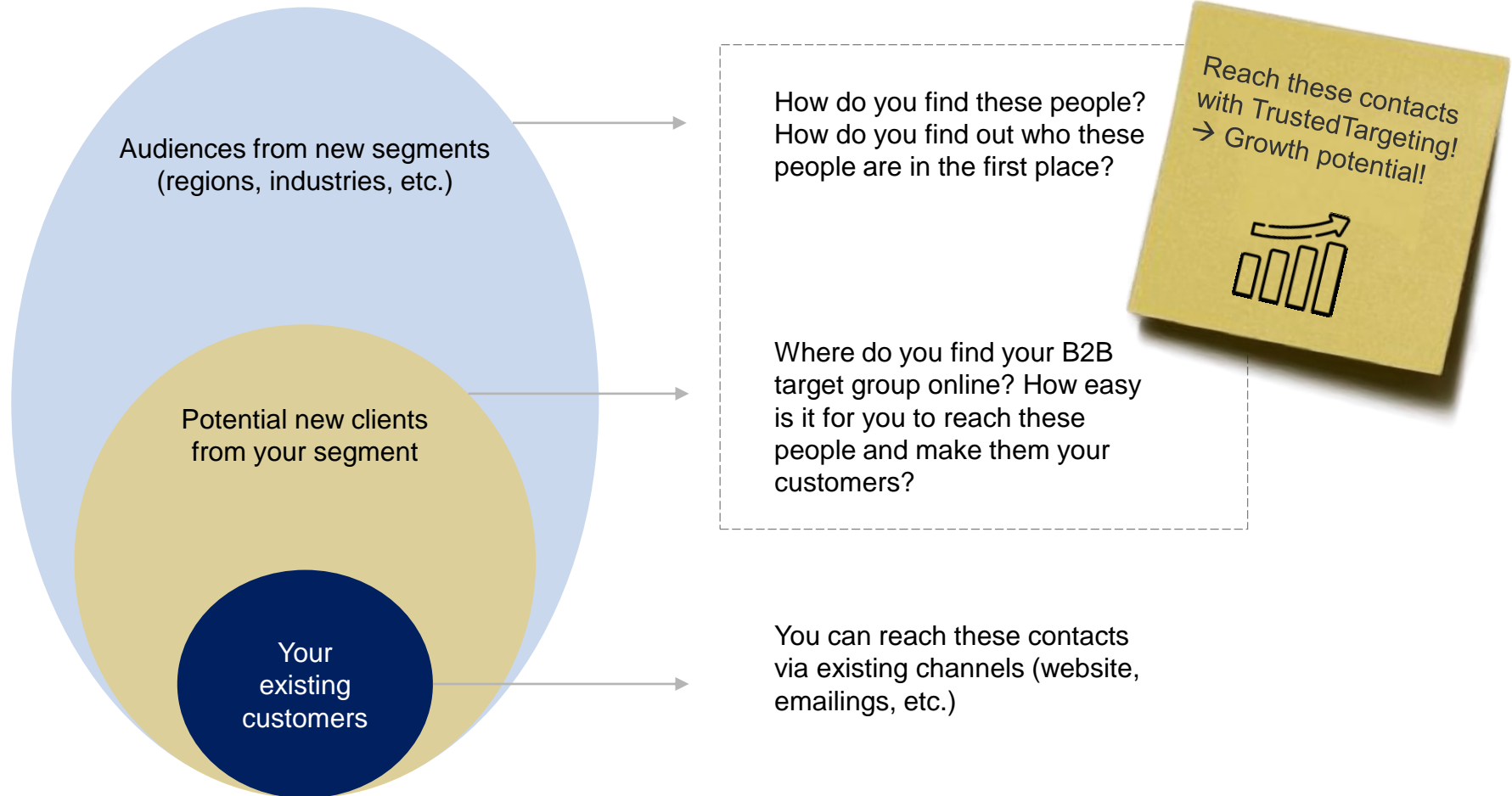
How?

Directly address B2B decision makers and Messe München target groups online in compliance with data privacy laws in order to generate leads.

What?

TrustedTargeting is a B2B online marketing technology based on the unique data of the world's leading fairs.

How do you reach your B2B target group online (especially contacts which you don't know yet)?



