

PRESS RELEASE

Ströer presents a global first: Printed posters can now also be booked programmatically

- Simple: Handle campaign booking, confirmation and reporting on one platform.
- Comprehensive: Customers can book Ströer's complete inventory via a DSP
- Broad reach: Programmatic bookings built on an audience-based approach
- Cross-media: Campaigns across media genres via Active Agent

Cologne, 20 September 2022 Online advertising and digital outdoor advertising have been available for programmatic booking for a long time. Ströer is now also including classic outdoor advertising in its programmatic marketing portfolio and offers its own customers a simple and fast booking channel for classic posters.

From now on, customers can also book poster media programmatically. This applies to classic (decade) media such as large surfaces and City Stars, as well as backlit surfaces such as City Light Posters, Mega Lights and Premium City Light Posters. The benefit is obvious: all customers can define the campaign period, the various media, the region or location sizes, the number of campaign themes, as well as the gross contacts and the campaign budget themselves. The full-service CPM (price per thousand contacts) including printing is calculated from all the parameters.

For the first time, the programmatic booking of the posters is done entirely through an audience-based approach – i.e. through the total number of contacts to be reached and not the individual media locations. For Ströer customers, this makes booking posters much easier and faster, because campaign management and reporting of their own campaigns is carried out programmatically via Ströer's own SSP. The offer can be booked immediately via the Active Agent DSP from Virtual Minds. In addition, campaigns can now

be broadcast programmatically across the entire Ströer portfolio – i.e. in addition to online desktop, mobile web, CTV and digital OOH, now also as a classic poster campaign.

“With the programmatic marketing of classic posters, we have created a real world first. Our customers are now able to book the entire Ströer inventory via a DSP using the same audience-based logic as for DOOH or online campaigns. This will make it even easier to utilise the reach of our entire portfolio in the future,” says Christopher Kaiser, Co-CEO of Ströer Media Solutions.

“The programmatic bookability of classic poster advertising is the result of a pragmatic cooperation with Ströer in the development of this innovation. Our Active Agent omnichannel platform is designed for the holistic management of campaigns across all media and channels and now also includes classic posters. This underscores our claim to also enable the classic media world to be booked and broadcast according to programming logics,” says Ralf Hammerath, Managing Director of Virtual Minds.

About Ströer

Ströer is a leading German media house and offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. Ströer is focusing on the strength of the OOH business with its “OOH+” strategy, supported by the ‘Digital & Dialog Media’ and ‘DaaS & E-Commerce’ segments. With this combination, the Company is well positioned to consistently grow its customer relevance and thanks to strong market share and long-term agreements on the German market, gain an above-average share in market growth in the coming years.

The Ströer Group commercializes and operates several thousand websites in German-speaking countries in particular and operates approximately 300,000 media carriers in the out-of-home business. The portfolio includes all forms of out-of-home media – from traditional posters, exclusive advertising rights at train stations through to digital out-of-home media. The ‘Digital & Dialog Media’ and ‘DaaS & E-Commerce’ segments support the core business. With dialog marketing, Ströer can offer customers holistic performance-based solutions ranging from location or content-specific reach and interaction across the entire spectrum of dialog marketing through to transactions. Furthermore, in digital publishing, the Company publishes premium content across all digital channels, offering one of Germany’s widest reaching networks with its t-online and special interest sites.

The Company has approximately 10,000 employees at over 100 locations. In fiscal year 2021, Ströer generated revenue of EUR 1.63b. Ströer SE & Co. KGaA is listed in Deutsche Börse’s MDAX.

More information on the company can be found at www.stroeer.de and the Ströer company page on LinkedIn.

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