

# Advertising Starter Package

Our advertising services  
for your success!



# Reach your customers at OTTO

## Our expertise in 3 core areas

Advertising

Marketplace

Retail

**11.3<sup>m</sup>**  
customers

**17<sup>m</sup>**  
products

**OTTO**

**70%**  
mobile visits

**> 6,000**  
marketplace  
partner

**OTTO** Advertising

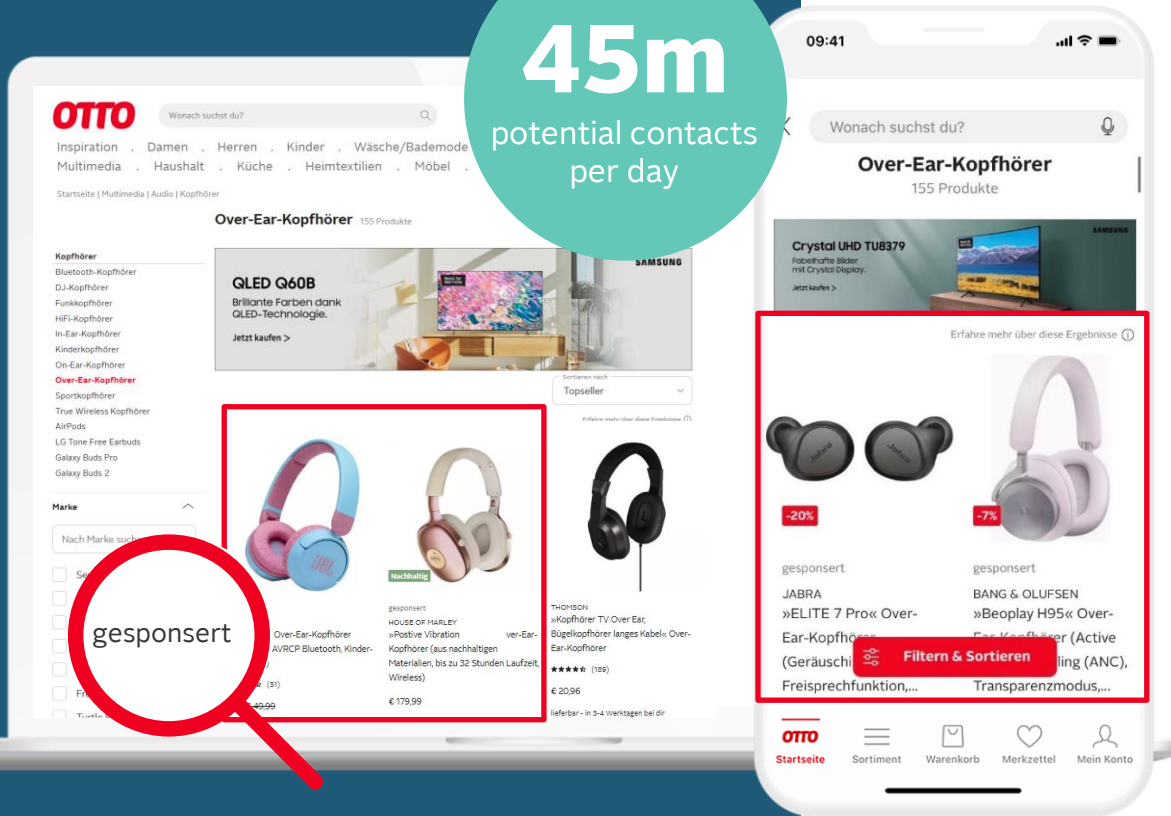
# **Your products are available at OTTO!**






Let's talk about how  
your products reach page 1  
of the search results

# Sponsored Product Ads

45m  
potential contacts  
per day

## Increase visibility for your brand and assortment



-  **Top placements on OTTO** to raise sales
-  **Placement** native on product lists and search result pages (max. 4 slots) and product detail pages (max. 15 slots)
-  **Delivery in a suitable context** with ROAS-based optimization
-  **Reporting** views, clicks, CTR, effective CPC, ad spend, sales, ROAS  
order attribution: 28 days post-click
-  **Cost-per-click**

