



berlin.digital
@ DMEXCO 2019

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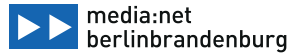
Trade Fair Cologne

11 – 12 September 2019

Hall 8.1

Booth B-011-C-010

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Senate Department for Economics,
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One of the main factors of Berlin's growing economy is our vibrant start-up scene. Every 17 hours a new digital business is founded here.

Since years Berlin offers unique framework conditions for digital driven entrepreneurship: a remarkable system of public funding programs, our support initiative Projekt Zukunft, two de:hubs for IoT and fintech, nearly 200 future labs, renowned incubators and accelerators, as well as an outstanding network of business angels and venture capital funds. These conditions pay off: Berlin start-ups have more employees than anywhere else in Germany and they graduate faster to enterprises. Berlin as a city is just like its digital entrepreneurship scene:

diverse, dynamic, and highly international. Therefore it attracts creative minds from across the world. The high density of digital marketing, adtech and smart data start-ups combined with an professional and innovative atmosphere created by networks like berlin.digital, networking events and business conferences, makes Germany's capital one of the leading digital-creative melting pots of Europe.

Our »berlin.digital @ DMEXCO 2019« booth will let you experience the full bandwidth of trendsetting digital entrepreneurship of Germany's capital region. We invite you to exchange ideas, find new business partners and benefit from the innovative thrust of Berlins digital scene.

Ramona Pop

Berlin Mayor and Senator for Economics, Energy and Public Enterprises



Being present at DMEXCO is a must for the German capital region. Berlin-Brandenburg has developed into a hotspot for digital innovations, because here the general conditions are right: from well-trained specialists and individual funding instruments up to attractive location conditions, creative start-ups and innovators find very good prerequisites for business development.

Awards such as the MediaTech Hub Potsdam are a testimony to our economic policies. In order to strengthen digital locations such as Potsdam, to network them with other actors and to market them on a national and international level, platforms are needed on which digital marketing developments can

be discussed and promoted. The DMEXCO is ideally suited for this.

Visit the joint stand Berlin-Brandenburg and let us convince you of the know-how of our entrepreneurs.

Prof. Dr.-Ing. Jörg Steinbach

Minister for Economic Affairs and Energy of the federal state of Brandenburg

The Real-Time Data Exchange

adsquare is the Real-Time Data Exchange that gives advertisers access to accurate data at scale, enabling more relevant campaigns based on audiences and their context. The platform puts data at the heart of your campaign and makes it actionable for more effective targeting, measurement and insights.

Advertisers can take control via the self-service Audience Management Platform which gives them full transparency when buying data, creating segments and activating them to their programmatic platform of choice. It has been built mobile-first and its proprietary location data intelligence makes real-world movement data available for digital advertising.

Via its open and private marketplaces, adsquare offers a broad portfolio of data

from mobile, online and offline sources, including location behavior, app usage, demographics, affinities and interests.

adsquare complies with strict European privacy laws, protects data ownership, and offers a secure environment for data sellers and buyers.



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Programmatic Display & Native Advertising Based on your CPO

advanced store is a technology company for online performance advertising that offers solutions for both advertisers and publishers worldwide.

Both our company's mindset and our technology focus on constantly optimising campaigns towards our clients' CPO (cost per order). We are convinced that performance advertising will be fully automated in the future. That's why we develop our own media technology and offer scalable campaigns with a full service approach. From media planning to campaign set-up to ongoing optimisation, we take care of our client's campaigns and only bill them according to their success.

By connecting retargeting and prospecting strategies and offering access to exclusive reaches and premium inventories, we

create industry-specific display, native and social campaigns. That's how our team of 42 experts from different fields has been achieving extraordinary revenues for more than 10 years.



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Connecting People and Places

We help you better understand your audience and the entire customer journey by connecting the digital and physical worlds.



Aumago – We Get B2B Advertising in Front of the Right Users

Aumago is a leading provider of B2B online marketing. Our core mission is to support B2B companies of any size and industry to gain a maximum understanding of their target audience and to turn that knowledge into tailored cross-device online marketing campaigns.

