

***This is us: poolworks Germany Ltd.!***

As one of the largest social networks in Germany, studiVZ and meinVZ records around 9 million registered users across the age of 16 and 59.



As a long-grown network in Germany – established 2005 – we are specialized on the needs of the local market. Particularly international companies that like to enter the market, can benefit from our local advantage and expertise.

A tremendous advantage for advertising partners is the extremely long visit duration of our users: Resulting in above average Click-Throughs (CTRs) and therefore optimizing the effectiveness of your display campaigns.

Efficient targeting of Age, Region and Gender to reach your desired customer.

As an additional quality feature, all our services are conform with German data processing law, especially important for our affluent users 30+.

This also creates trust in our partners and their brands. Hence, giving you the possibility to increase reputation and optimally present your products at the sites.





- Visit duration >1,75 hours
- More than 2 million visits / month
- More than 550,000 unique users
- More than 38 million page impressions / month
- 19 page views per visit on average
- **More than 4.5 million active E-mail addresses**
  - **More than 9 million registered users**

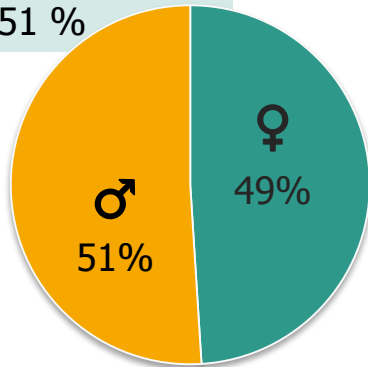


- Visit duration >1,00 hour
- More than 650.000 visits / month
- More than 300,000 unique users
- More than 8 million page impressions / month
- 16 page views per visit on average



## Gender

<i>female</i>	49 %
<i>male</i>	51 %



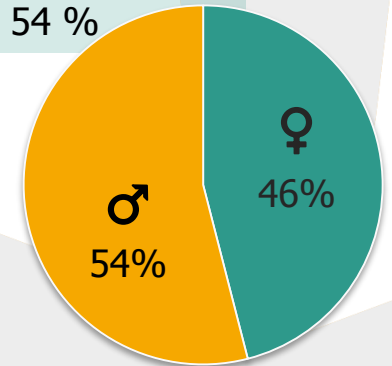
## Core target group

- You and me
- 16-55+ years
- 68 % affluent users at the age of 25 to 45



## Gender

<i>female</i>	46 %
<i>male</i>	54 %



## Core target group

- Students and graduates
- Age: 20-38

- **IAB standards, special formats, video ads and ad optimization for customer needs at the German market**
- **103 Mio. Ad Impressions**  
**47 Mio. Page Impressions in total**

Format	Technical specifications	Ad Impression per month
Leaderboard	728x90px	40 Mio.
Skyscraper	160x600px	40 Mio.
Wallpaper	Superbanner + Skyscraper	40 Mio.
Sticky Footer	728x90px	40 Mio.
Rectangle	bis zu 640x480px	10 Mio.
Button	150x300px	40 Mio.
Fireplace	Wallpaper + Button + Megabanner	5 Mio.
Newsletter Shipping	Max 50 KB, HTML Format	4,5 Mio. active e-mail addresses

# Ihre Werbung richtig platziert

poolworks\*

The image shows a screenshot of the meinVZ website with several annotations in teal speech bubbles:

- Erst cooken, dann entspannen.** (Advertisement banner at the top)
- ThomasCook.de** (Advertisement banner with a yellow heart icon)
- Computer Test-Sieger** (Award badge for ThomasCook.de)
- Leaderboard** (Annotation pointing to the navigation menu)
- Willkommen!** (Large orange text in the main content area)
- Button** (Annotation pointing to the 'Einloggen' button in the login form)
- Skyscraper** (Annotation pointing to the 'Kostenlos registrieren' button)

The website layout includes:

- Header:** 'MEINVERZEICHNIS' and navigation links like 'Facebook', 'Life', 'Handy', 'Blog'.
- Left Sidebar:** Login form with fields for 'E-Mail' and 'Passwort', a 'Einloggen' button, and a 'Vodafone' advertisement.
- Main Content:** A large image of a blue jay with the text 'Willkommen!' and a 'kostenlos registrieren' form with fields for 'Dein Vorname', 'Dein Nachname', 'Geburtsdatum', and 'Geschlecht'.
- Right Sidebar:** An advertisement for an iPhone 5 with the text 'statt 99,95 € nur 49,98 €\*' and a 'Jetzt bestellen!' button.

# Cases: Effective Ad Placement

Stand-Alone  
Newsletter

➤ Voucher  
Campaign for  
Mc Donalds -  
Click Rate:  
12%

Wallpaper

- **Efficient Targeting**
- **Quality: Hard Bounces 0.1%**
- **High Volume: 4.5 Mio**

# Cases: Social Games and Content Integration

The screenshot shows the 'studivZ' website interface. At the top, there's a navigation bar with 'STUDIVERZEICHNIS' and links for 'Suche', 'Einladen', 'Hilfe', 'Handy', 'Einstieg', 'Blog', and 'Raus hier'. Below this is a red banner for 'VZ 3D Welt' with sub-links for 'VZ-3D-Welt', '3D', 'FreshmilkTV', and 'Plauderkasten (0)'. A search bar is on the left. The main content area features a 3D game scene with several avatars. Text overlays include 'Style Deinen 3D Avatar', 'Punkte sammeln & In Leveln aufsteigen', 'Jetzt Spielen' (with a hand cursor), 'Neue Leute treffen', and 'Chatten & Verlieben'. A sidebar on the left contains navigation links like 'Meine Seite bearbeiten', 'Meine Freunde', 'Meine Fotos', 'Meine Gruppen', 'Veranstaltungen', 'Meine Apps und Spiele', 'Nachrichtendienst', 'Mein Account', and 'Privatsphäre'. There are also buttons for 'Neues studivZ' and 'Altes studivZ', and a 'Der App-Tipp' section with an image of people playing a game.

## ➤ Smeet 3D Chat and Online TV integration

### Freshmilk.TV

Freshmilk.TV ist das WebTV für Popkultur. Das mehrfach ausgezeichnete Team von Freshmilk.TV berichtet in einzigartigen Reportagen, Serien und WebTV-Formaten über Musik, Mode, Kunst und popkulturellen Lifestyle der urbanen Meinungselite.

The screenshot shows a video player interface for Freshmilk.TV. The main video frame displays a woman in a white and blue patterned jacket. Below the main frame is a row of four smaller video thumbnails with titles: 'Im Interview: Afrob', 'Heymoonshaker', 'Heymoonshaker', and 'Olli Banjo'. A 'Mehr Videos' button is located at the bottom right of the player.

This screenshot shows a portion of the website's navigation and footer. The top part is a red navigation bar with links for 'Suche', 'Einladen', 'Hilfe', 'Handy', 'Einstieg', 'Blog', and 'Raus hier'. Below this is a white bar containing 'FreshmilkTV' and 'Online (1)'. The footer area is white and contains three icons with labels: a speaker icon for 'Gruschler', a person icon for 'Anfragen', and a group of people icon for 'Freunde'.



## 21 Interest Categories for Display and Stand-Alone Newsletter:

- Animals
- Automobile
- Beauty & Health & Fitness
- Comedy
- Culture
- Education
- Family & Children
- Finances & Insurances
- Food & Beverages
- Furnishings & Household
- Gaming
- Media
- Movies
- Music
- Party & Dating
- Policy & Society
- Shopping
- Sports
- Technology
- Telecommunication
- Tourism & Traveling

## Sales Management



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