# Sponsored Product Ads

## Take advantage of an exclusive placement at OTTO



### Visibility

With top placements at OTTO



### Increase in sales

Reach customers with real buying interest



### Relevance

Place your ads in a fitting context



### Transparency

Measure the ROI & optimize your budgets



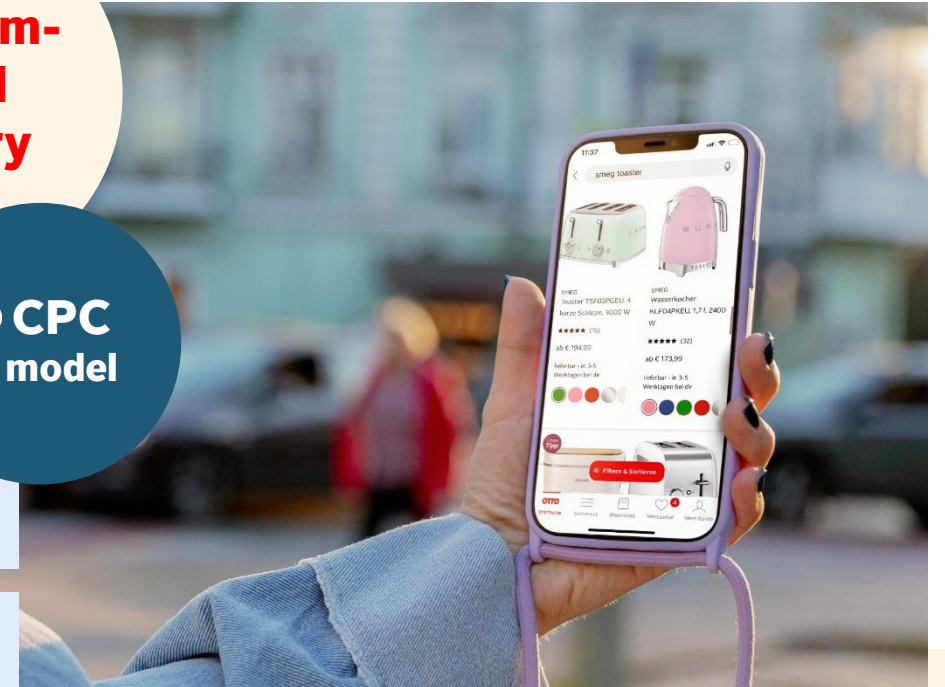
### Programmatic advertising

Automated purchase of placements in real time

algorithm-  
Based  
delivery



€ CPC  
model



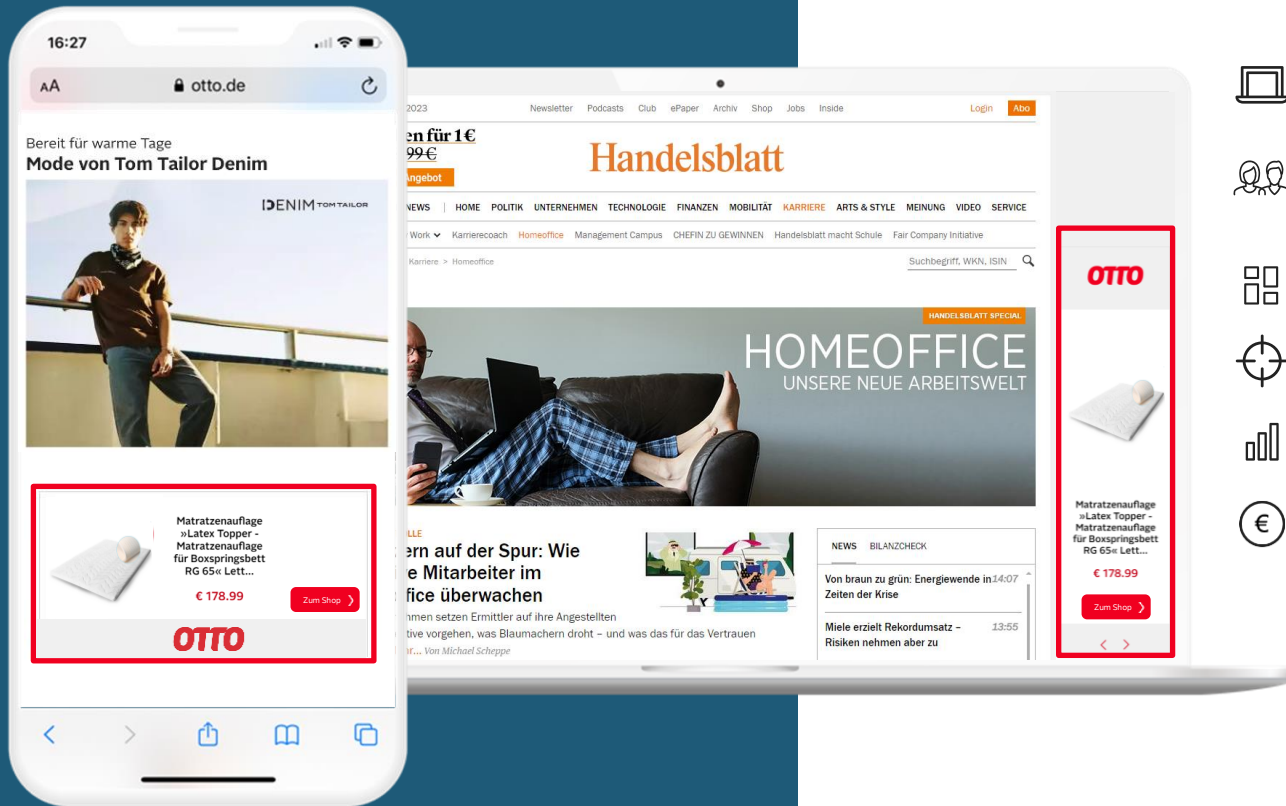
# What else?