With our help business advertisers can reach industry-specific users wherever they travel the web with display, video, social media and native advertising campaigns. We manage online marketing campaigns for hundreds of business advertisers such as *Siemens, Vodafone or Bosch*.

We have an exclusive access to audiences of +300 websites operated by business publishers, trade show organizers and business directories. With over 10 million

business users every month we are the market leader in Germany for data-driven B2B programmatic advertising.



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PROFESSIONAL

CUSTOMER
 FEEDBACK
 MANAGEMENT



BankingCheck – Your Customers Already Trust us

BankingCheck is the leading Feedback Company in the banking sector based in Berlin. In collaboration with *eKomi Ltd.* since 2015, valuable partners such as *Google, Microsoft* and *Yahoo!* (SEO, SEA), paving a way for us to benefit from global experience we share with you.

Since 2011, we have managed over 1.5 million authentic reviews for 900 providers and 900 products. These opinions and ratings provided by our end customers are a proof of trust.

We manage customer reviews for our clients — such as *Check24* and *VR Network*, as well as *DKB* and *norisbank*.

With our B2B all-in-one solutions, banks gain expertise in making data-driven decisions and can implement trust and values based on customer evaluations.

Our annual networking event in Berlin — Banking and Insurance Summit — is a highlight in the finance sector. Since 2012, we award best providers and products with the BankingCheck & eKomi Awards.



BankingCheck GmbH

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CrossEngage – Customer Data & Engagement Platform

CrossEngage combines a real-time customer data platform with cross-channel campaign management. The platform integrates all of your data sources into comprehensive 360-degree customer profiles.

Marketers can use this data to develop advanced segments and automated customer journeys. Through personalized customer communication across all channels, companies can strengthen their customer loyalty, increase profitability and even win new customers more efficiently.

Companies such as *DB Vertrieb, Depot, HelloFresh, Limango, Karl Lagerfeld and Finanzcheck* are already using CrossEngage to great effect.

Talk to us if you need one of the following:

- Scalable customer data management
- Comprehensive customer data profiles
- Advanced customer segmentation
- Cross-channel automation in real time
- Freedom in tool and channel selection

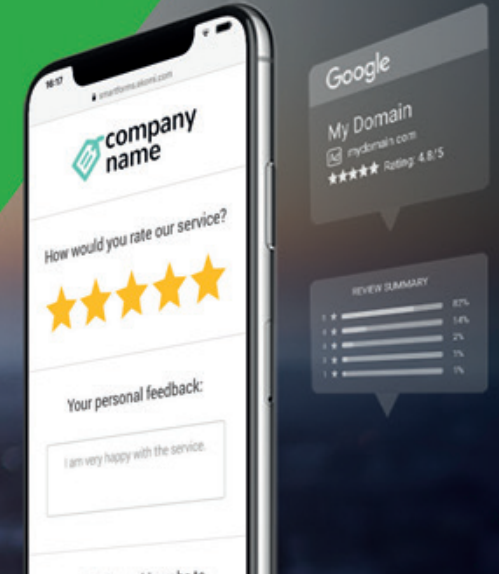


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Leverage the power of customer feedback to grow your business



eKomi The Feedback Company – More Ratings, More Traffic, More Sales

Customer-centricity is key for business success across all industries worldwide. Any business that wants to guarantee its future needs to listen and learn.

As the leading European ratings and reviews company, eKomi provides businesses the ideal tools to collect, manage and market customer feedback. By building trust, our clients can quickly boost their sales and website conversions by 5–10%.

We proactively ask for reviews at any touchpoint and generate up to 70x more than other similar services thanks to our innovative, flexible and engaging solutions. We let the voices of your happy customers be heard, and that's why over 94% of reviews in the eKomi system are 4 and 5 stars.