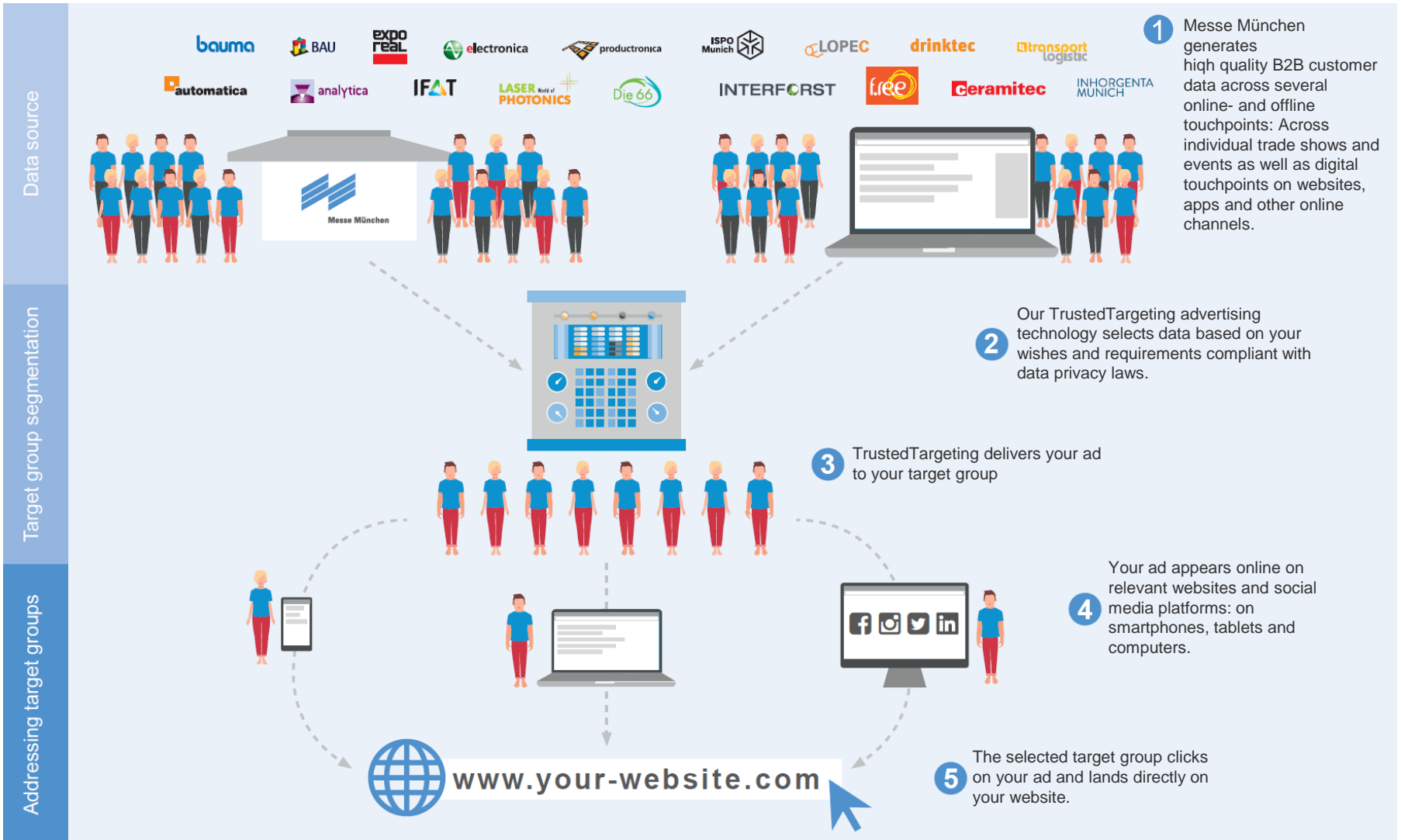
We can reach your target group on social media, Google AdWords & Display and via Programmatic Advertising



This means for you:

- ✓ You reach your B2B target group almost anywhere online, anytime – even on ad spaces that weren't usable for you before
- ✓ You enormously reduce spreading loss and use your ad budget extremely efficiently
- ✓ Minimal effort for you: We take over campaign management for you!

TrustedTargeting allows you to address your B2B audience anywhere online at any time – without risk.



What is special about TrustedTargeting?



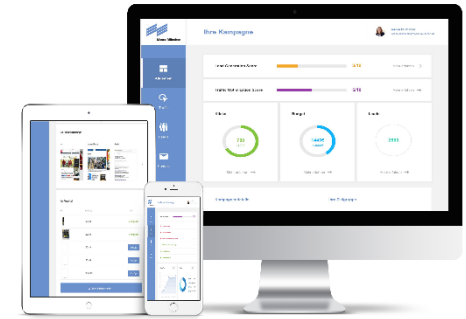
TrustedData

Our performance marketing technology gives you access to high quality B2B target groups of our globally leading fairs and events. Reach more than 3 million decision makers from 18 industries and 200 countries online with TrustedTargeting.



TrustedTechnology

Our advertising technology is compliant with the latest data privacy laws and selects our B2B data according to your wishes and requirements. Your ad reaches your target group on relevant website and social media platforms. Address potential customers on their smartphone, tablet or desktop computer.



TrustedCustomerSuccess

Your campaign is set up and launched by a marketing expert within a few days. We consistently monitor and optimize the performance of your campaign. Your own dashboard allows you to view results always in real-time.

Your campaign manager plans your campaign together with you and optimizes it for optimal performance



Planning

Content & results

- Detailed planning of your campaign incl. goals, target group and timing
- Coordination of optimal creatives and tracking is done
- You have a personal digital marketing expert leading you through the planning of your campaign

Duration

30 minutes on the phone

Setup & Launch

- Your campaign is set up and creatives are implemented
- Tracking codes are implemented
- Your campaign is GDPR compliant
- Launch of your campaign

Within 5-10 working days

Performance

- Your target group sees your ad and visits your online channels
- You only pay for actual clicks on your ad
- Your campaign only runs as long as there is advertising budget available for it

Results are always visible for you in your personal dashboard

Choose the best package for you and let's get your campaign started!

Starter

The starting kit for becoming successful in the B2B online marketing world. Realize potential with little effort.

1,799 €

- ✓ 750 clicks (1,500 EUR advertising budget)
- ✓ 2 selection criteria* for your target group
- ✓ Campaign dashboard & campaign manager

Premium

The B2B marketing package for customers who want to grow significantly and want to use online channels to grow their market share.

3,499 €

- ✓ 1,450 clicks (2,900 EUR advertising budget)
- ✓ 3 selection criteria* for your target group
- ✓ Campaign dashboard & campaign manager
- ✓ Professional reports

Advanced

The B2B package for marketing professionals with access to exclusive target group segments. Reach the next level of digital marketing!

6,999 €

- ✓ 2,950 clicks (5,900 EUR advertising budget)
- ✓ 4 selection criteria* for your target group
- ✓ Campaign dashboard & campaign manager
- ✓ Professional Reports

*Selection criteria: **Starter:** Industry, country, **Premium:** Industry, country, industry focus, **Advanced:** industry, country, industry focus, function at organization

Contact us in order to start your campaign!



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