Reach new customers easily  
with **Sponsored Display Ads**  
advertising

# Sponsored Display Ads

Self Service

## Inspire your customers along the entire customer journey

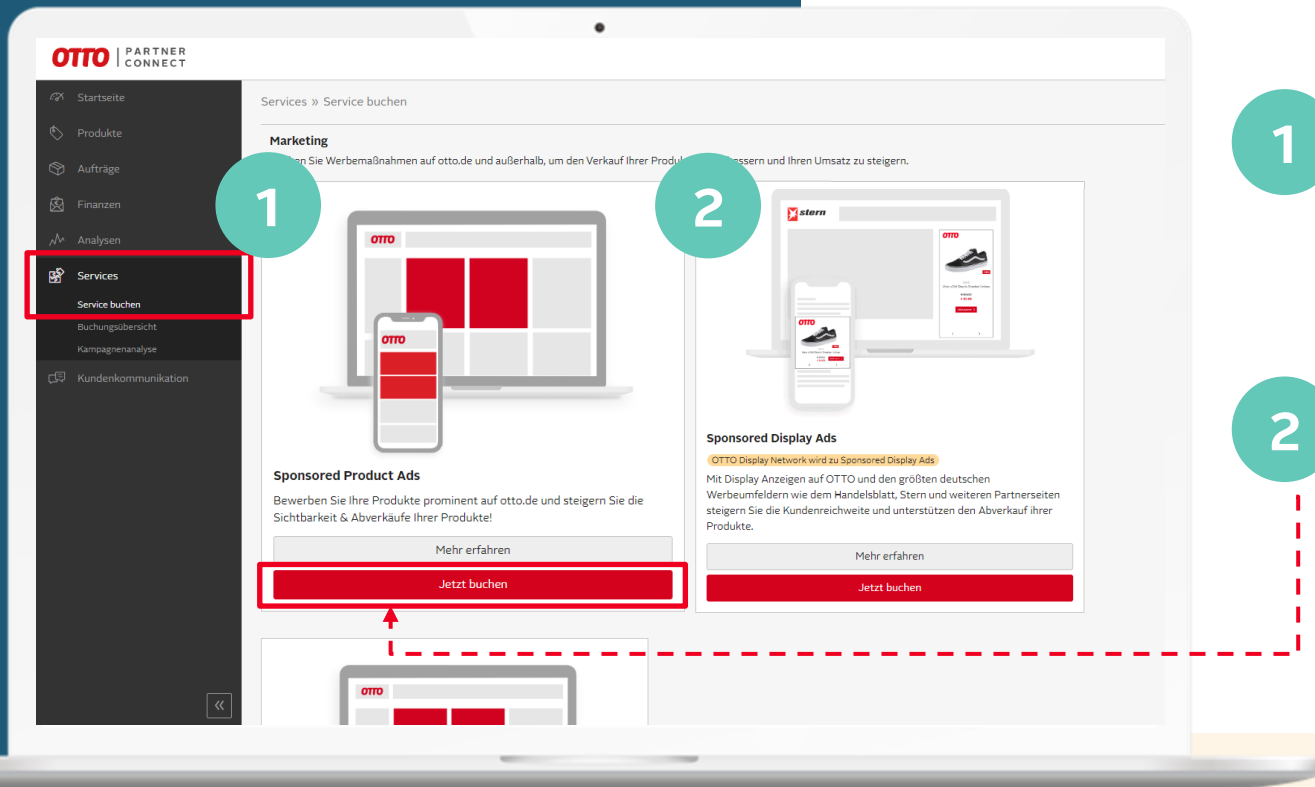


-  **Attractive advertising space** outside OTTO and at OTTO within a campaign
-  **Effective customer contact** through combined offsite & onsite campaign (can also be booked individually)
-  **Ad automated creation** based on article information
-  **Automatic delivery & optimization** through AI-based algorithm
-  **Reporting** Impression, Clicks, CTR, Sales, CVR, ROAS, KUR (ACOS)
-  **Dynamic CPM** supply and demand determine the price



# Self Service

## Book your campaign now at OTTO PARTNER CONNECT



1

### Sponsored Product Ads

Go to „Services“ in OTTO PARTNER CONNECT and click on "Jetzt buchen"  
You can start your SPA campaign in 4 easy steps

2

### Sponsored Display Ads

Go to „Services“ in OTTO PARTNER CONNECT and click on "Jetzt buchen"  
You can start your Sponsored Display Ad campaign in 3 easy steps



# Thank you!



More on OTTO Advertising:



[OTTO for Business](#)



[OTTO for Business/Advertising](#)