Displaying star ratings alone can give you:

- 17% more clicks on your Ads
- Improved ROI by lowering CPC costs
- 30% more organic traffic to your site

Over 14,000 consumers already work with eKomi. Find out how to leverage the power of social proof to strengthen your brand!



eKomi Ltd.

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Red Pineapple Media is a Global Video Advertising Platform

From our offices in Berlin, Mexico City and Miami, we help the world's largest brands and agencies deliver successful and lucrative video campaigns using innovative 3D, static, outstream and multi-video rich media players.

We provide publishers and advertisers with easy and efficient access to out-stream and in-stream video advertising, and the solutions needed to target and optimise across all mobile and desktop devices.

Red Pineapple Media supports direct and programmatic delivery methods to distribute video content on our publisher network, consisting of premium blogs, games

and websites across Europe, South and Northern America.



Red Pineapple Media GmbH

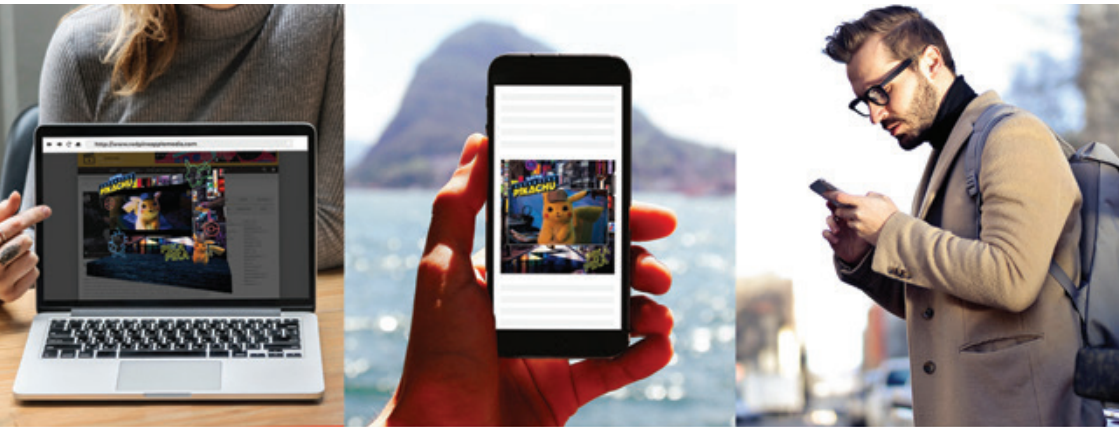
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 **Be seen by the world**



Berlin represents digitalisation

Berlin provides an unique ecosystem for digital innovations: in culture, business, society and science.

To grow this ecosystem, Projekt Zukunft – the initiative of the federal state of Berlin for the digital, media and creative industry – supports the innovative power, growth and international competitiveness of Berlin-based companies. Projekt Zukunft develops

strategies and tailor-made funding tools, facilitates cross-industry innovations, creates awards/contests on future key sectors, organises networking events among companies, and provides industry information through studies, reports and campaigns. The goal is sustainable development. Berlin is a centre for the digital transformation of all industries. We heartly welcome you to join.

Learn more about project future on www.projektzukunft.berlin.de



Powering Beautifully Effective Ads

Smartly.io automates every step of social advertising to unlock greater performance and creativity.

Our platform automates creative production, ad buying and everything in between to create data fuelled ads at scale.

Today, we work with major global brands including eBay, Uber, Sephora, Carrefour, TUI, and TechStyle.

Annually, Smartly.io manages over €1.6 Billion in global ad spend on Facebook and Instagram.



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Test the usability of your websites, apps, prototypes

RapidUserstests.com – UX Research Platform for your Websites, Apps & Prototypes

With RapidUserstests.com we developed a tool that enables you to perform quick and easy UX research online.

With RapidUserstests.com you learn:

- why users leave your website prematurely
- about the potentials for increasing your conversion rate
- how to be better than your competition.

help from our UX specialists. Achieve maximum results with our innovative UX technology. Plus: It is up to 90% cheaper than conventional methods.

