

AGENDA

PLACEMENT GUIDE FASHION 2 - 58

BRAND HUB GUIDE 59 - 73

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PLACEMENT GUIDE PAYMENT 87 - 104



ABOUT | YOU[®]

BRAND RELATIONS & RETAIL MEDIA

— PLACEMENT GUIDE FASHION —



SHOP ALGORITHM

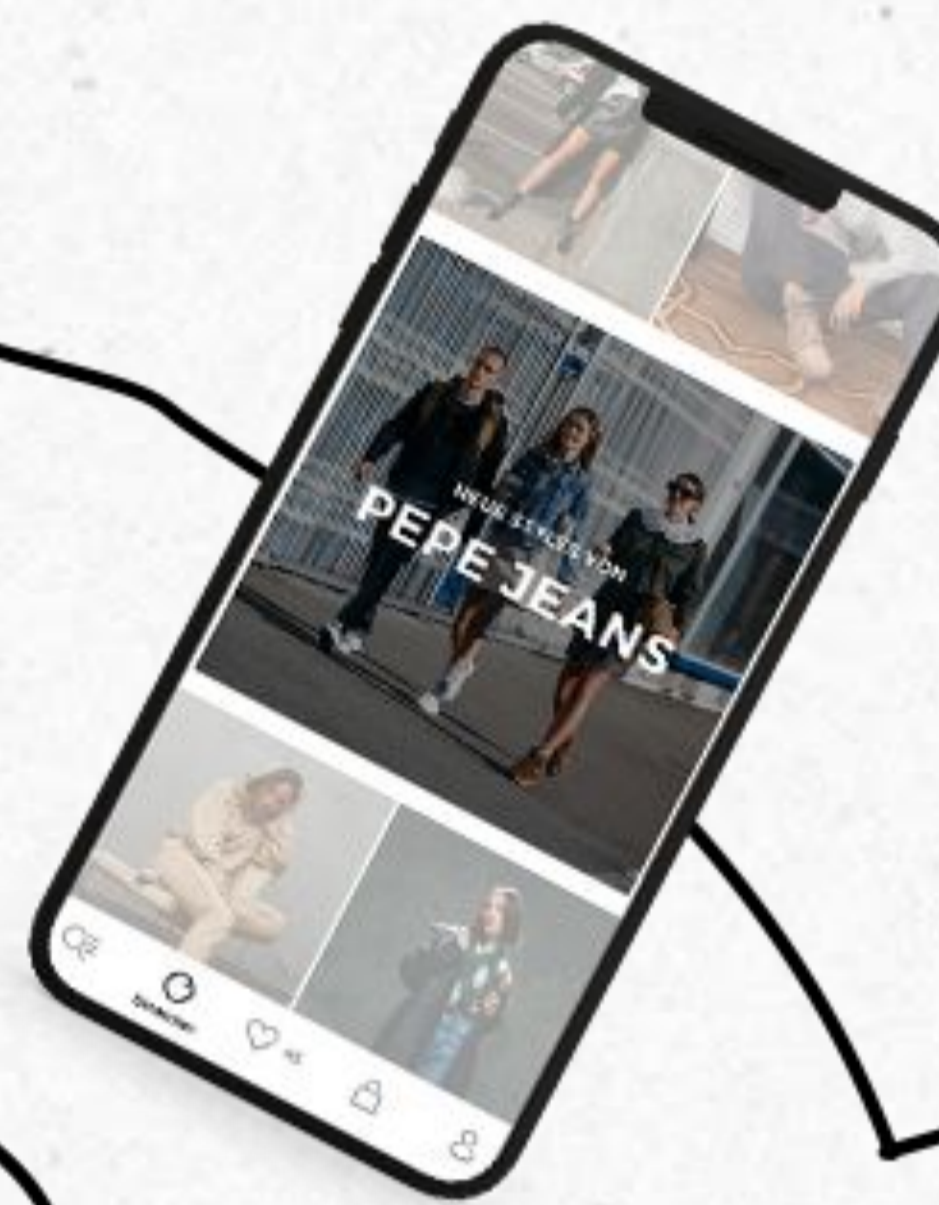
VISIBILITY

Sales and improved brand performance lead to more visibility



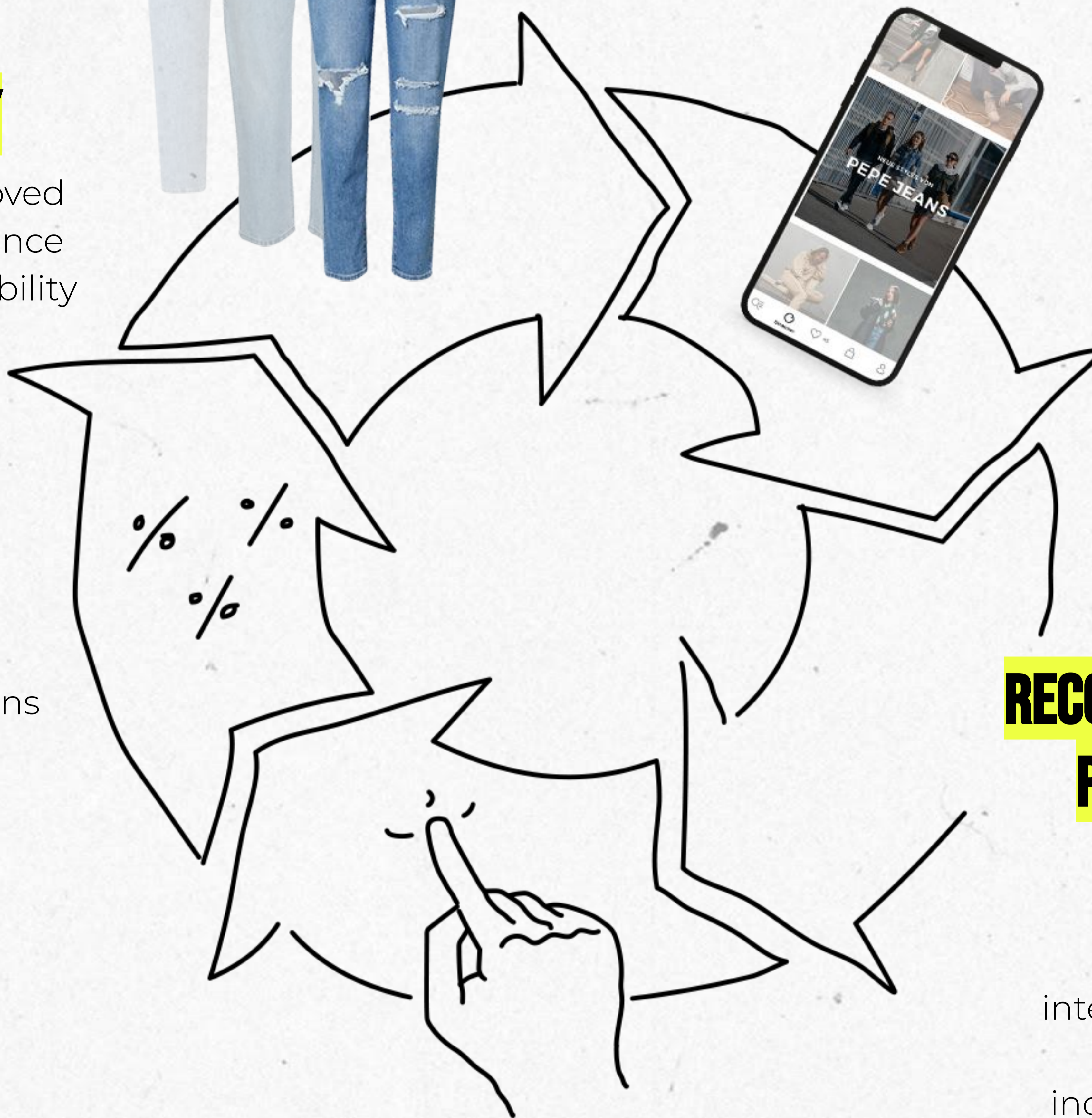
CONTENT INTERACTION

Create interaction between your brand and the ABOUT YOU customers with on-site campaigns



SALES

Product interactions trigger sales



RECOMMENDATIONS & PERSONALIZED CONTENT

The created interaction will lead to the algorithm including your brand in our automated recommendations

CLICKS

Recommendations lead to increased clicks and product interactions

BRANDING GUIDELINE

ABOUT CI

In order to assure an authentic and the best possible representation of your brand at ABOUT YOU, we need your most relevant and up-to-date campaign material that focuses on native advertising and fits our CI.

Please find the measurements for each of your booked placements attached.

If it's not possible for you to provide cropped material, you can send us raw images and our graphic designers will be happy to build the visuals in the correct format and sizes on your behalf.

ABOUT CAMPAIGN VISUALS

The perfect brand marketing material considers the following:

Campaign material:

- Campaign material focus on product.
- Campaign material allows best brand logo placing.
- Campaign material is up-to-date and fits season and target group.
- One visual per teaser, no collage.
- Please send us your campaign material as high-res .jpg files.

Text:

- Teaser may not contain any text.

Logo:

- No brand logo on campaign material: we will place your logo afterwards.
- Please send us your logo in black and white as .eps or .png file.

ABOUT BRAND PAGE VISUALS

Want to exchange the visuals on your Brand Page?

→ Mail to: marken@aboutyou.com

ABOUT SUSTAINABILITY LABELING

Questions about the sustainability labeling of products?

→ Mail to: sustainability@aboutyou.com



DO:



**CLEAN
CAMPAIGN IMAGES
IN HIGH RES**

DON'T:



**No brand logo
on campaign material**



**Do not place main
content/face
in the center**



**No text
on campaign material**



**Make sure your
campaign material is high-res**



No collage



**Please send us your logo as
.eps or png file
(transparent background)**

**ONSITE
PLACEMENTS**

IN SHOP

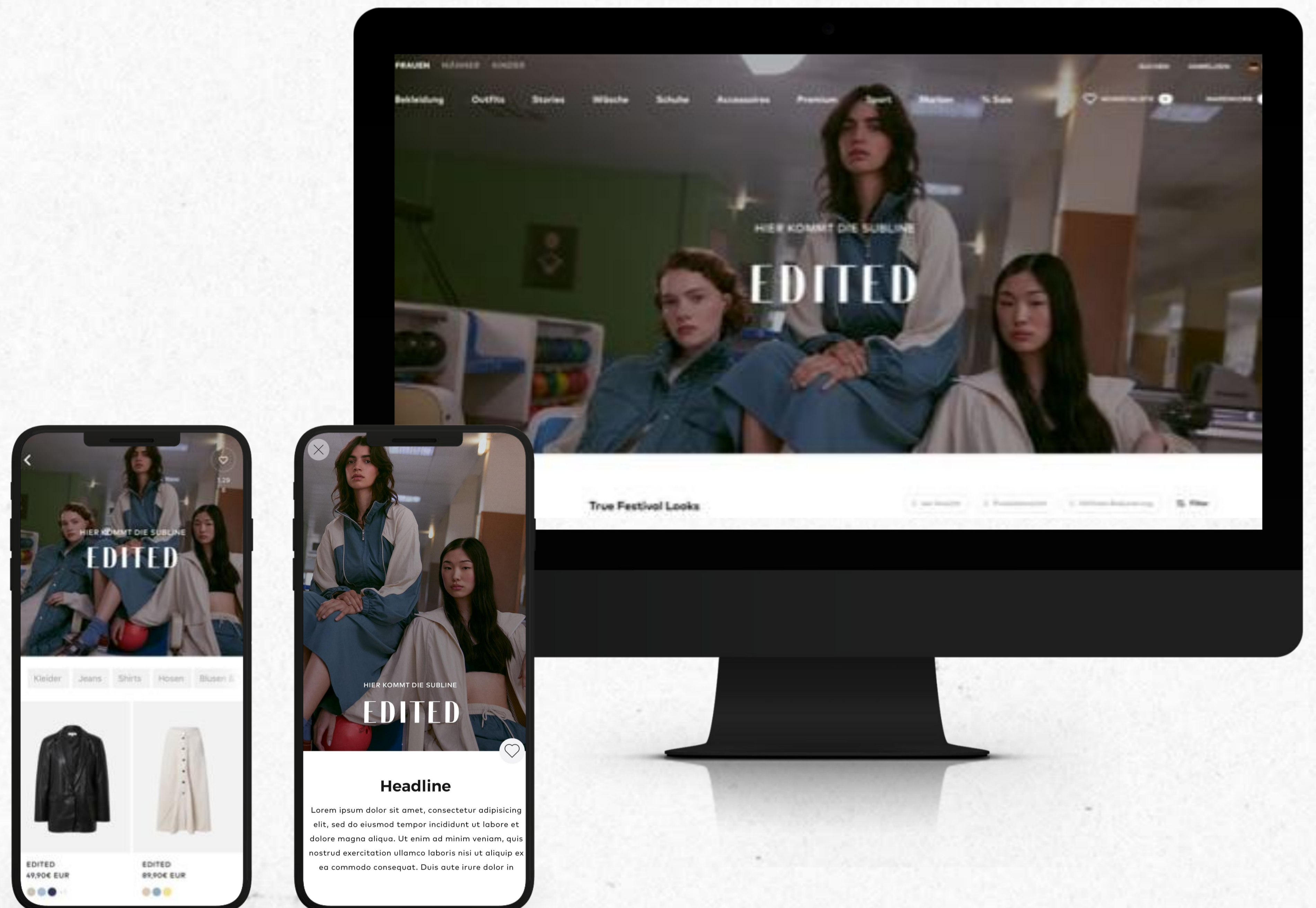
CAMPAIGN LANDING PAGE SHORT – DESKTOP & MOBILE

WHAT WE OFFER:

Duration: up to 3 months

OPTIONAL ADD-ONS:

- + **Text Option*:** Bookable as an add-on to your Campaign Landing Page to describe your key message or products.
- + **Feed Optimization**:** Boost **20 further products** to the top of the Campaign Landing Page Short or Long (in addition to the regular 8 boosted products).



WHAT WE NEED:



MOBILE

Size S



App Header: 1500 x 1500px



mWeb Header: 1122 x 1500px



Image: 1125 x 1500px

DESKTOP

Image: 3840 x 1726px

Headline: brand name

Subline: campaign name / focus

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

Structure: alternate rows of image material (**1 image**) and product lines (**up to 8 products** can be selected to be boosted to the top)

***1-2 headlines & text passages - recommendation:** keep your texts short & simple as possible for a pleasant user experience

****20 product links / IDs - up to 20 additional products** can be selected to be boosted to the top

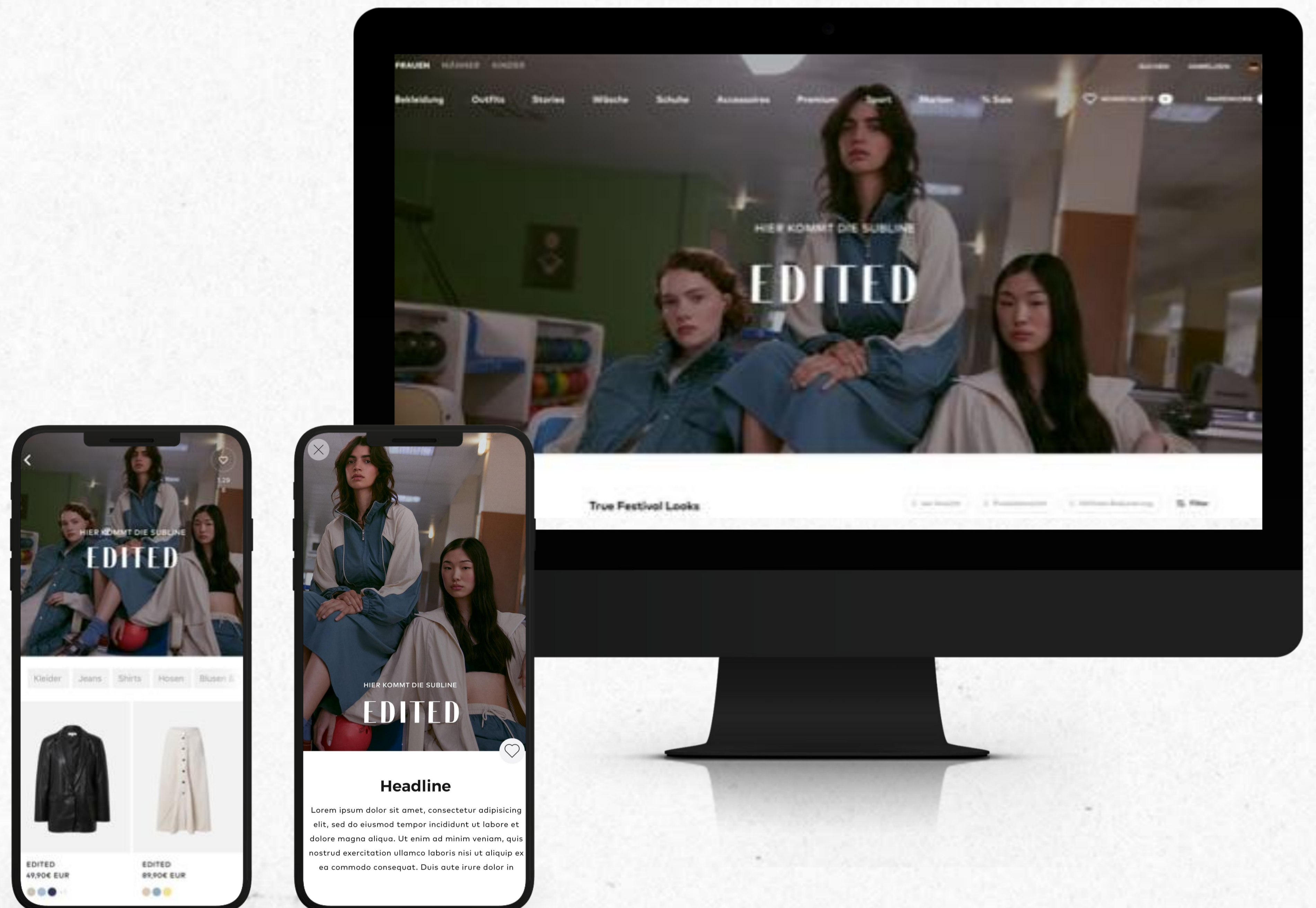
CAMPAIGN LANDING PAGE LONG - DESKTOP & MOBILE

WHAT WE OFFER:

Duration: up to 3 months

OPTIONAL ADD-ONS:

- + **Text Option*:** Bookable as an add-on to your Campaign Landing Page to describe your key message or products.
- + **Feed Optimization**:** Boost **20 further products** to the top of the Campaign Landing Page Short or Long (in addition to the regular 8 boosted products).



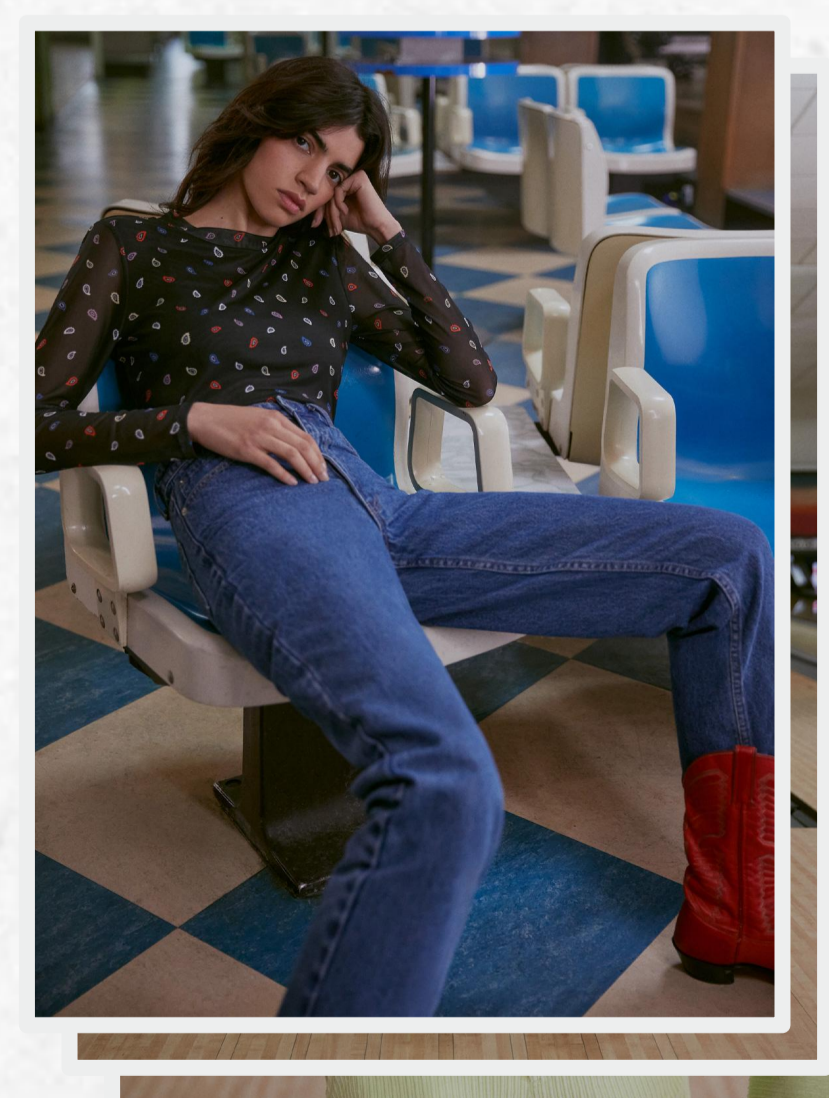
WHAT WE NEED:



MOBILE



Text



3x Image: 1125 x 1500px



Video or image: 1500 x 1500

Image: max 5 MB

Video: max 10 MB,
 no sound playable

DESKTOP

Image: 3840 x 1726px

Headline: brand name

Subline: campaign name / focus

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

Structure: alternate rows of image material (**max. 3 images or video elements**) and product lines (**up to 8 products** can be selected to be boosted to the top)

*1-2 headlines & text passages - **recommandation:** keep your texts short & simple as possible for a pleasant user experience

20 product links / IDs - **up to 20 additional products can be selected to be boosted to the top

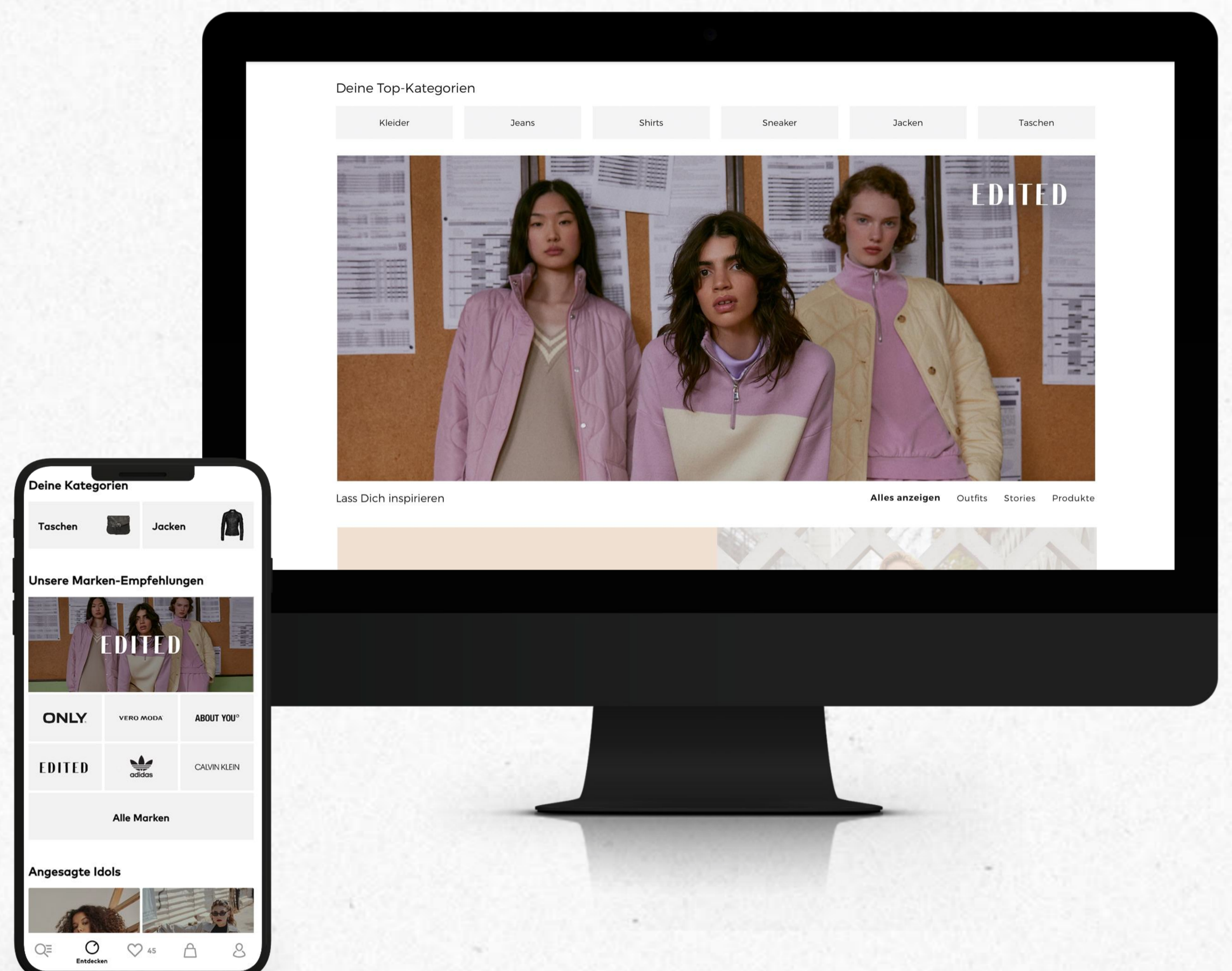
BRAND TEASER DESKTOP & APP

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP

Image*: 2840 x 1220px

Logo: EPS or PNG will be placed by ABOUT YOU



MOBILE

Image*: 686 x 290px

Logo: EPS or PNG will be placed by ABOUT YOU

* In case a Card is booked for the same week, the image material must be different from the Campaign Landing Page header.

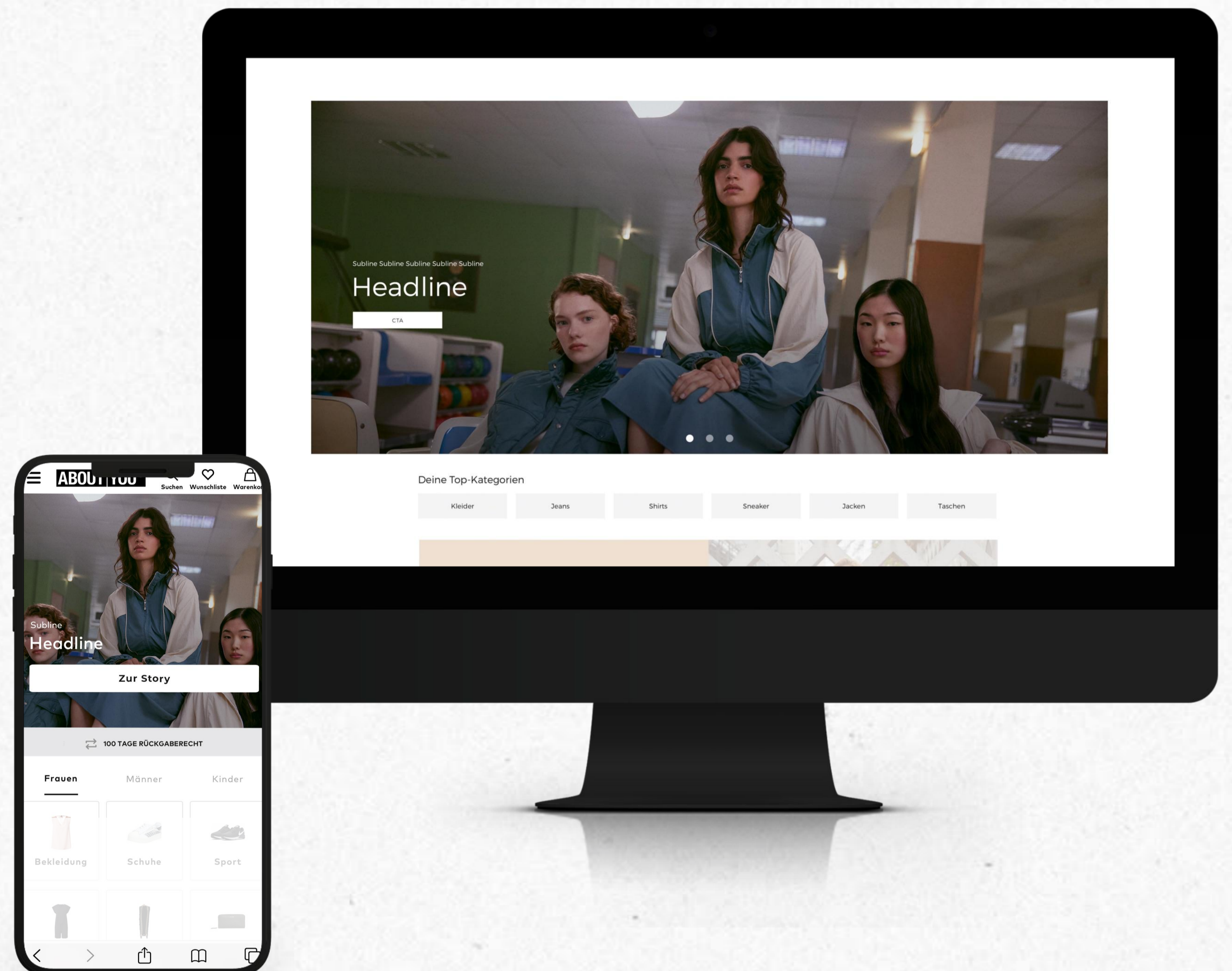
CARD DESKTOP & MOBILE*

WHAT WE OFFER:

Duration: will be live for 1 day

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:

Assets are copied from the Campaign Landing Page Header (long or short)

→ Campaign Landing Page always needed as link target

TRENDING BRAND L*

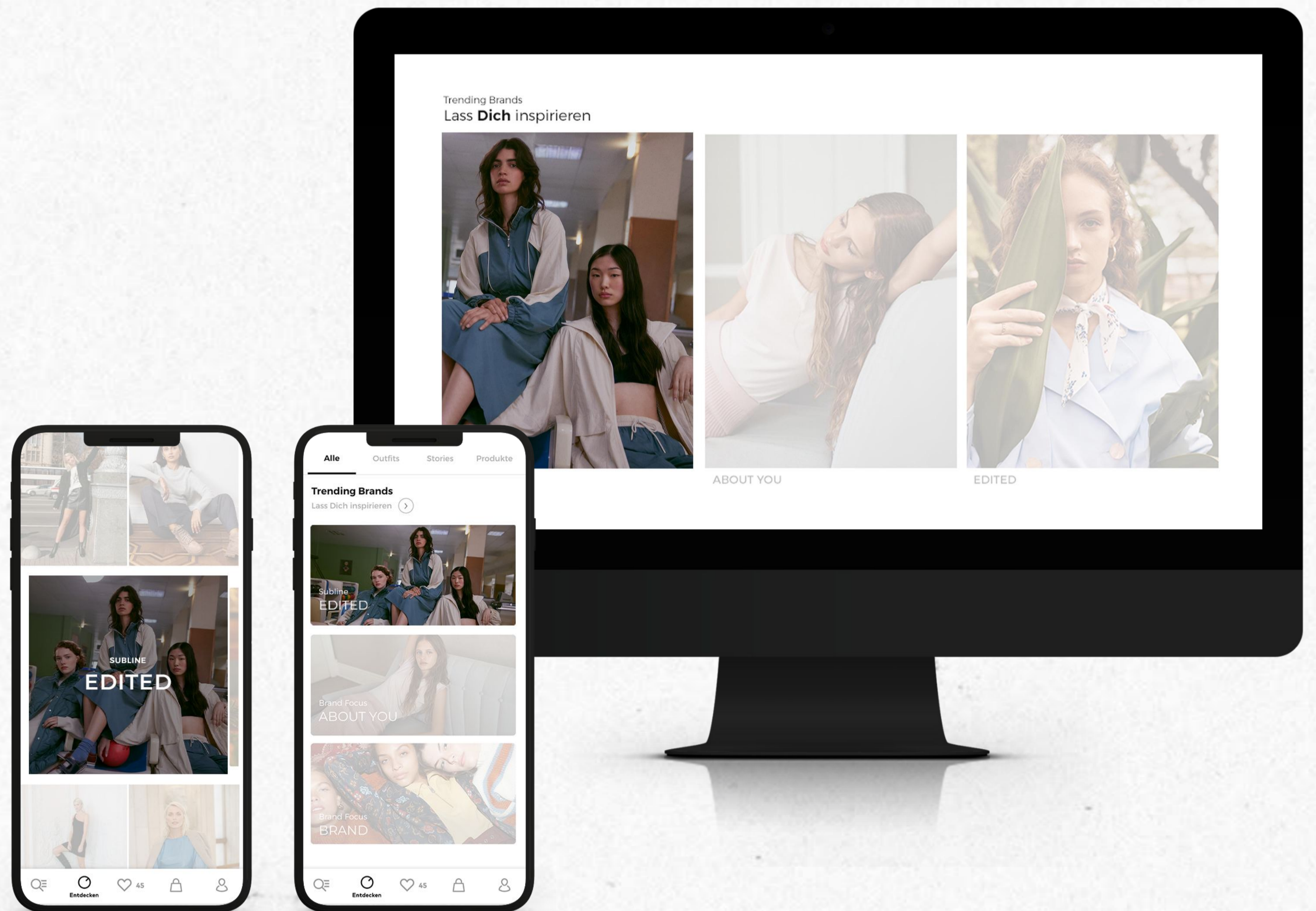
DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



*Location:

Desktop + mWeb: Brand image featured in "Brand Focus"-Lane
App: Brand image featured within first lane of the discovery section

WHAT WE NEED:

Assets are copied from the Campaign Landing Page Header (long or short)

→ Campaign Landing Page always needed as link target

TRENDING BRAND M*

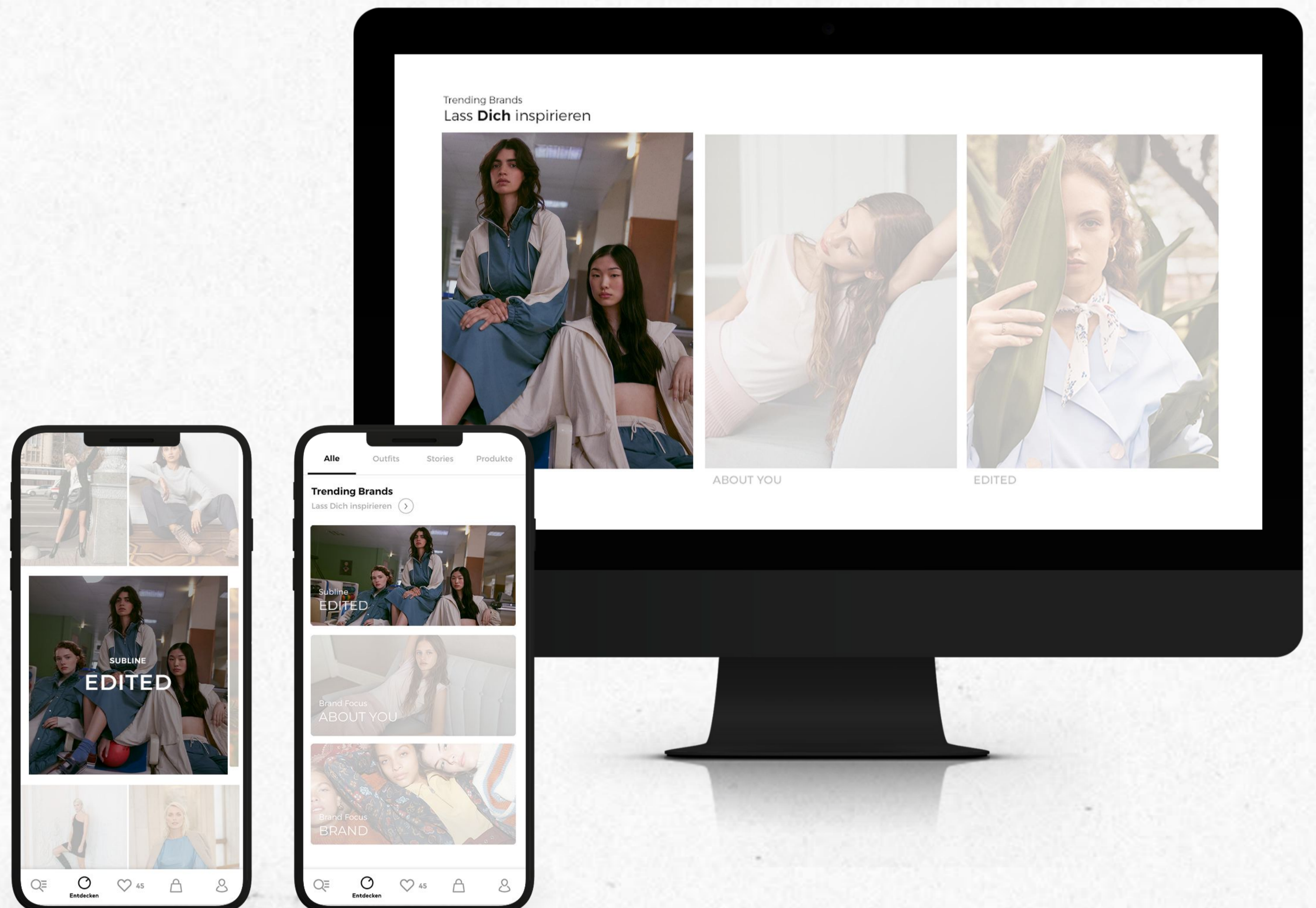
DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



*Location:

Desktop + mWeb: Brand image featured in "Trending Brands"-Lane
App: Brand image featured within second lane of the discovery section

WHAT WE NEED:

Assets are copied from the Campaign Landing Page Header (long or short)

→ Campaign Landing Page always needed as link target

BRAND, CLOTHING, PREMIUM, SHOES, ACCESSOIRES FLYOUT DESKTOP

WHAT WE OFFER:

Duration: 1 week

BRAND FLYOUT BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe

CLOTHING, PREMIUM, SHOES FLYOUT BOOKABLE FOR

- DACH
- Eastern Europe

ACCESSOIRES FLYOUT BOOKABLE FOR

- DACH

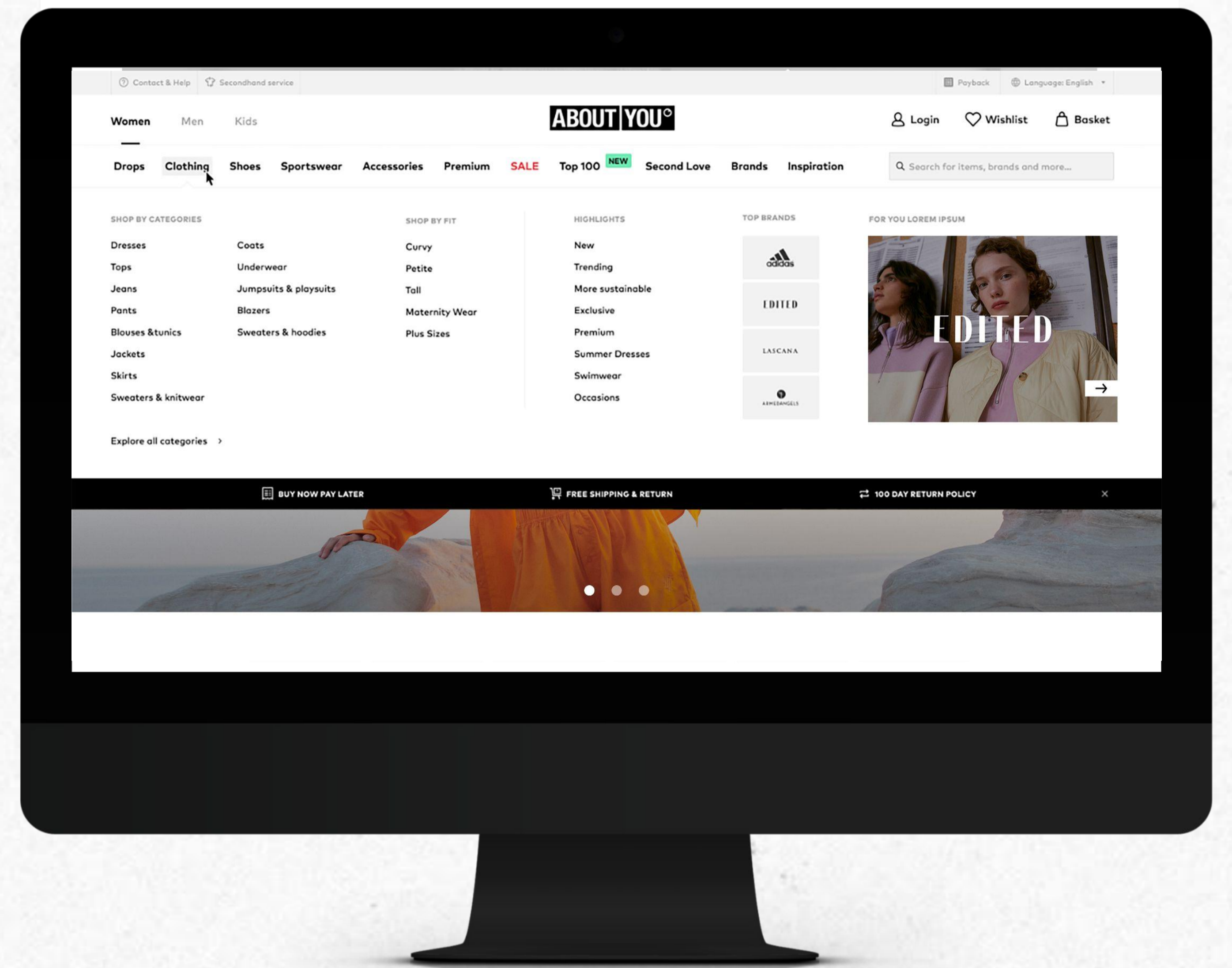
WHAT WE NEED:



DESKTOP

Image: 960 x 708px

Logo: EPS, or PNG will be placed by ABOUT YOU



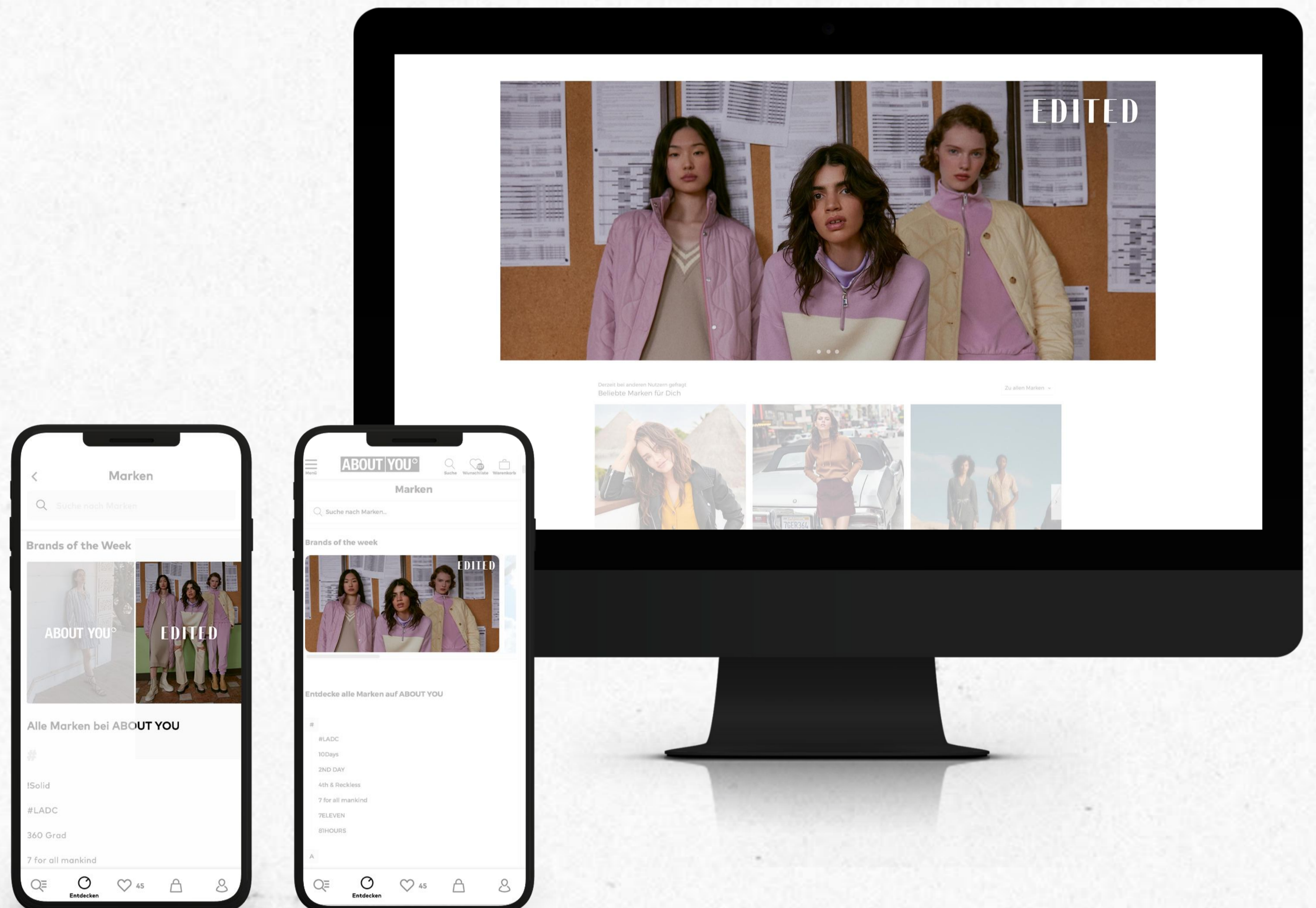
BRAND OVERVIEW SLIDER DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:

MOBILE



Image: 1200 x 600px

Logo: EPS or PNG will be placed by ABOUT YOU



Image: 510 x 675px

Logo: EPS or PNG will be placed by ABOUT YOU

DESKTOP

Image: 3840 x 1636px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

→ Campaign Landing Page always needed as link target

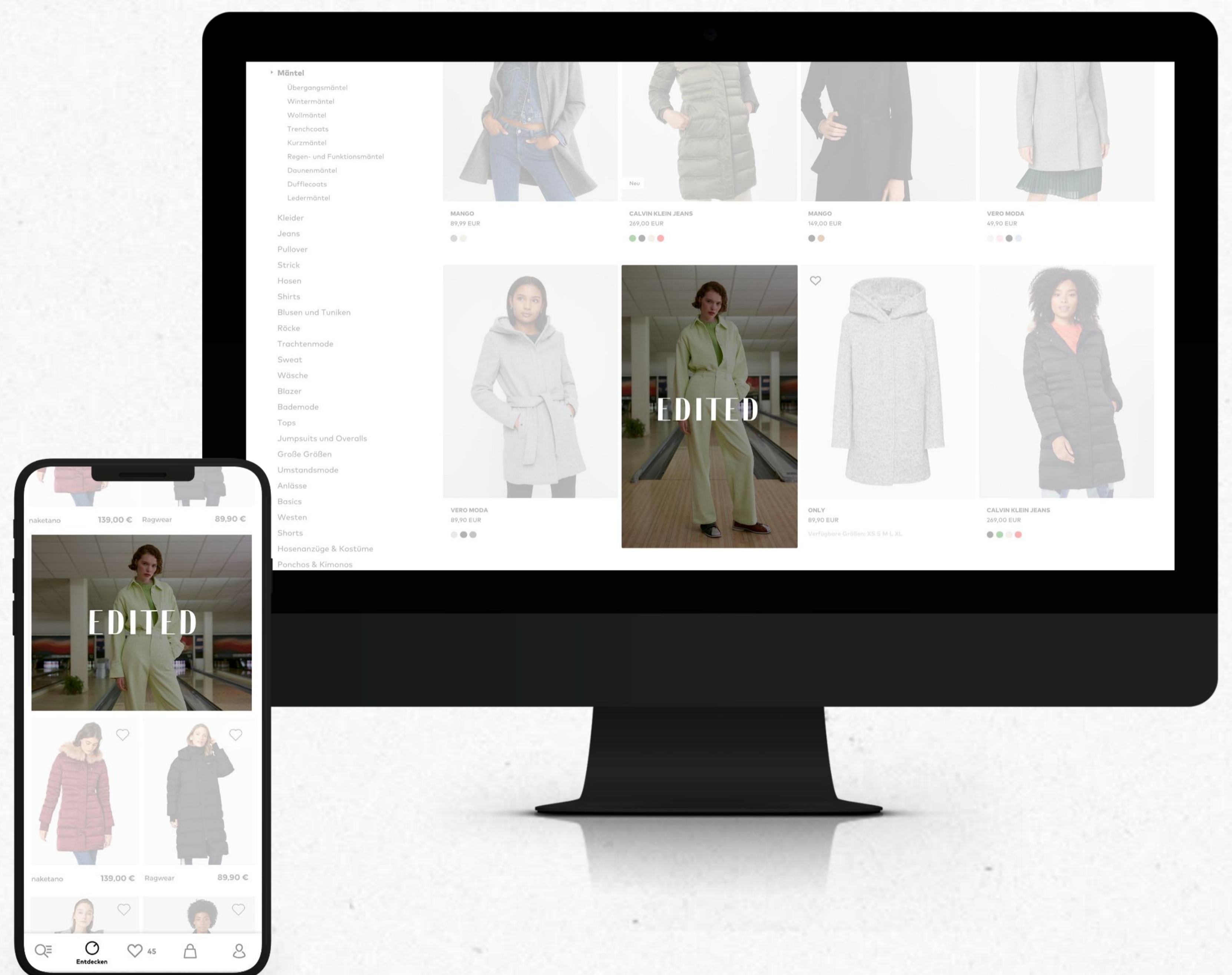
CATEGORY TEASER DESKTOP & MOBILE

WHAT WE OFFER:

