

OTTO retail media

**Plan your individual sale
bundle in only 3 steps**

A dark grey circular icon containing a white percentage sign (%).

**Herbst-
krachertage
at OTTO**

OTTO retail media

Your Options

Herbst-
krachertage
29.09. –
03.10.

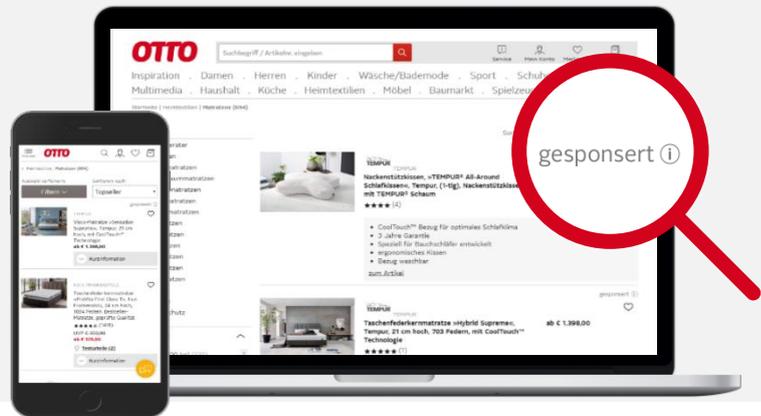
min. 20%
HOME&LIVING
FASHION

Herbstkrachertage 2022 at OTTO

Benefit maximally from the high attention and traffic during the Herbstkrachertage at OTTO! Push a selection of your products to the top 3 of the search results and reduce the price at the same time with a discount promotion. With strong and convincing display ads, you will ensure the necessary attention everywhere at OTTO. Use our bundle and secure your sales.

Step 1 SPONSORED PRODUCT ADS at Self Service

Push a selection of your products to the top 3 of the search results and product lists at OTTO and increase the visibility and sales for your products.



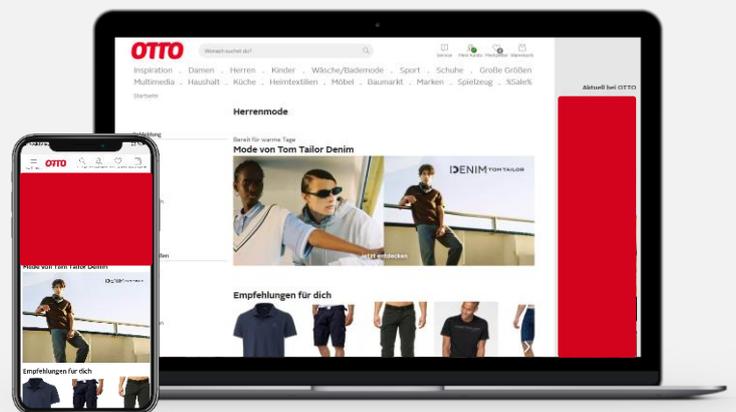
Step 2 DISCOUNT at Self Service

Plan your own sales campaign with attractive discounts around the Herbstkrachertage on OTTO. You will achieve the best result if the discount articles from your assortment are advertised at the same time with Sponsored Product Ads.



Step 3 SPONSORED DISPLAY ADS*

Generate more attention for your discounted and promoted products with strong and convincing display ads. Inspire your customers along the customer journey and make noise for your sales promotion.



Increase your sales during Herbstkrachertage!

*** Please feel free to contact us in OTTO Partner Connect (OPC) under Services**

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Our offer

Herbst-
krachertage
29.09. –
03.10.

Min. 20% on
fashion and
home & living

YOUR ADVANTAGES



HighPresence

Increase the visibility of your products during an extremely busy sales period



Transparency

Measure ROAS & optimize your budget for best possible results



Increase in Sales

Reach all relevant customers with **real buying interest** along the customer journey



Real Time Bidding

Automatic purchase of space in real time | Payment only for budgets actually spent

BUNDLE: HERBSTKRACHERTAGE 2022

	Product	Booking	Term	Our recommendation
PERFORMANCE	Sponsored Product Ads	Self Service in OPC unter Services	26.09. – 09.10.	2.500 EUR
SALE ACTION	Discount	OPC Self Service in OPC unter Services	26.09. – 09.10.	free of charge
CONSIDERATION	Sponsored Display Ads	Managed Service*	26.09. – 09.10.	2.500 EUR

BOOK NOW

Sponsored Product Ads and **discount promotions** can be booked independently in **Self Service in OPC** under Services.

* For **Sponsored Display Ads**, please contact us in **OPC** via the service tile "**OTTO Retail Media**"



Please note that the offer must comply with the requirements of the German Price Indication Ordinance (PAngV) from a legal point of view and must also be unobjectionable from a fairness point of view. If necessary, please have the offer checked by your legal department and/or lawyer. Please understand that OTTO cannot answer any questions in this regard for legal reasons.