With more than 2000 customers (e.g. *DHL, Sky, Zalando*.) RapidUserstests is the leading provider for crowd usability tests in Germany.

How it works: Users of your target market are completing tasks on your website or in your app while speaking their thoughts. We record their screen and voice, so you can watch them using your website or app. You can find out what works well, what isn't working AND WHY – then fix it. The optimizations will lead to a product that is easy to use and increase your conversion rate.

What you get: Video results within a few hours. Analyze your videos online or get



Userlutions | RapidUserstests
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 www.rapiduserstests.com

SMARTLY.IO

Powering Beautifully Effective Ads

Facebook Instagram Pinterest

We automate every step of social advertising to unlock **greater performance and creativity.**

LET IT SCALE! Make it RAIN!

zenloop – Collect, Analyze & Manage Net Promoter Score® Feedback

zenloop is a NPS feedback management platform which improves customer retention by using the Net Promoter System® (NPS) framework.

loop with their customers and initiate internal processual improvements. zenloop boosts customer relationships and empowers customer centricity in organizations.

zenloop's SaaS platform collects quantitative and qualitative feedback through various channels (link, email, website or each embedded).



All surveys are easy to reply and achieve high response rates of 30–50 %.

Our smart label technology analyzes the feedback and automatically identifies all relevant insights and trends.

Companies can easily close the feedback

zenloop

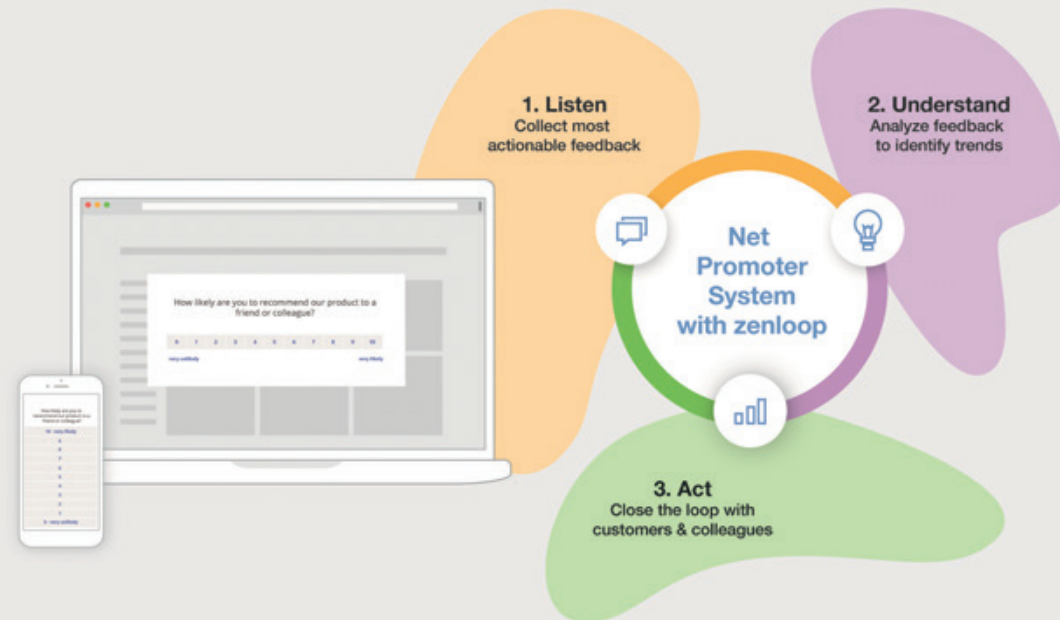
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#ki_berlin

Künstliche Intelligenz in Berlin

Where innovators and thinkers shape the future

www.ki-berlin.de

Investors' Dinner @ Slush

21.
November

Be part of the exclusive
matchmaking event!
We bring together
promising start-ups from
the Berlin, Baltic and
Nordic regions with
potential investors from
all over the world.

Please contact Irene Preuss: preuss@medianet-bb.de or visit berlinbalticnordic.net

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go international!

Senate Department for Economics,
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