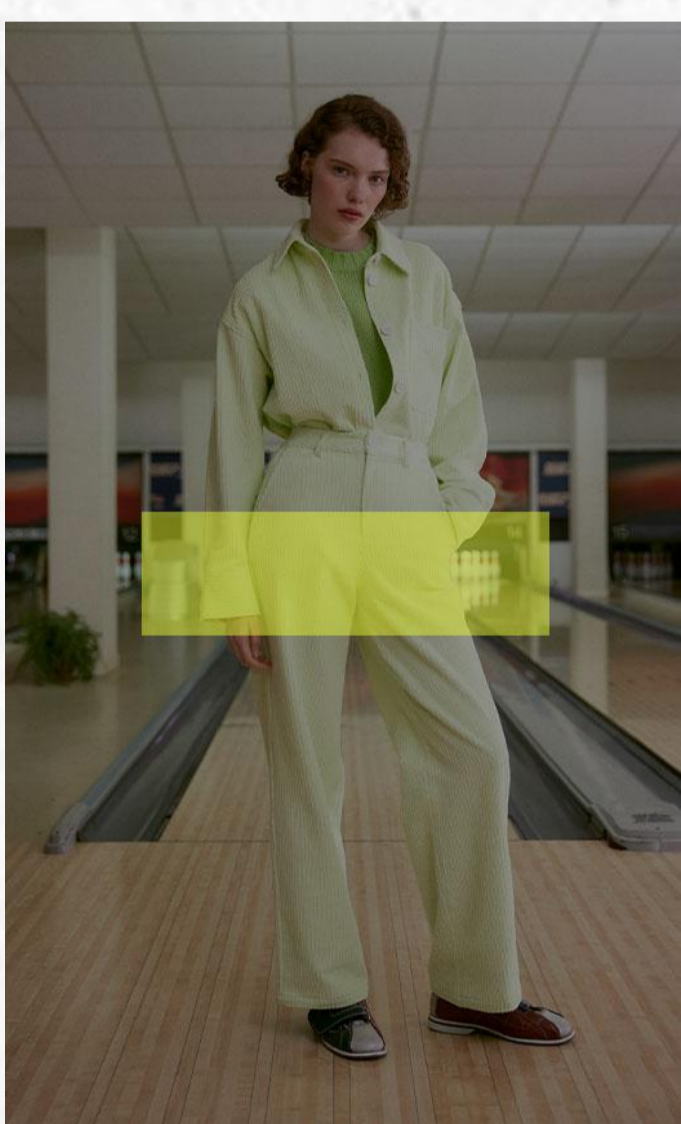
Duration: 1 week

**BOOKABLE FOR EACH
CLUSTER**

Different reach packages possible



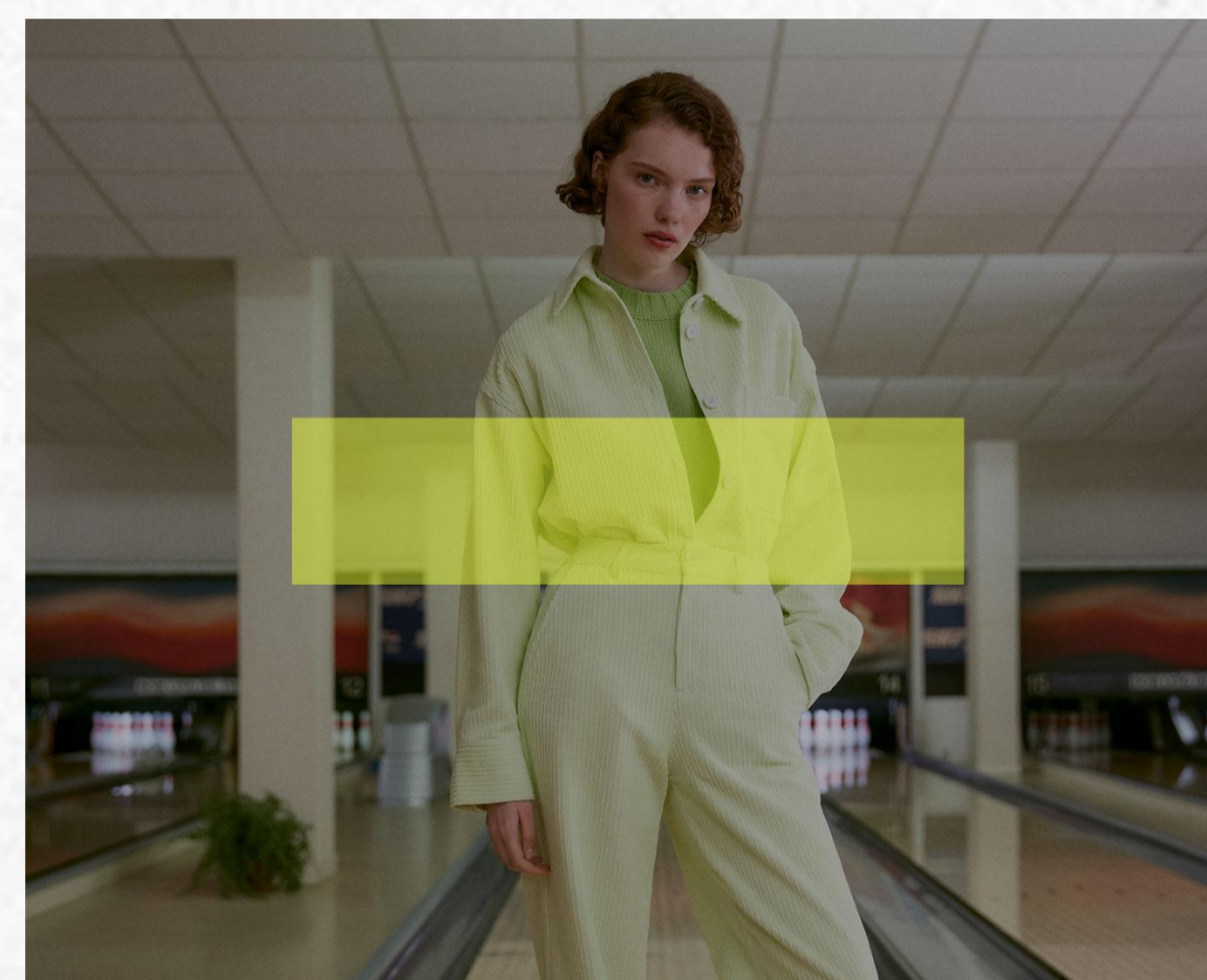
WHAT WE NEED:



DESKTOP

Image: 524 x 860px

Logo: EPS or PNG will be placed by ABOUT YOU



MOBILE

Image: 1500 x 1200px

Logo: EPS or PNG will be placed by ABOUT YOU

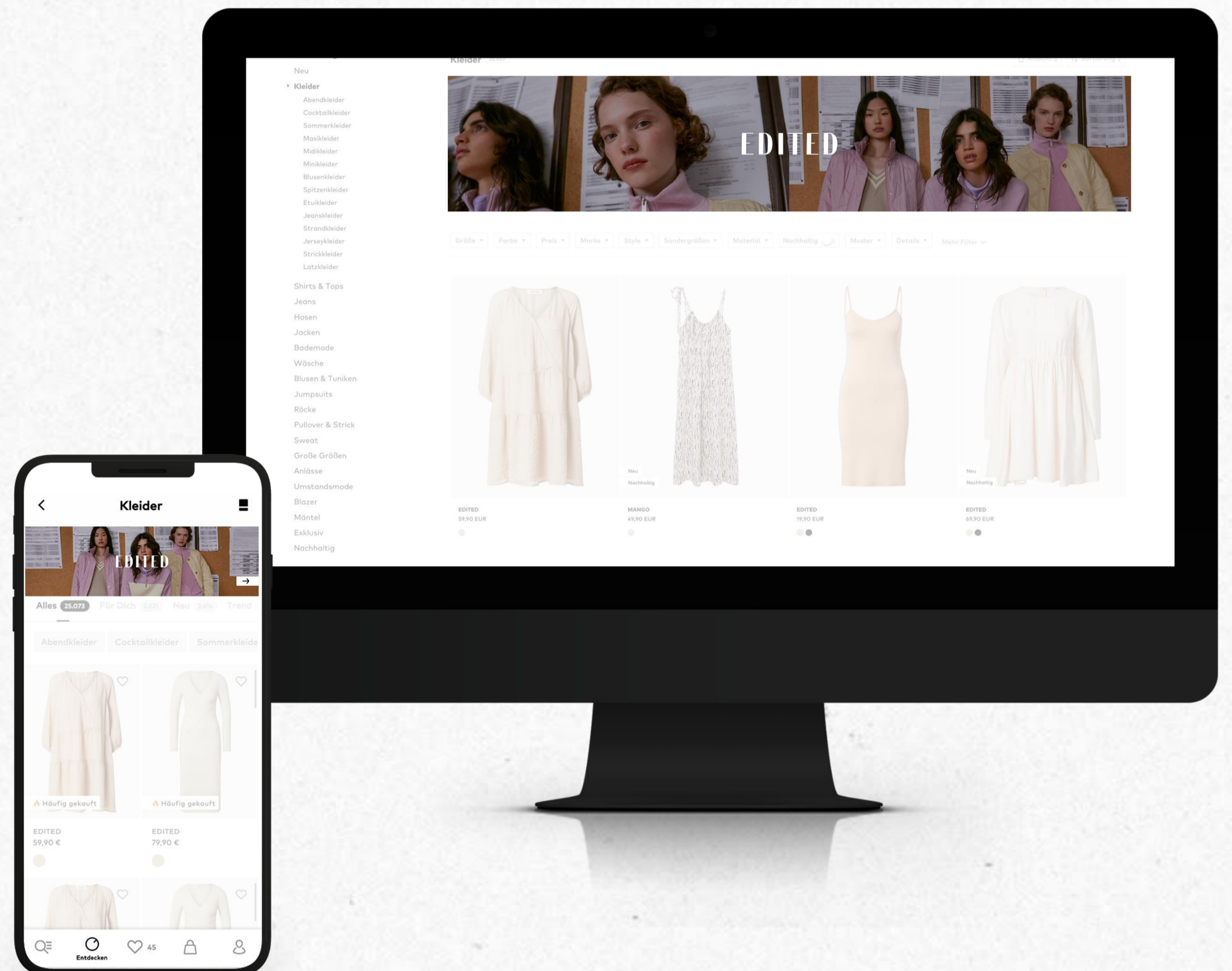
CATEGORY HEADER DESKTOP & MOBILE

WHAT WE OFFER:

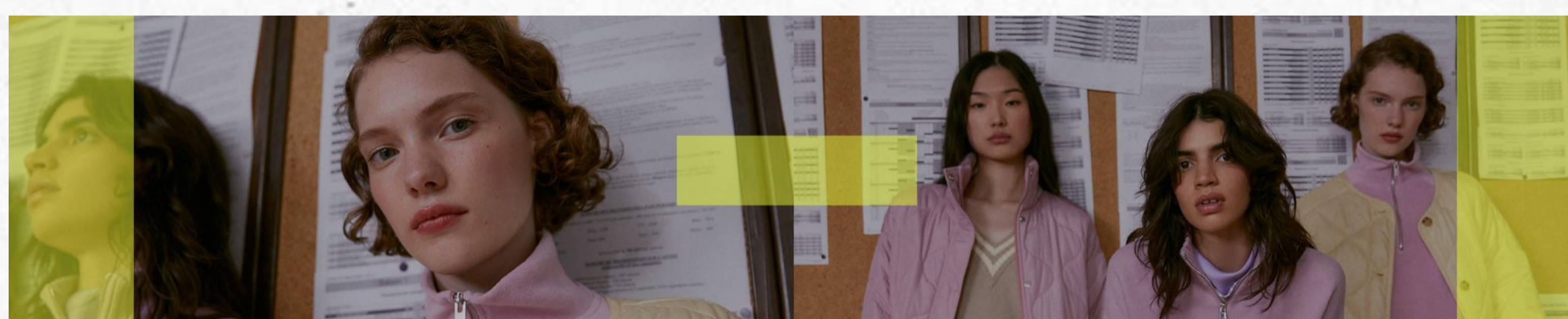
Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP

Image: 2500 x 496 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

MOBILE

Image: 2500 x 747 px

Logo: EPS or PNG will be placed by ABOUT YOU

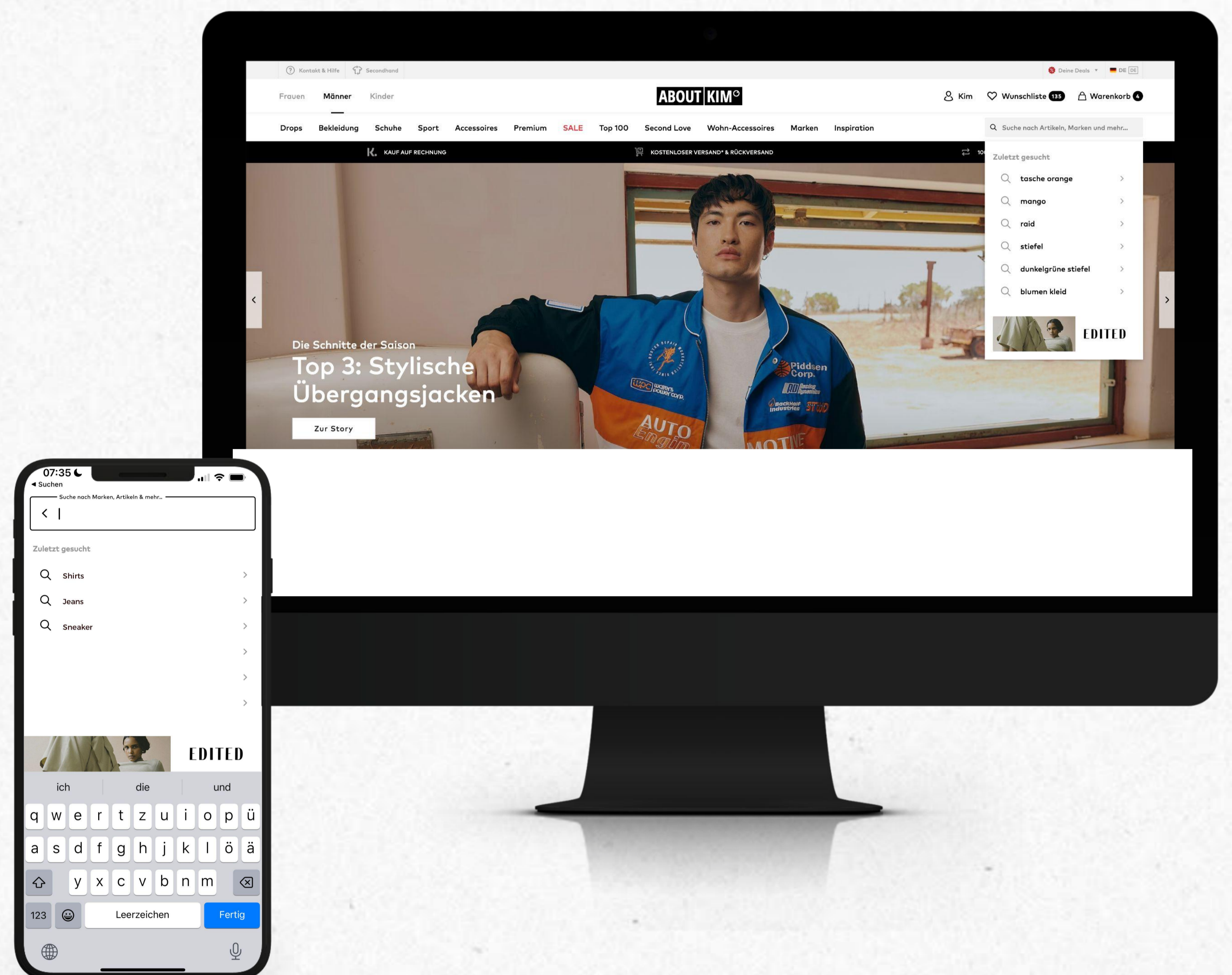
SEARCHBAR TEASER DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP

Image: 376 x 160 px

Logo: EPS or PNG will be placed by ABOUT YOU

MOBILE

Image: 463 x 112 px

Logo: EPS or PNG will be placed by ABOUT YOU

PRODUCT INTEGRATION V1 DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

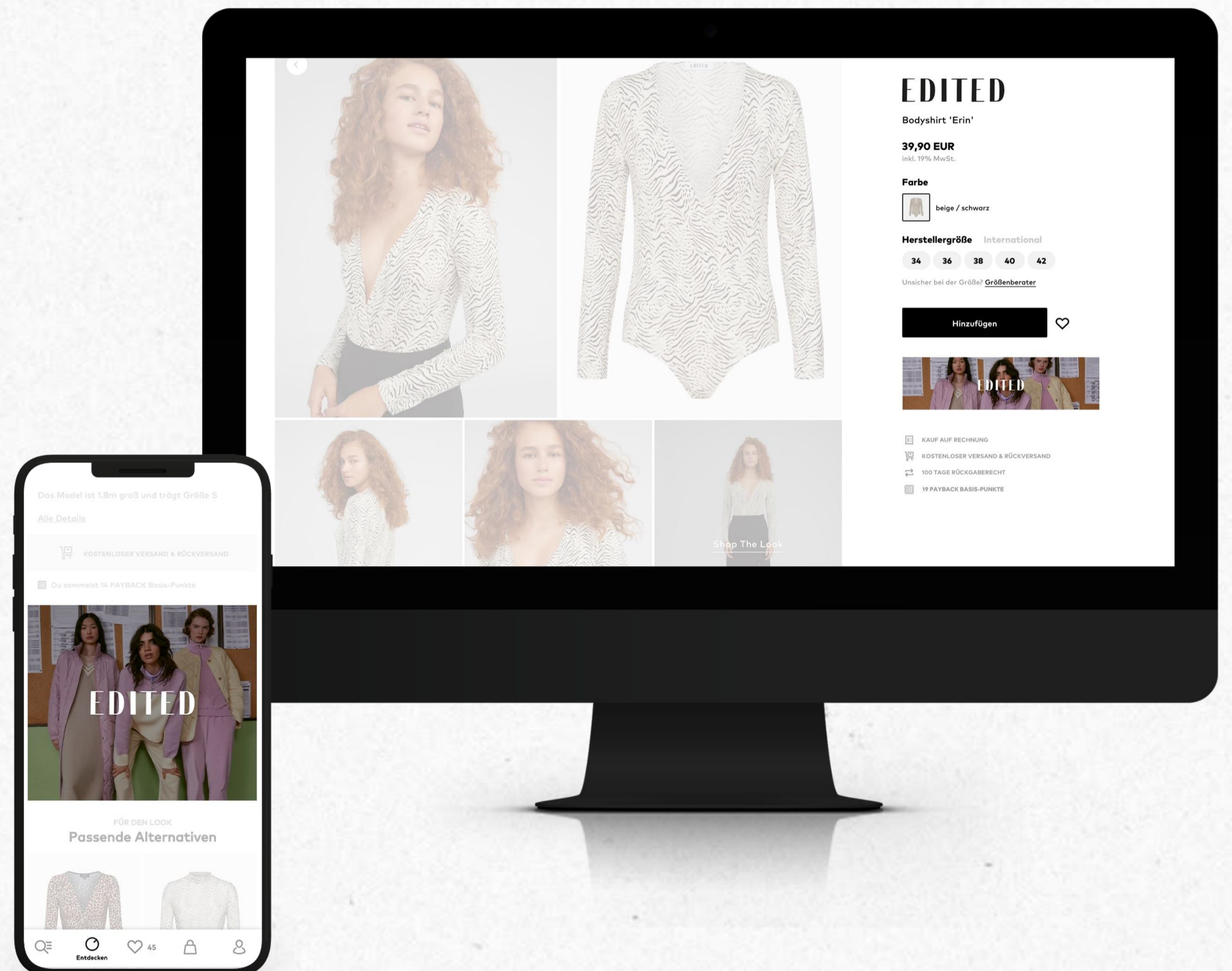
ALL COUNTRIES

The Product Integration is located on selected article detail pages of the products within 1 main category (including all related subcategories) or 5 sub categories.

OPTION 1:

BUY BOX INTEGRATION

The Product Integration can be displayed either within the Buy Box next to the articles or below in full width.



WHAT WE NEED:



DESKTOP

Image: 1200 x 320 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device



MOBILE

Image: 1500 x 1280 px

Logo: EPS or PNG will be placed by ABOUT YOU

PRODUCT INTEGRATION V2 DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

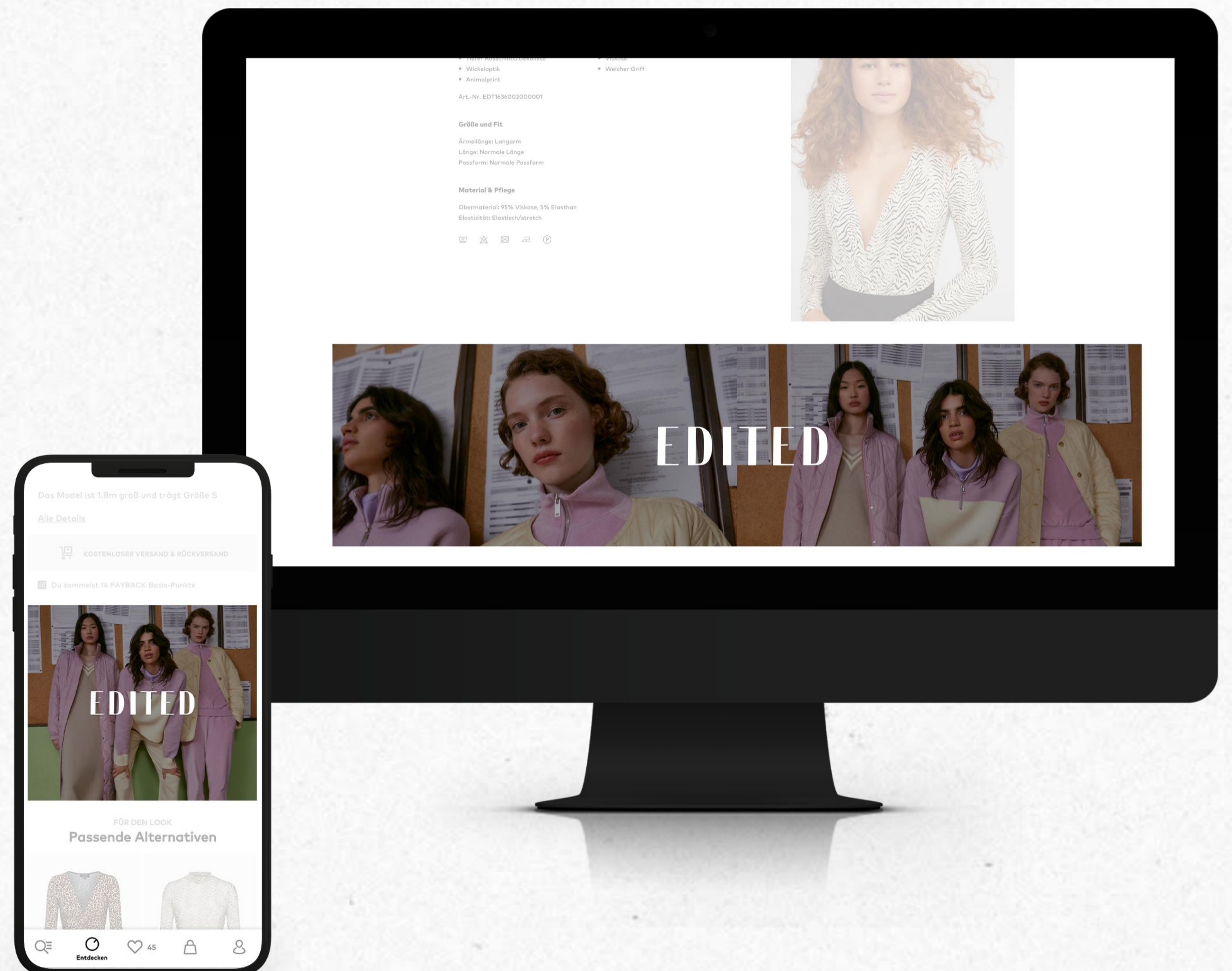
ALL COUNTRIES

The Product Integration is located on selected article detail pages of the products within 1 main category (including all related subcategories) or 5 sub categories.

OPTION 2:

FULL WIDTH BANNER

The Product Integration can be displayed either within the Buy Box next to the articles or below in full width.



WHAT WE NEED:



DESKTOP

Image: 3840 x 960 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device



MOBILE

Image: 1500 x 1280 px

Logo: EPS or PNG will be placed by ABOUT YOU

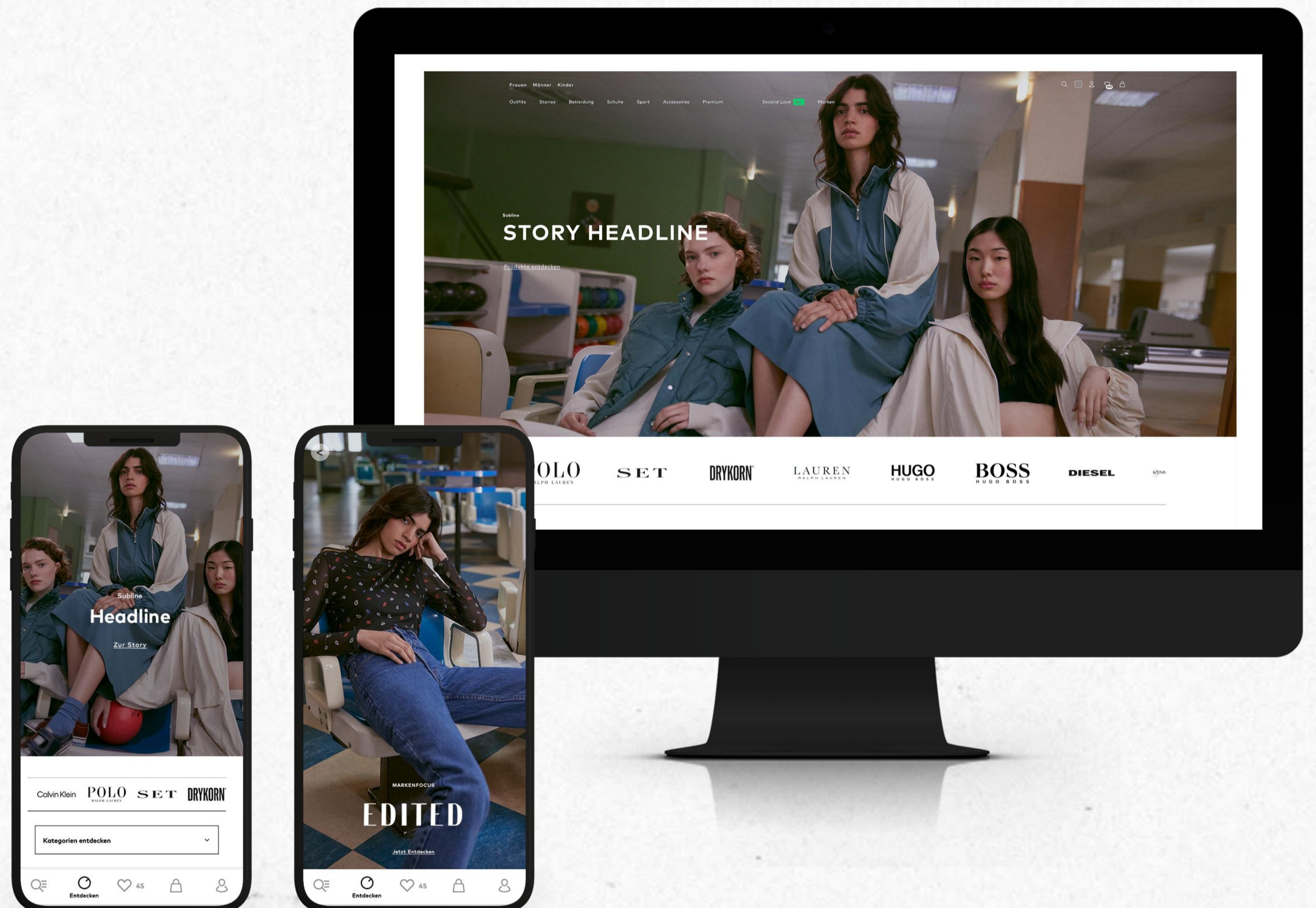
BUNDLE: PREMIUM TEASER & PREMIUM HERO SLIDER

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



PREMIUM TEASER APP

Image: 1536 x 3072px

Headline: brand logo

Subline: Brand Focus

Note: format will be cropped by device

Link Target: Campaign Landing Page or Brand Page

PREMIUM HERO SLIDER DESKTOP & APP

Assets are copied from the Campaign Landing Page Header (long or short)

→ Campaign Landing Page always needed as link target

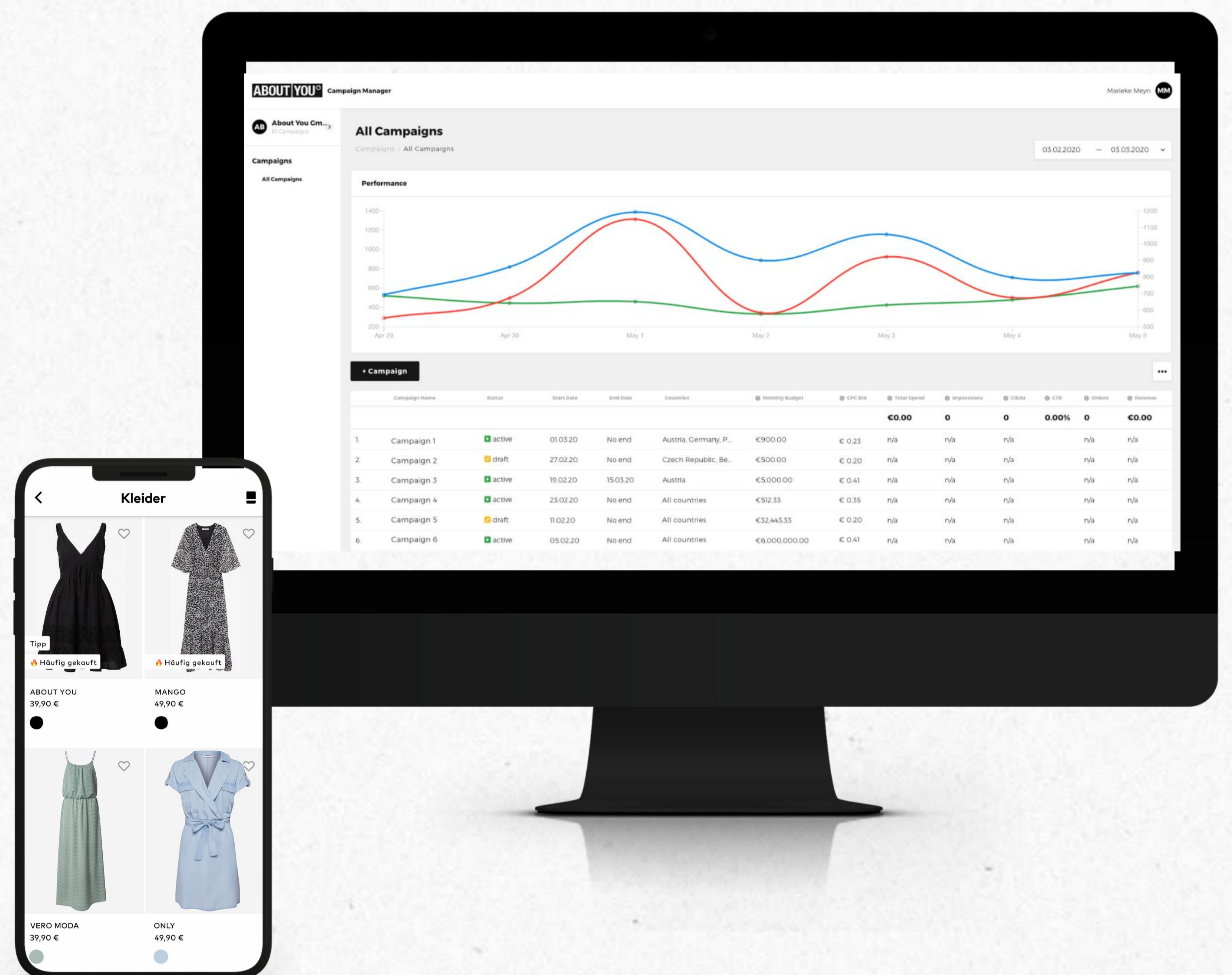
CAMPAIGN MANAGER

WHAT WE OFFER:

Duration: 1 time, flexible

ALL COUNTRIES

Price: choose your own CPC & Budget



HOW IT WORKS:

- Optimize your listing to highly increase sales:
- Choose your brand
- Set up your own campaign
- Decide on assortment, category or product level
- Get an overview about campaign performance
- Compare campaigns and their performance

CRM PLACEMENTS

**NEWSLETTER AND PUSH
NOTIFICATIONS**

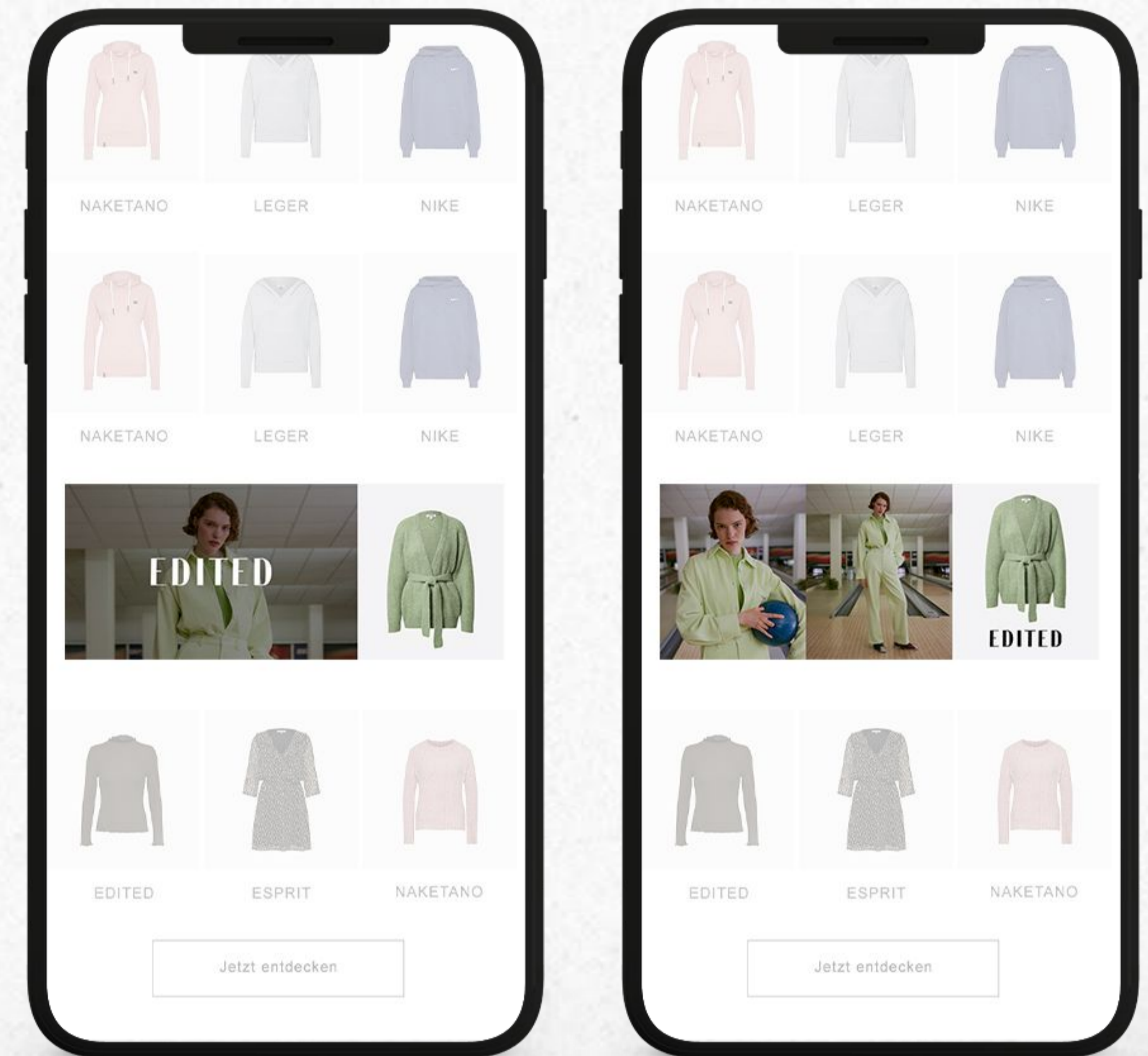
NEWSLETTER IMAGE PLACEMENT M

WHAT WE OFFER:

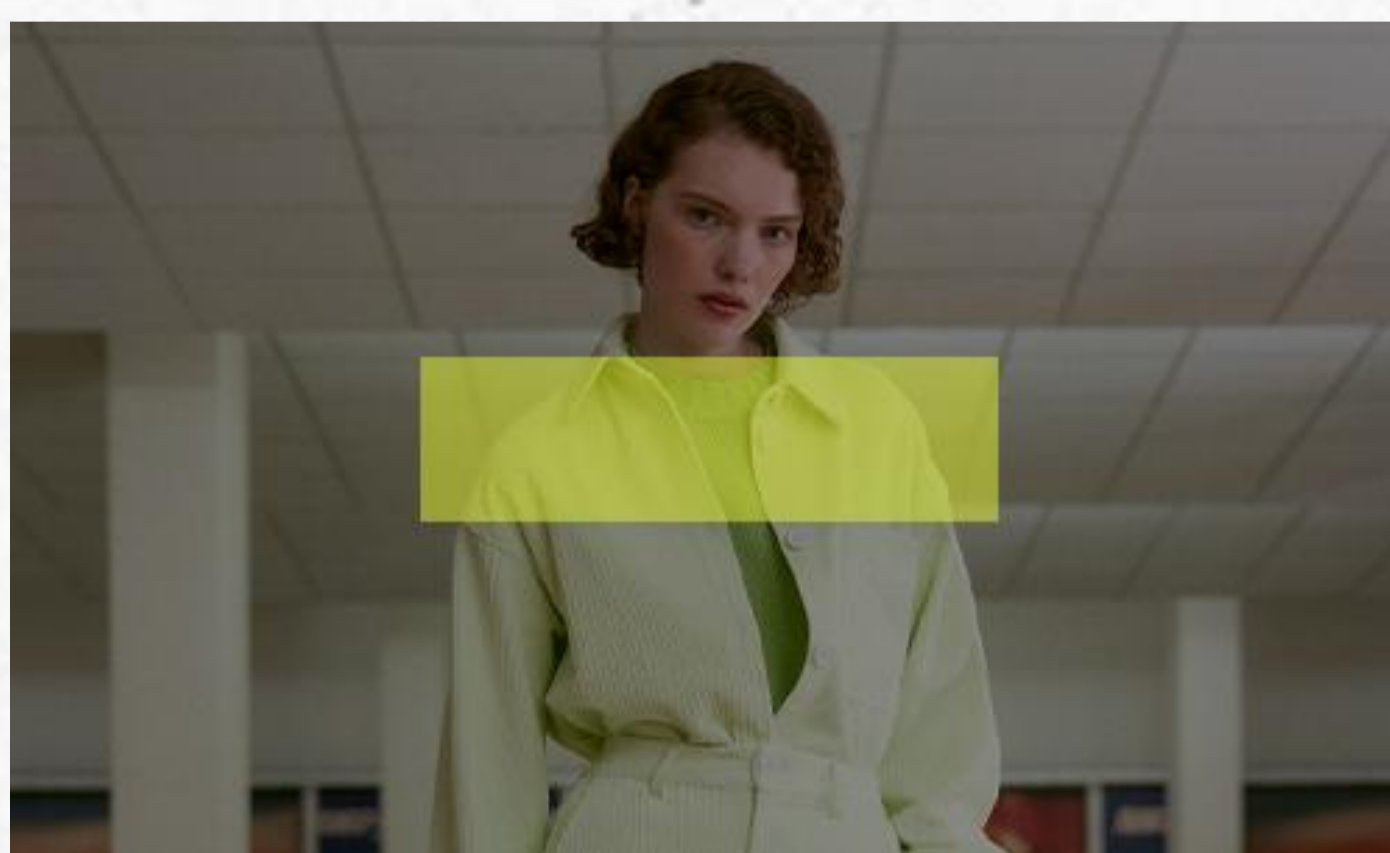
Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



V1 DESKTOP & MOBILE

Image: 500 x 300px

Logo: EPS or PNG will be placed by ABOUT YOU

includes one linktarget (Campaign Landing Page or Brand Page or Product Page)



V2 DESKTOP & MOBILE

2x Image: 250 x 300px

Logo: EPS or PNG will be placed by ABOUT YOU

includes one linktarget (Campaign Landing Page or Brand Page or Product Page)

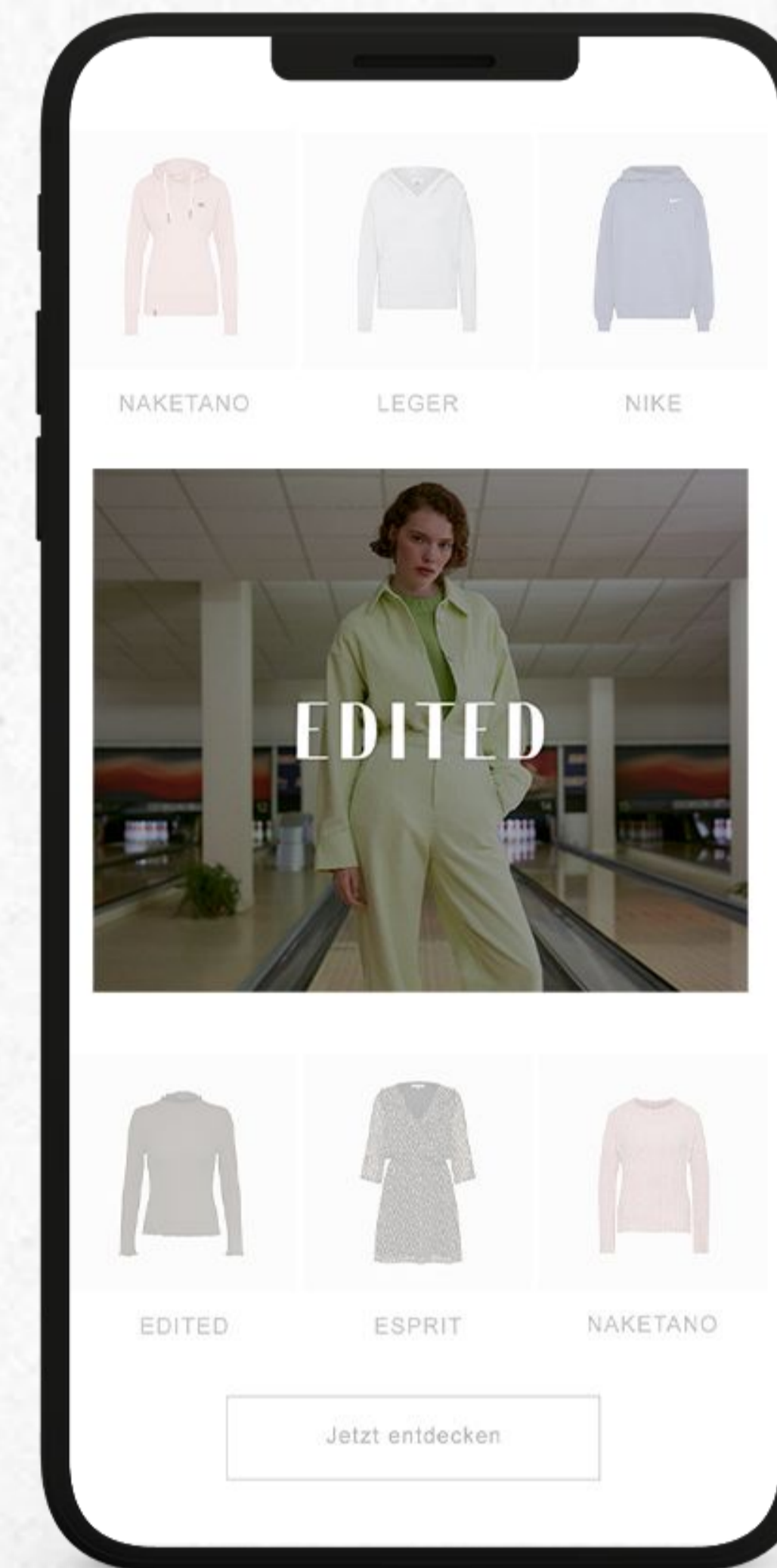
NEWSLETTER IMAGE PLACEMENT L

WHAT WE OFFER:

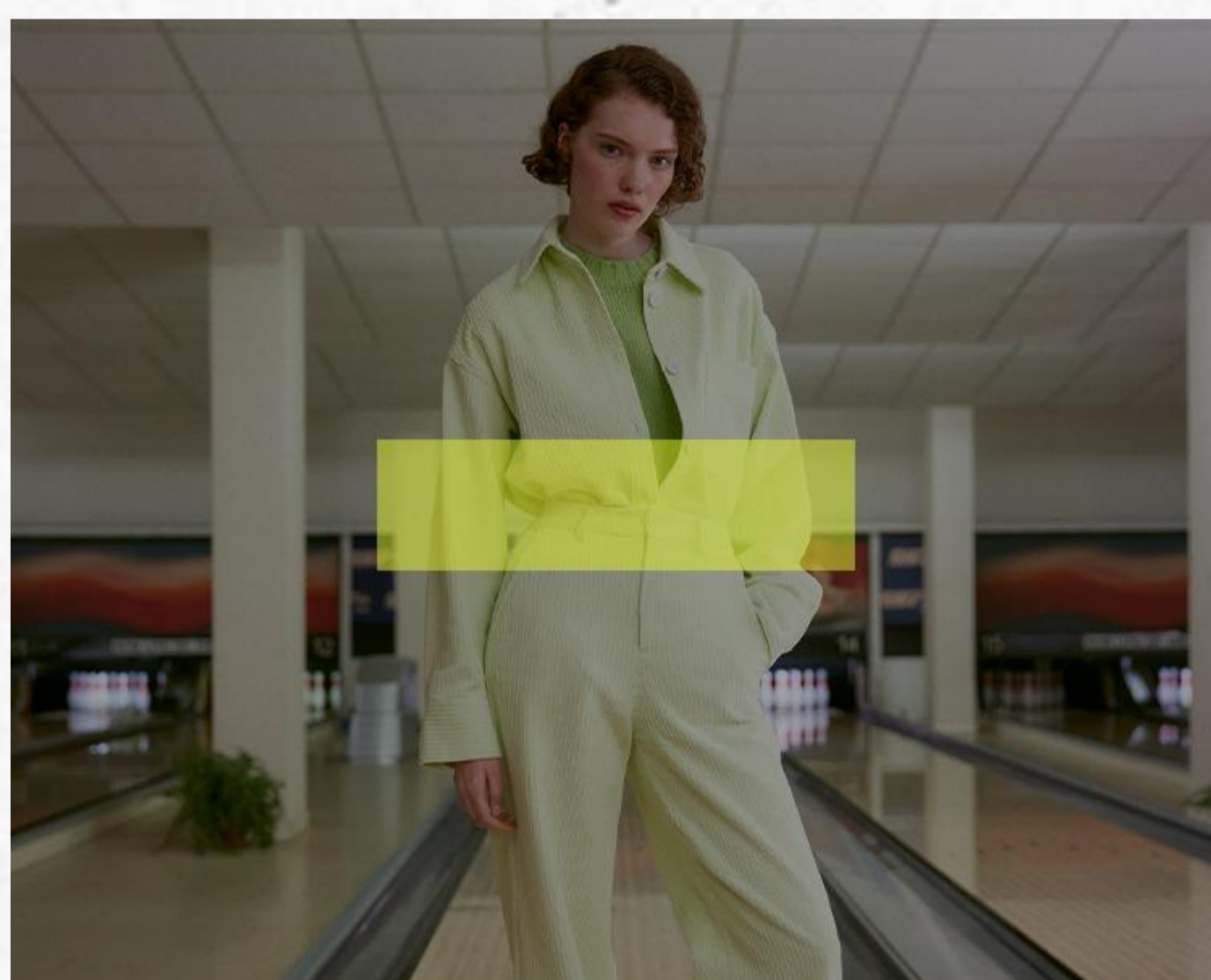
Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP & MOBILE

Image: 750 x 600px

Logo: EPS or PNG will be placed by ABOUT YOU

CTA: is placed by ABOUT YOU

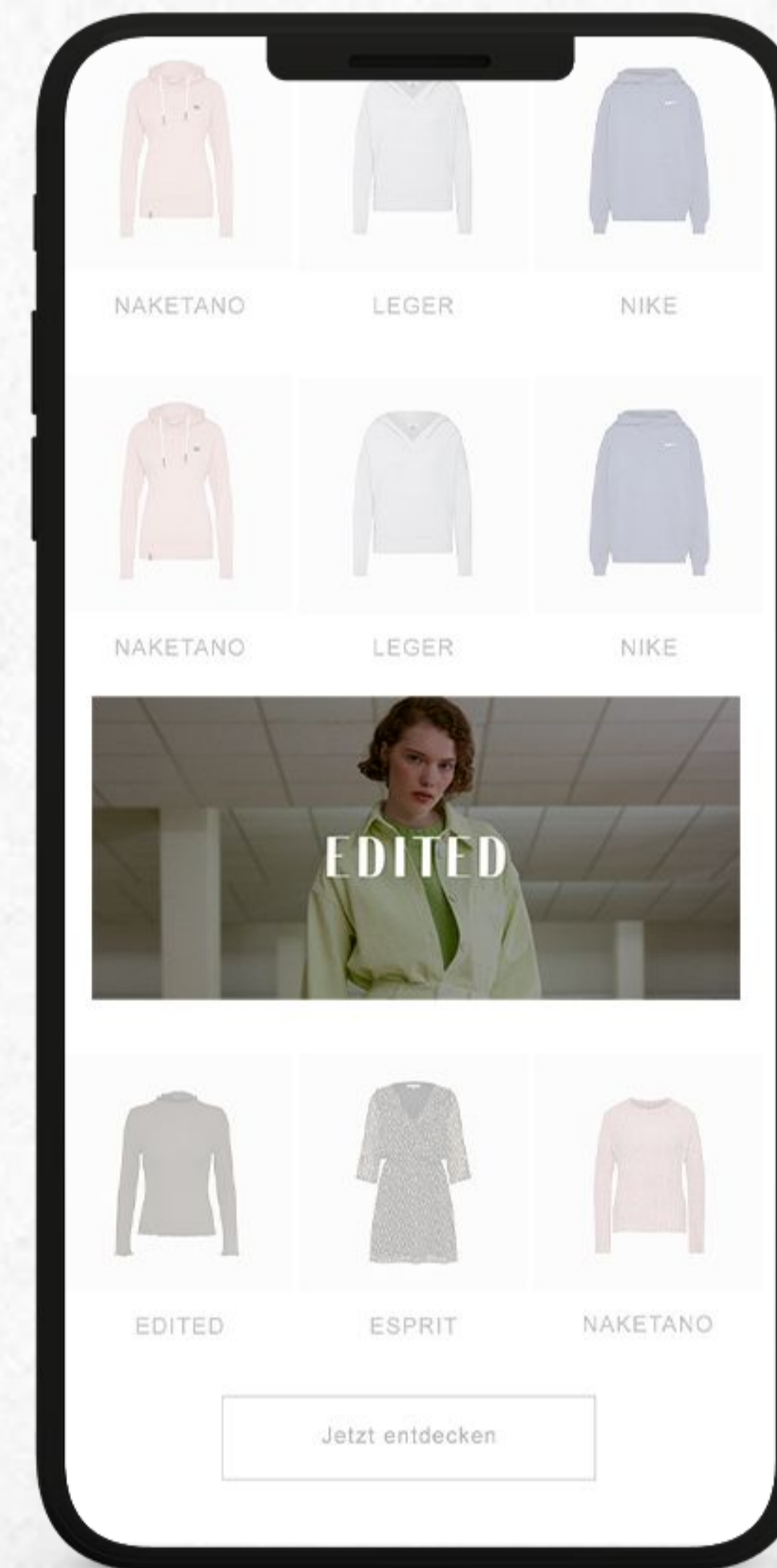
NEWSLETTER IMAGE PLACEMENT S

WHAT WE OFFER:

Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP & MOBILE

Image: 750 x 350px

Logo: EPS or PNG will be placed by ABOUT YOU

CTA: is placed by ABOUT YOU

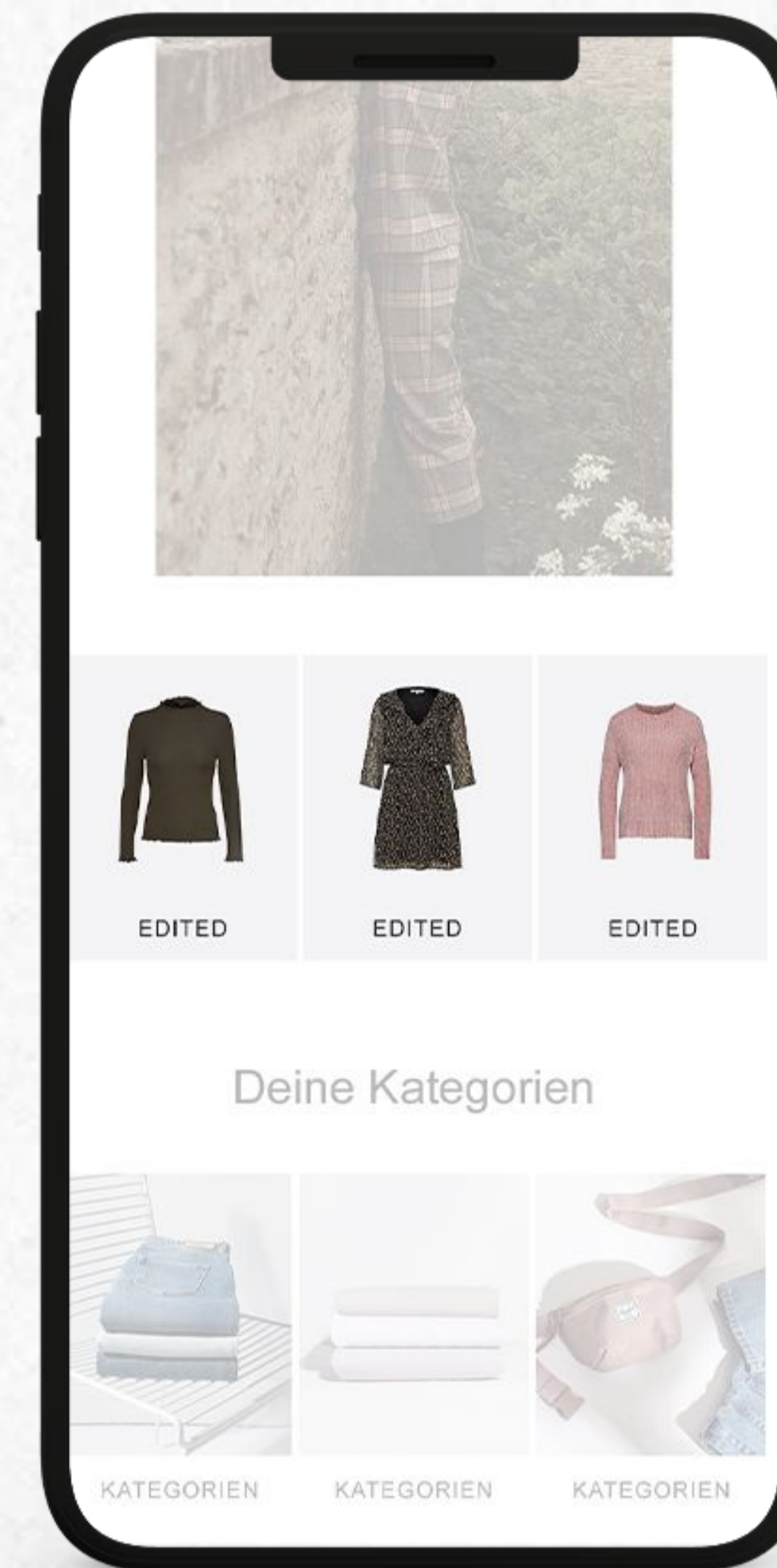
NEWSLETTER PRODUCT PLACEMENT

WHAT WE OFFER:

Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:

DESKTOP & MOBILE

Product Placement: 3 chosen articles will be placed within a content newsletter

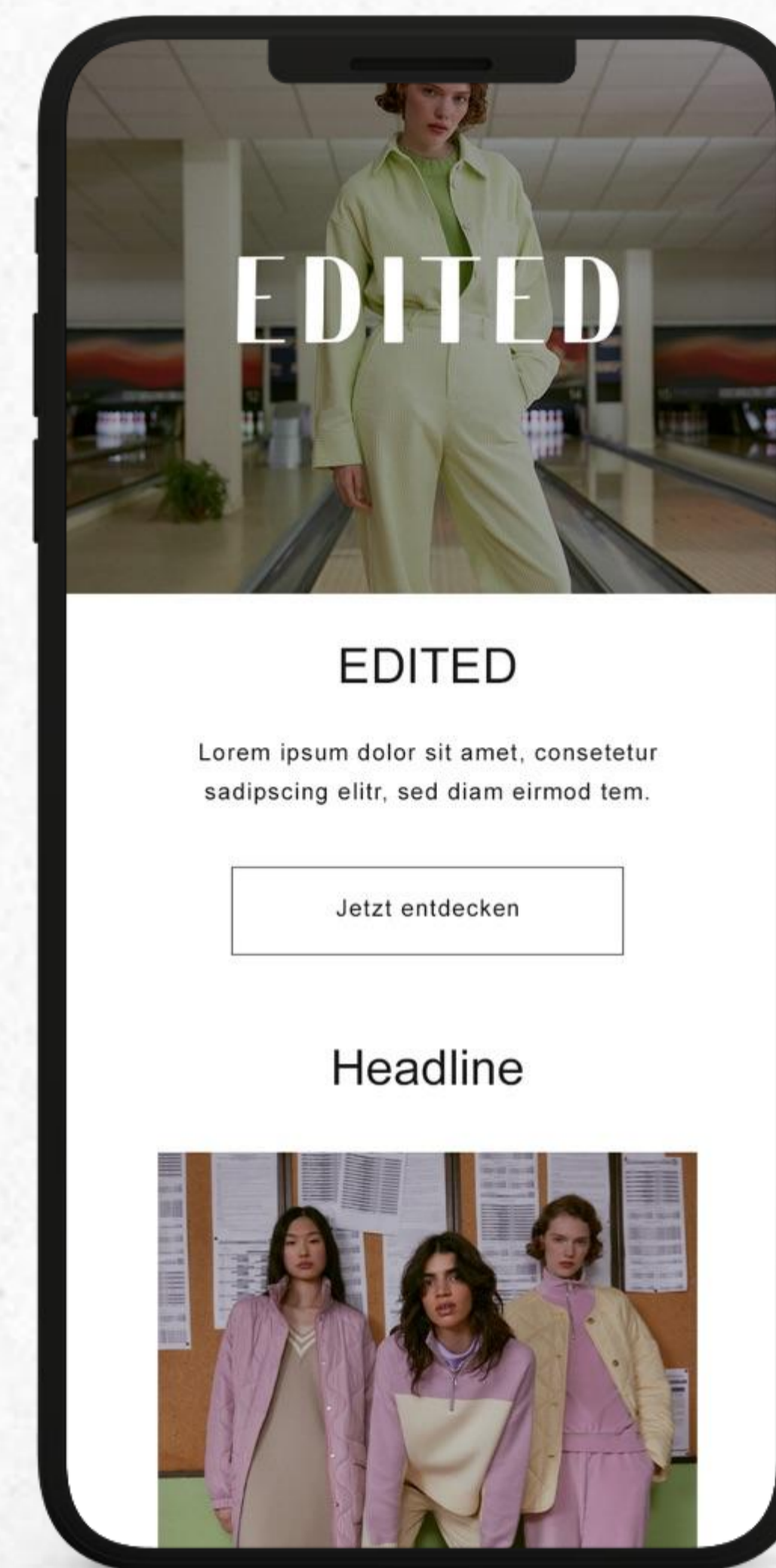
NEWSLETTER STANDALONE

WHAT WE OFFER:

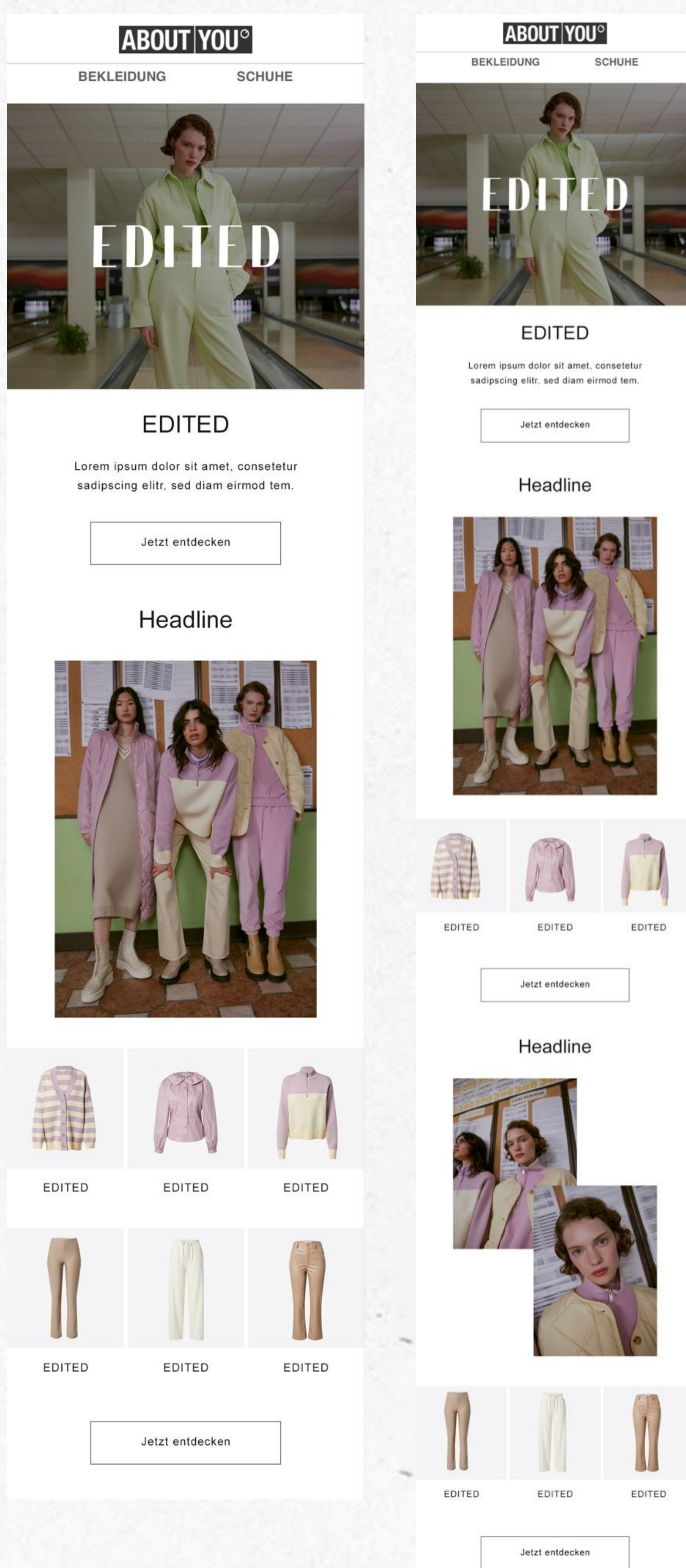
Duration: 1 time

BOOKABLE FOR

- Germany



WHAT WE NEED:



DESKTOP & MOBILE

Text: will be supplied by the brand*

Images: selection of high res campaign images

Products: selection of 8 – 12 products of brand's choice

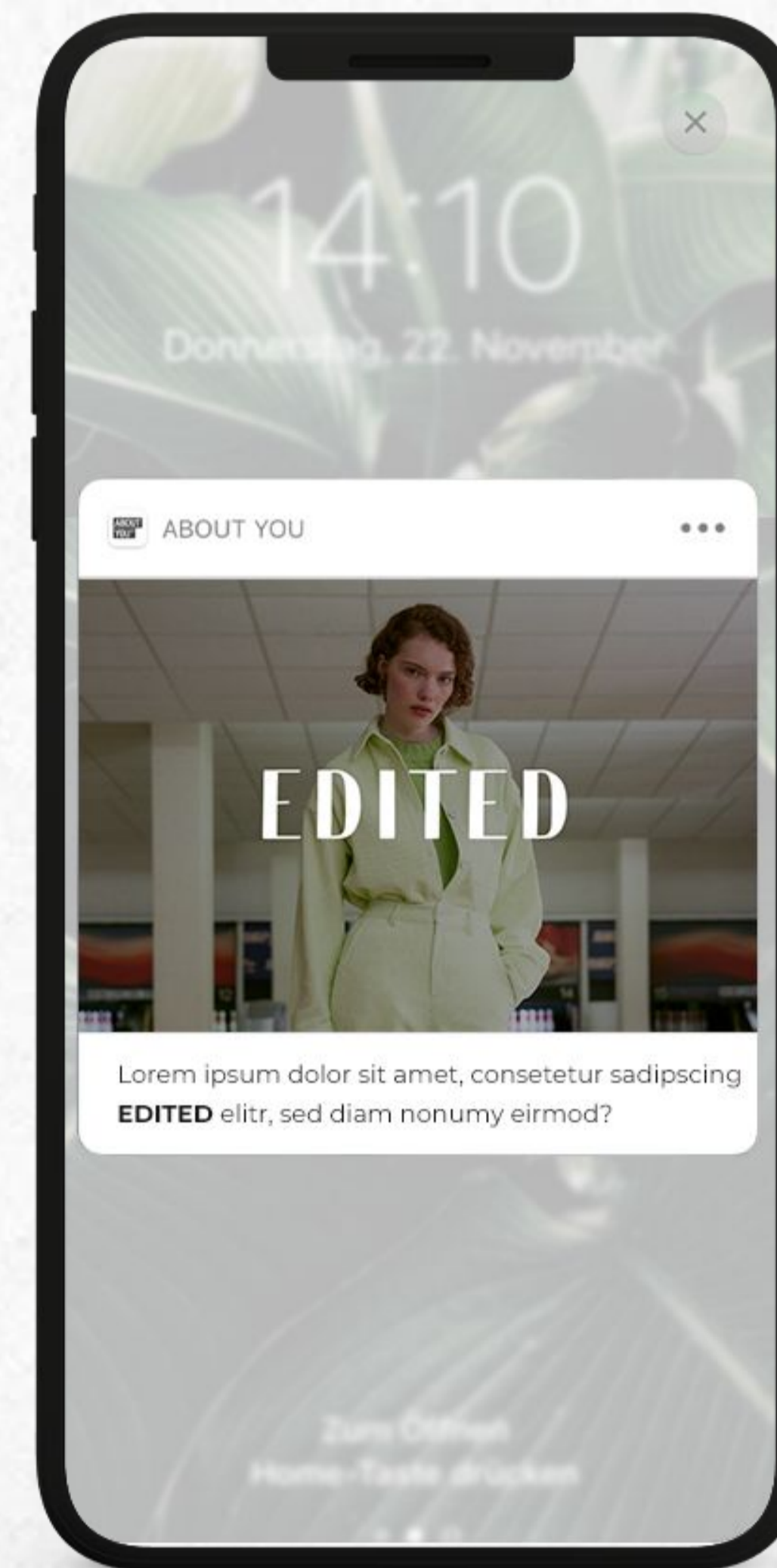
PUSH NOTIFICATION MOBILE

WHAT WE OFFER:

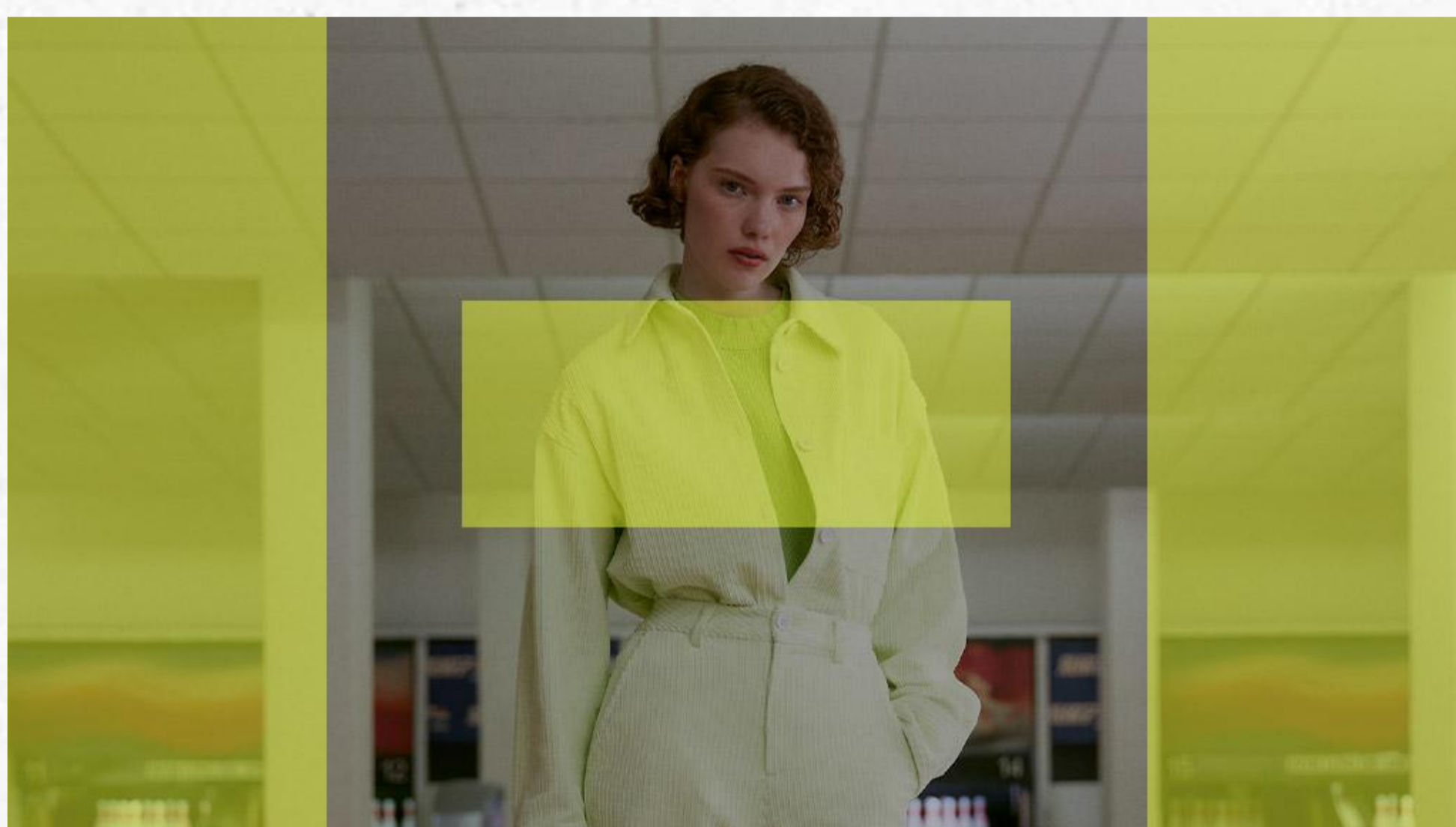
Duration: 1 time

BOOKABLE FOR

- Germany



WHAT WE NEED:



MOBILE

Image: 16 : 9 format

Text: will be supplied by the brand*

Note: format will be cropped by device

**OUTFIT
PLACEMENTS**

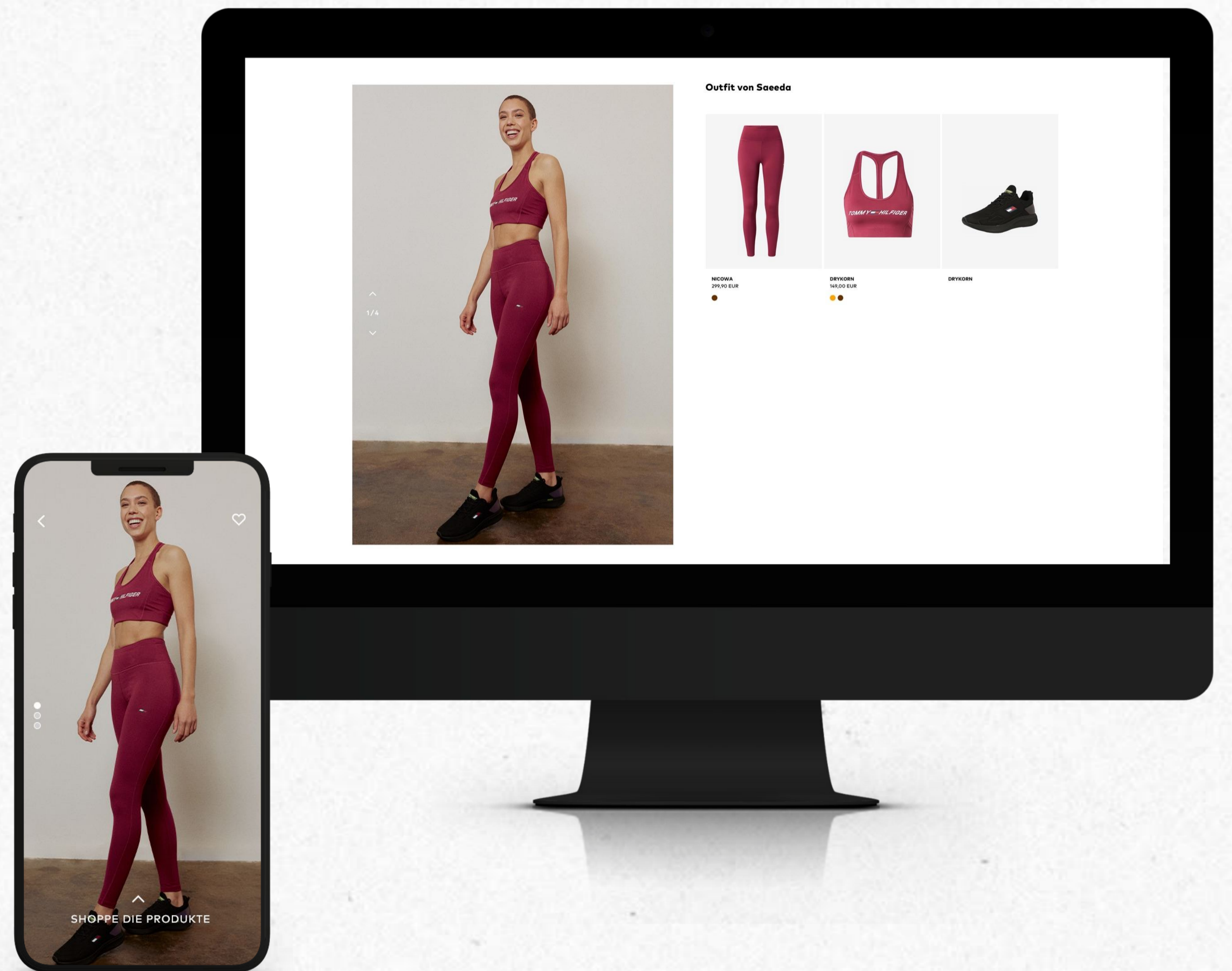
**SHOPPABLE
OUTFITS & MORE**

SHOPPABLE OUTFIT / PRODUCT INTEGRATION DESKTOP & MOBILE

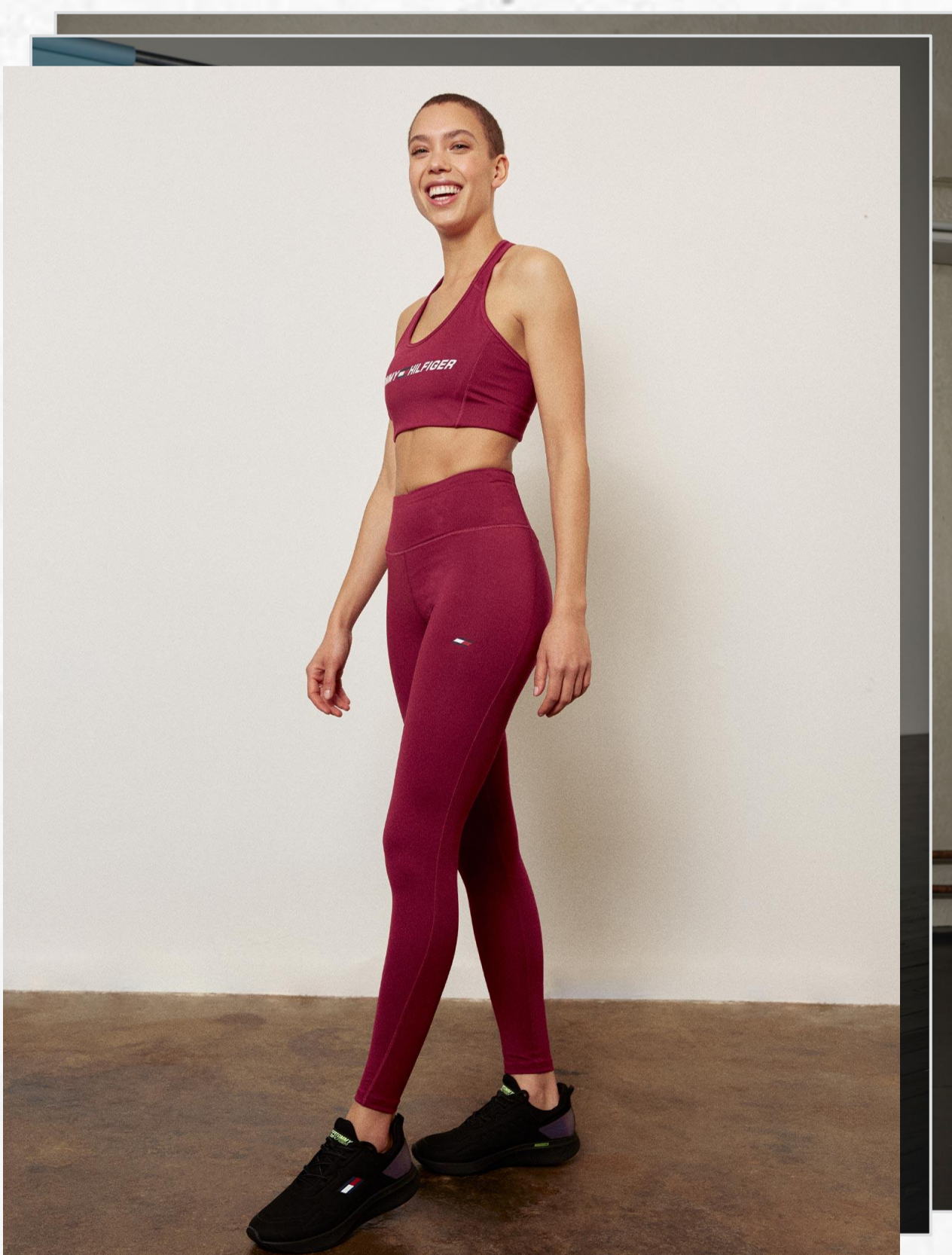
WHAT WE OFFER:

Duration: 1 time

**BOOKABLE FOR ALL
CLUSTER**



WHAT WE NEED:



DESKTOP & MOBILE

Image: 3-4 images of an outfit will be shot by ABOUT YOU

Product/ Outfit: product selection by brand and ABOUT YOU

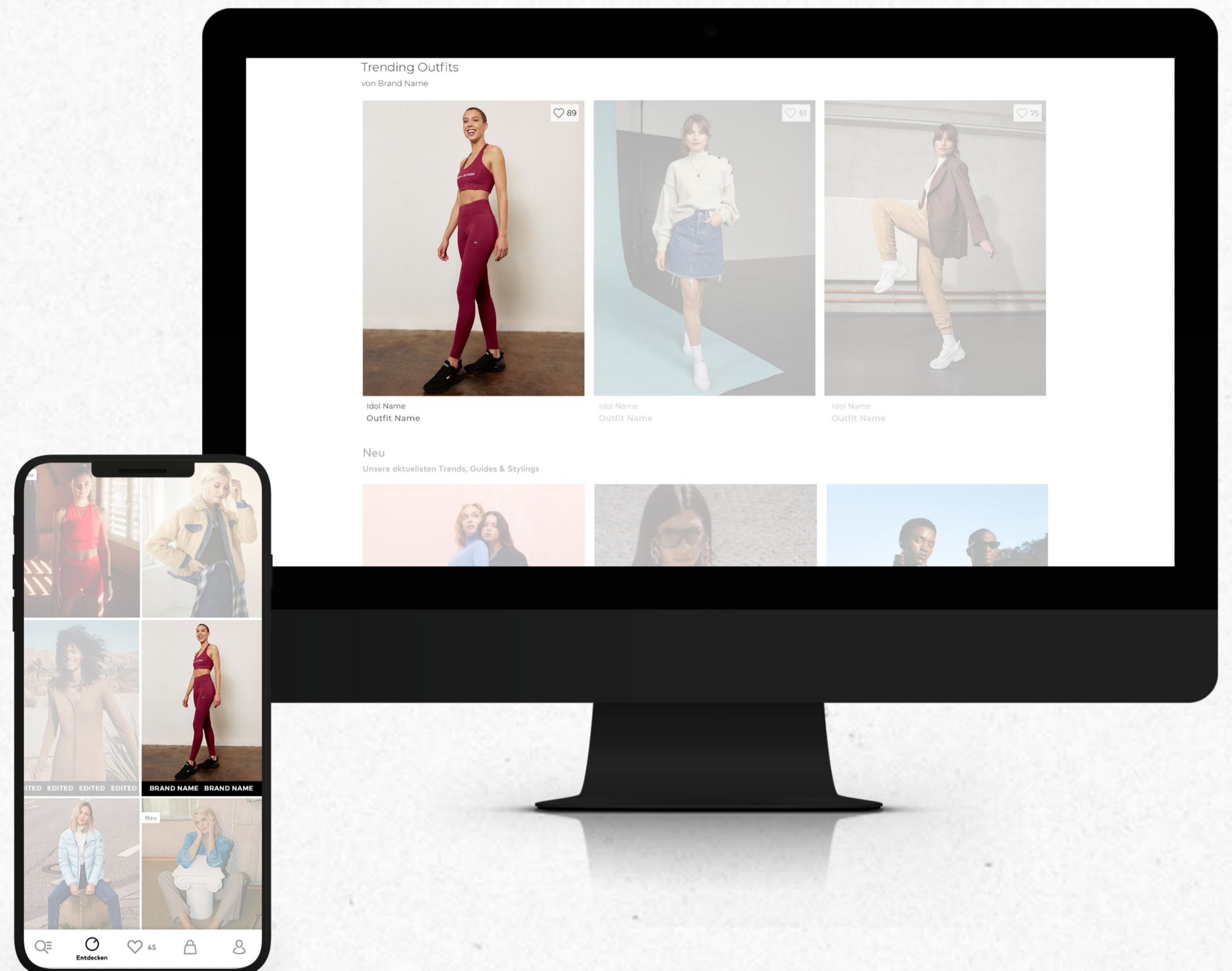
MULTI BRAND OUTFIT TEASER DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP & MOBILE

Image: 1 Shoppable Outfit booking, see Shoppable Outfit Integration

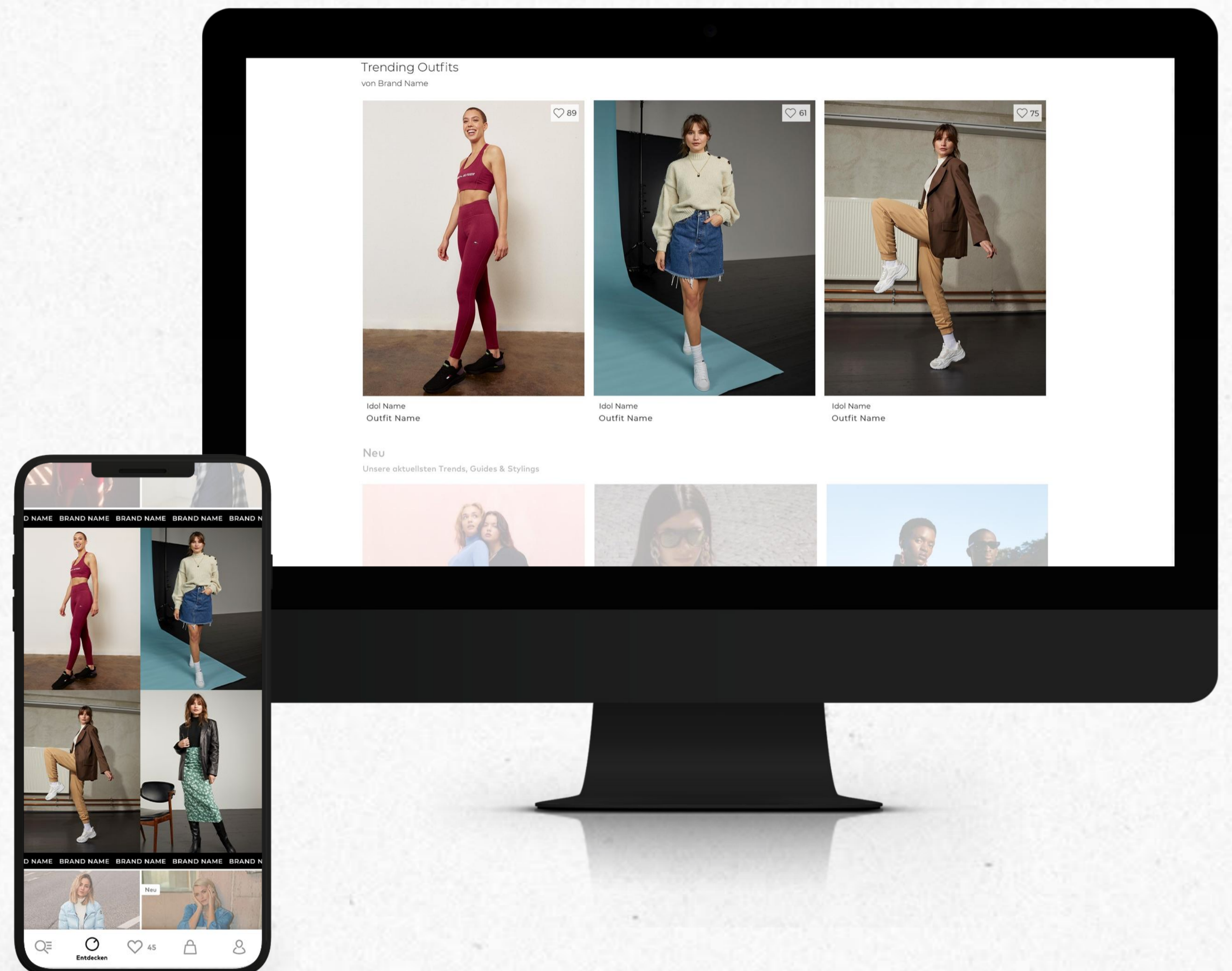
MONO BRAND OUTFIT LANE DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP & MOBILE

Images: min. 4 Shoppable Outfit bookings, see Shoppable Outfit Integration

INSTAGRAM STORY - LOOKS WE LOVE

WHAT WE OFFER:

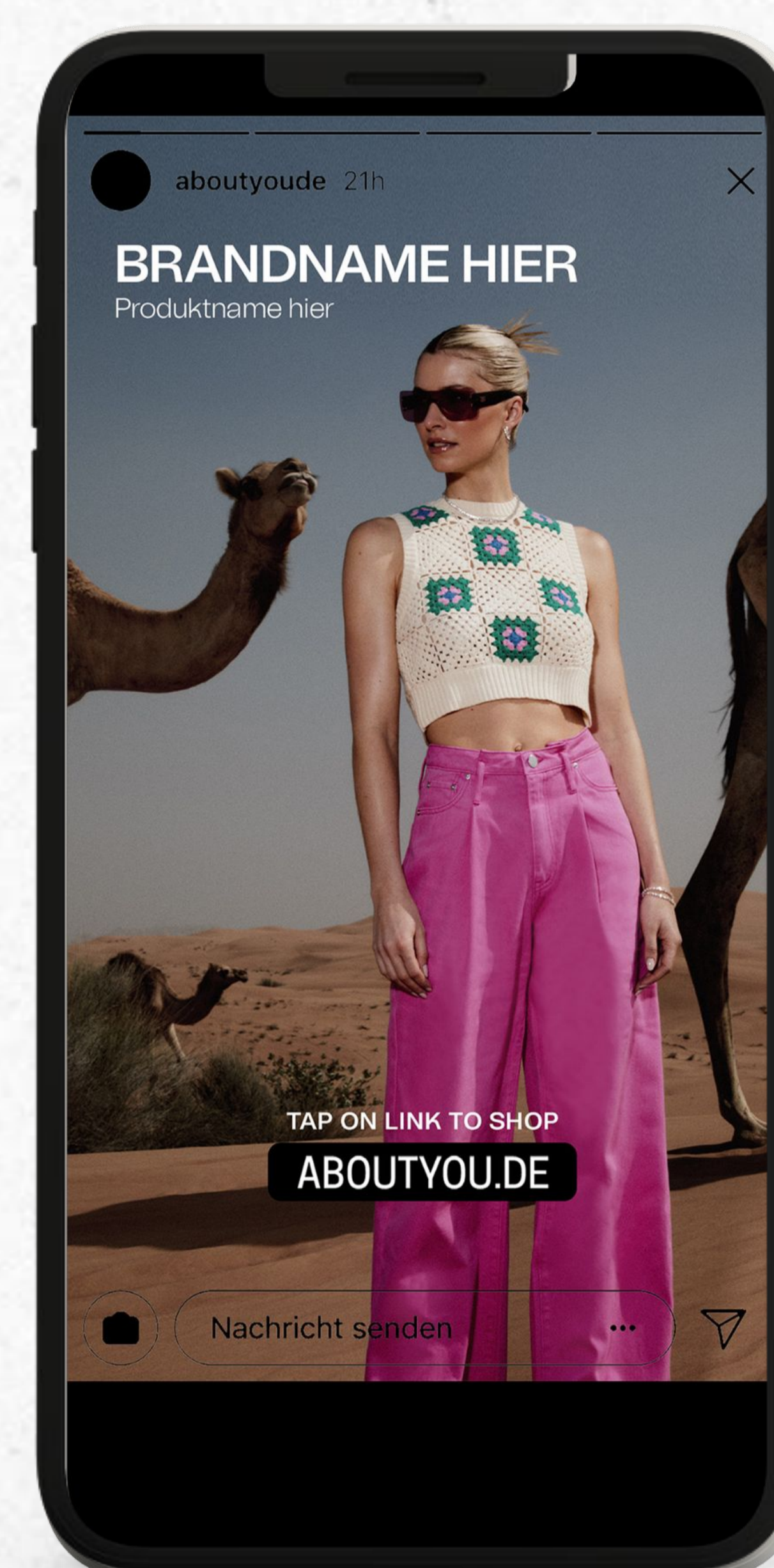
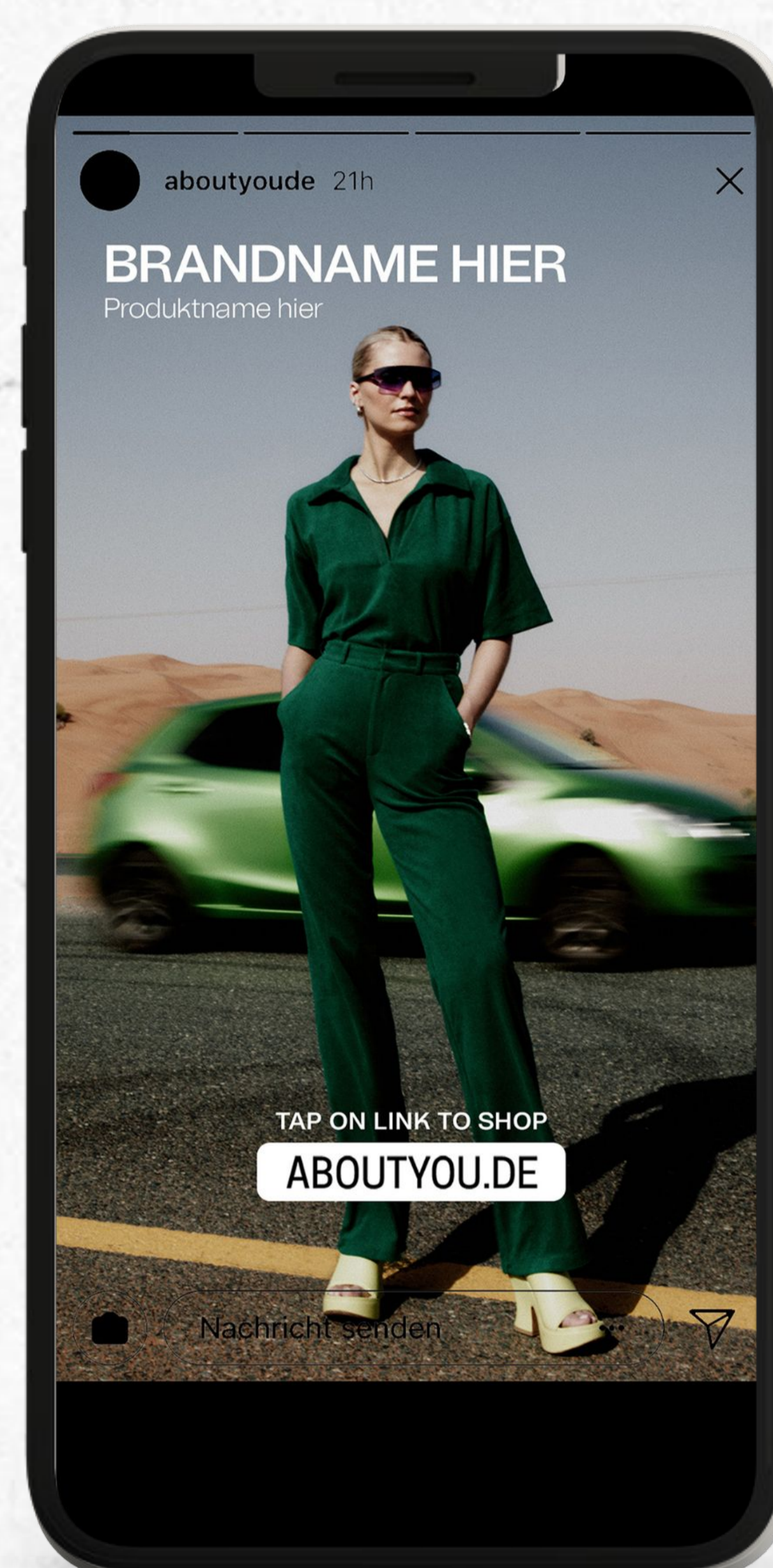
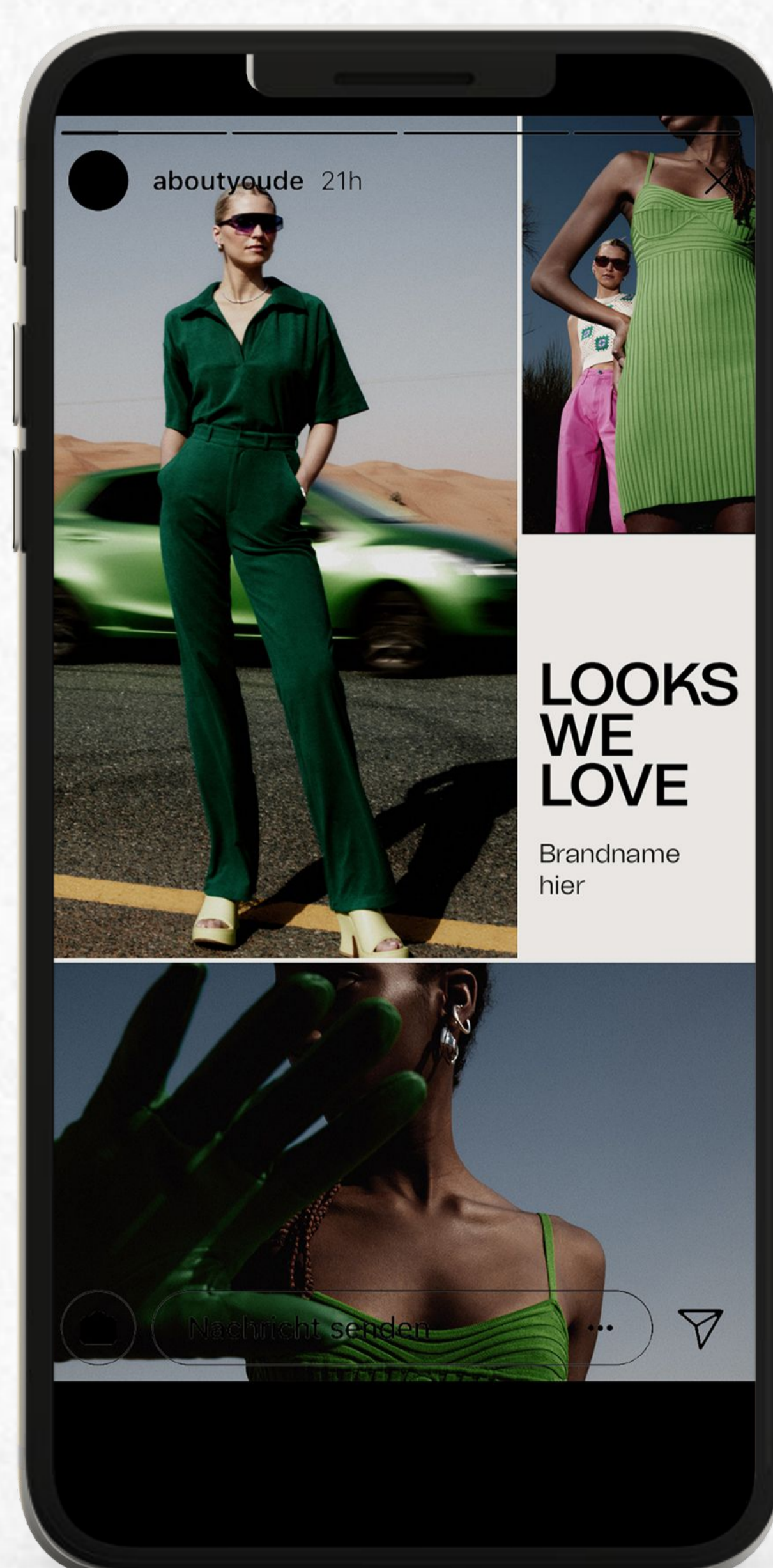
Duration: 1 time

Placement Type: multi brand

Bookable Slides: 1, with up to 4 images played one after the other

BOOKABLE FOR EACH CLUSTER

- DACH (only female) / International (male)
- Eastern Europe (only female)
- Southern Europe (only female)



WHAT WE NEED:



2-4x images of an outfit: produced by ABOUT YOU – outfit or product integration is required, see shoppable outfit shoots

Image 3 & 4 slide: >1080 x 1920px

Image 2 slide: a mix between horizontal and vertical would be perfect

Product Name: must be supplied by the brand

→ only bookable in combination with a shoppable outfit

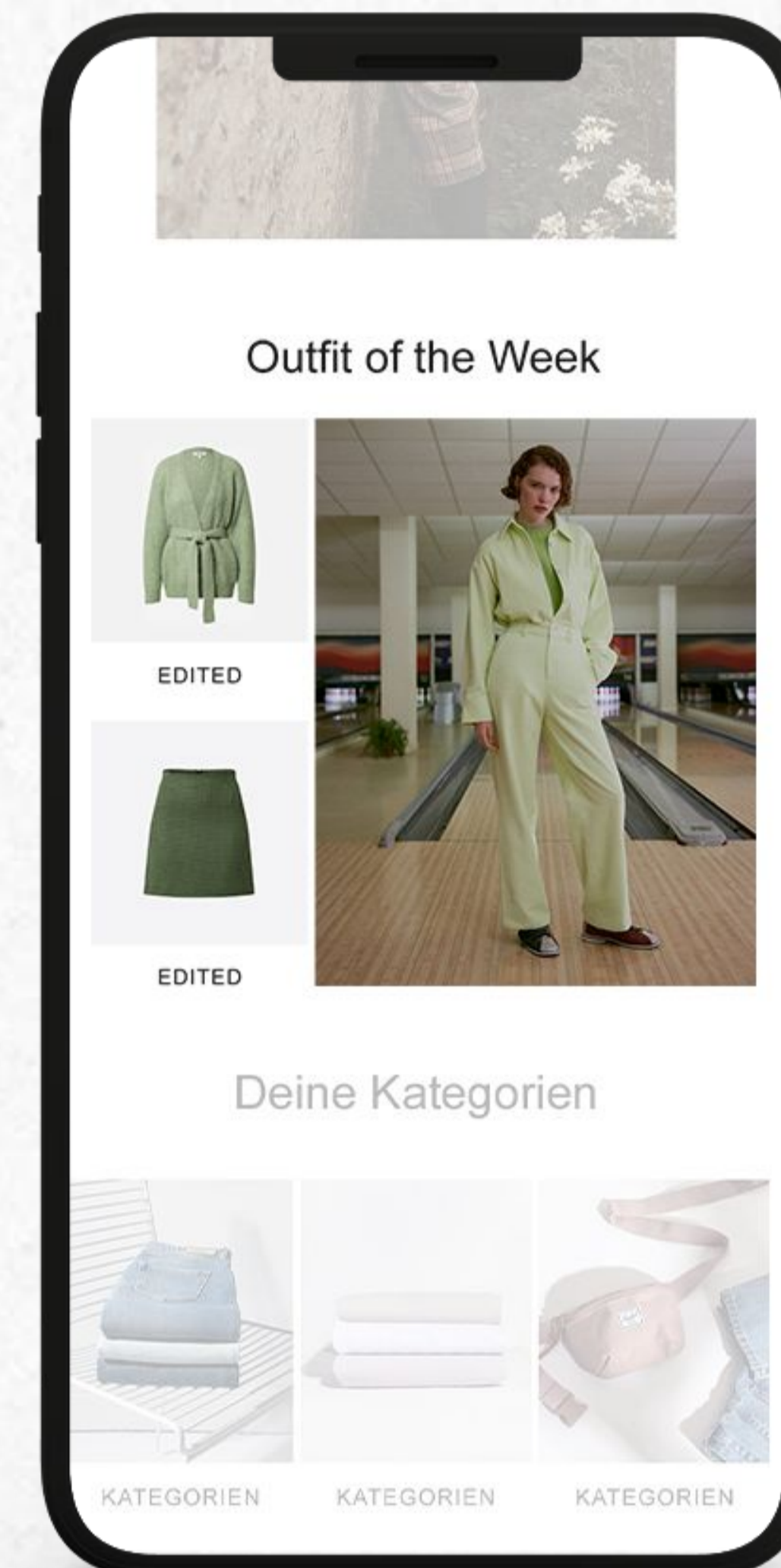
NEWSLETTER OUTFIT OF THE WEEK

WHAT WE OFFER:

Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:

DESKTOP & MOBILE

needed: 1 Shoppable Outfit booking, see Shoppable Outfit Integration

Product Placement: products of the outfit will be placed next to the influencer image

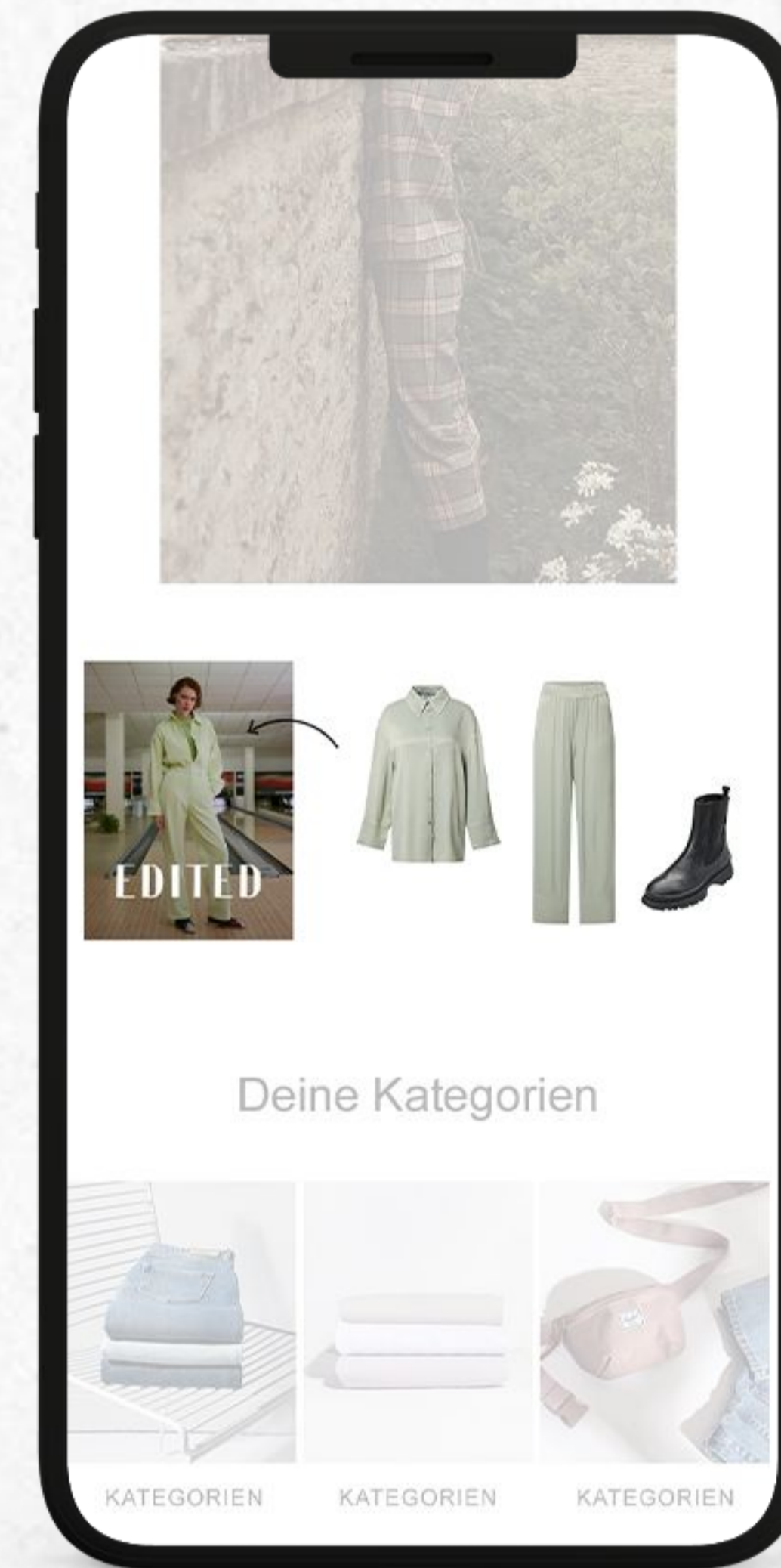
NEWSLETTER OUTFIT INSPIRATION

WHAT WE OFFER:

Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:

DESKTOP & MOBILE

needed: 1 Shoppable Outfit booking, see Shoppable Outfit Integration

Product Placement: products of the outfit will be placed next to the influencer image

CONTENT INTEGRATION DESKTOP & MOBILE

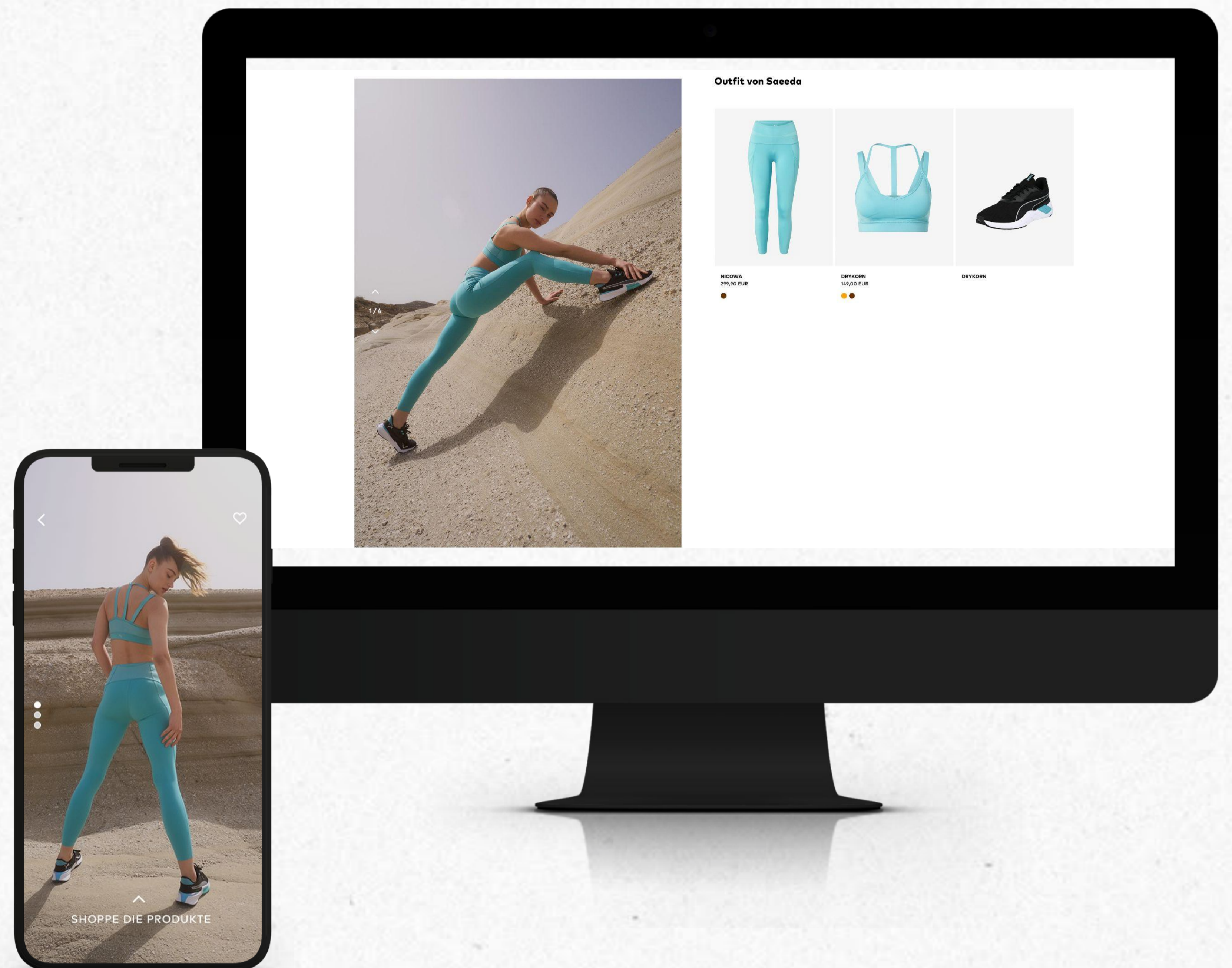
WHAT WE OFFER:

Duration: 1 time

ALL COUNTRIES

**CONTENT INTEGRATION - OUTFIT
BOOKING**

**CONTENT INTEGRATION - PRODUCT
BOOKING** (2 Bookings of products necessary)



WHAT WE NEED:



DESKTOP & MOBILE

What we need: 3-4 images of an outfit will be shot by ABOUT YOU

Outfit: product selection by brand and ABOUT YOU

Note: native integration in the trend & guide content on ABOUT YOU; bookable for different categories*

SOCIAL MEDIA PLACEMENTS

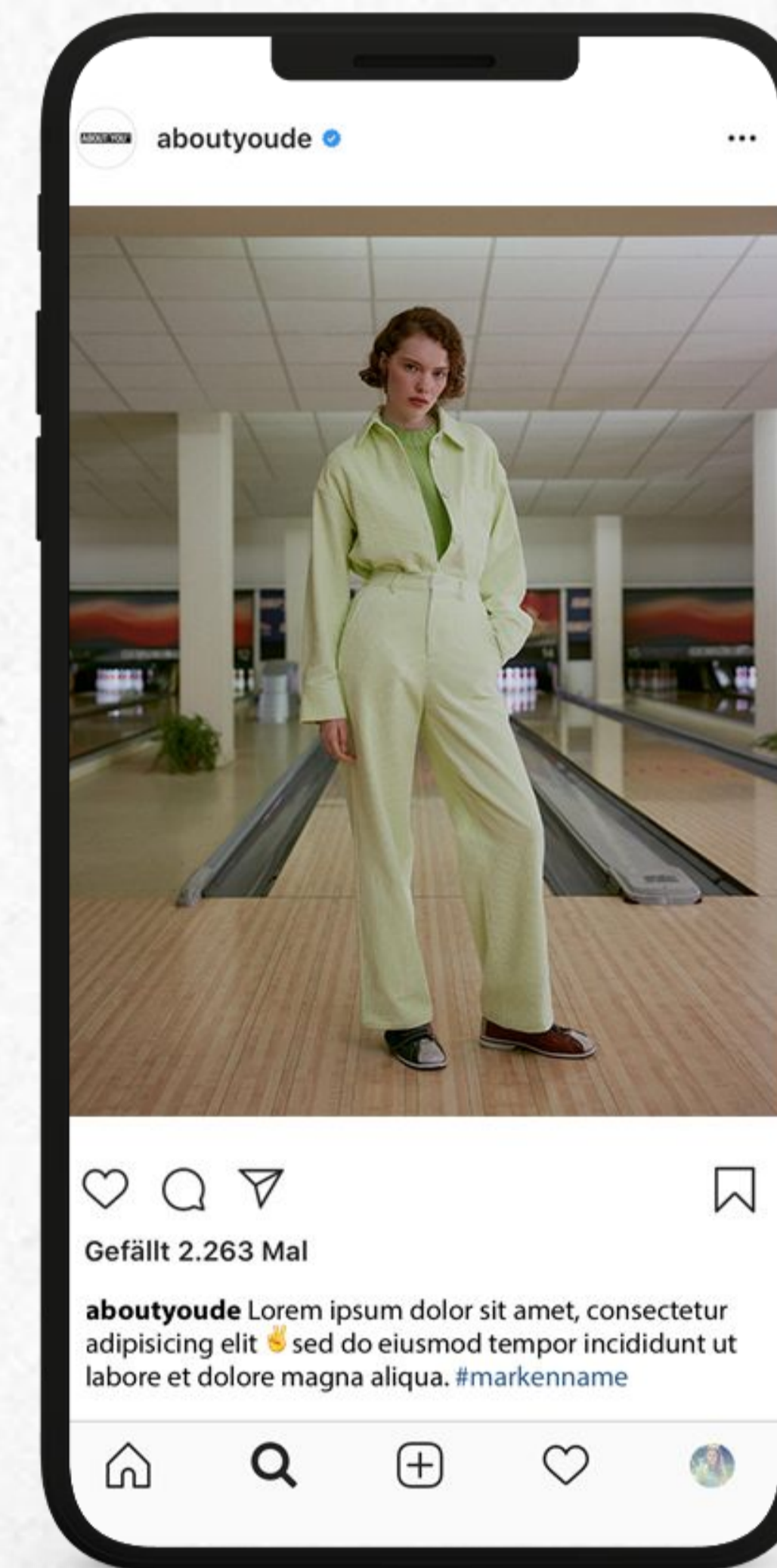
**INSTAGRAM,
TIKTOK & CO**

INSTAGRAM POST

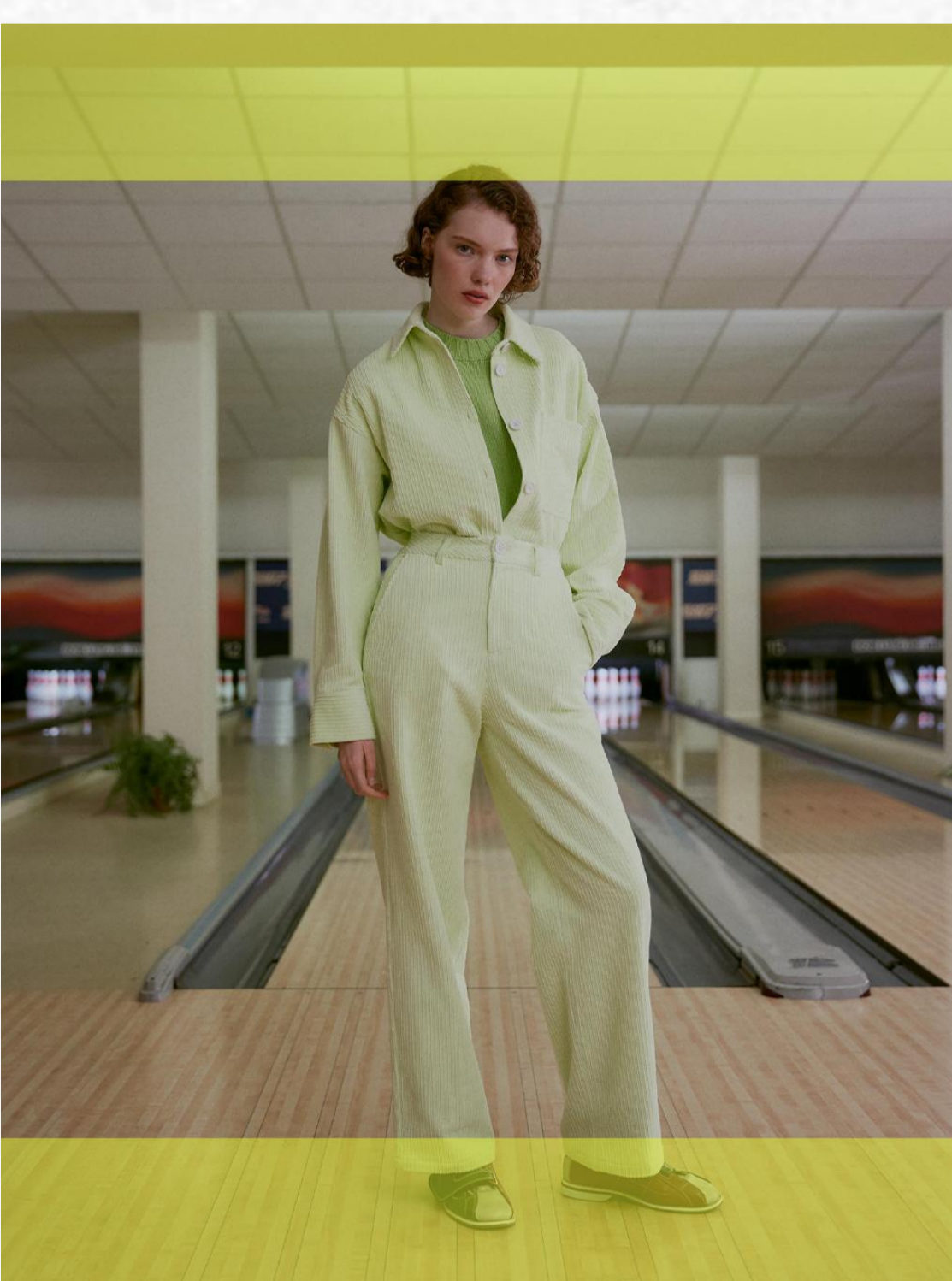
Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH (only female)
- Eastern Europe (only female)
- Southern Europe (only female)
- International



WHAT WE NEED:



DESKTOP & MOBILE

Image: created by ABOUT YOU, only self-produced content material; ABOUT YOU reserves the right to determine whether the placement is bookable

Caption: input can be given by brand*

Hashtags: will be supplied by the brand, max 3

Tag: will be supplied by the brand

INSTAGRAM STORY - CUSTOMISED

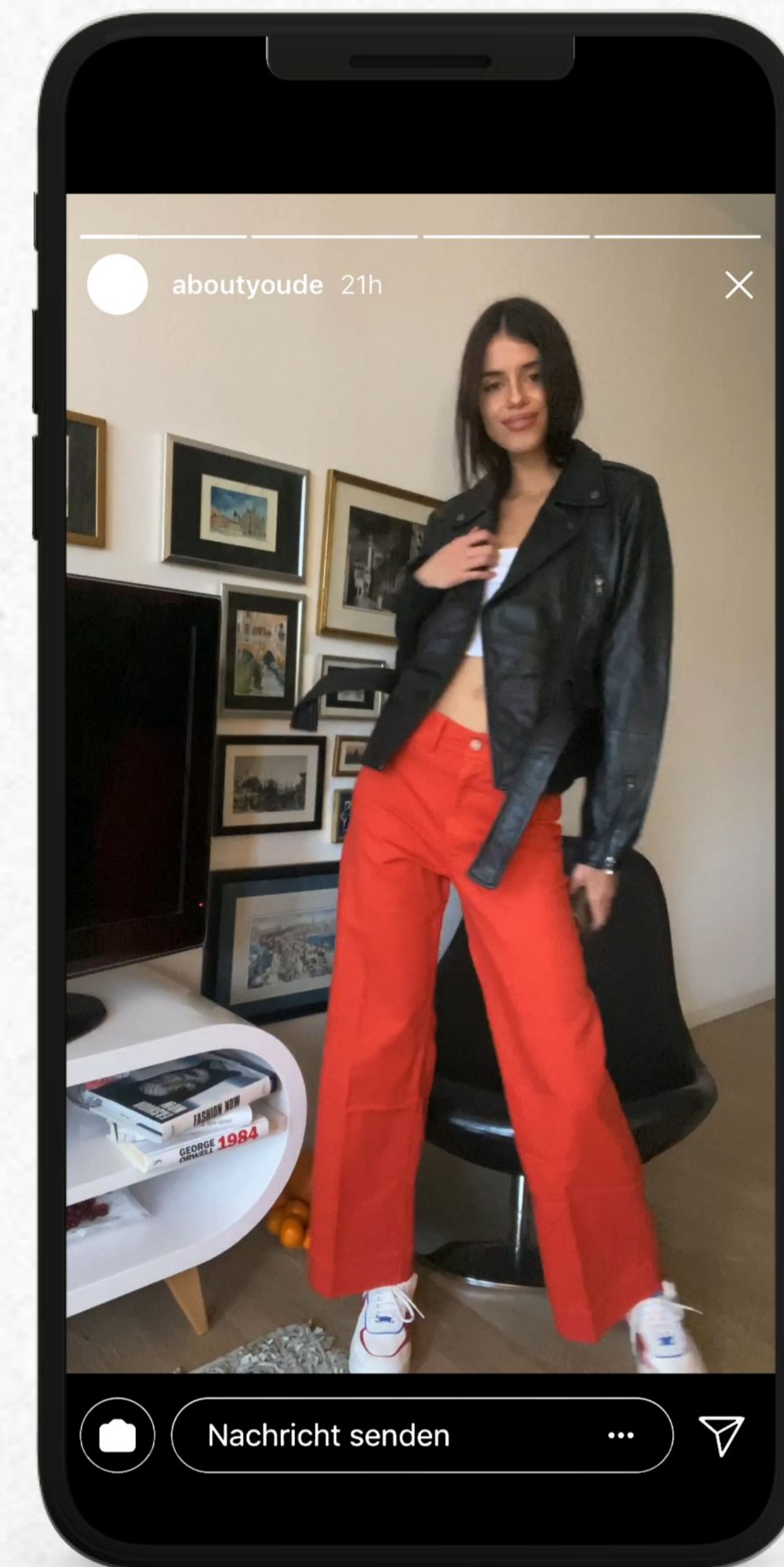
Duration: 1 time

Placement Type: mono brand

Bookable Slides: up to 3

BOOKABLE FOR EACH CLUSTER

- DACH (only female)
- Eastern Europe (only female)
- Southern Europe (only female)
- International



WHAT WE NEED:

Image/Video: is produced via ABOUT YOU

Hashtags/ Tags: must be supplied by the brand

INSTAGRAM STORY - THIS JUST DROPPED

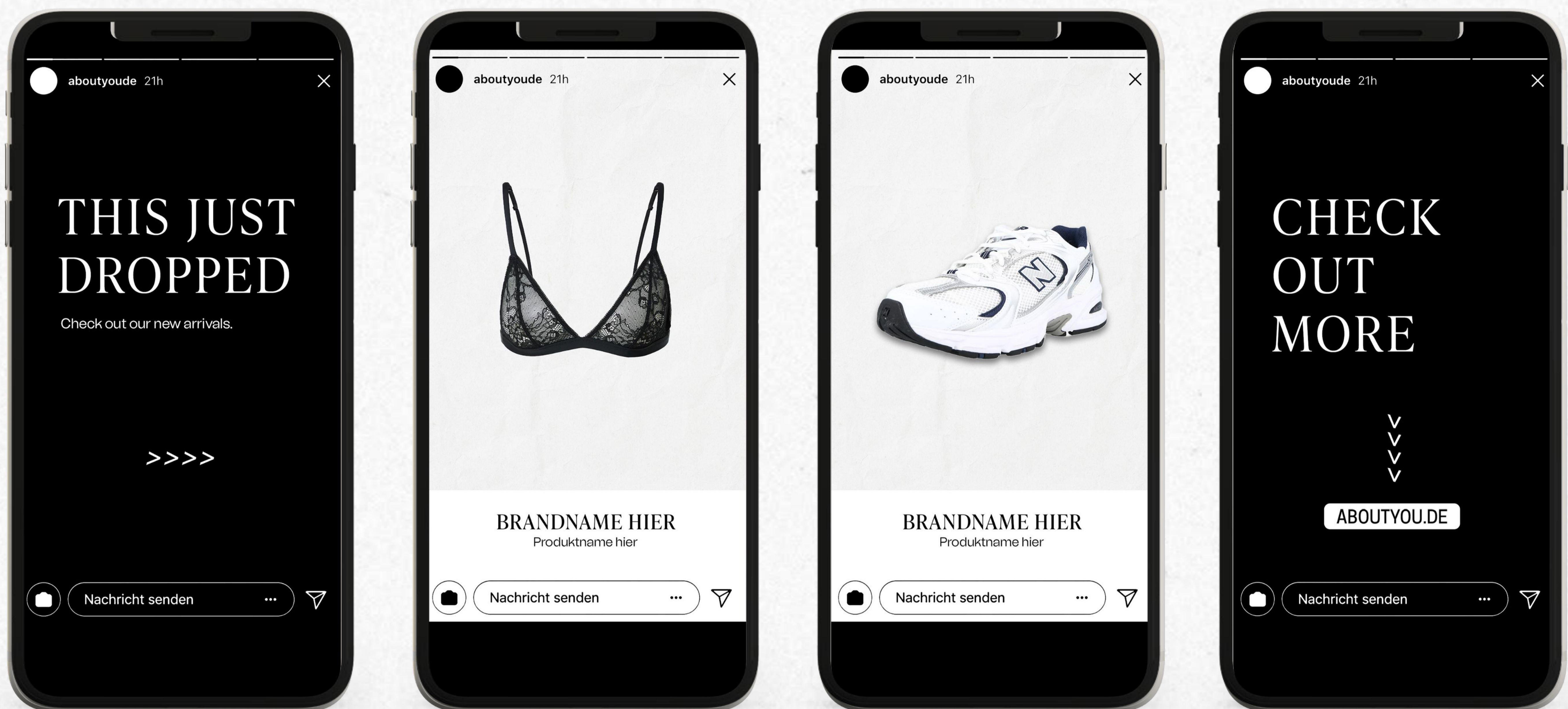
Duration: 1 time

Placement Type: multi brand

Bookable Slides: 1

BOOKABLE FOR EACH CLUSTER

- DACH (only female)
- Eastern Europe (only female)
- Southern Europe (only female)
- International



WHAT WE NEED:

Displayed Product: article number or shop link must be supplied by the brand

Product Name: must be supplied by the brand

INSTAGRAM STORY - LOOKS WE LOVE

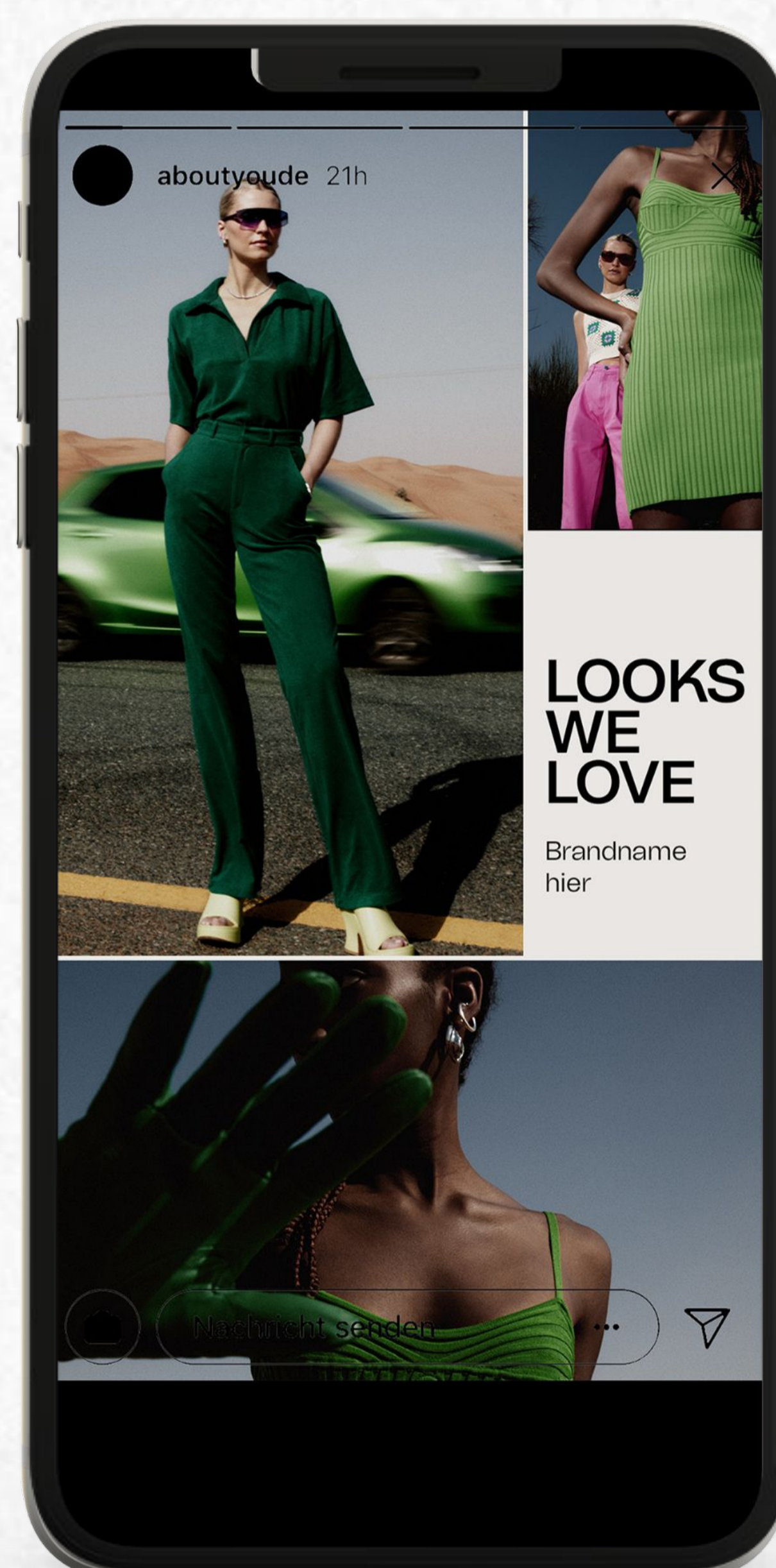
Duration: 1 time

Placement Type: multi brand

Bookable Slides: 1, with up to 4 images played one after the other

BOOKABLE FOR EACH CLUSTER

- DACH (only female)
- Eastern Europe (only female)
- Southern Europe (only female)
- International



WHAT WE NEED:



2-4x images of an outfit: produced by ABOUT YOU – outfit or product integration is required, see shoppable outfit shoots

Image 3 & 4 slide: >1080 x 1920px

Image 2 slide: a mix between horizontal and vertical would be perfect

Product Name: must be supplied by the brand

→ only bookable in combination with a shoppable outfit

INSTAGRAM STORY - SPOTLIGHT ON V1

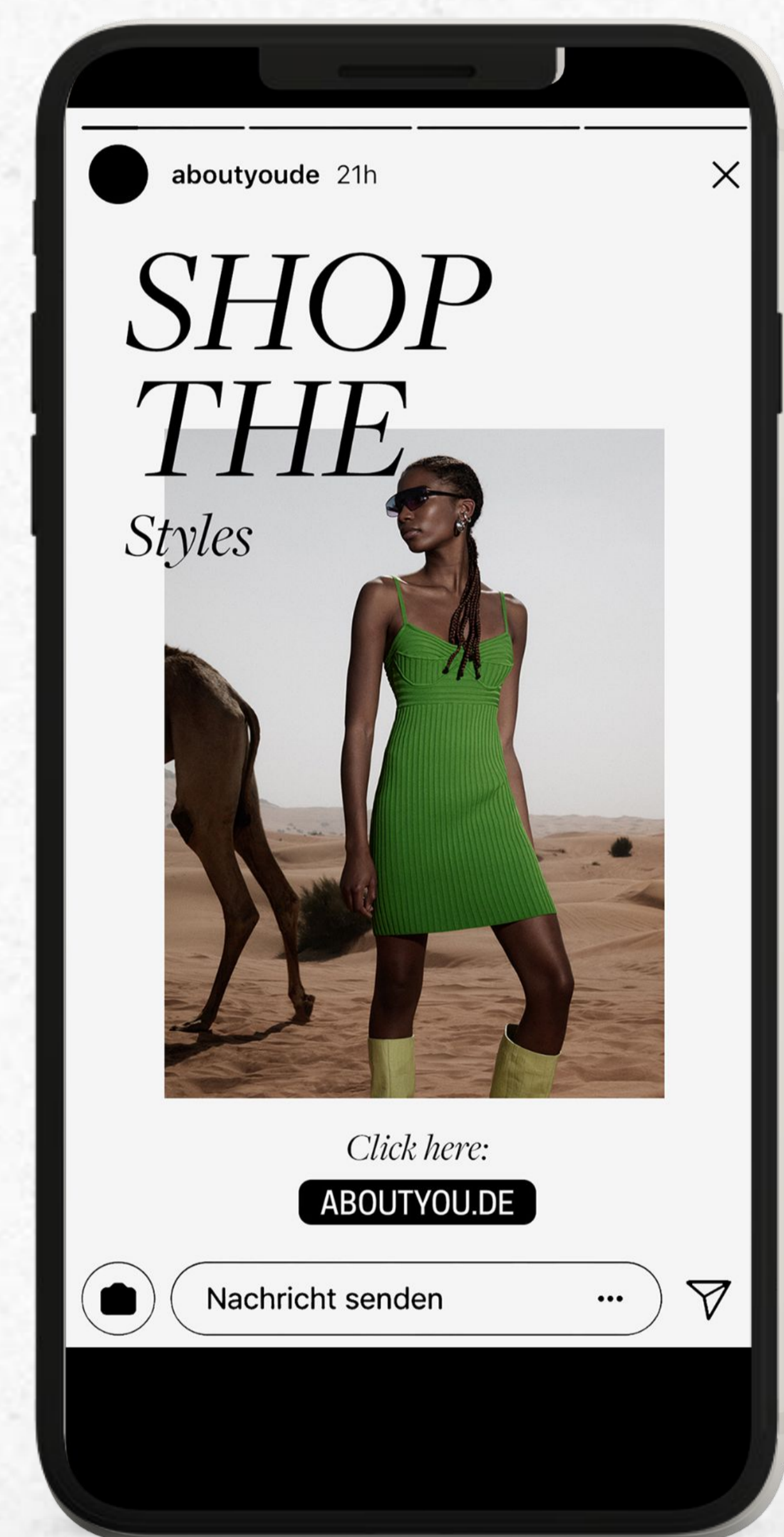
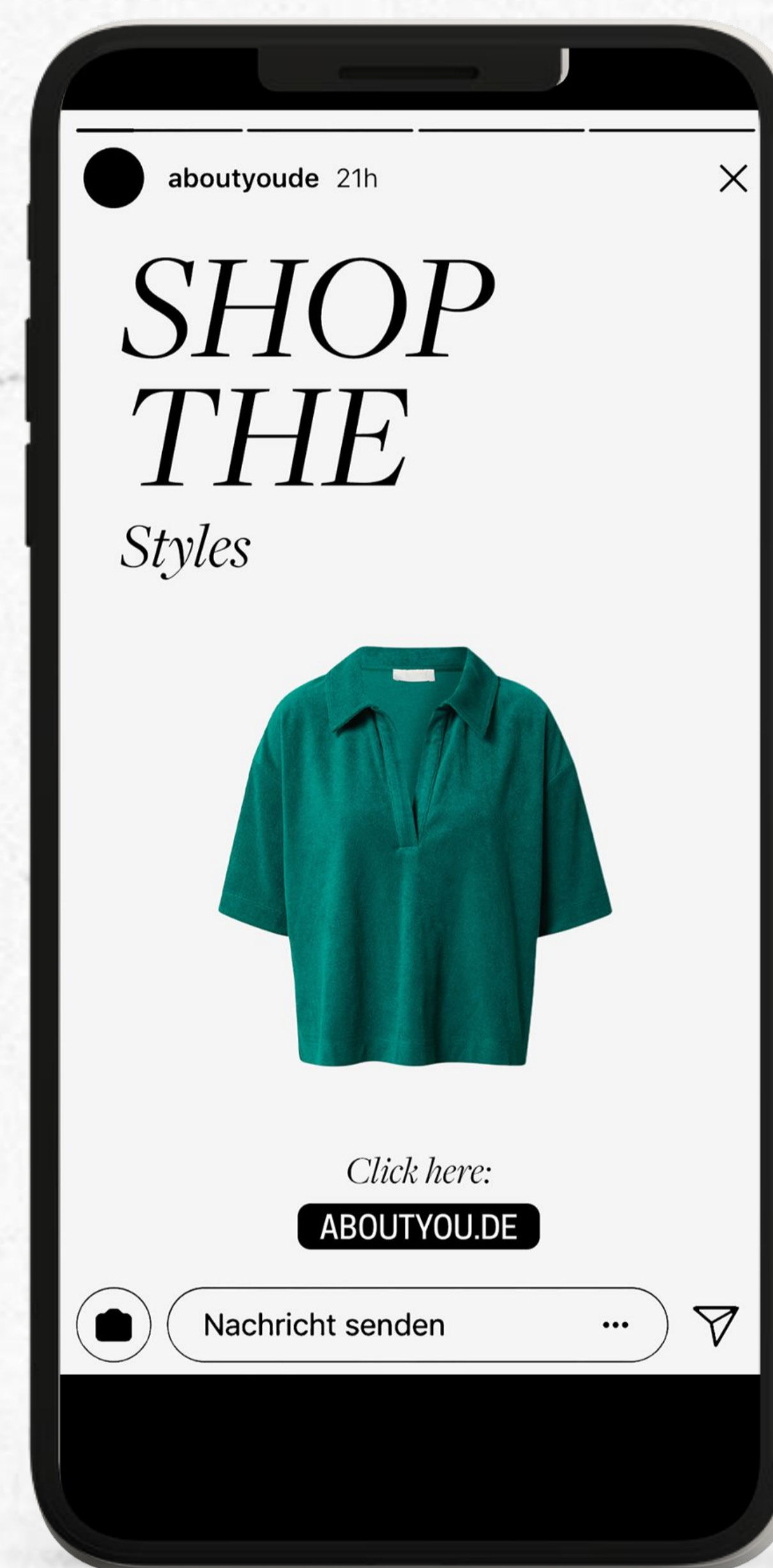
Duration: 1 time

Placement Type: mono brand

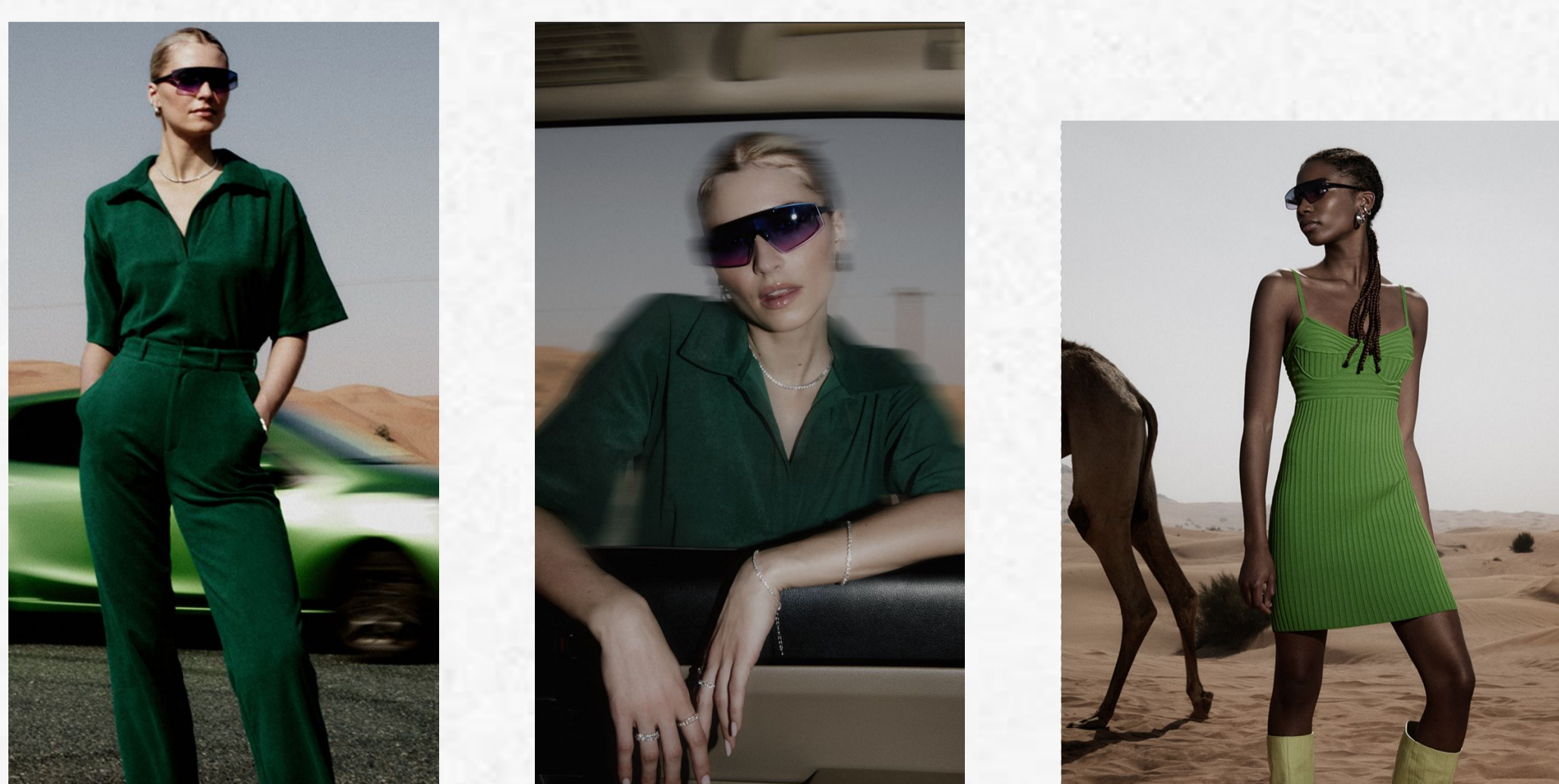
Bookable Slides: 3

BOOKABLE FOR EACH CLUSTER

- DACH (only female)
- Eastern Europe (only female)
- Southern Europe (only female)
- International



WHAT WE NEED:



Images: when campaign landing page is booked, we will use the corresponding images

Image first & second slide: >1080 x 1920px

Images last slide: >775 x 1037px

Displayed Product: article number or shop link must be supplied by the brand

INSTAGRAM STORY - SPOTLIGHT ON V2

Duration: 1 time

Placement Type: mono brand

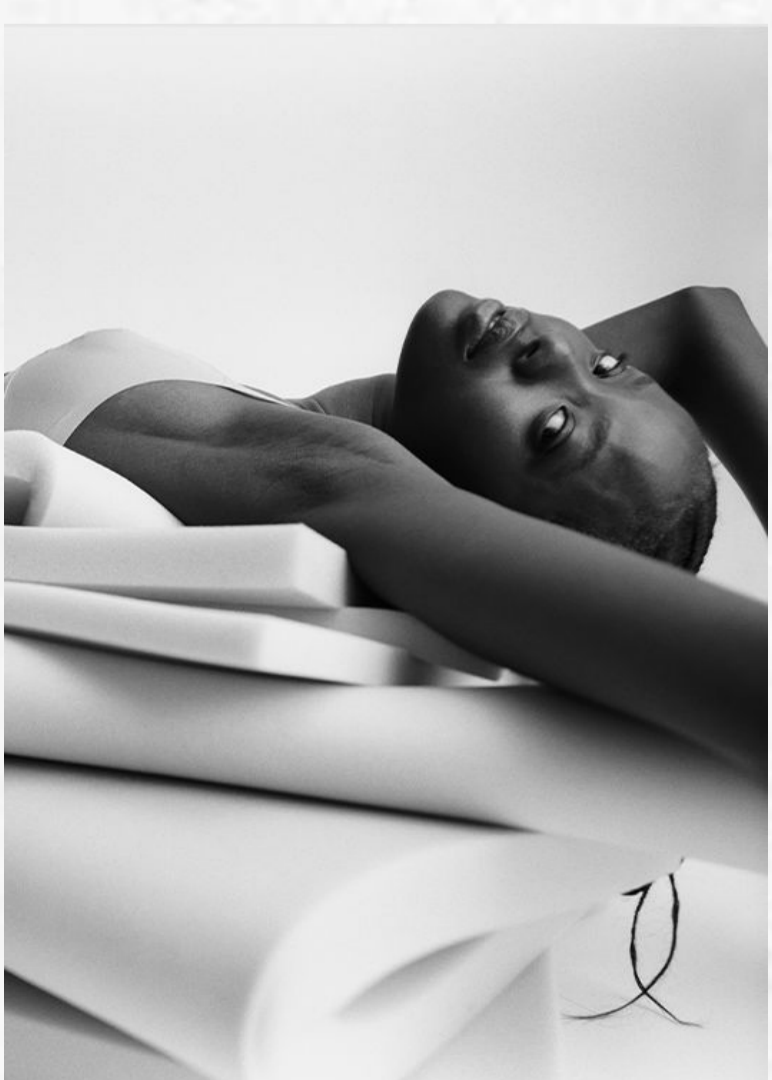
Bookable Slides: 3

BOOKABLE FOR EACH CLUSTER

- DACH (only female)
- Eastern Europe (only female)
- Southern Europe (only female)
- International



WHAT WE NEED:



4x Images: when campaign landing page is booked, we will use the corresponding images

Images: >537 x 747px & 535 x 632px

Brand Logo: in black

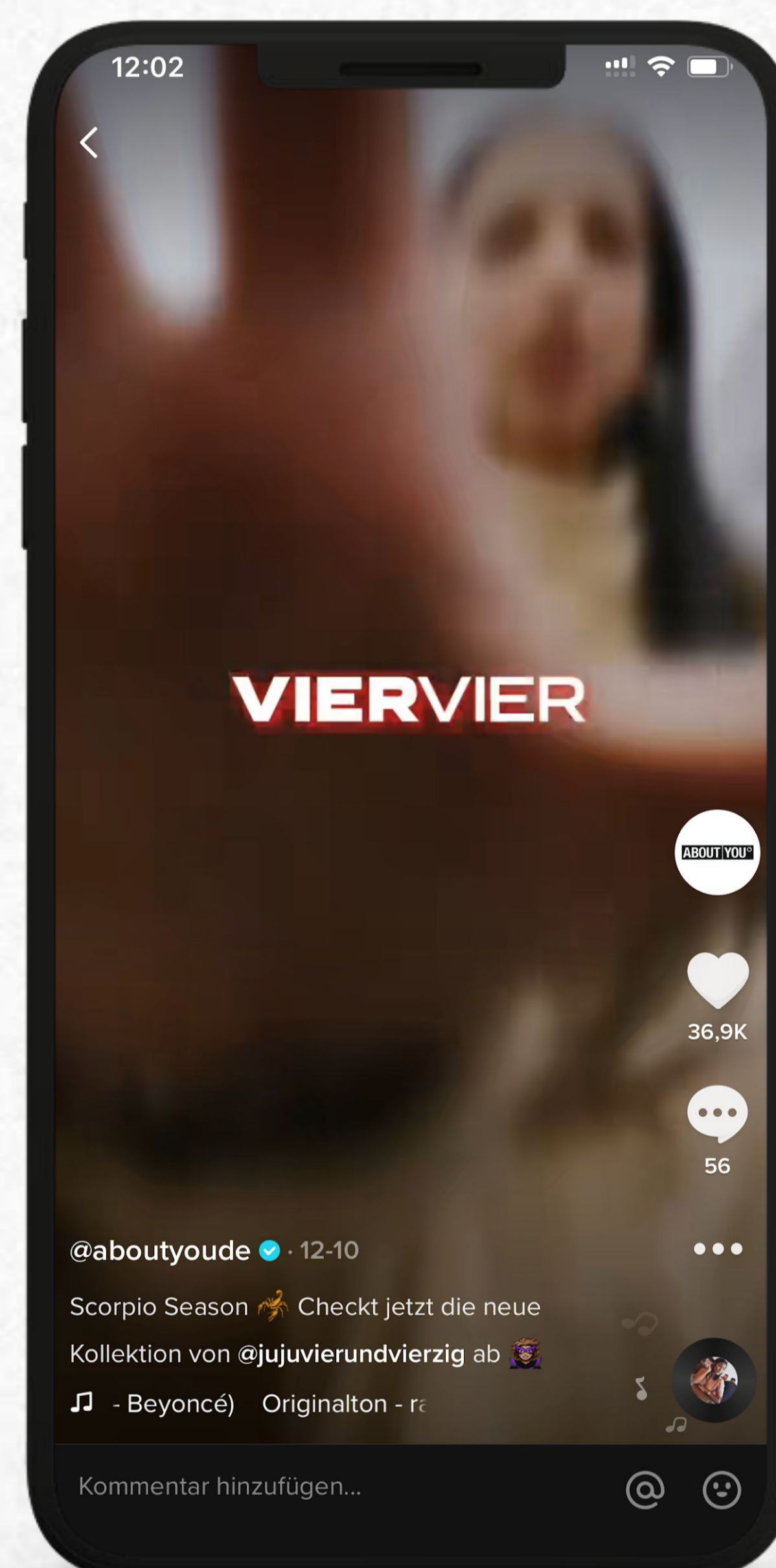
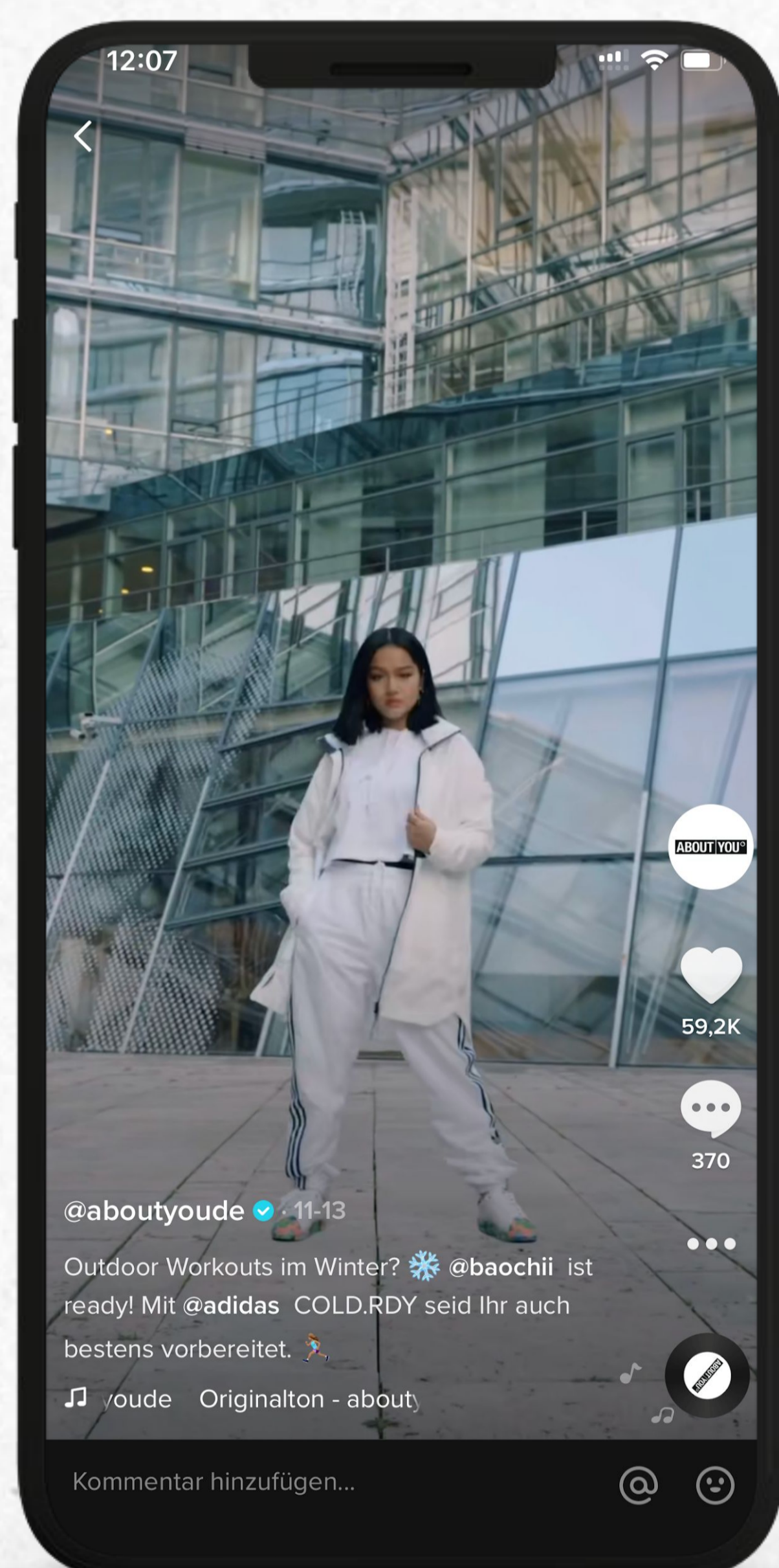
Displayed Products: article number or shop link must be supplied by the brand

INSTAGRAM REEL

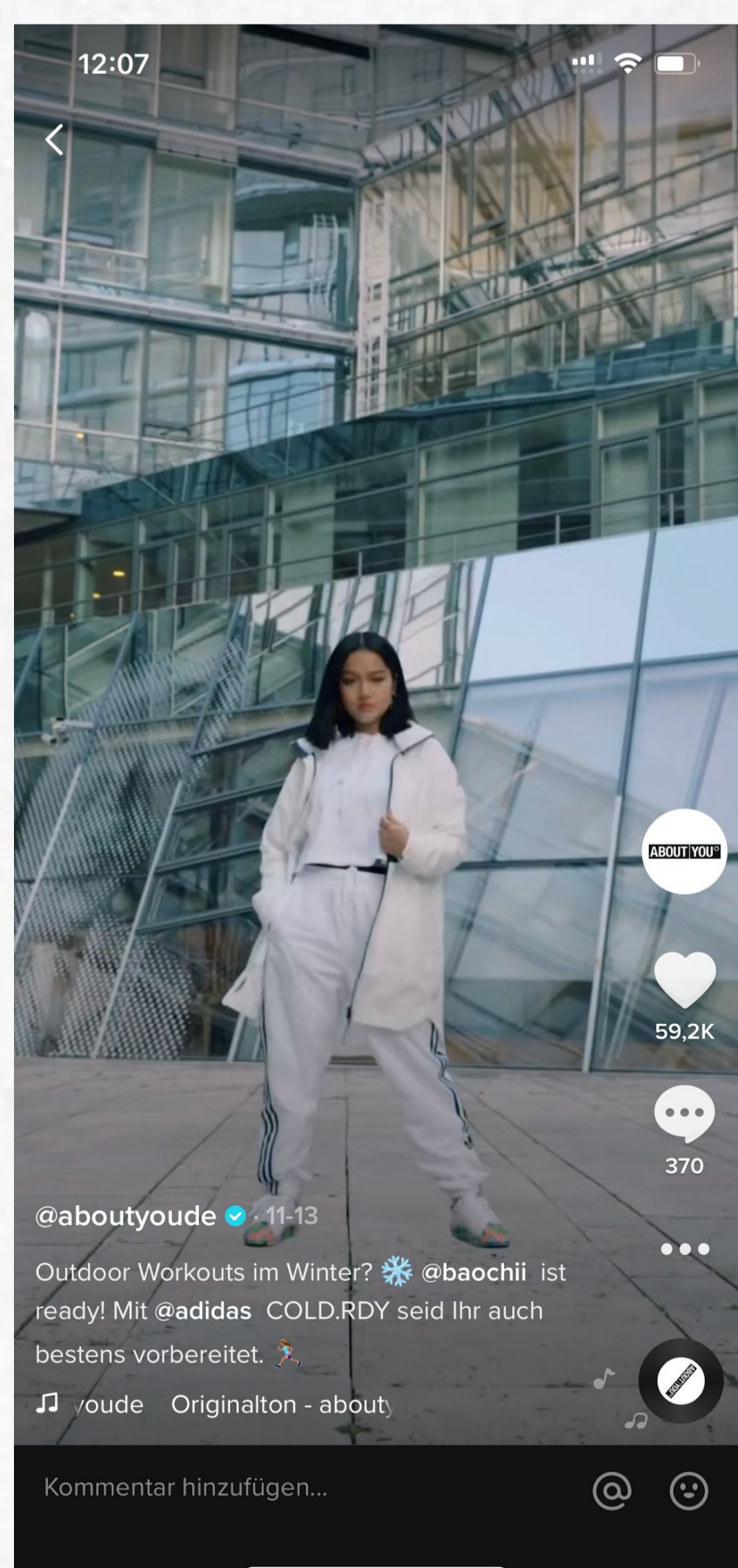
Duration: 1 time

BOOKABLE FOR EACH CLUSTER

- DACH (only female)
- Eastern Europe (only female)
- Southern Europe (only female)
- International



WHAT WE NEED:



Video: created by ABOUT YOU, only self-produced video material

Caption: input can be given by brand*

Hashtags: will be supplied by the brand, max 3

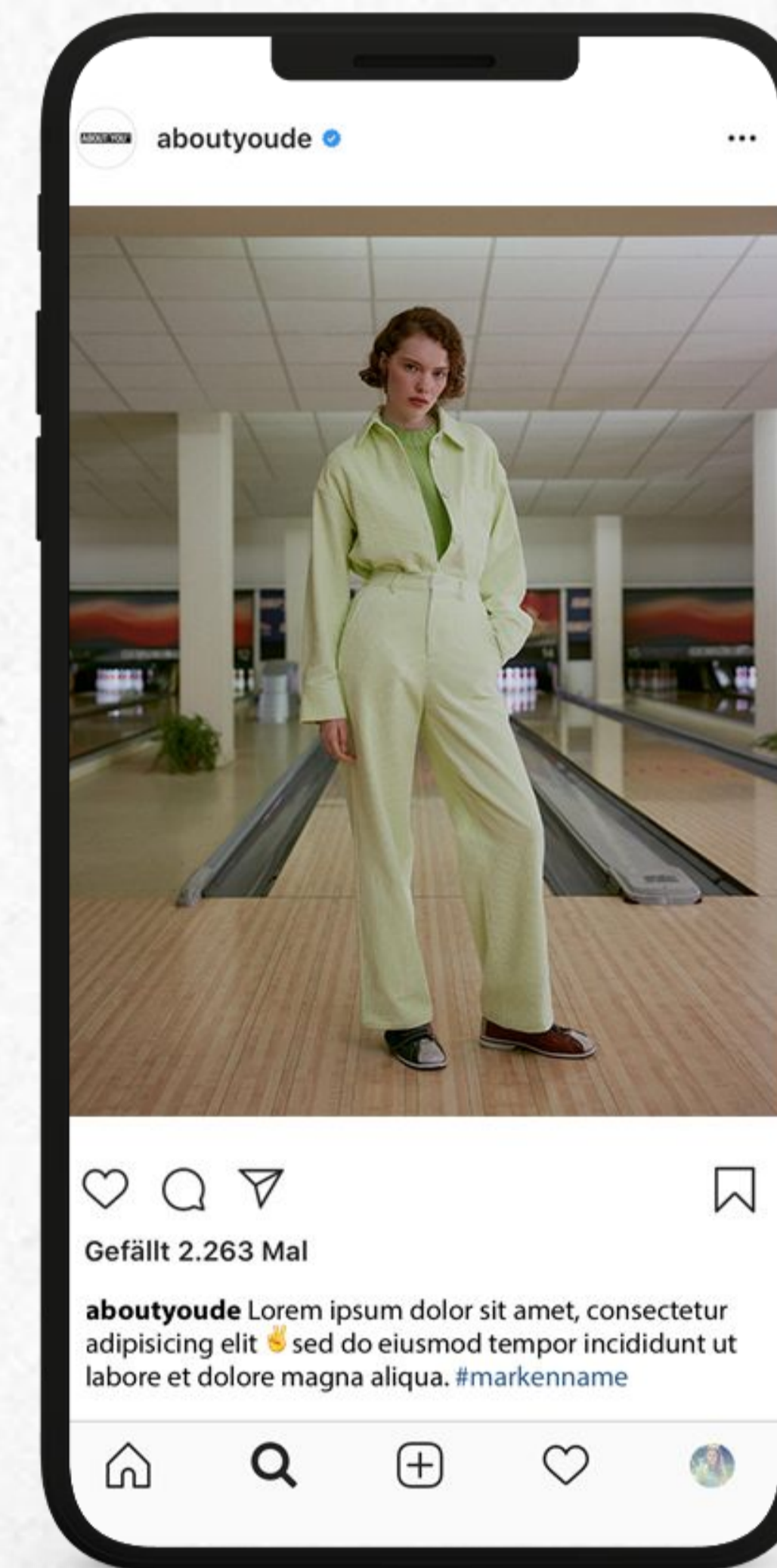
Tag: will be supplied by the brand

INSTAGRAM CONTEST

Duration: 1 time

BOOKABLE FOR

- Germany



WHAT WE NEED:



DESKTOP & MOBILE

Image: created by ABOUT YOU, only self-produced content material; ABOUT YOU reserves the right to determine whether the placement is bookable

Caption: input can be given by brand*

Hashtags: will be supplied by the brand, max 3

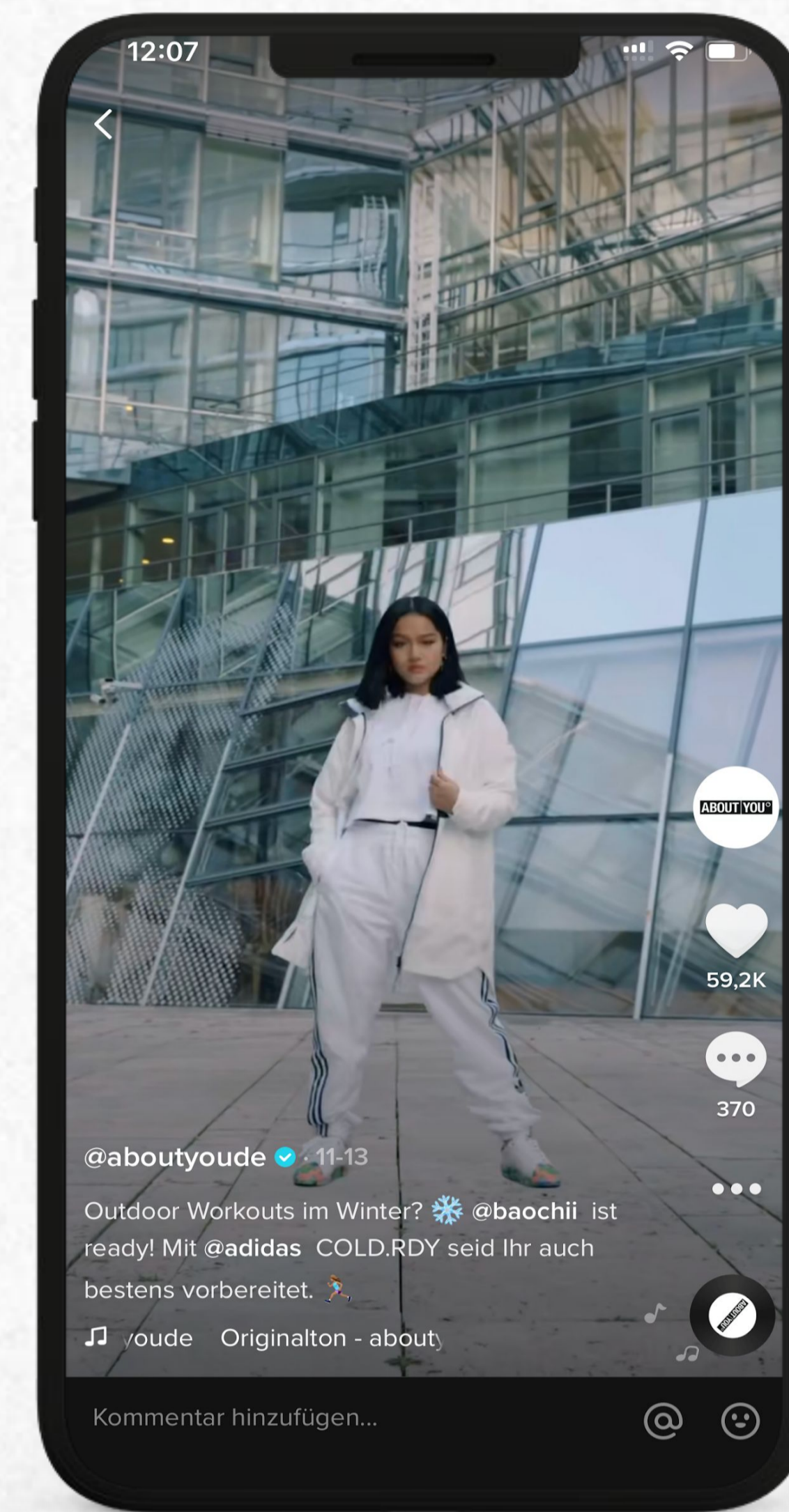
Tag: will be supplied by the brand

TIK TOK POST

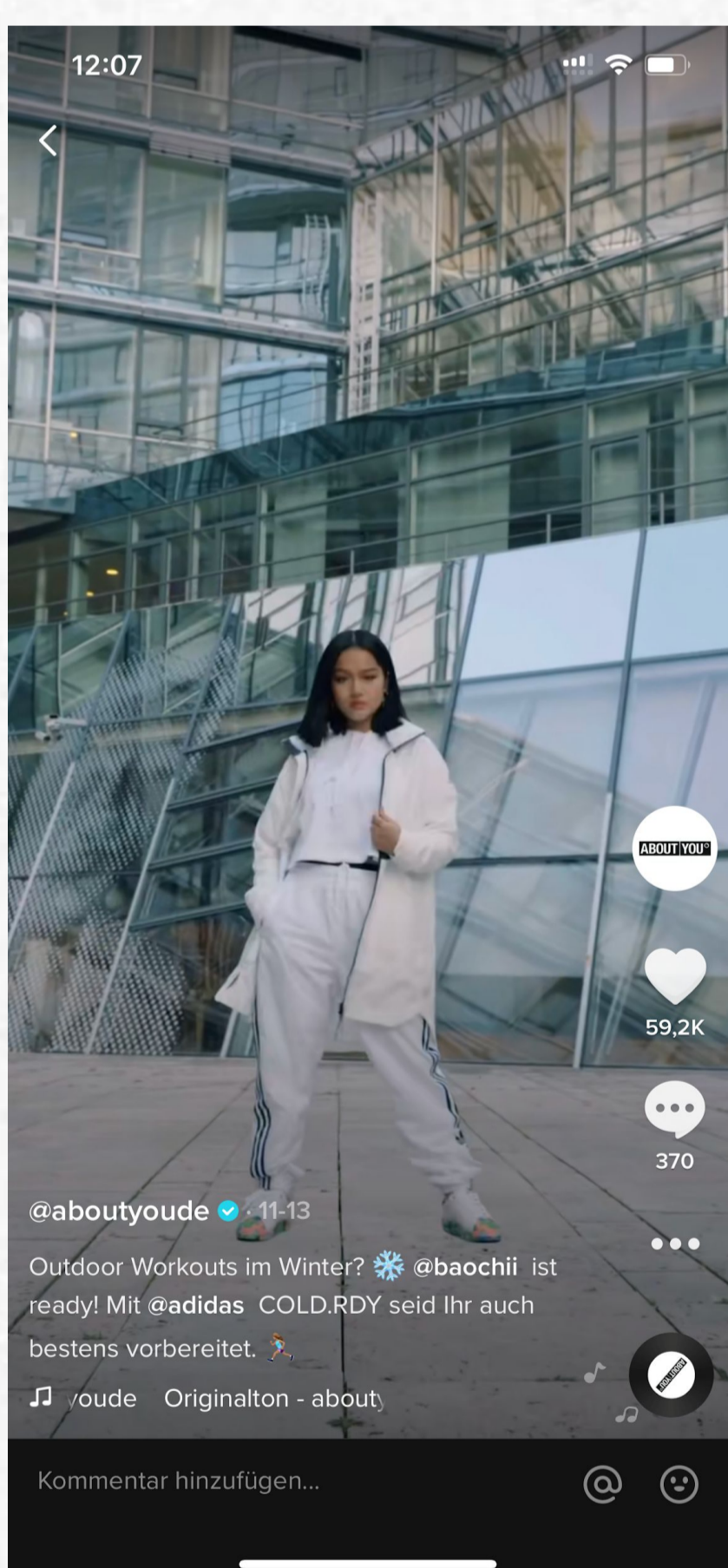
Duration: 1 time

BOOKABLE FOR

- International



WHAT WE NEED:



Video: created by ABOUT YOU, only self-produced video material

Caption: input can be given by brand*

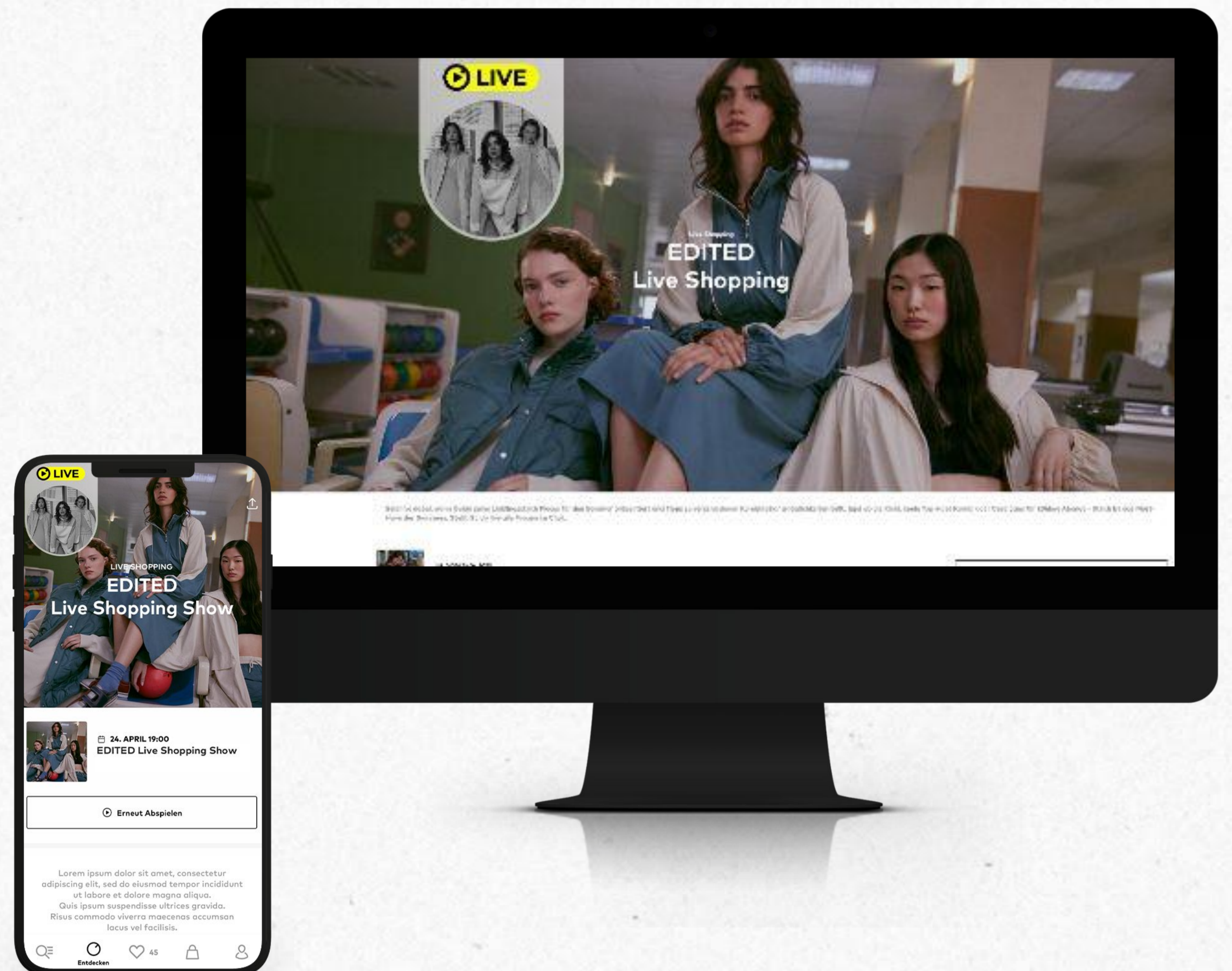
LIVE SHOW PLACEMENTS

**INCLUDED
PLACEMENTS IN SHOP**

LIVE SHOW LANDING PAGE DESKTOP & APP

WHAT WE OFFER:

Duration: 1-3 months*



WHAT WE NEED:

The host image will be displayed as overlay to brand material image.



DESKTOP

Image*: 3840 x 1726 px



MOBILE

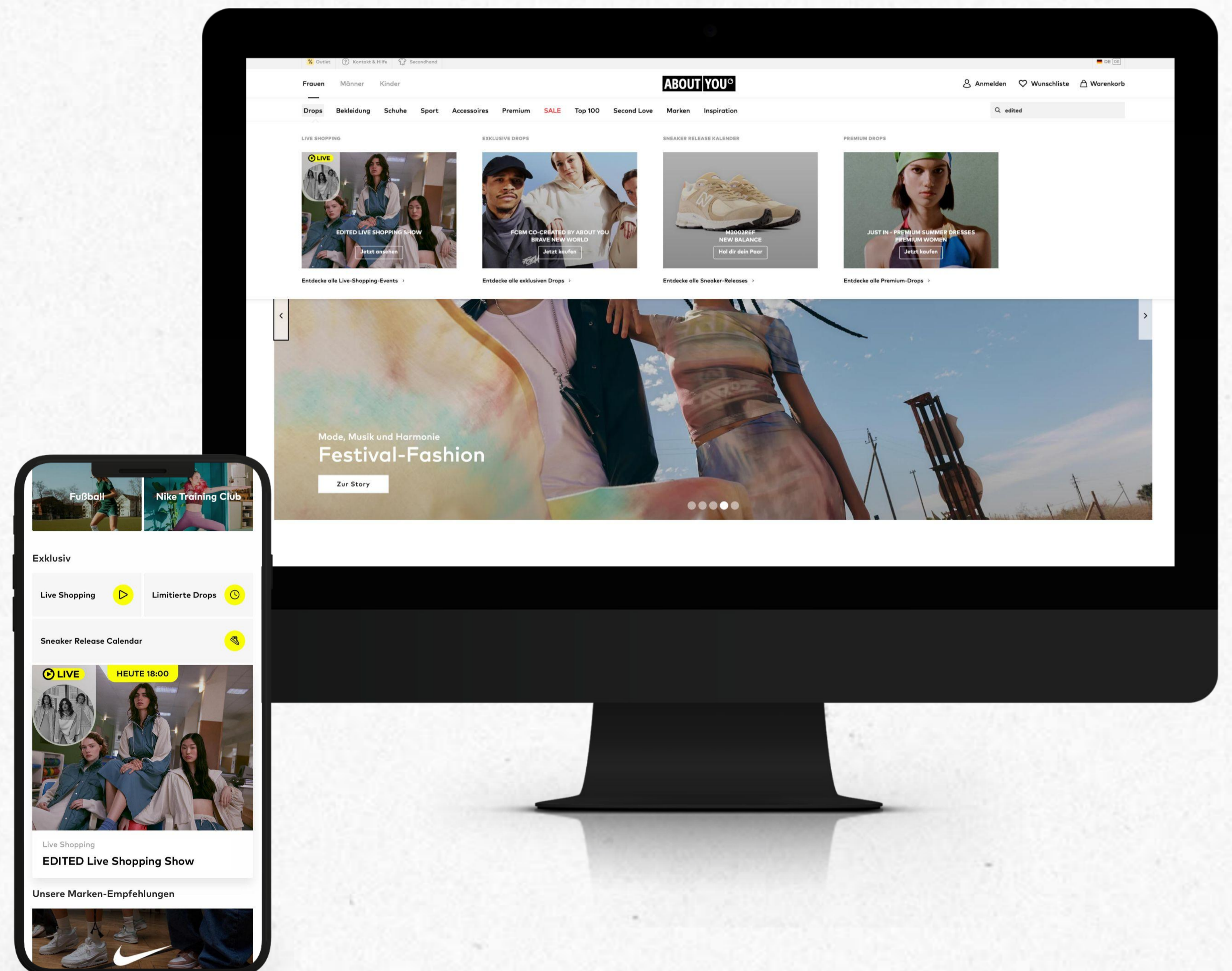
Image*: 1500 x 1500 px

*+usual standard package, pending on the host buyouts

LIVE SHOW FLYOUT DESKTOP & APP

WHAT WE OFFER:

Duration: Organic and therefore flexible; always shows the next coming or the most recently published live show ; depending on the live show schedule



WHAT WE NEED:

The host image will be displayed as overlay to brand material image.



Desktop

Image*: 3840 x 1726 px

MOBILE

Image*: 1080 x 1920 px

LIVE SHOW TEASER DESKTOP & APP

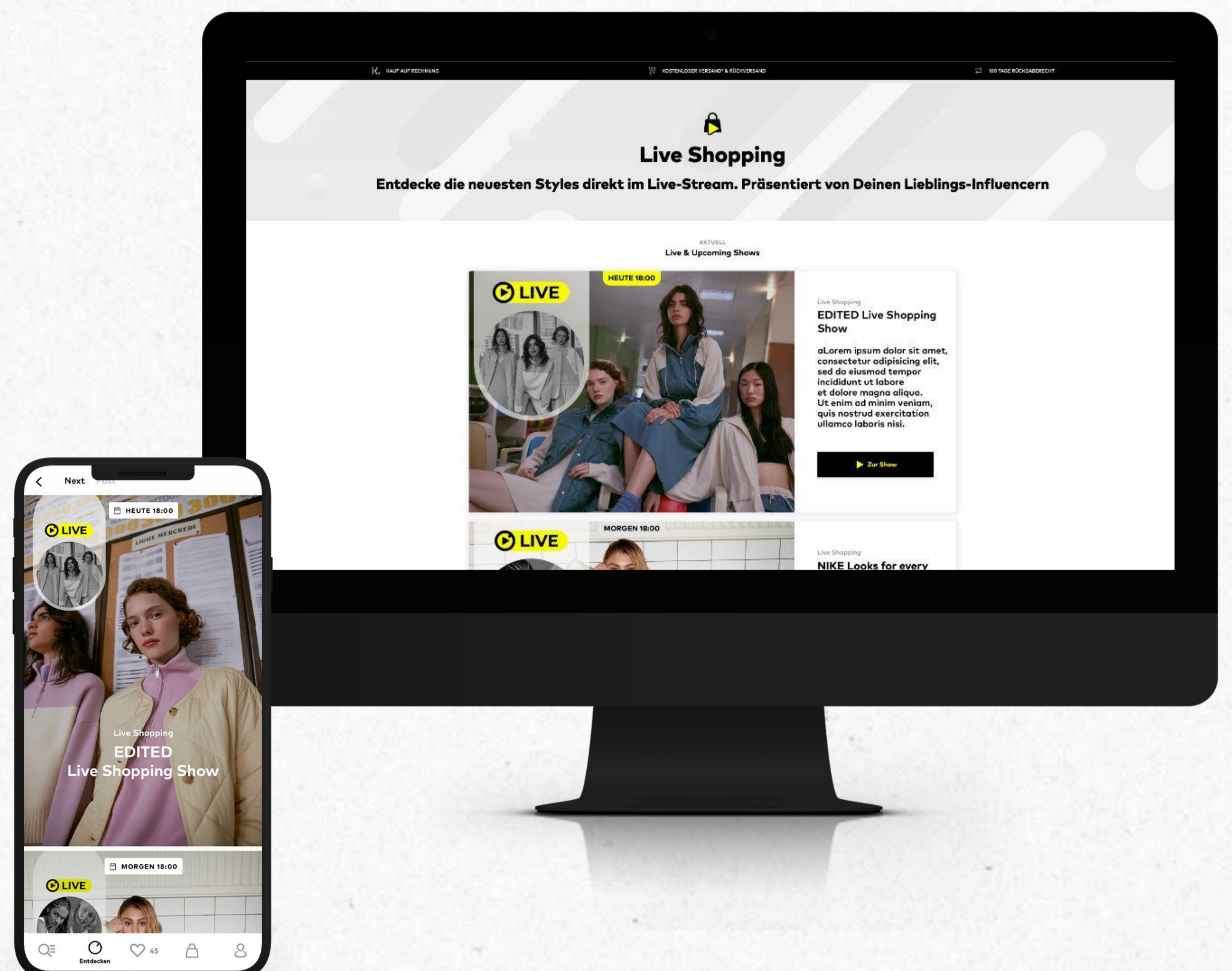
WHAT WE OFFER:

Duration: 1-2 weeks prior to the show and up to 1--3 months* after the show

Location:

Desktop + mWeb: Brand image featured in “Live Shopping” section

App: Brand image featured within Show lane of the discovery section



WHAT WE NEED:

The host image will be displayed as overlay to brand material image.



DESKTOP

Image*: 3840 x 1726 px



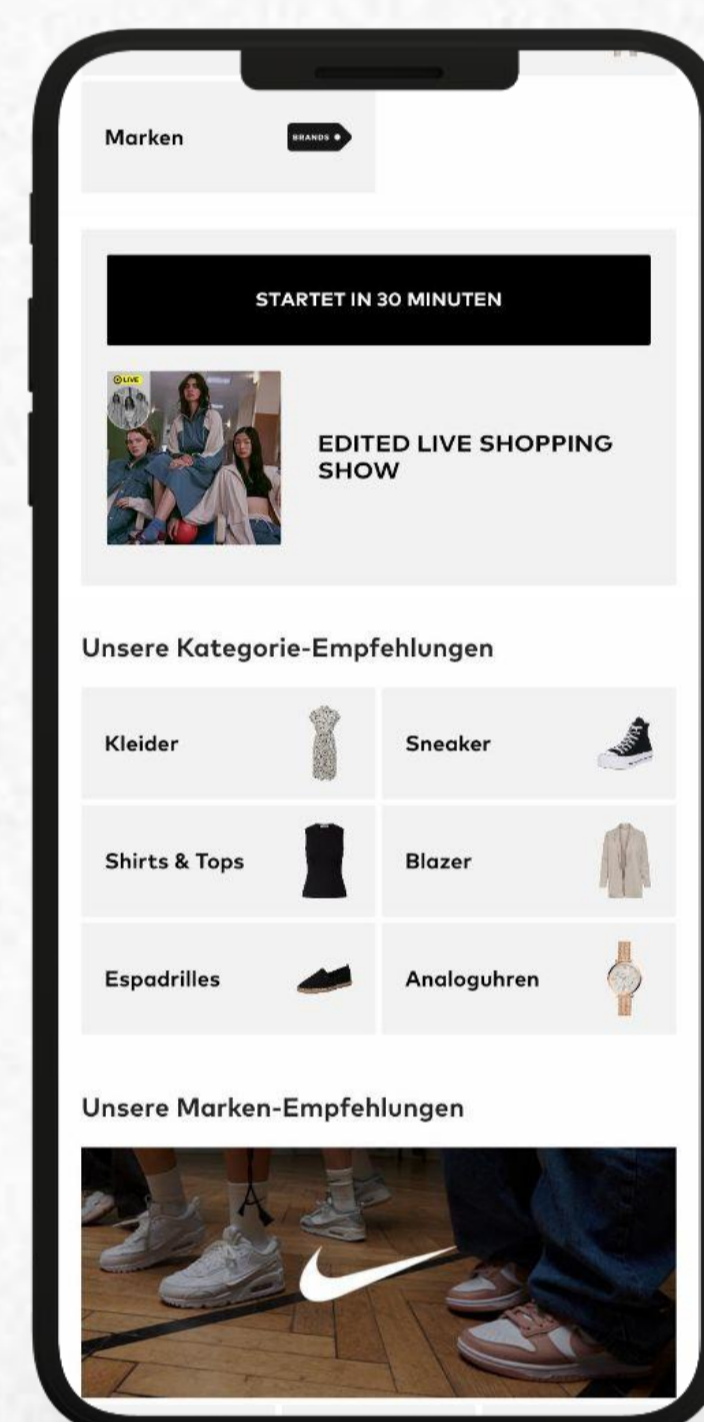
MOBILE

Image*: 1080 x 1920 px

LIVE SHOW APP-BOOST APP

WHAT WE OFFER:

Duration: Teaser visible in the Navigation section a few hours prior to the show (announcing the next following show); Countdown > 30 min to the show start.



WHAT WE NEED:

The host image will be displayed as overlay to brand material image.



MOBILE

Image*: 1500 x1500 px

PRODUCT INTEGRATION DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

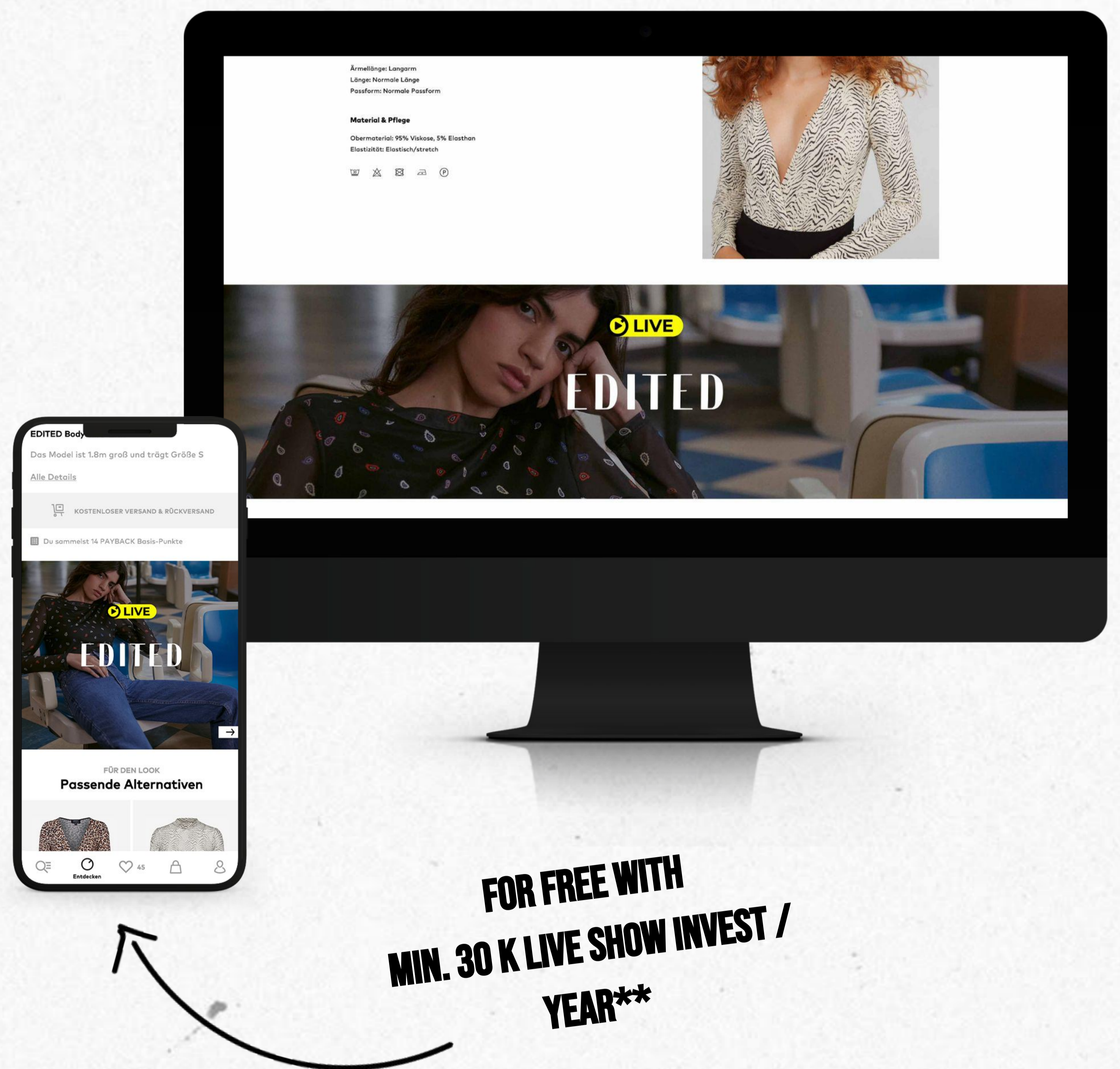
ALL LIVE SHOW COUNTRIES

The Product Integration is located on selected article detail pages of the products within 1 main category (including all related subcategories) or 5 sub categories.

OPTION 2:

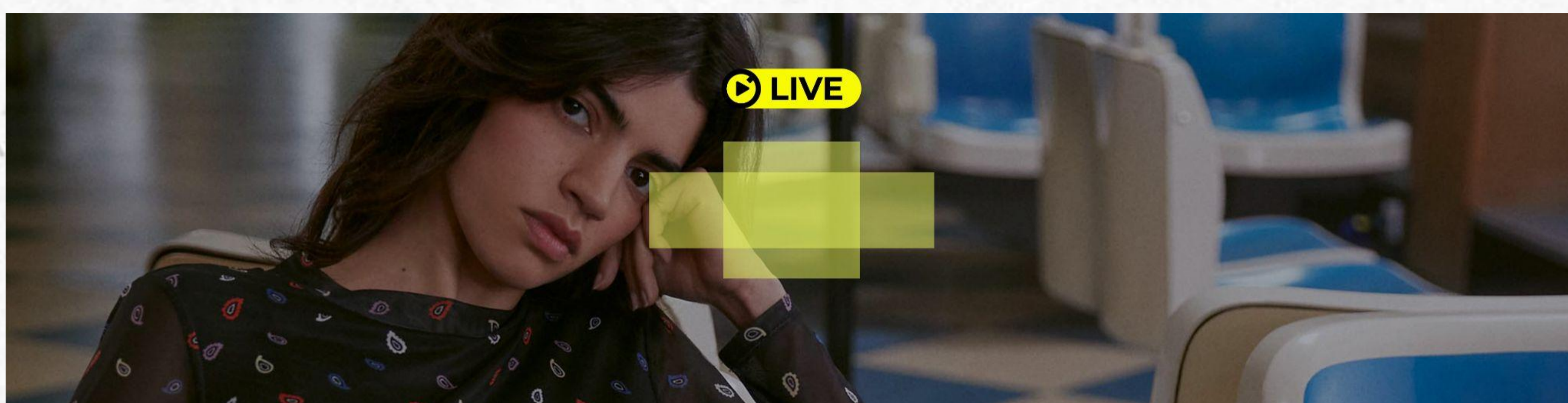
FULL WIDTH BANNER

The Product Integration can be displayed either within the Buy Box next to the articles or below in full width.



**FOR FREE WITH
 MIN. 30 K LIVE SHOW INVEST /
 YEAR****

WHAT WE NEED:



DESKTOP

Image: 3840 x 960 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device



MOBILE

Image: 1500 x 1280 px

Logo: EPS or PNG will be placed by ABOUT YOU

→ Campaign Landing Page always needed as link target

** Invest and shows need to be confirmed upfront.

LIVE SHOW PLACEMENTS

ADD-ON PLACEMENTS

NEWSLETTER IMAGE PLACEMENT M

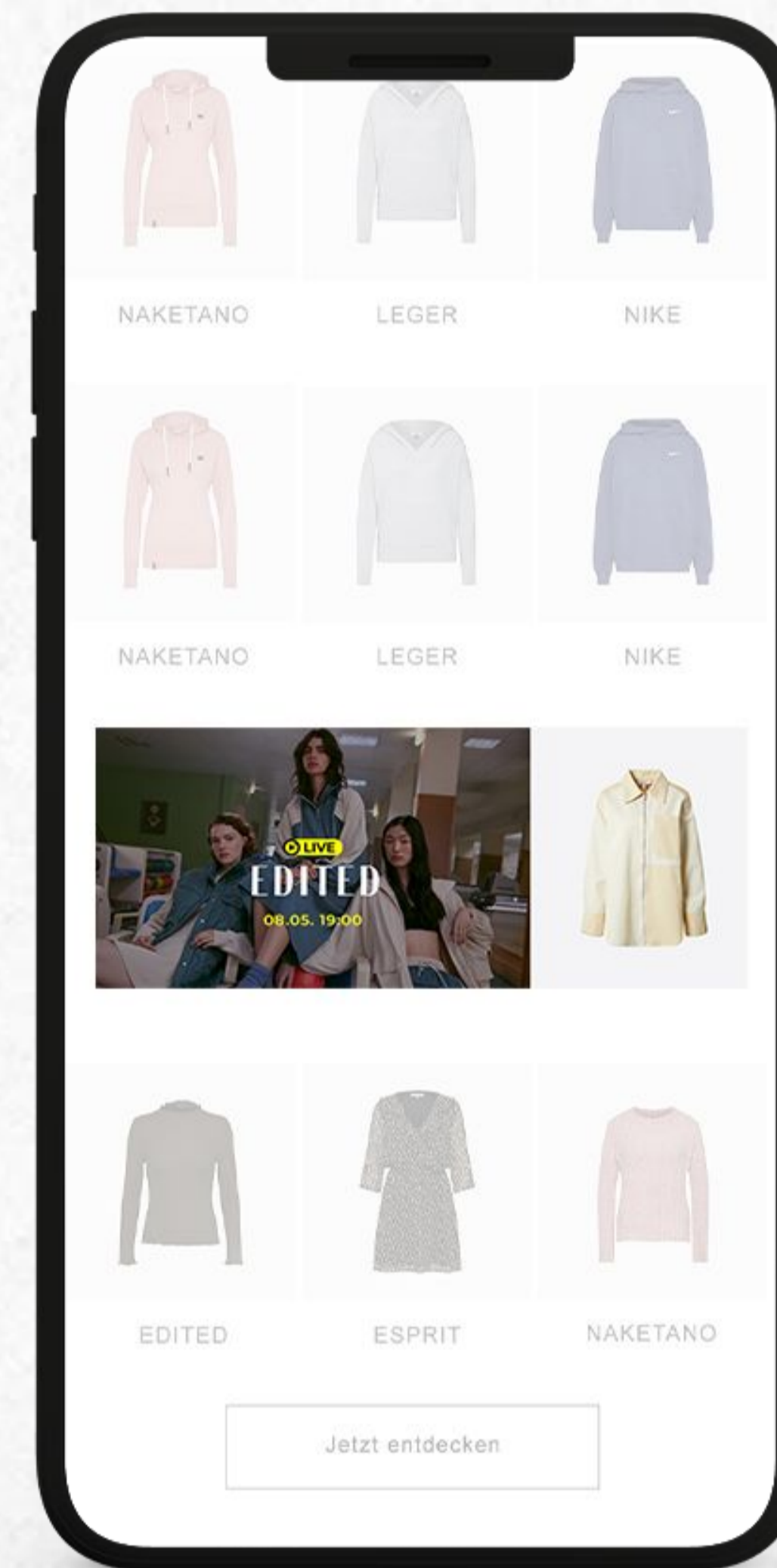
WHAT WE OFFER:

Duration: 1 time

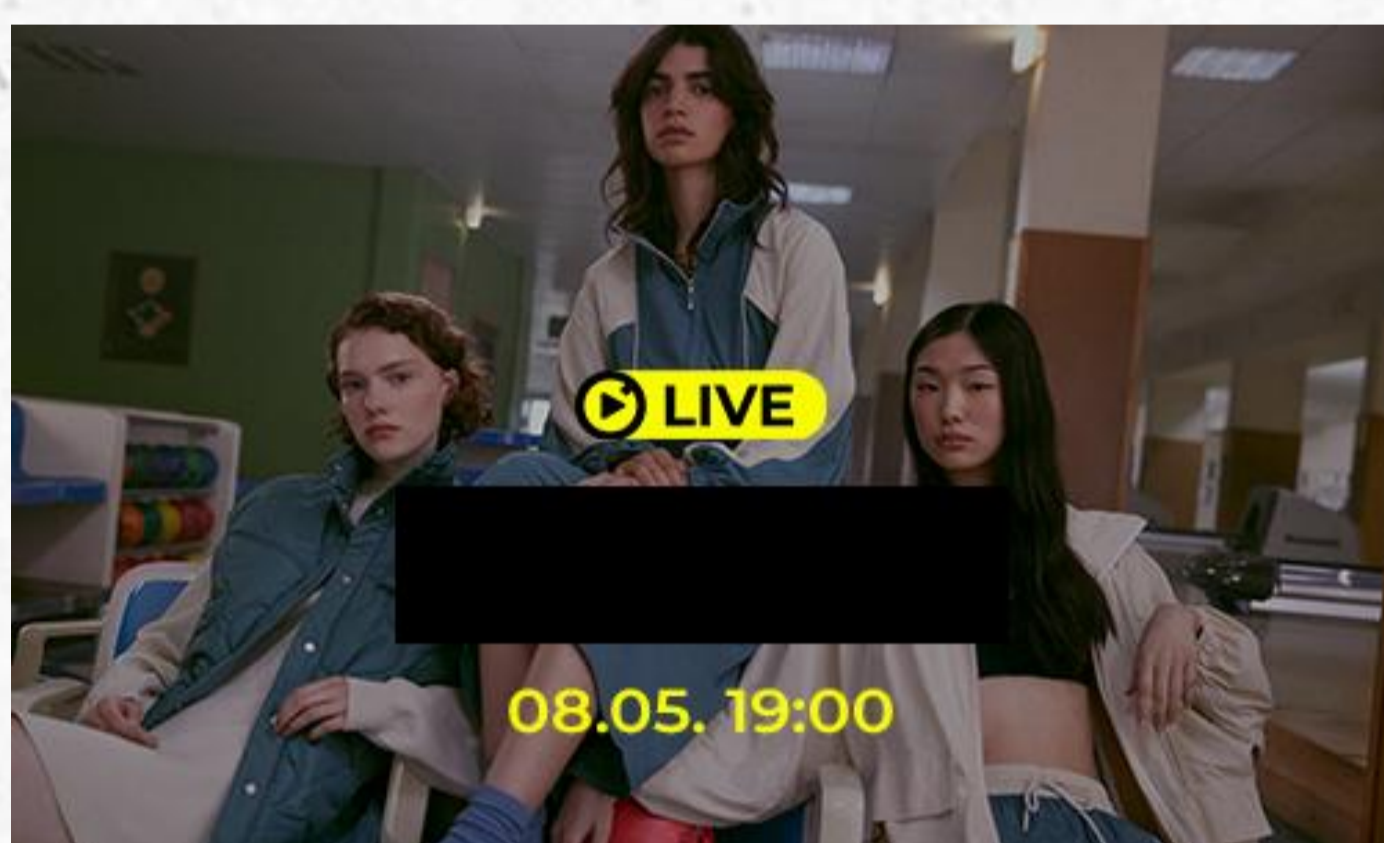
BOOKABLE FOR EACH CLUSTER*

- DACH
- Eastern Europe
- Rest of Europe

*Asset will be adapted in Live-Show design for the booked Live Show country.



WHAT WE NEED:



Desktop & MOBILE

Image: 500 x 300 px

Logo: EPS or PNG will be placed by ABOUT YOU

includes one linktarget (Camapign Landing Page or Brand Page or Product Page)

NEWSLETTER IMAGE PLACEMENT L

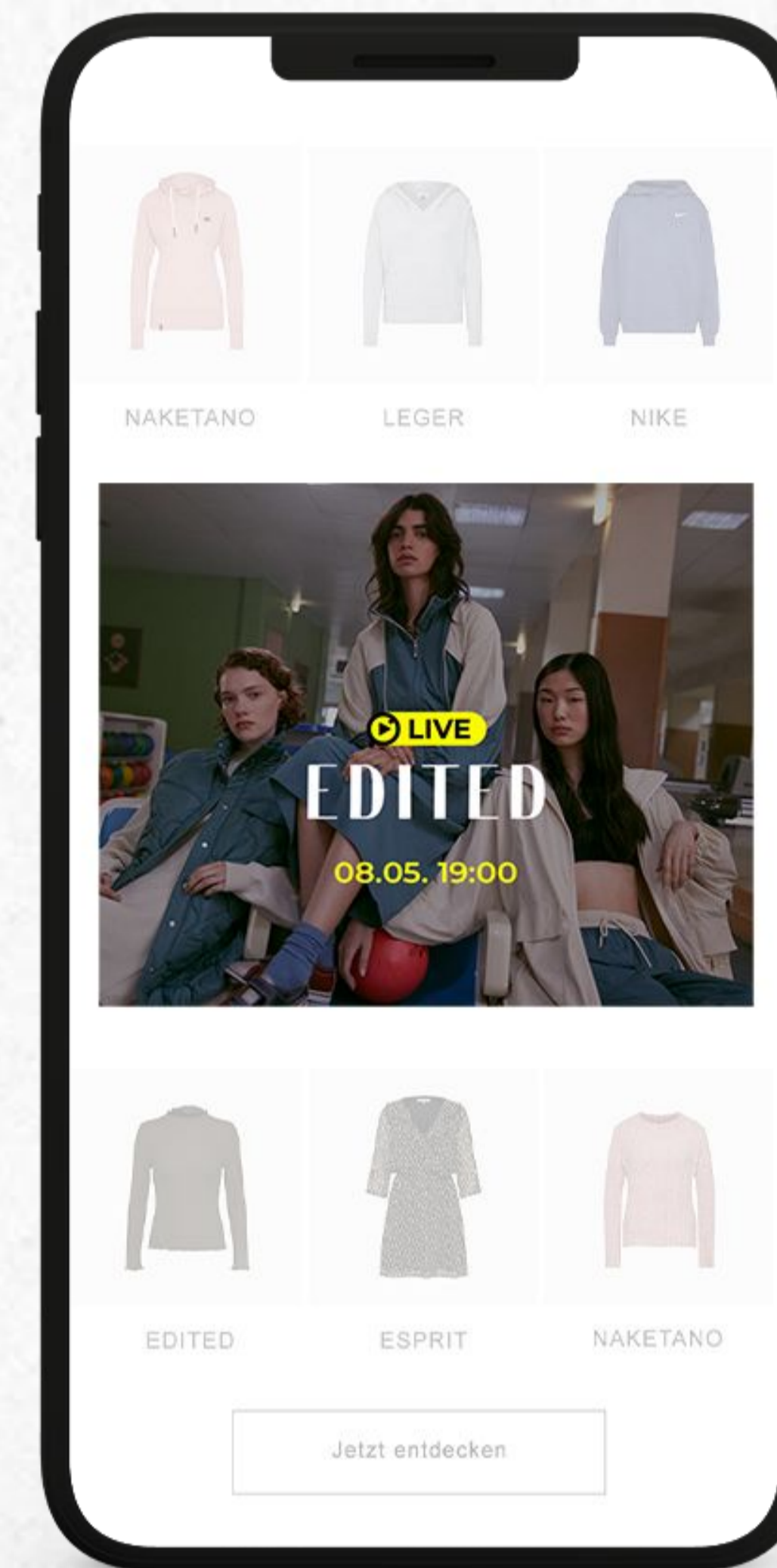
WHAT WE OFFER:

Duration: 1-3 months*

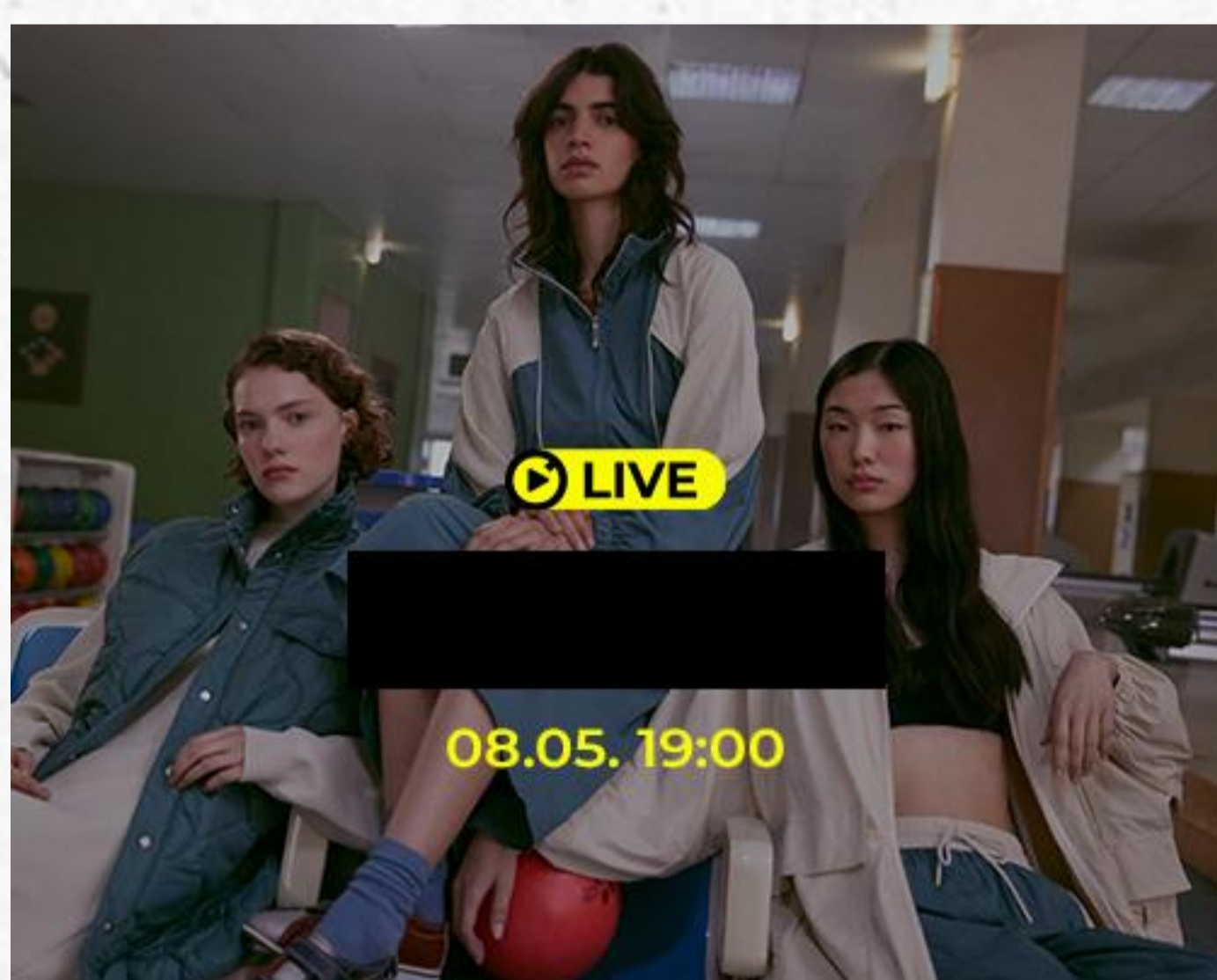
BOOKABLE FOR EACH CLUSTER*

- DACH
- Eastern Europe
- Rest of Europe

*Asset will be adapted in Live-Show design for the booked Live Show country.



WHAT WE NEED:



DESKTOP & MOBILE

Image: 750 x 600 px

Logo: EPS or PNG will be placed by ABOUT YOU

CTA: is placed by ABOUT YOU

PUSH NOTIFICATION

WHAT WE OFFER:

Duration: 1 time

BOOKABLE FOR GERMANY



WHAT WE NEED:



DESKTOP & MOBILE

Image: 1024 x 576 px

Logo: EPS or PNG will be placed by ABOUT YOU

CTA: is placed by ABOUT YOU

PRODUCT INTEGRATION V2 DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

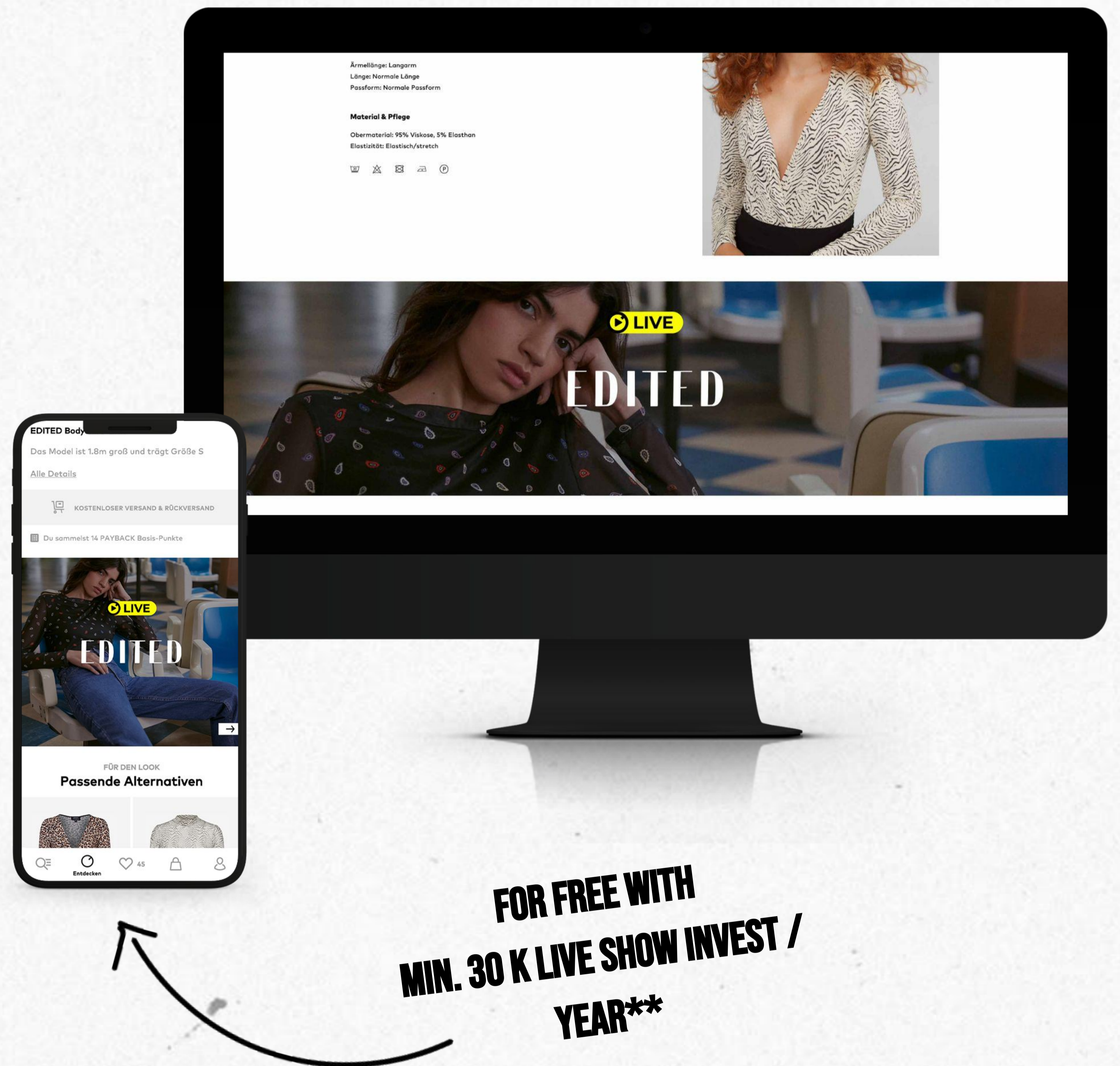
ALL LIVE SHOW COUNTRIES

The Product Integration is located on selected article detail pages of the products within 1 main category (including all related subcategories) or 5 sub categories.

OPTION 2:

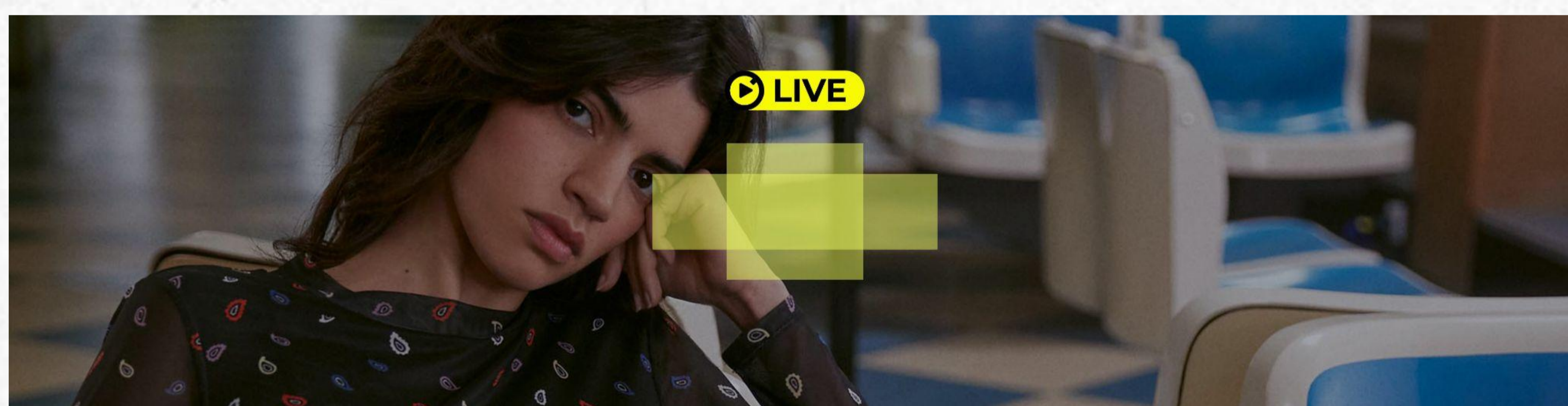
FULL WIDTH BANNER

The Product Integration can be displayed either within the Buy Box next to the articles or below in full width.



**FOR FREE WITH
MIN. 30 K LIVE SHOW INVEST /
YEAR****

WHAT WE NEED:



DESKTOP

Image: 3840 x 960 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device



MOBILE

Image: 1500 x 1280 px

Logo: EPS or PNG will be placed by ABOUT YOU

→ Campaign Landing Page always needed as link target

** Invest and shows need to be confirmed upfront.

CONTACT US

PLEASE CONTACT YOUR ACCOUNT MANAGER OR
OUR BRAND RELATIONS & RETAIL MEDIA TEAM
FOR FURTHER QUESTIONS

brandrelations-am@aboutyou.com



ABOUT | YOU[®]

**BRAND RELATIONS
& RETAIL MEDIA**

— BRAND HUB GUIDE —

BRANDING GUIDELINE

ABOUT

The Brand Hub is a discovery page within your ABOUT YOU brand page, that combines content that is composed through individually created content blocks and automatically pulled content that is live in the shop already.

WHAT

Create a story about your brand, that inspires the customer.
Use your individually created Brand Hub as valuable addition to your brand page to represent your brand on ABOUT YOU through exciting image/ video materials and storytelling copies.

HOW

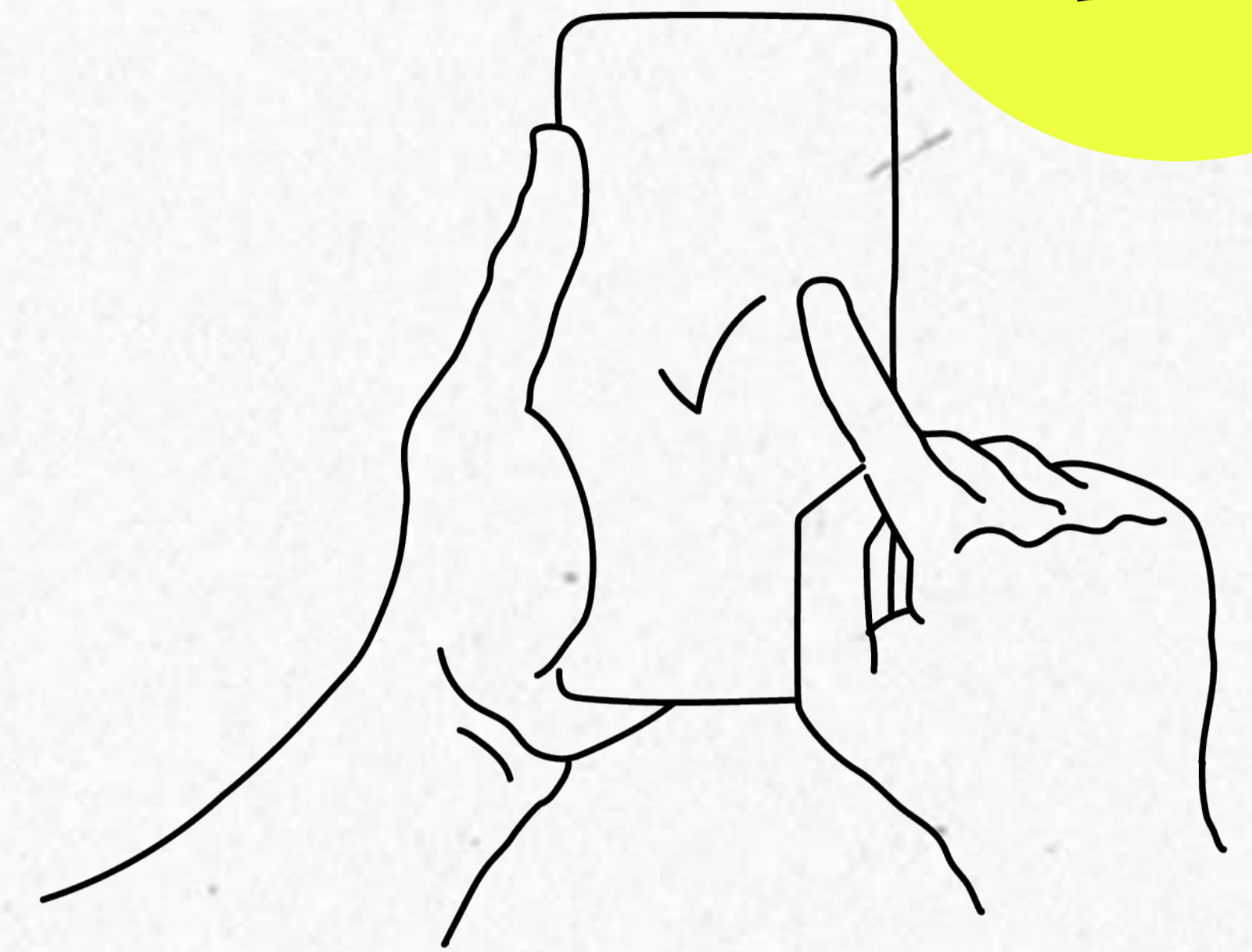
The Brand Hub is created through a content blocks toolkit. The content comes from automatically pulled content that is currently live in the shop through campaigns (see page 10-14) in combination with content provided by the brand through a briefing document (page 3-9)

ABOUT BRAND HUB VISUALS

To be considered:

- please share unisex assets for unisex Brand Hubs or gender specific assets for Brand Hubs per gender
- materials need to be up-to-date and fit the season
- one asset/video per content block: no collages and logo placement possible
- the maximum file size for assets is 5 MB
- video must be submitted as an mp4 file
- image recommendation: product focus or editorial character
- consider languages, subtitles/sound if you integrate video
(provide as many languages as possible)

**DISCOVER
MORE**



DO:



**CLEAN
CAMPAIGN IMAGES
IN HIGH RES**

DON'T:



**No brand logo
on campaign material**



**Do not place main
content/face
in the center**



**No text
on campaign material**



**Make sure your
campaign material is high-res**



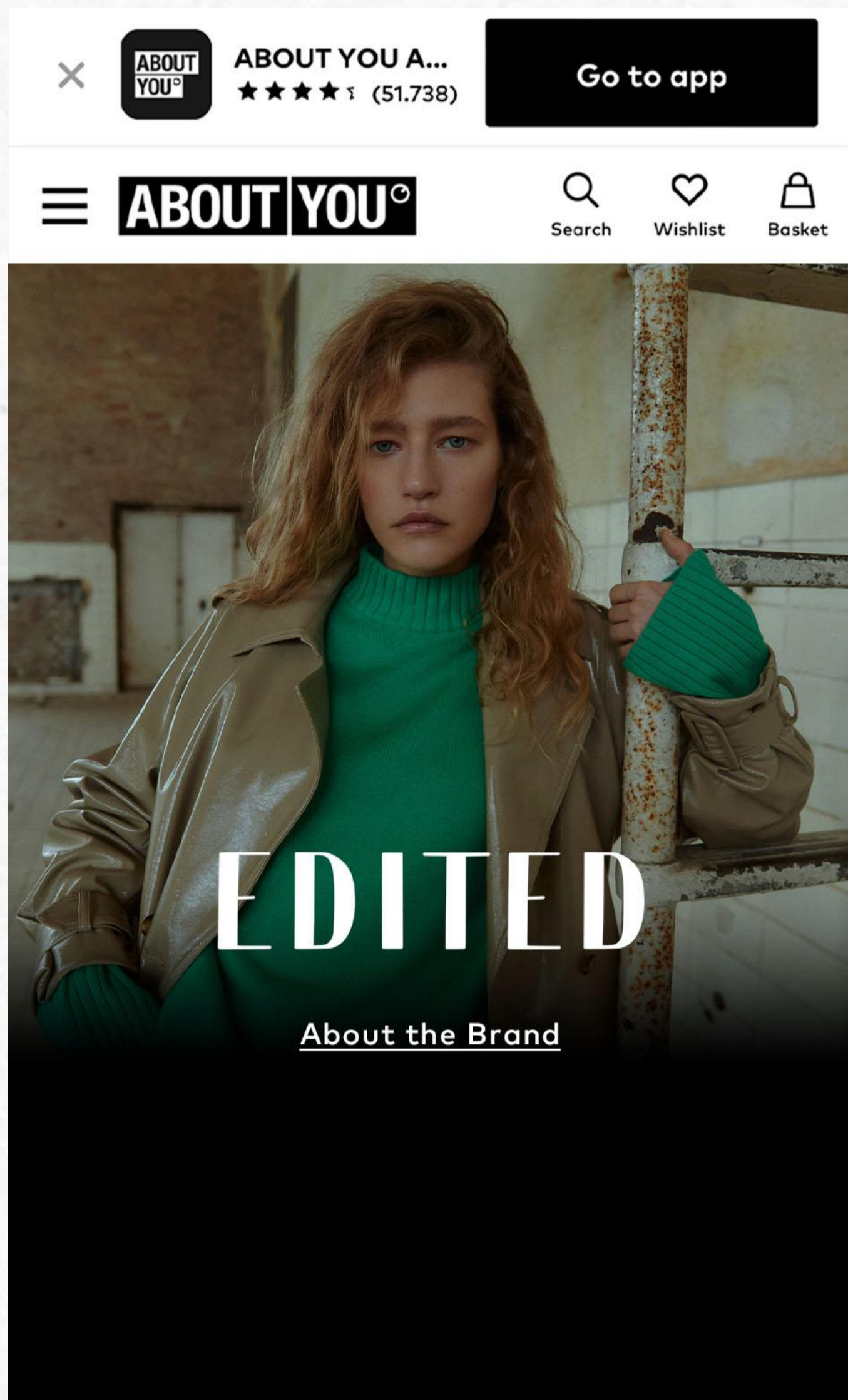
No collage



**Please send us your logo as
.eps or png file
(transparent background)**

BRAND HUB EXAMPLE CLEAN DESIGN

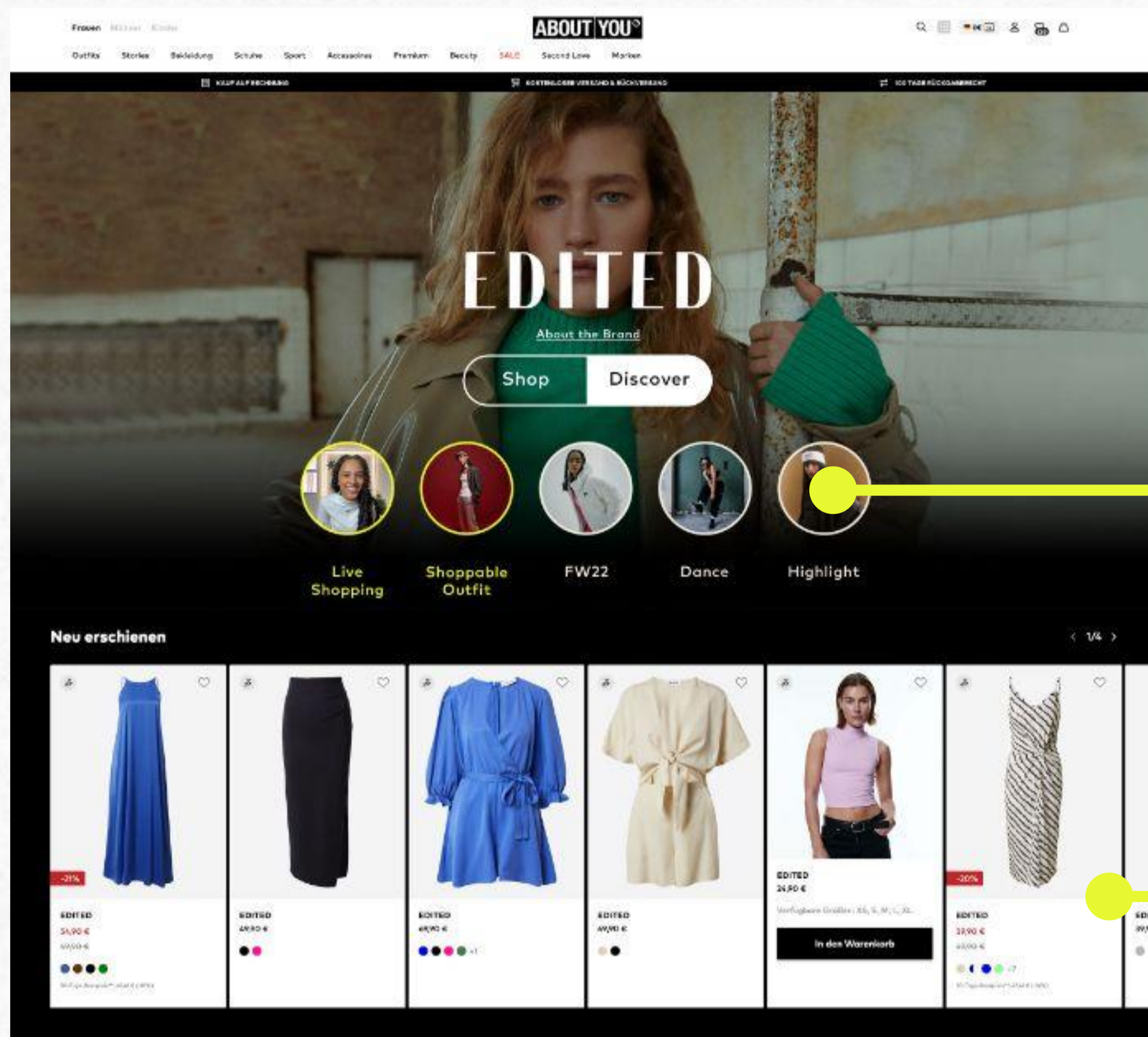
Mobile-Web



Mobile-App



Desktop



Highlights

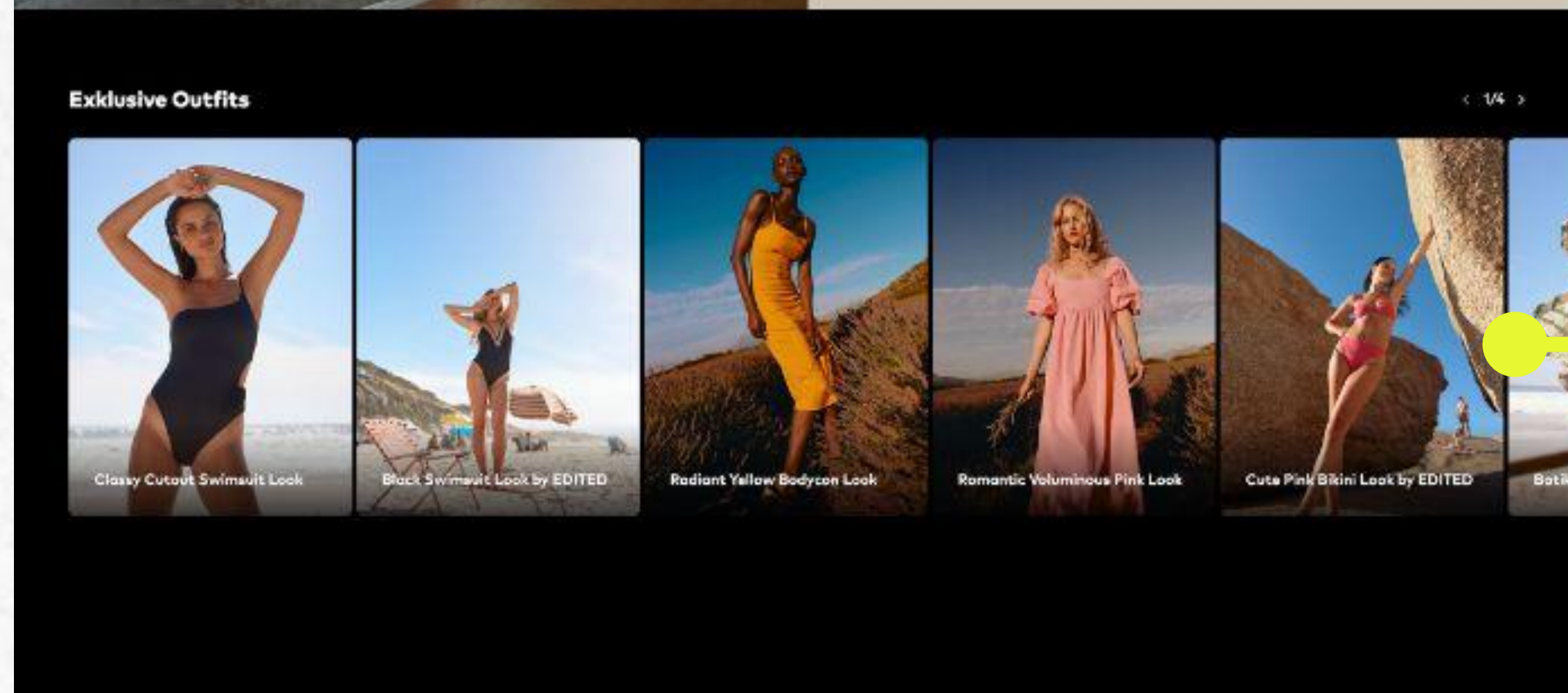
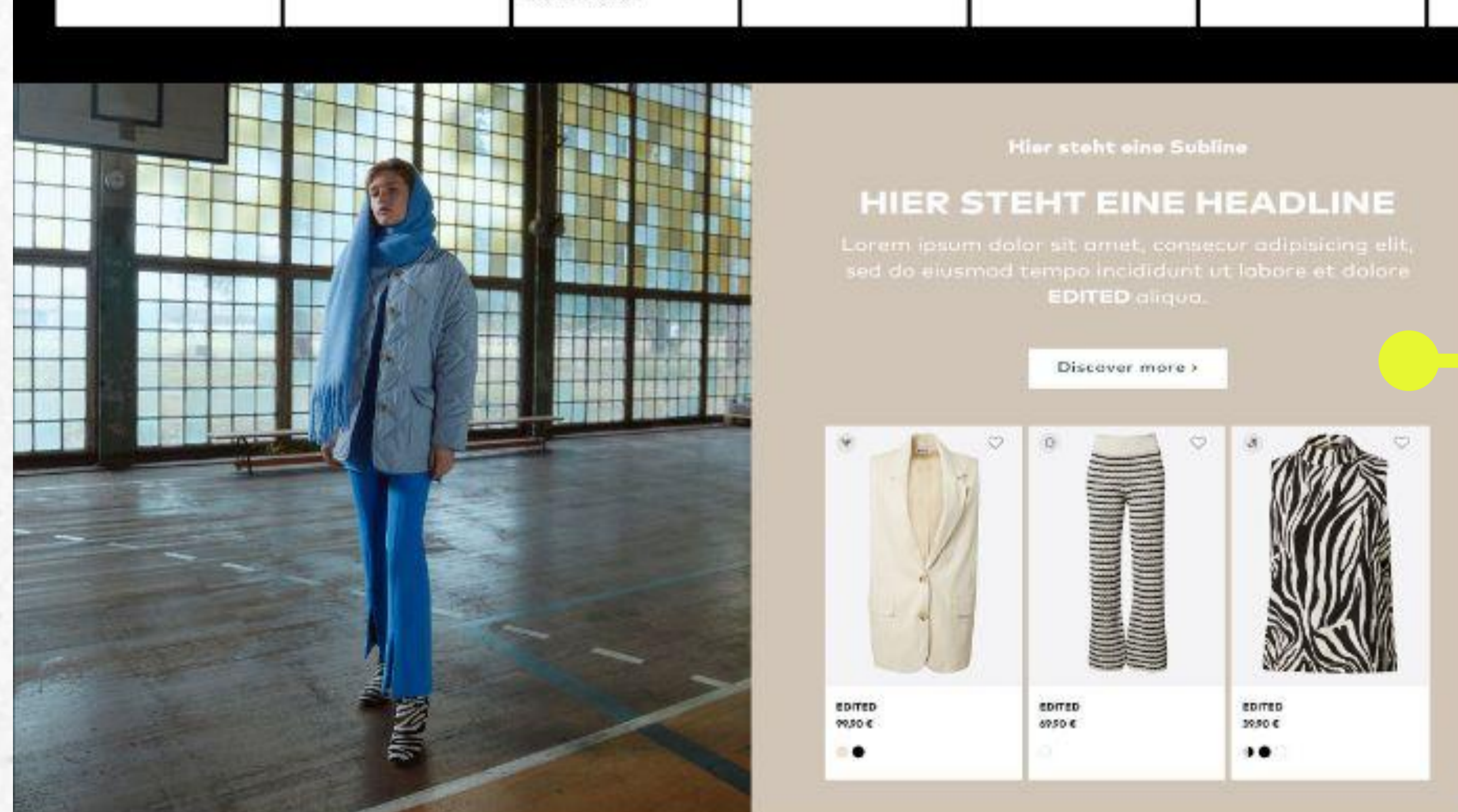
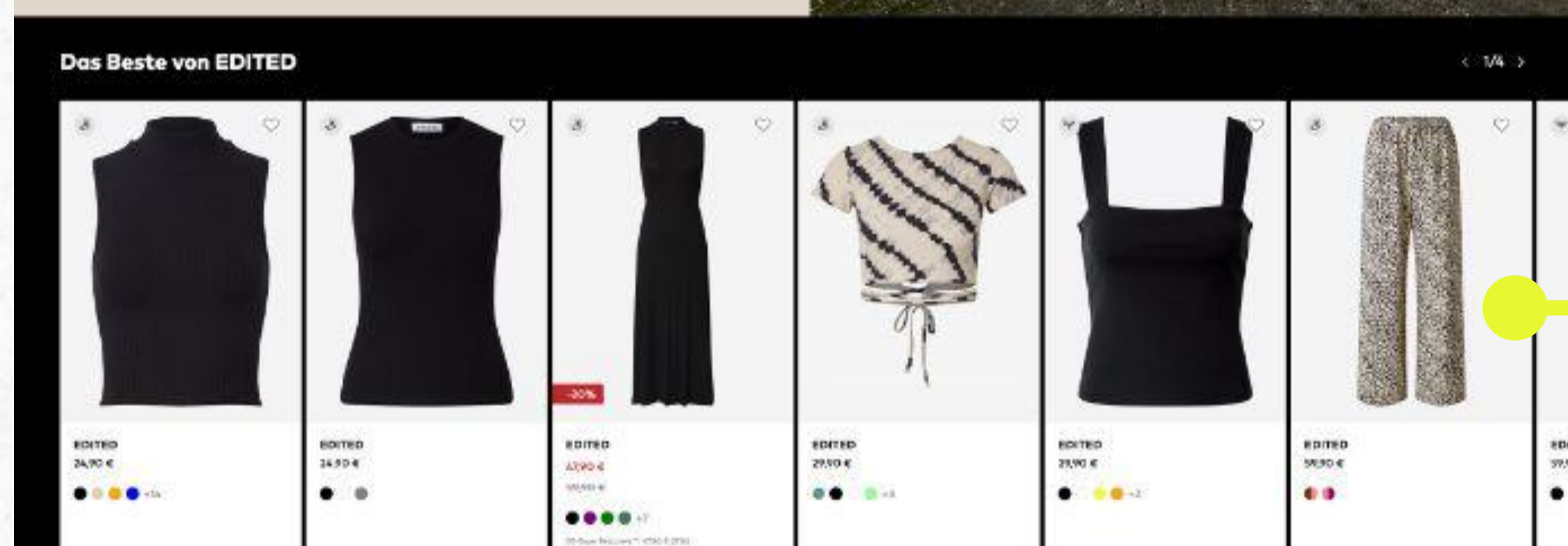
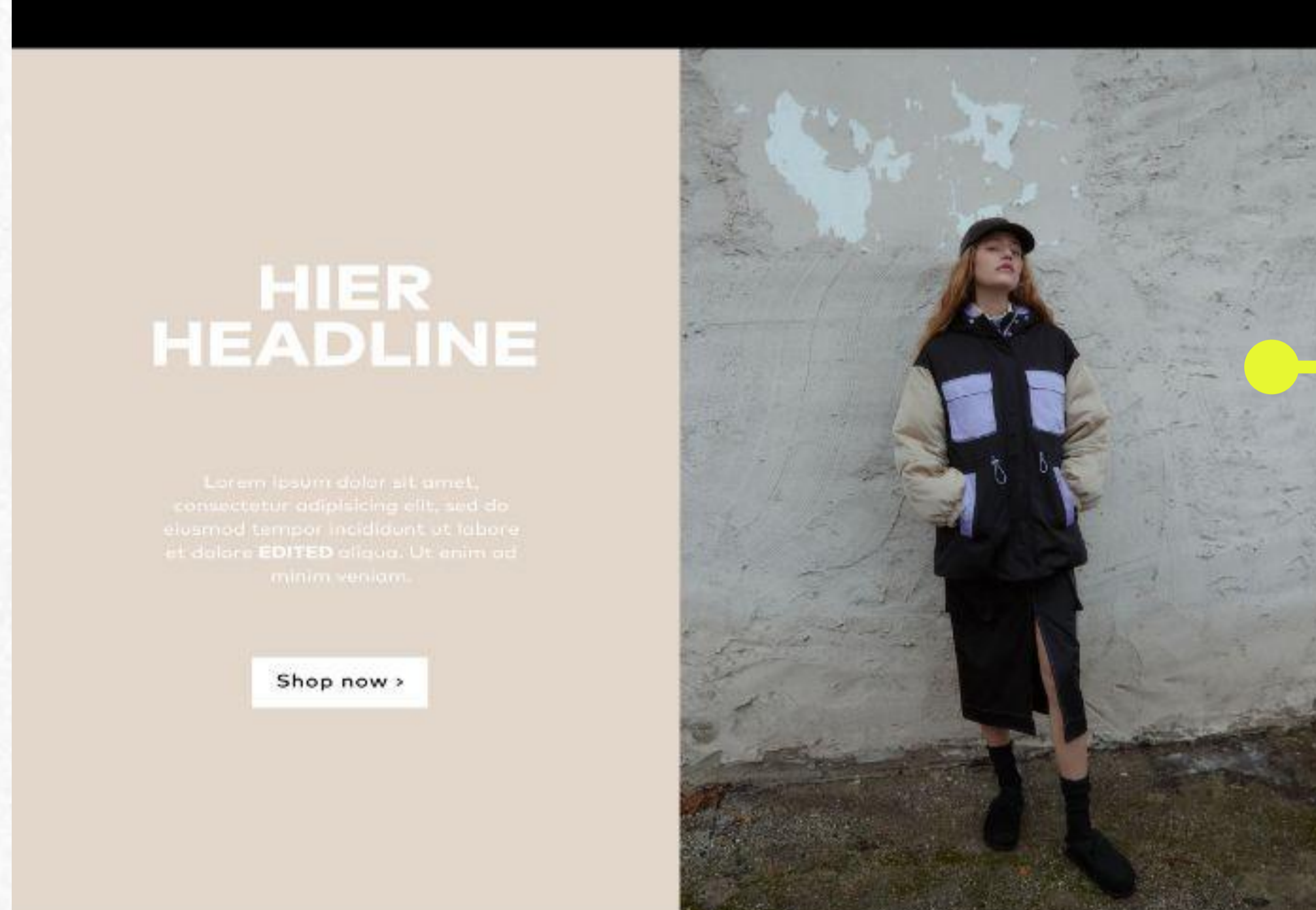
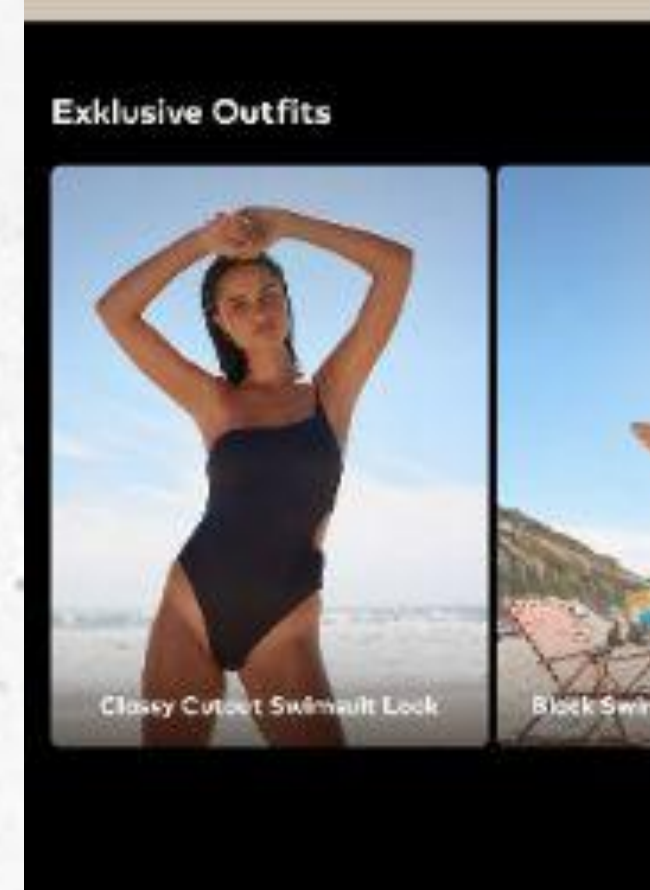
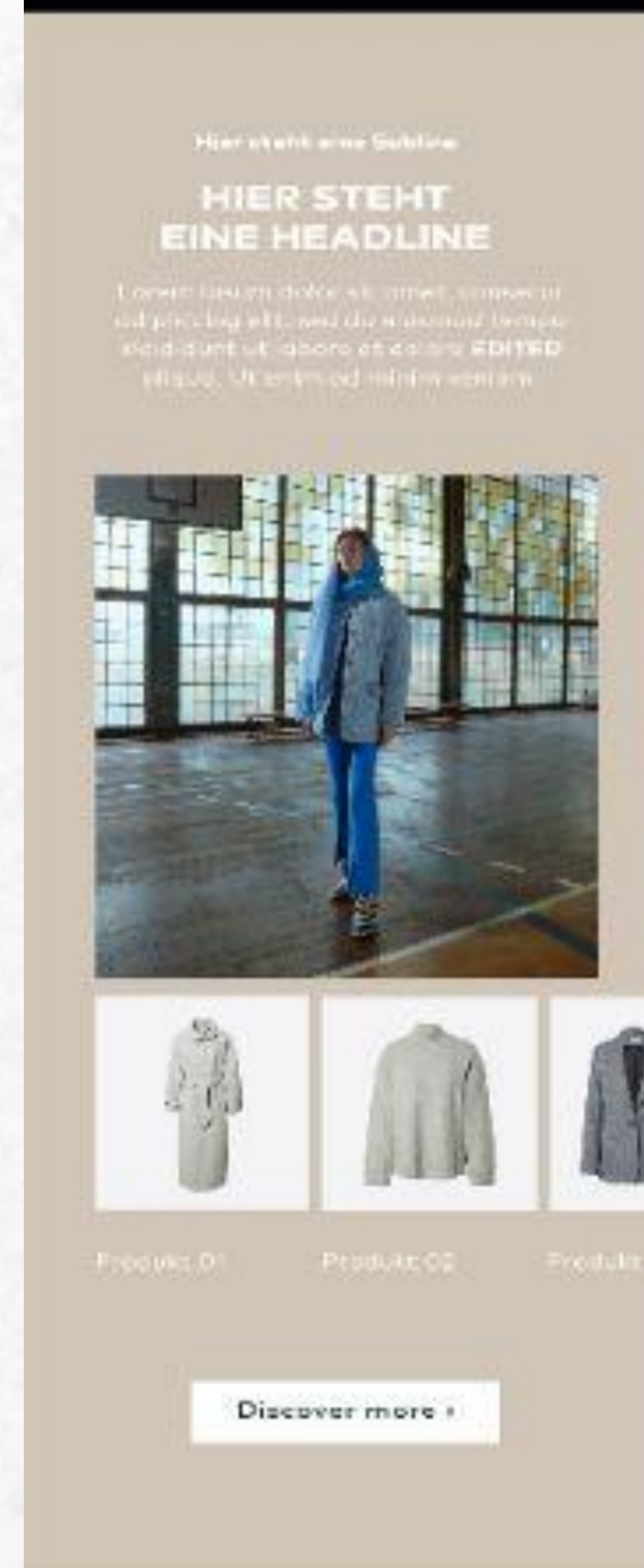
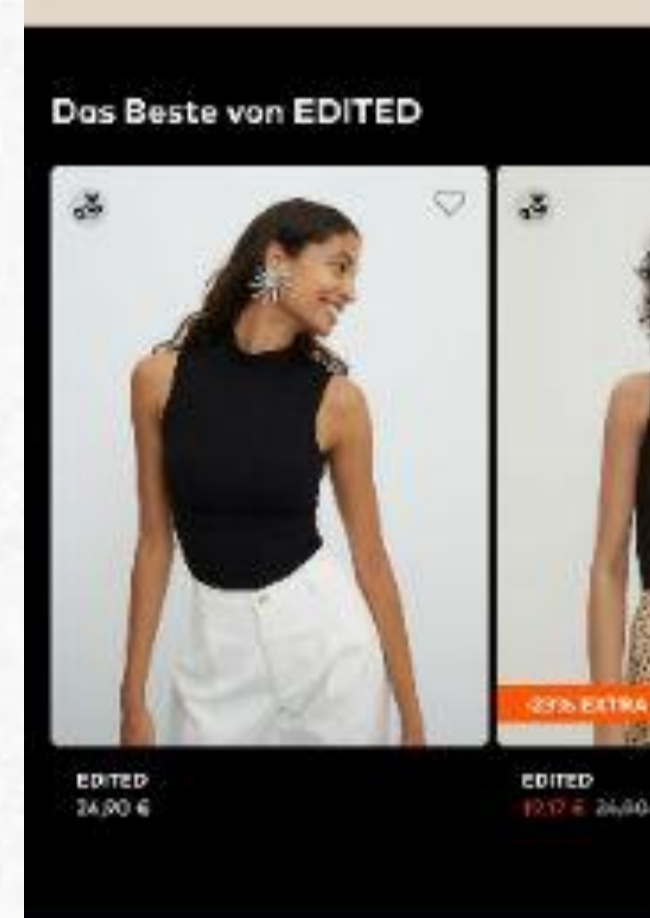
Product Slider

Hero Tile

Product Slider

Hero Product Slider

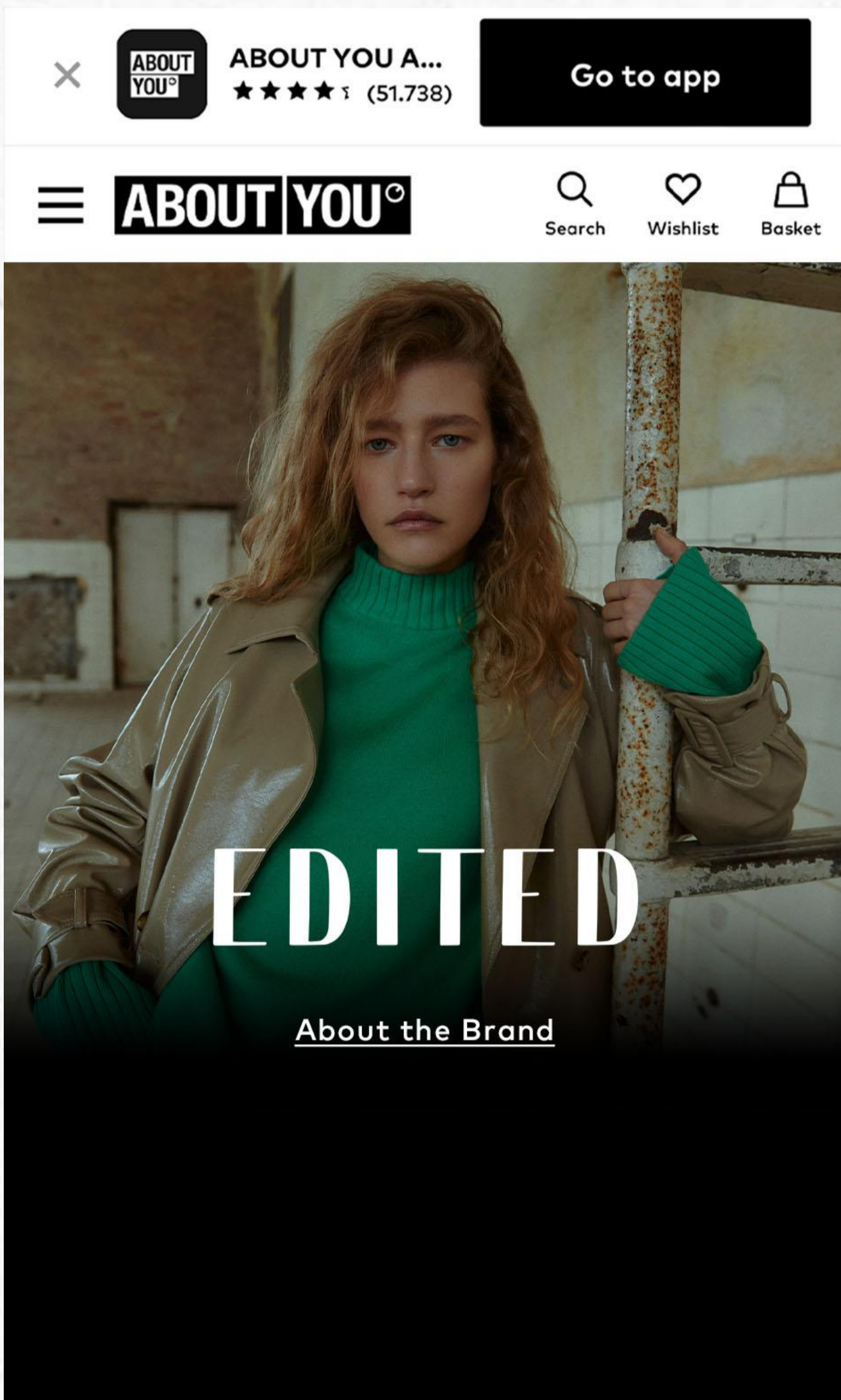
Outfit Slider



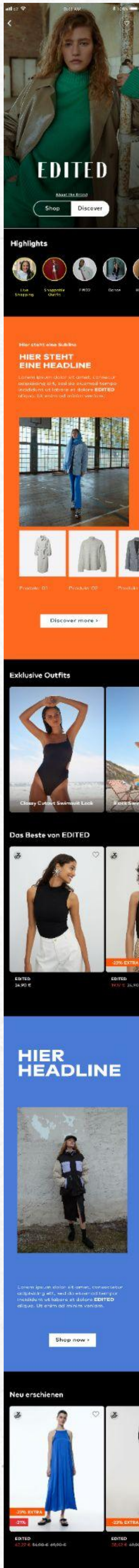
BRAND HUB EXAMPLE

BRIGHT GUADY DESIGN

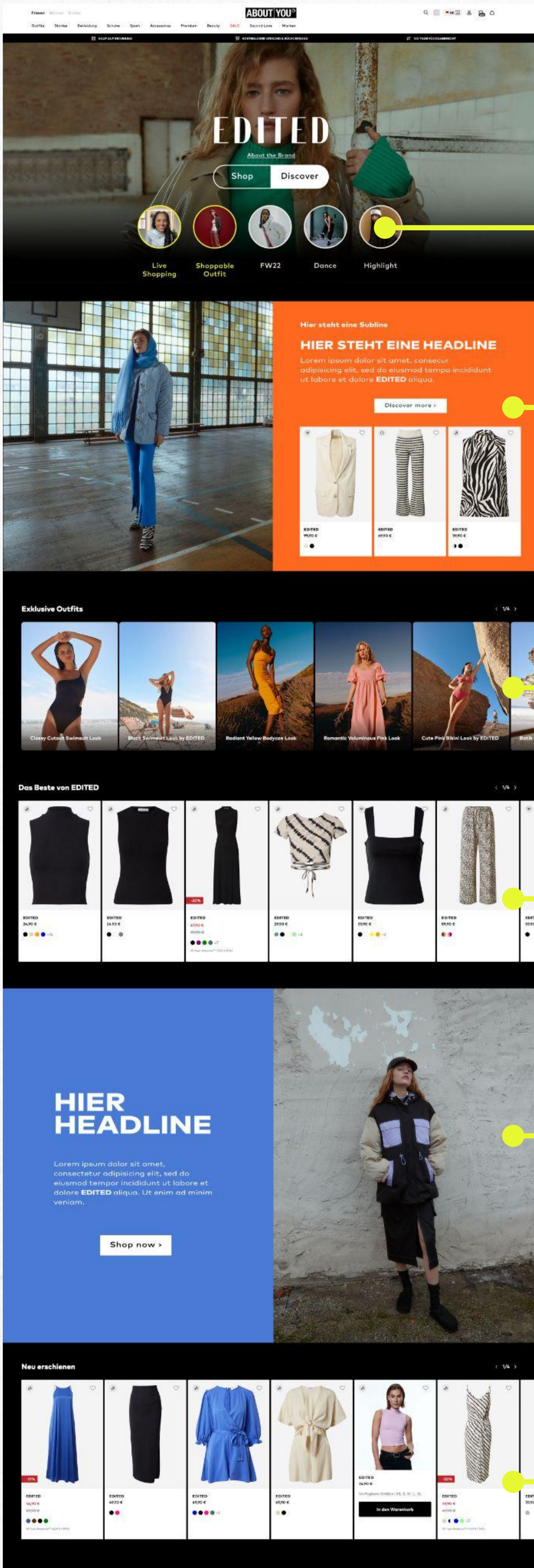
Mobile-Web



Mobile-App



Desktop



Highlights

Hero Product Slider

Outfit Slider

Product Slider

Hero Tile

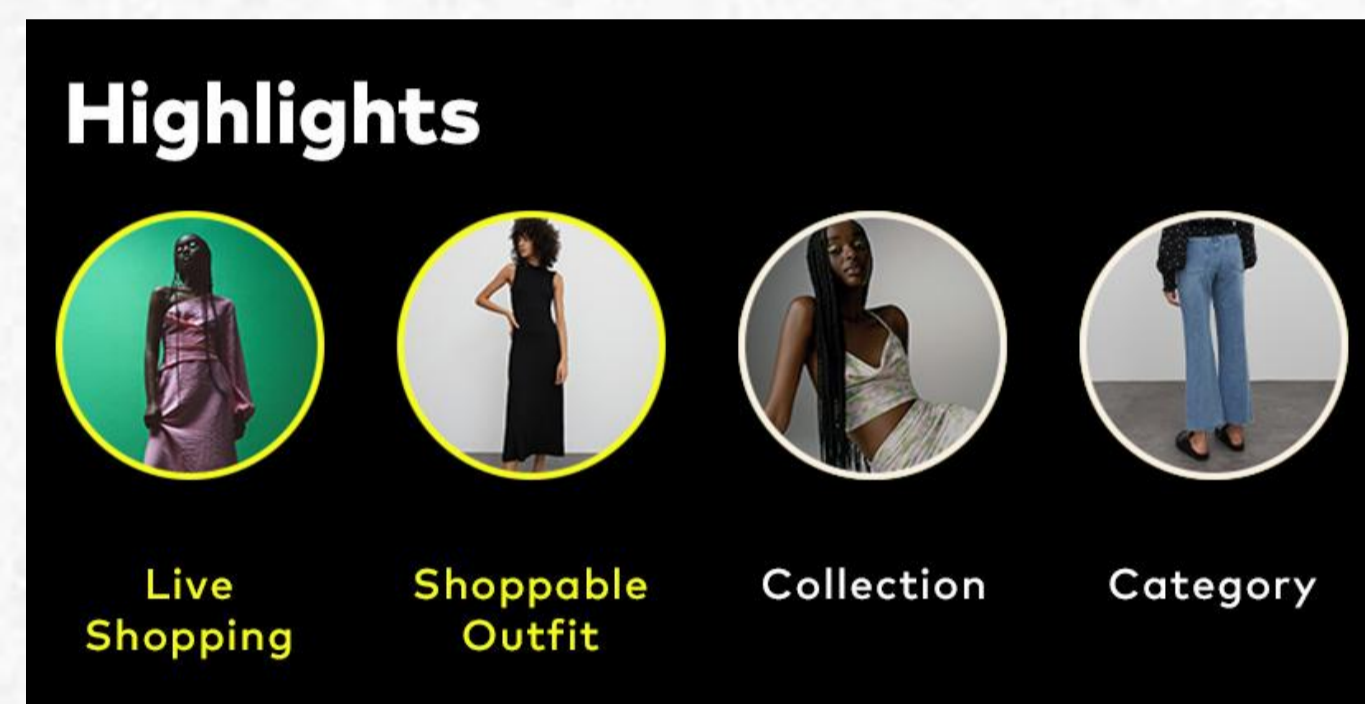
Product Slider

HIGHLIGHTS

WHAT WE OFFER:

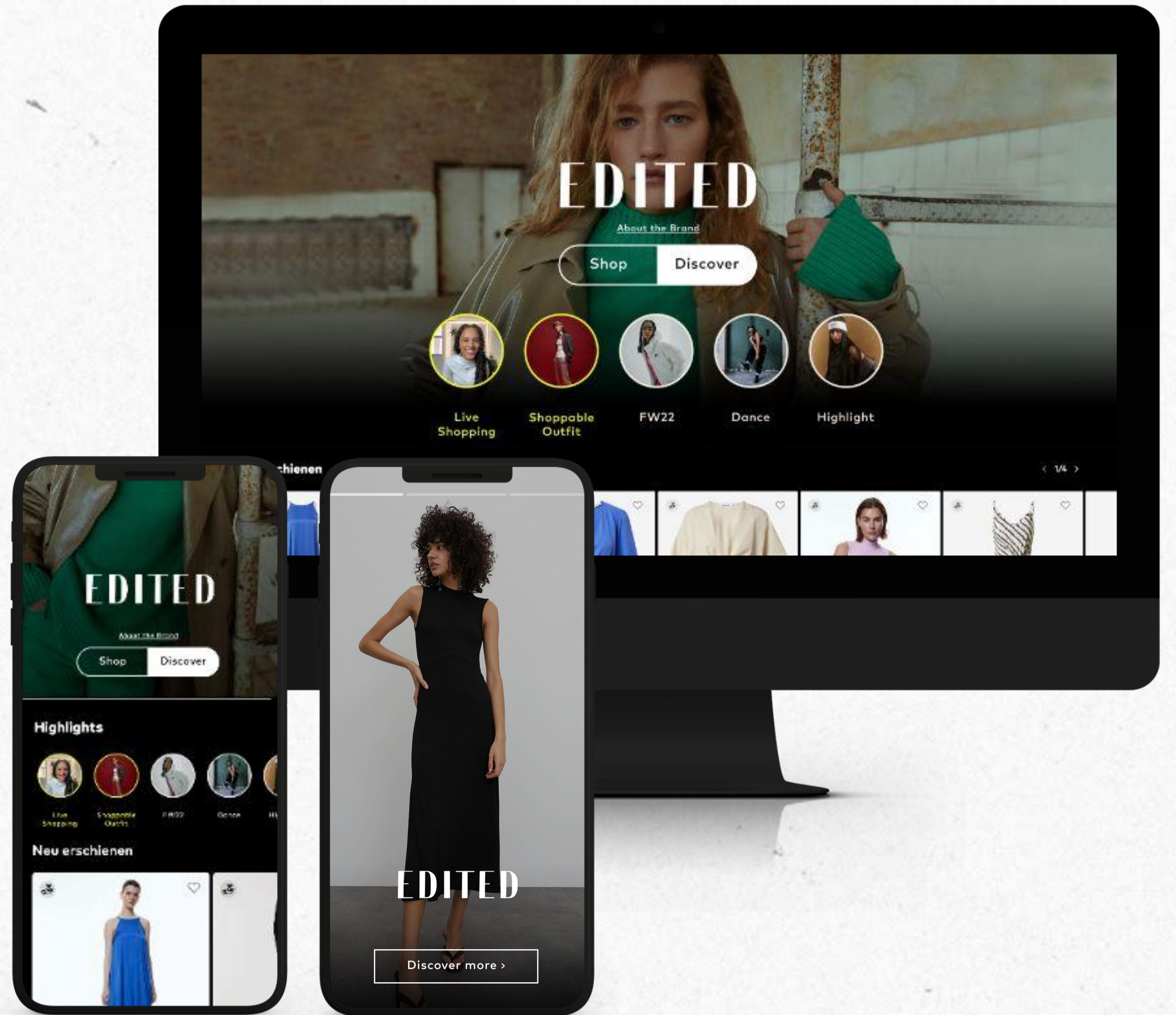
Recommended use:

- to highlight campaigns
- to spotlight outfits
- to tease live shows
- ...



Set-Up:

- content which is already live in the shop
- (campaign landing pages, live shows, shoppable outfits)
- minimum of 4 highlights must be given

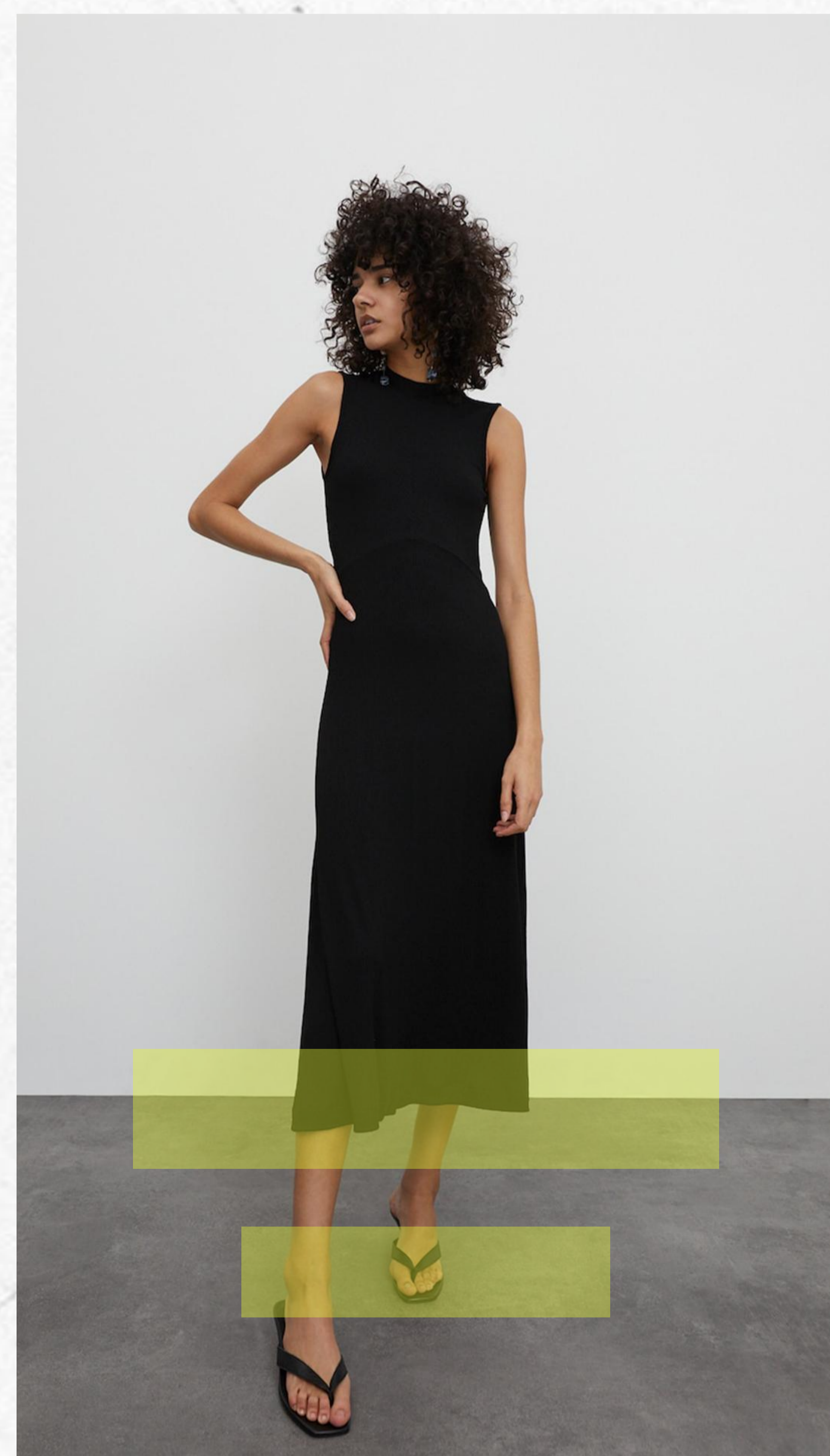


WHAT WE NEED:

Image: 1080 x 1920 px

To be shared via briefing template:

- icon subline
- link target (possible options: campaign landing page, brand category, shoppable outfit, etc.)



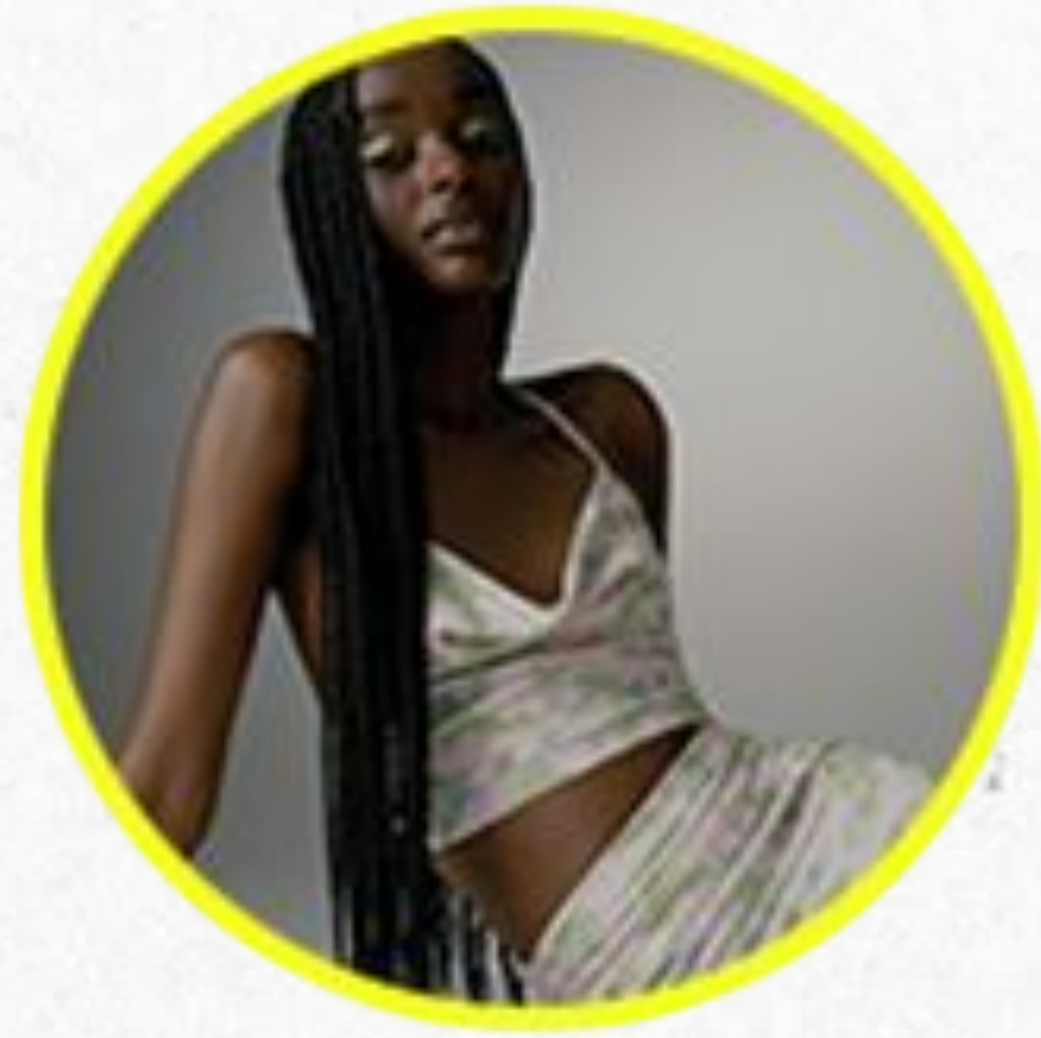
HIGHLIGHT EXAMPLES



Wedding
Live Show



Summer
Outfit



Daydream
Collection



Trending
Denims

Icon-Bubble

Subline



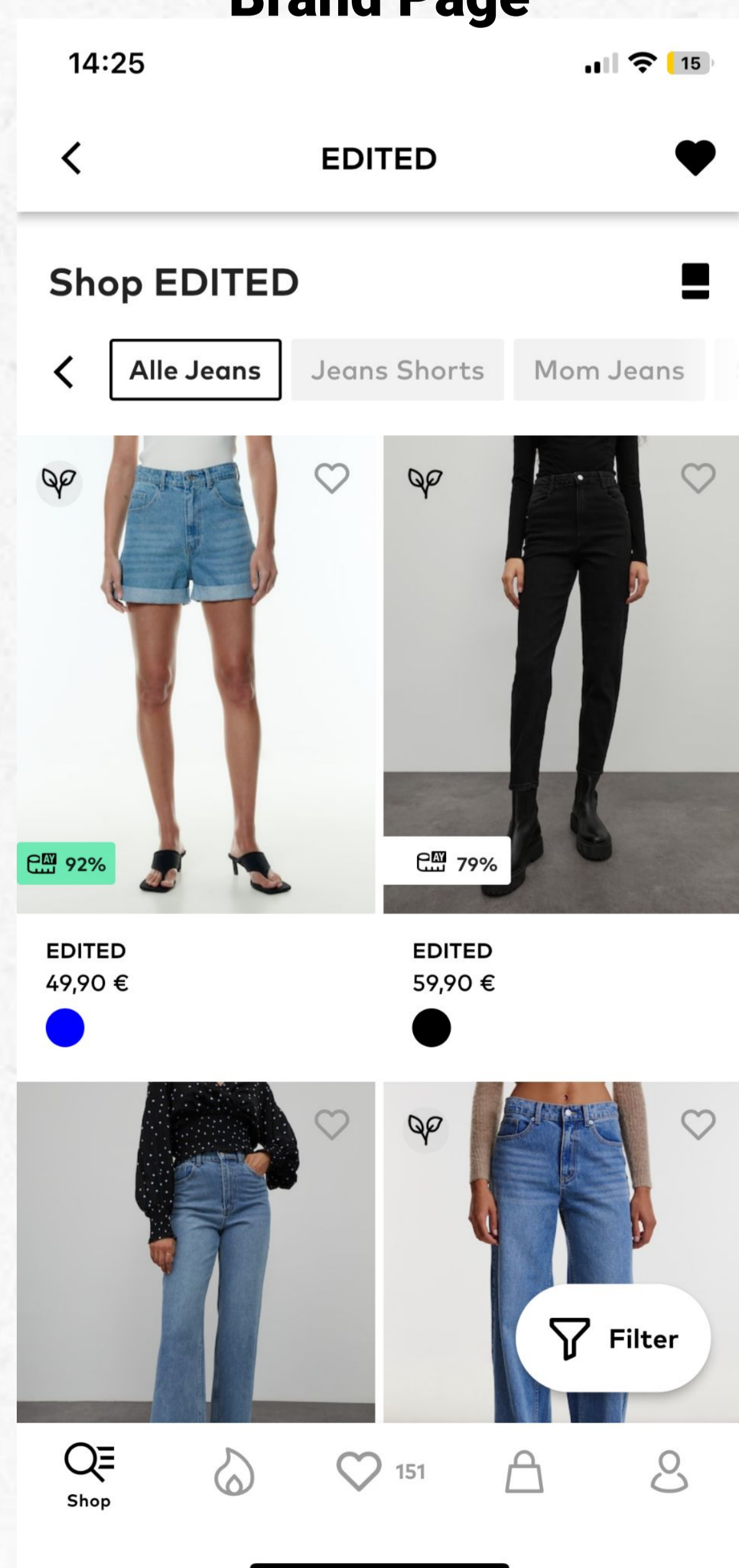
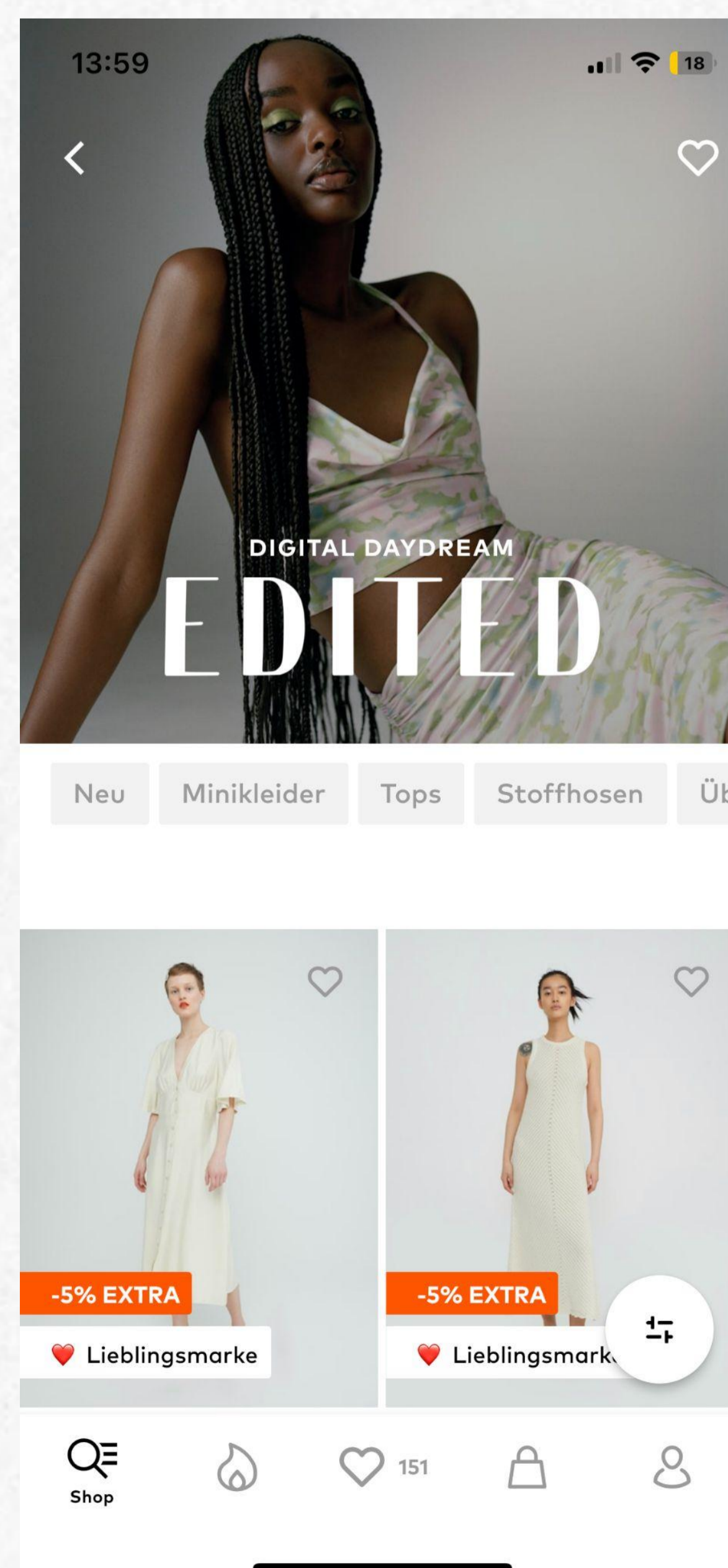
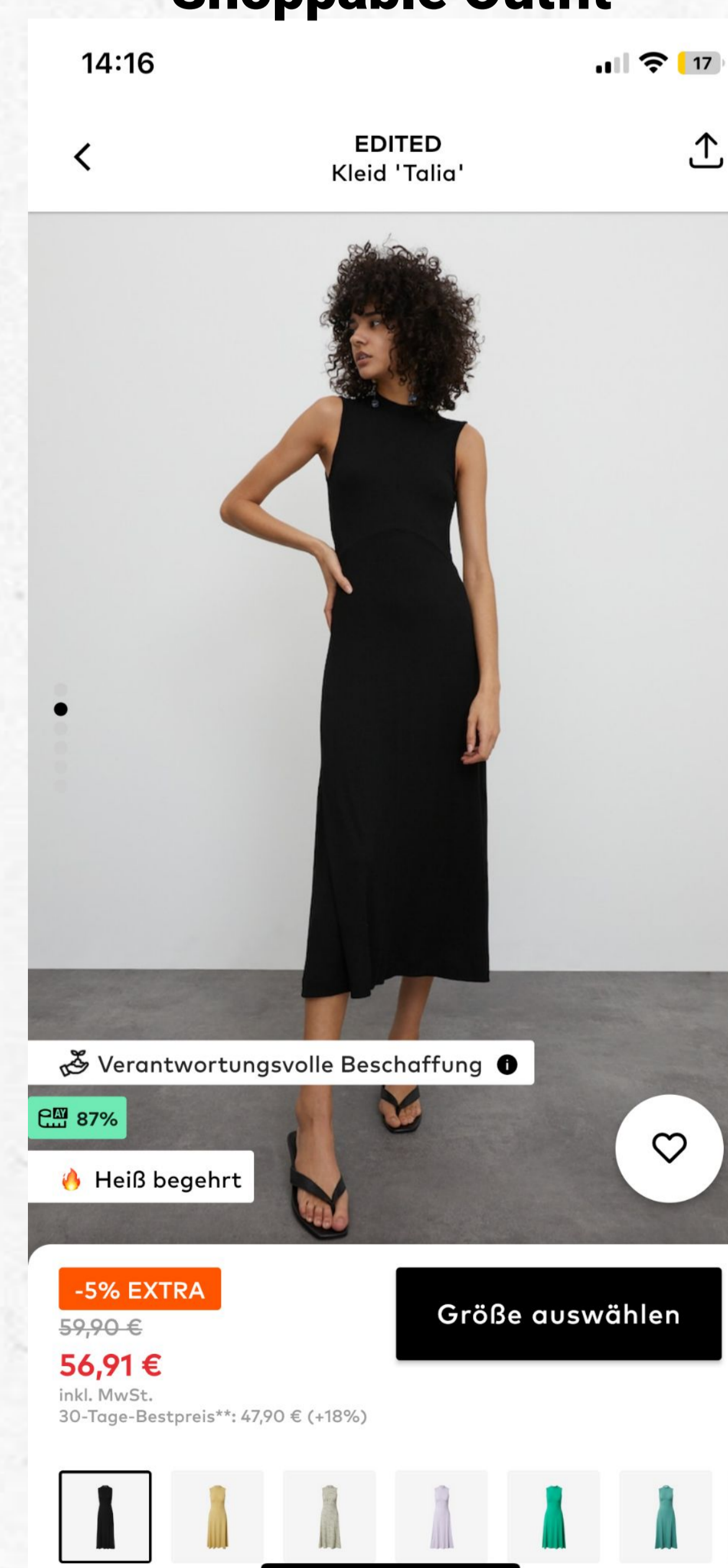
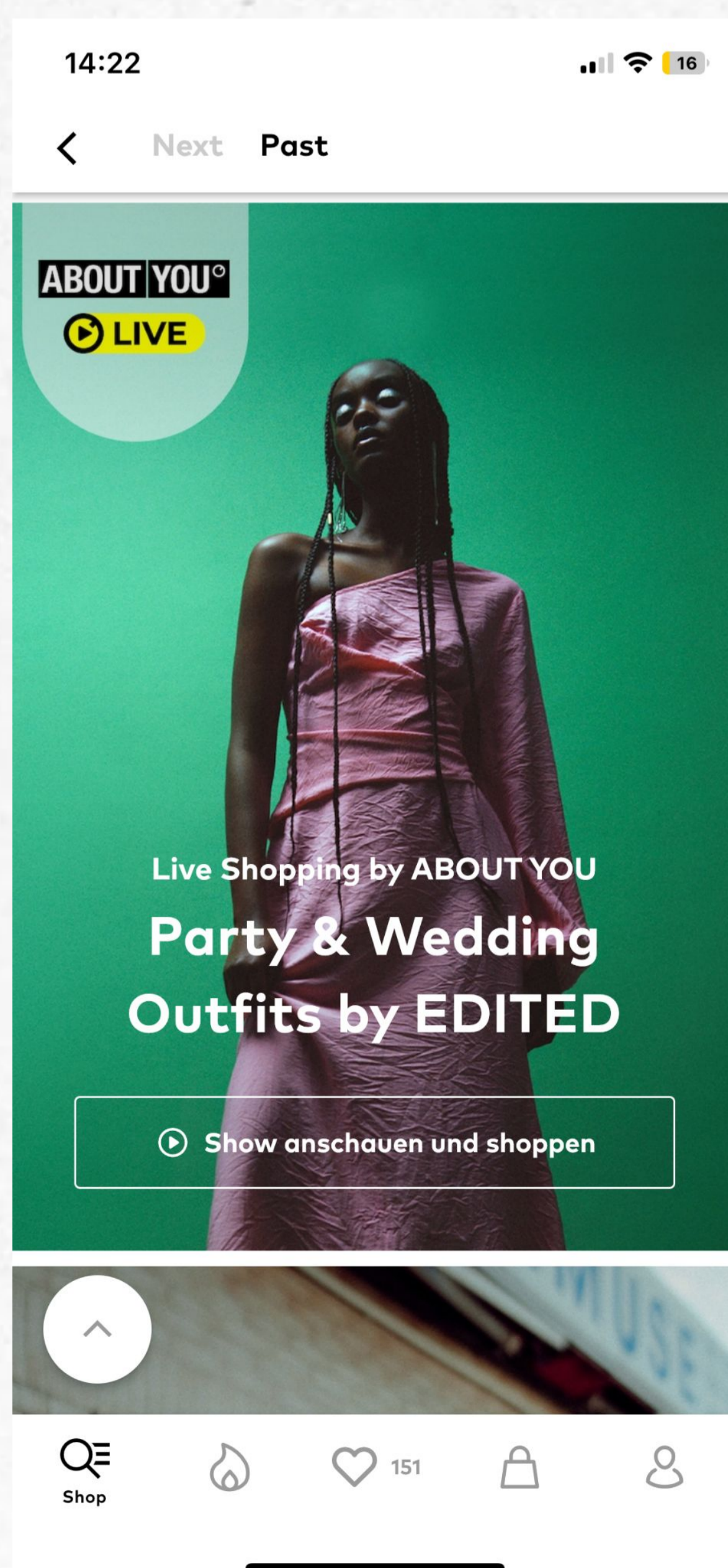
**CLICK &
GO TO...**

Past Live Shopping Show

Article Detail Page or
Shoppable Outfit

Campaign Landing Page

Filtered Category or
Brand Page

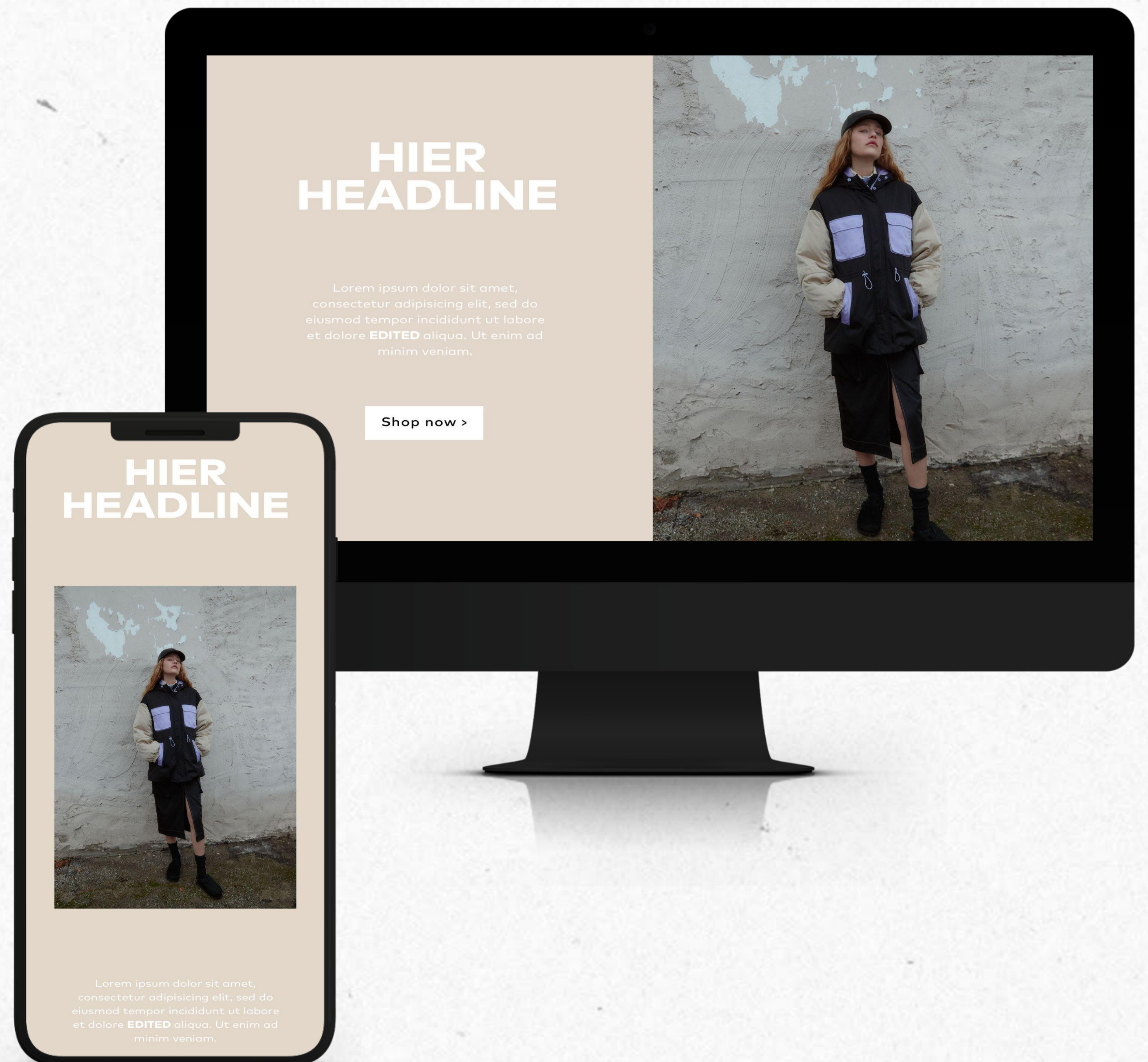


HERO TILE

WHAT WE OFFER:

Recommended use:

- product launches
- collection launches
- major season refreshes
- teasing new sub-brands
- this element can be used multiple times with different content
- ...



WHAT WE NEED:

Image: 1200 x 1600 px

Video: max. 10 MB

Note: logo of sub-brand (if the focus is on a sub-brand)

To be shared via briefing template:

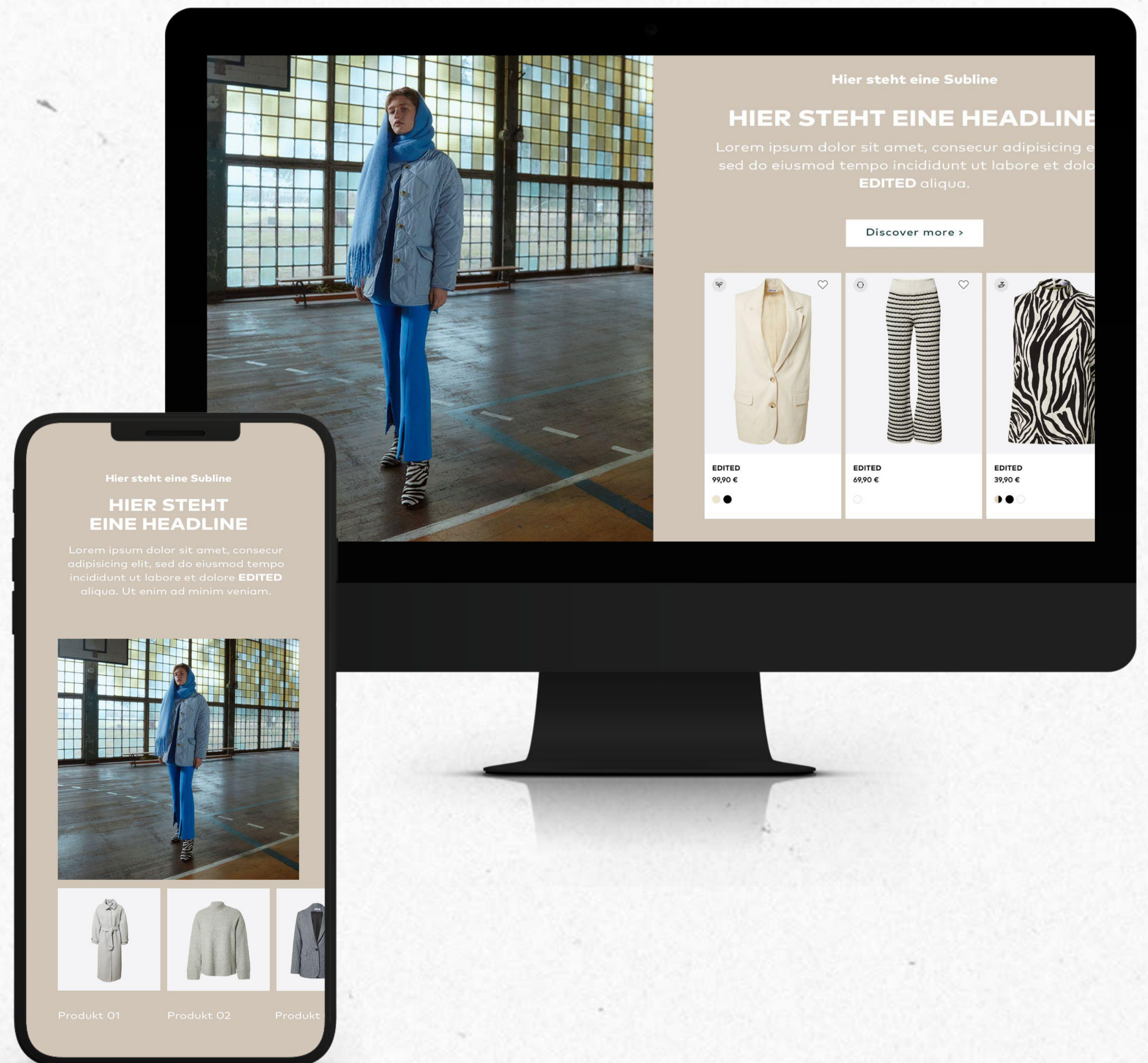
- headline
- text*
- link target (possible options: campaign landing page, brand category, shoppable outfit, etc.)



HERO PRODUCT SLIDER

WHAT WE OFFER:

- to highlight products that are ideally shown in the respective image
- possibility to underline the key message/ give more information via text input
- this element can be used multiple times with different content



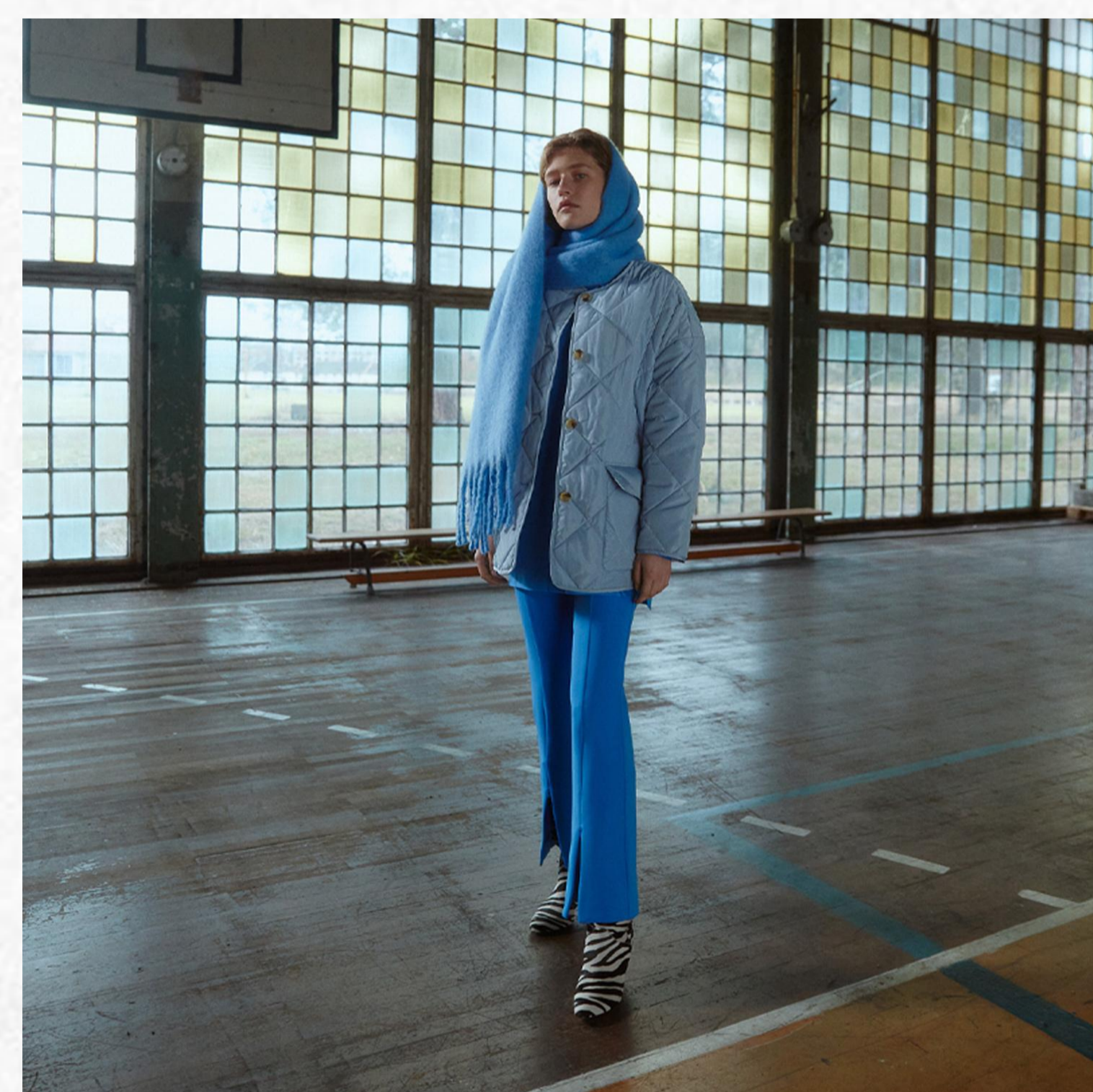
WHAT WE NEED:

Image: 1500 x 1500 px

Video: max. 10 MB, sound possible, max. length 15 sec.

To be shared via briefing template:

- sub- and headline
- text*
- link target (possible options: campaign landing page, brand category, shoppable outfit, etc.)
- product selection (max. 9)



**FURTHER INPUT DEPENDS ON THE CONTENT OF THE
BRAND WHICH IS ALREADY LIVE IN THE SHOP -
DO YOU WANT TO ADD MORE VARIETY TO
YOUR BRAND HUB?**

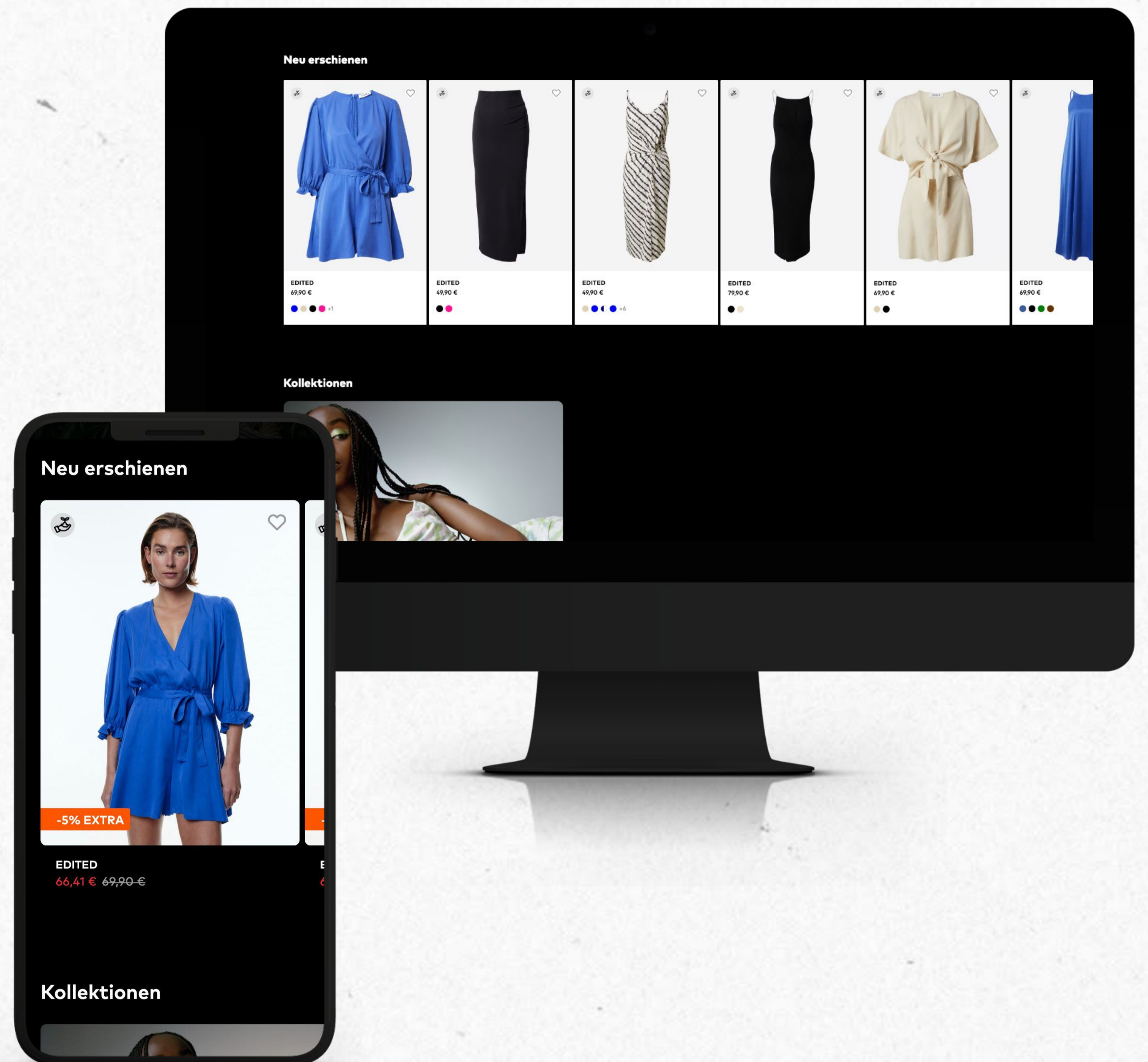
**BOOK YOUR NEXT CAMPAIGN AND THE CONTENT
WILL BE ADDED AUTOMATICALLY!**



PRODUCT SLIDER

WHAT WE OFFER:

- 4 product sliders based on different logics to allow a wide range of product inspiration
- available logics of product sorting: new in, similar to last seen, trending, complimentary to last bought



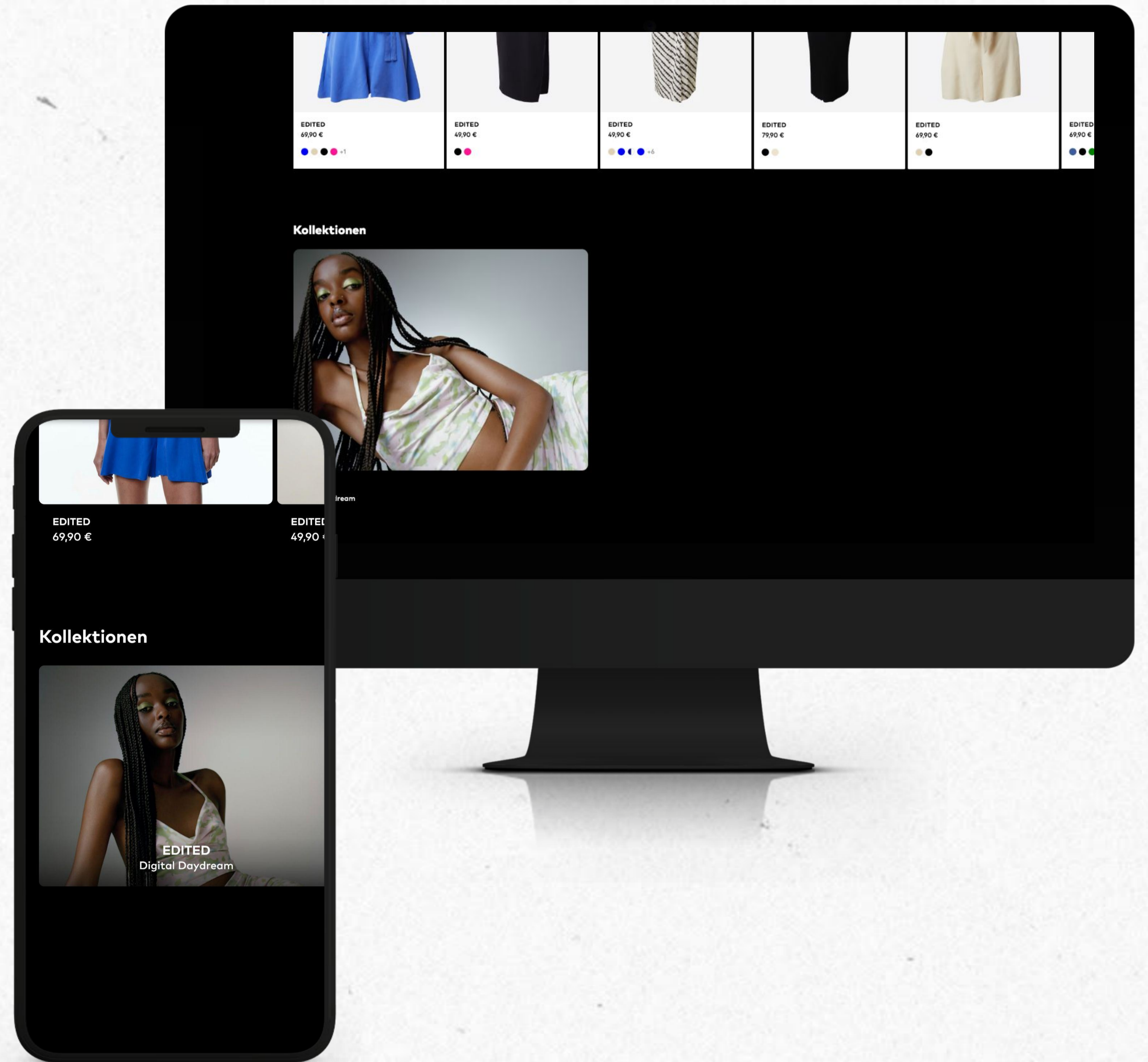
WHAT WE NEED:

Note: no input needed from your side, the algorithm will pick the products automatically, based on the product sorting order you've selected via the briefing template (see selection of product sorting above)

COLLECTIONS SLIDER

WHAT WE OFFER:

- collection of all campaign landing pages of your brand that are currently live in the shop
- the focus is on collections/ campaigns
- new campaigns will be automatically added to this content block



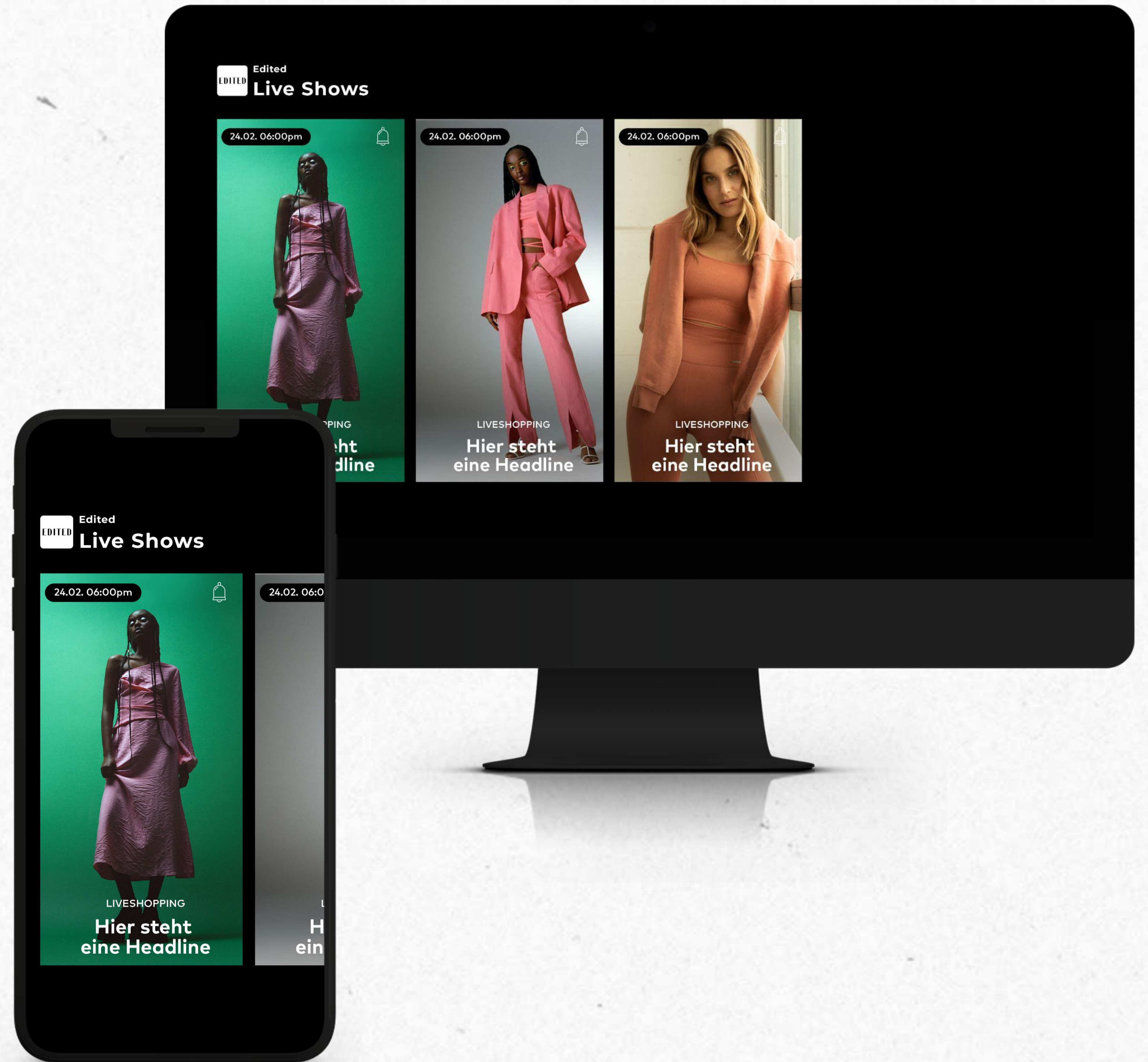
WHAT WE NEED:

Note: to show collections in your brand hub, it is necessary to have campaign landing pages live in the shop (campaign landing pages are mostly part of a regular campaign booking)

LIVE SHOW SLIDER

WHAT WE OFFER:

- to tease upcoming live shopping shows
- to promote past live shopping shows as re-watch option



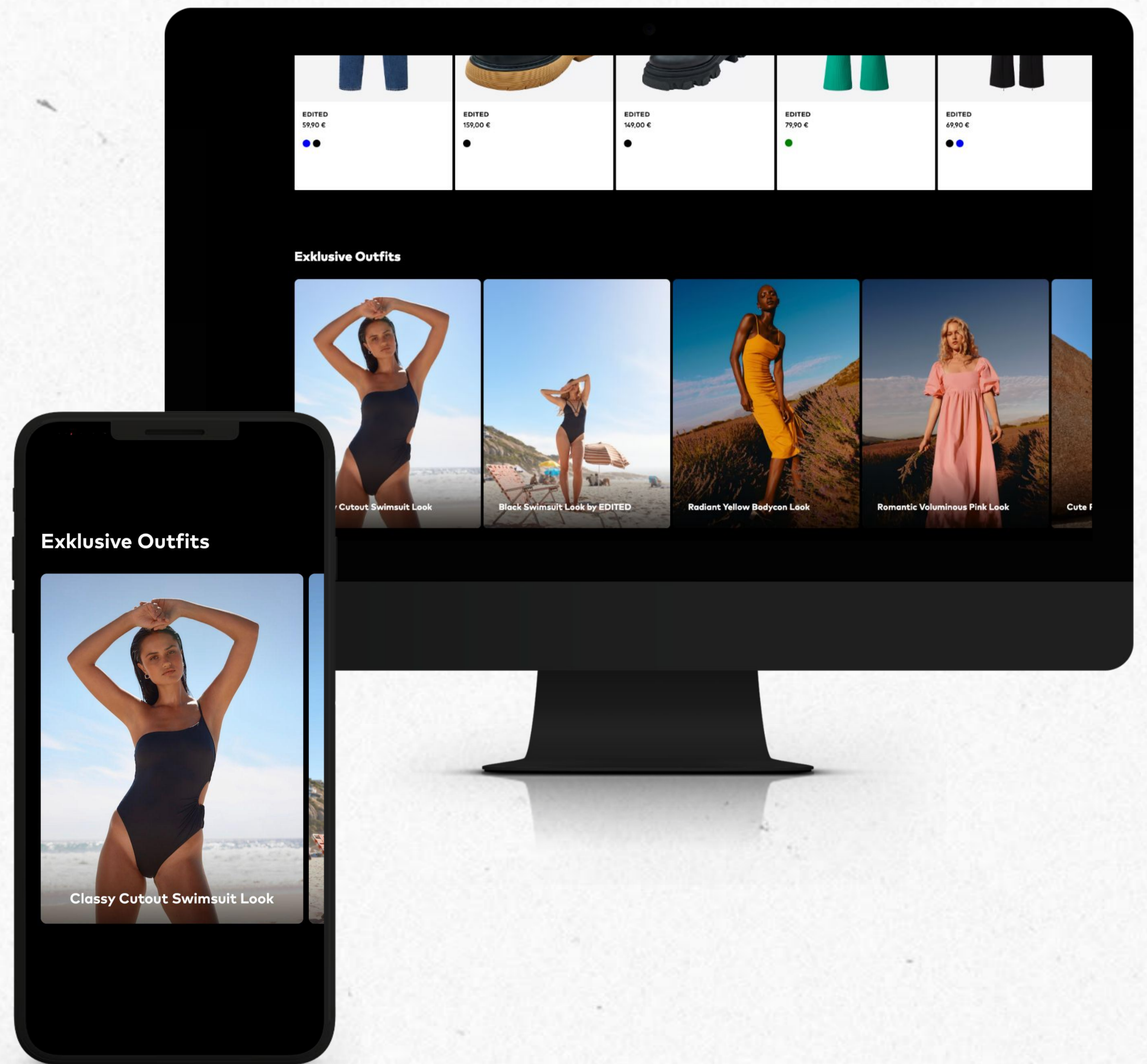
WHAT WE NEED:

Note: to show the live show section in your brand hub, you need to have previous or future live shoppings live. No further input needed, as the information will be pulled automatically

OUTFIT SLIDER

WHAT WE OFFER:

- to generate more awareness for your brand's shoppable outfits
- to highlight shoppable outfits and the respective products



WHAT WE NEED:

Note: no input needed from your side, the algorithm will pick the shoppable outfits automatically, based on your brand's outfits, which are currently live in the shop

CONTACT US

PLEASE CONTACT YOUR ACCOUNT MANAGER OR
OUR BRAND RELATIONS & RETAIL MEDIA TEAM
FOR FURTHER QUESTIONS

brandrelations-am@aboutyou.com



ABOUT | YOU[®]

**BRAND RELATIONS
& RETAIL MEDIA**

— PLACEMENT GUIDE KIDS —

SHOP ALGORITHM

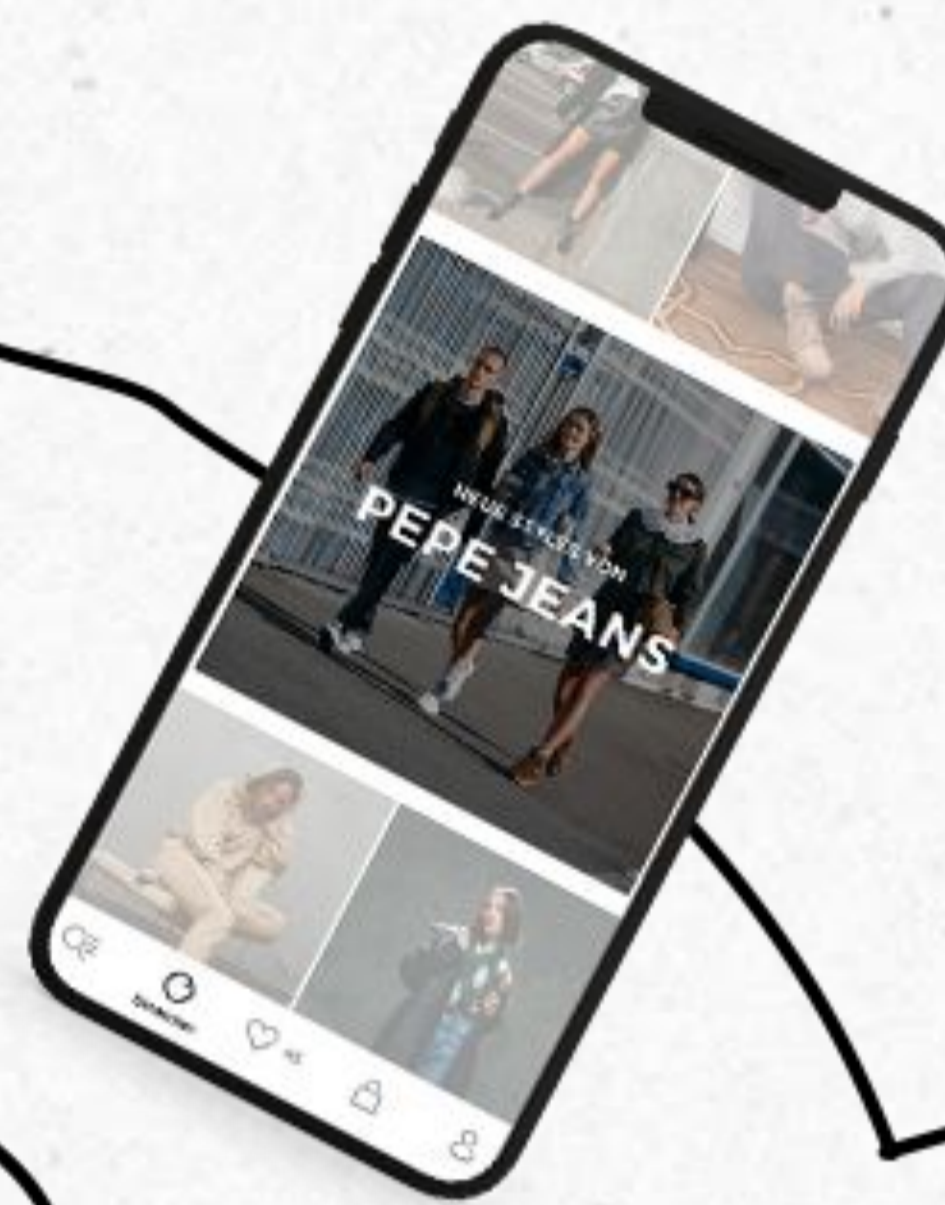
VISIBILITY

Sales and improved brand performance lead to more visibility



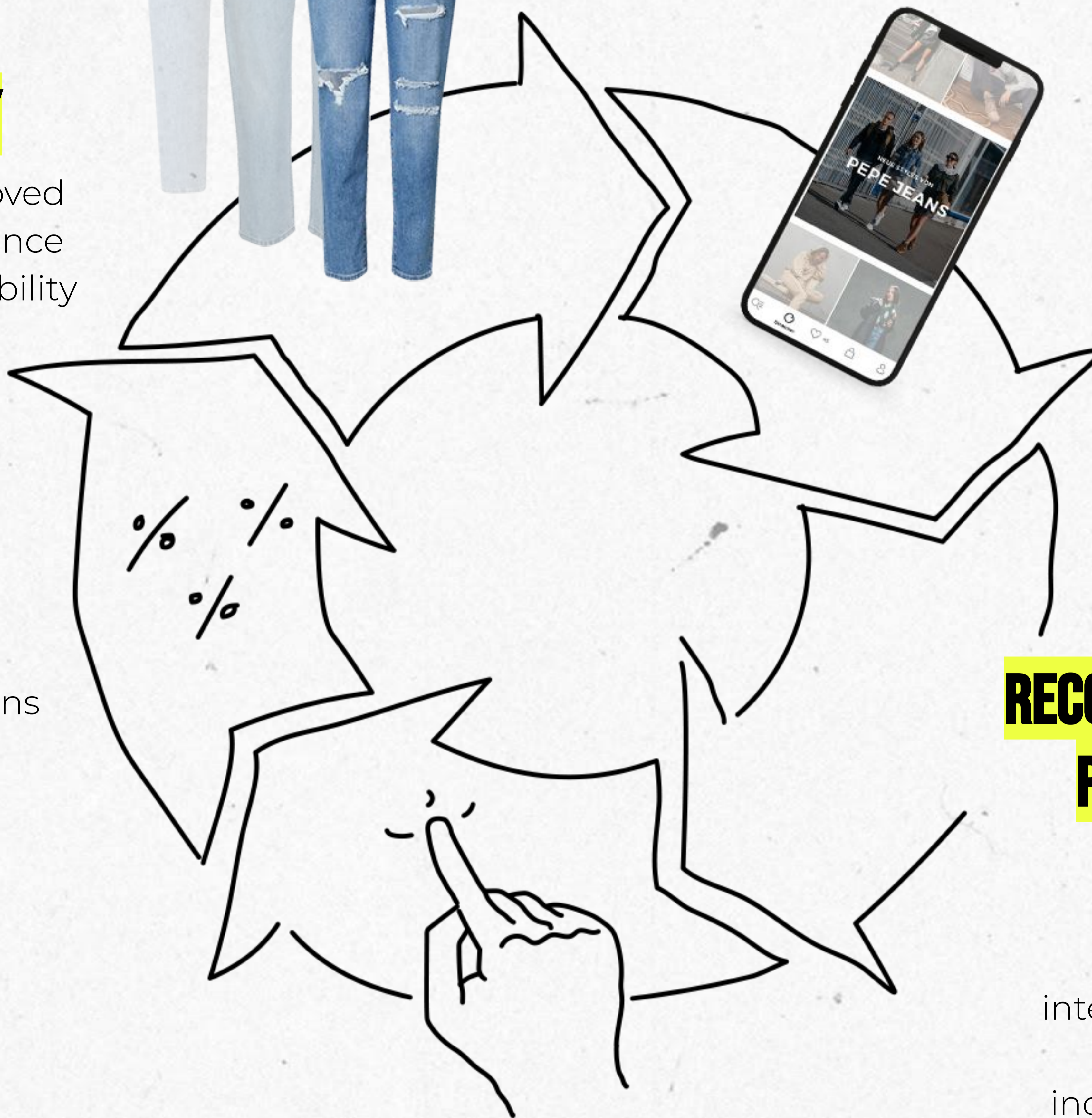
CONTENT INTERACTION

Create interaction between your brand and the ABOUT YOU customers with on-site campaigns



SALES

Product interactions trigger sales



RECOMMENDATIONS & PERSONALIZED CONTENT

The created interaction will lead to the algorithm including your brand in our automated recommendations

CLICKS

Recommendations lead to increased clicks and product interactions

BRANDING GUIDELINE

ABOUT CI

In order to assure an authentic and the best possible representation of your brand at ABOUT YOU, we need your most relevant and up-to-date campaign material that focuses on native advertising and fits our CI.

Please find the measurements for each of your booked placements attached.

If it's not possible for you to provide cropped material, you can send us raw images and our graphic designers will be happy to build the visuals in the correct format and sizes on your behalf.

ABOUT CAMPAIGN VISUALS

The perfect brand marketing material considers the following:

Campaign material:

- Campaign material focus on product.
- Campaign material allows best brand logo placing.
- Campaign material is up-to-date and fits season and target group.
- One visual per teaser, no collage.
- Please send us your campaign material as high-res .jpg files.

Text:

- Teaser may not contain any text.

Logo:

- No brand logo on campaign material: we will place your logo afterwards.
- Please send us your logo in black and white as .eps or .png file.

ABOUT BRAND PAGE VISUALS

Want to exchange the visuals on your Brand Page?

→ Mail to: marken@aboutyou.com

ABOUT SUSTAINABILITY LABELING

Questions about the sustainability labeling of products?

→ Mail to: sustainability@aboutyou.com



DO:



**CLEAN
CAMPAIGN IMAGES
IN HIGH RES**

DON'T:



**No brand logo
on campaign material**



**Do not place main
content/face
in the center**



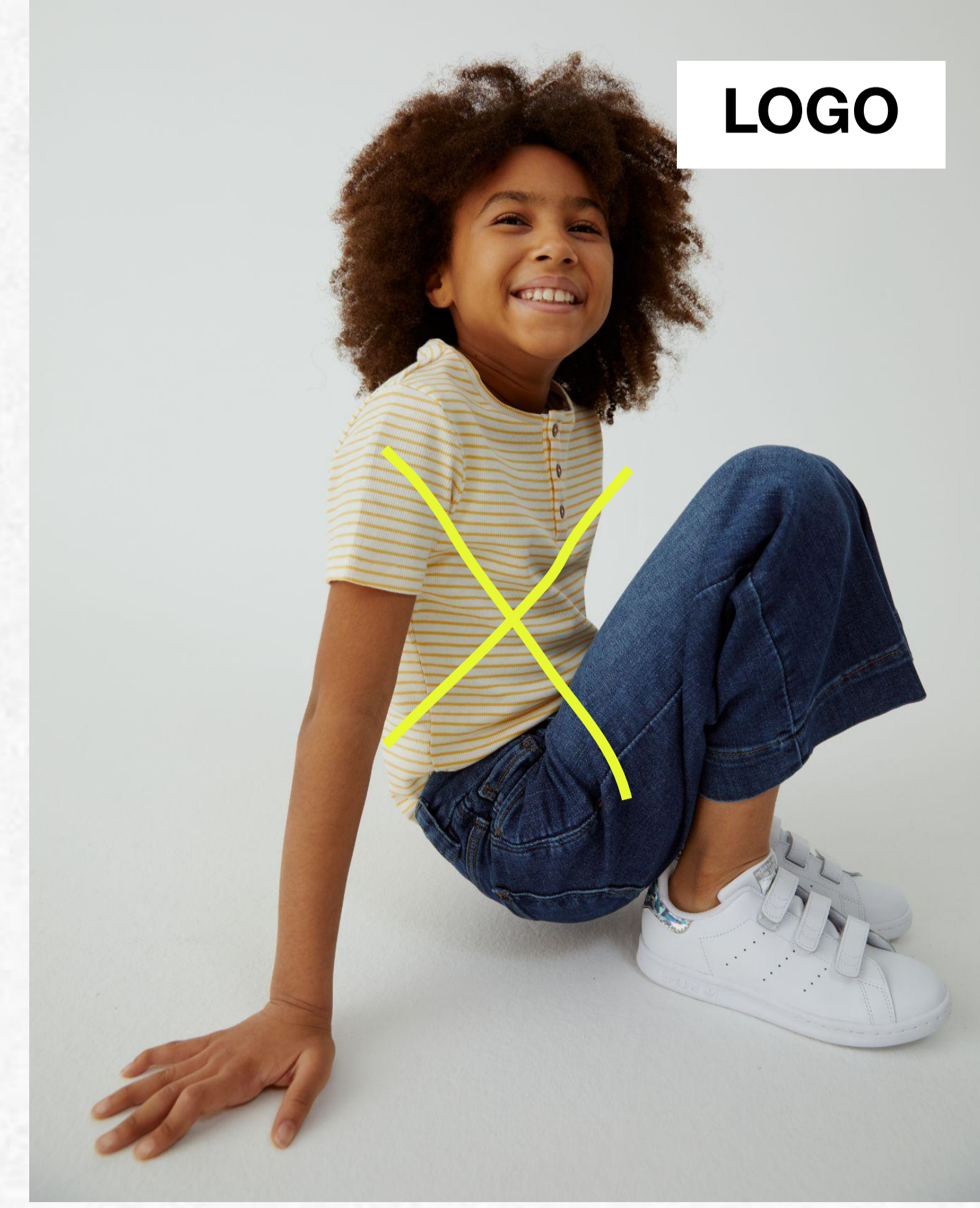
**No text
on campaign material**



**Make sure your
campaign material is high-res**



No collage



**Please send us your logo as
.eps or png file
(transparent background)**

LIVE SHOW PLACEMENTS

IN SHOP

CAMPAIGN LANDING PAGE SHORT – DESKTOP & MOBILE

WHAT WE OFFER:

Duration: up to 3 months

OPTIONAL ADD-ONS:

- + **Text Option*:** Bookable as an add-on to your Campaign Landing Page to describe your key message or products.
- + **Feed Optimization**:** Boost **20 further products** to the top of the Campaign Landing Page Short or Long (in addition to the regular 8 boosted products).



WHAT WE NEED:



DESKTOP

Image: 3840 x 1726px

Headline: brand name

Subline: campaign name / focus

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

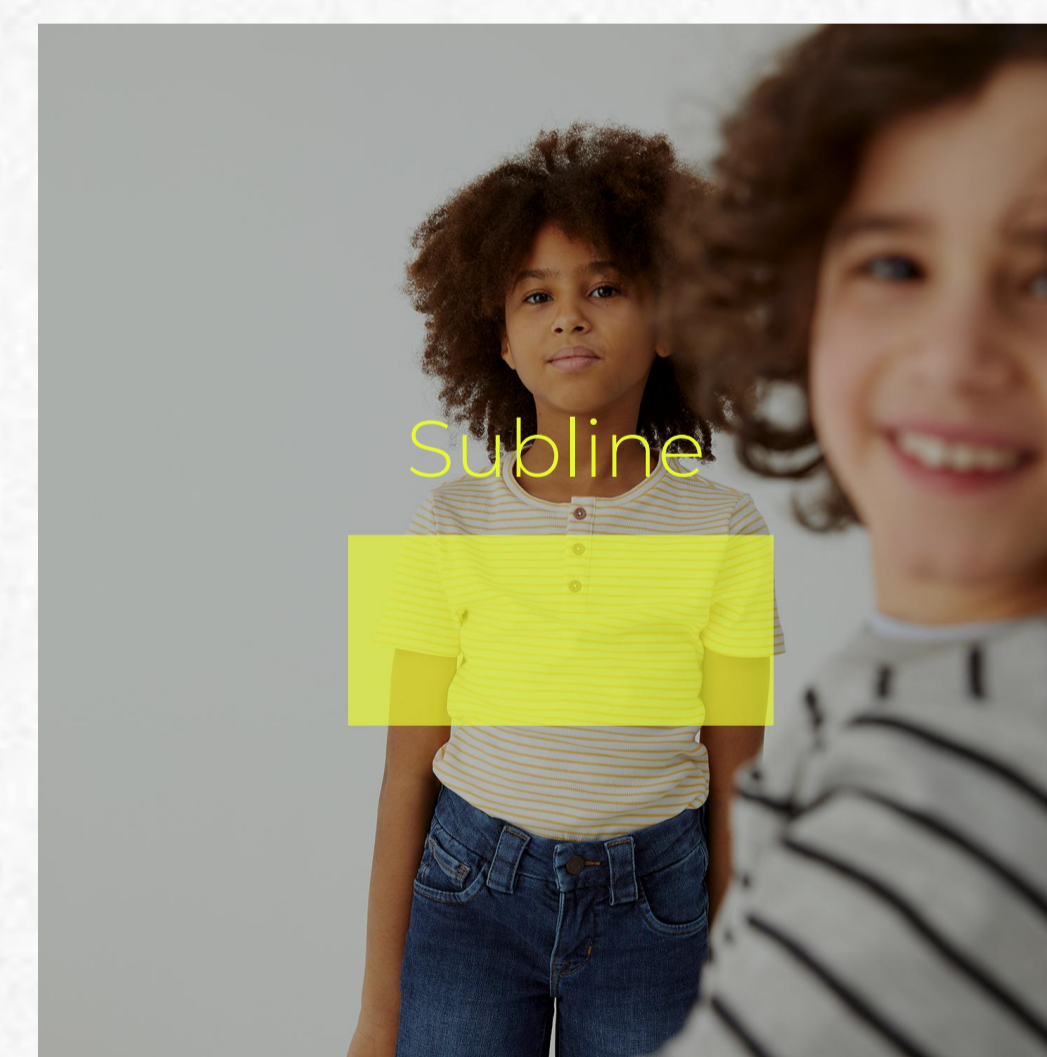
Structure: alternate rows of image material (**1 image**) and product lines (**up to 8 products** can be selected to be boosted to the top)

***1-2 headlines & text passages - recommendation:** keep your texts short & simple as possible for a pleasant user experience

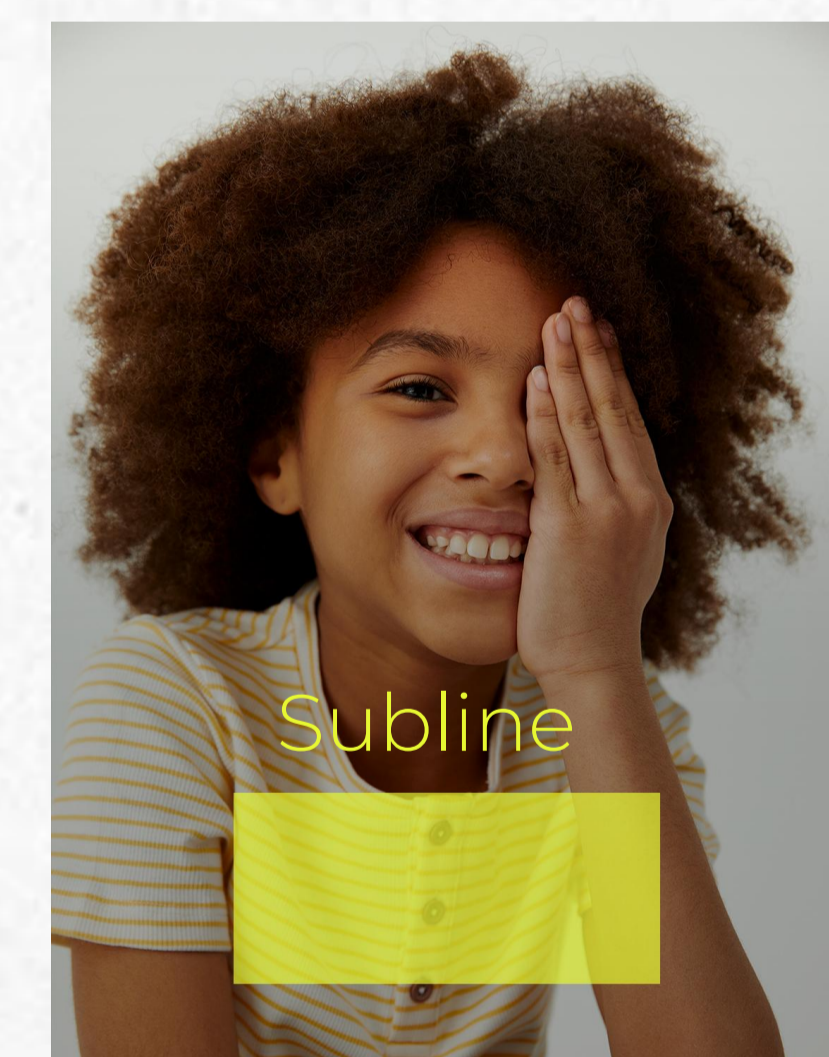
****20 product links / IDs - up to 20 additional products** can be selected to be boosted to the top

MOBILE

Size S



App Header: 1500 x 1500px



mWeb Header: 1122 x 1500px



Image: 1125 x 1500px

CAMPAIGN LANDING PAGE LONG - DESKTOP & MOBILE

WHAT WE OFFER:

Duration: up to 3 months

OPTIONAL ADD-ONS:

- + **Text Option***: Bookable as an add-on to your Campaign Landing Page to describe your key message or products.
- + **Feed Optimization****: Boost **20 further products** to the top of the Campaign Landing Page Short or Long (in addition to the regular 8 boosted products).

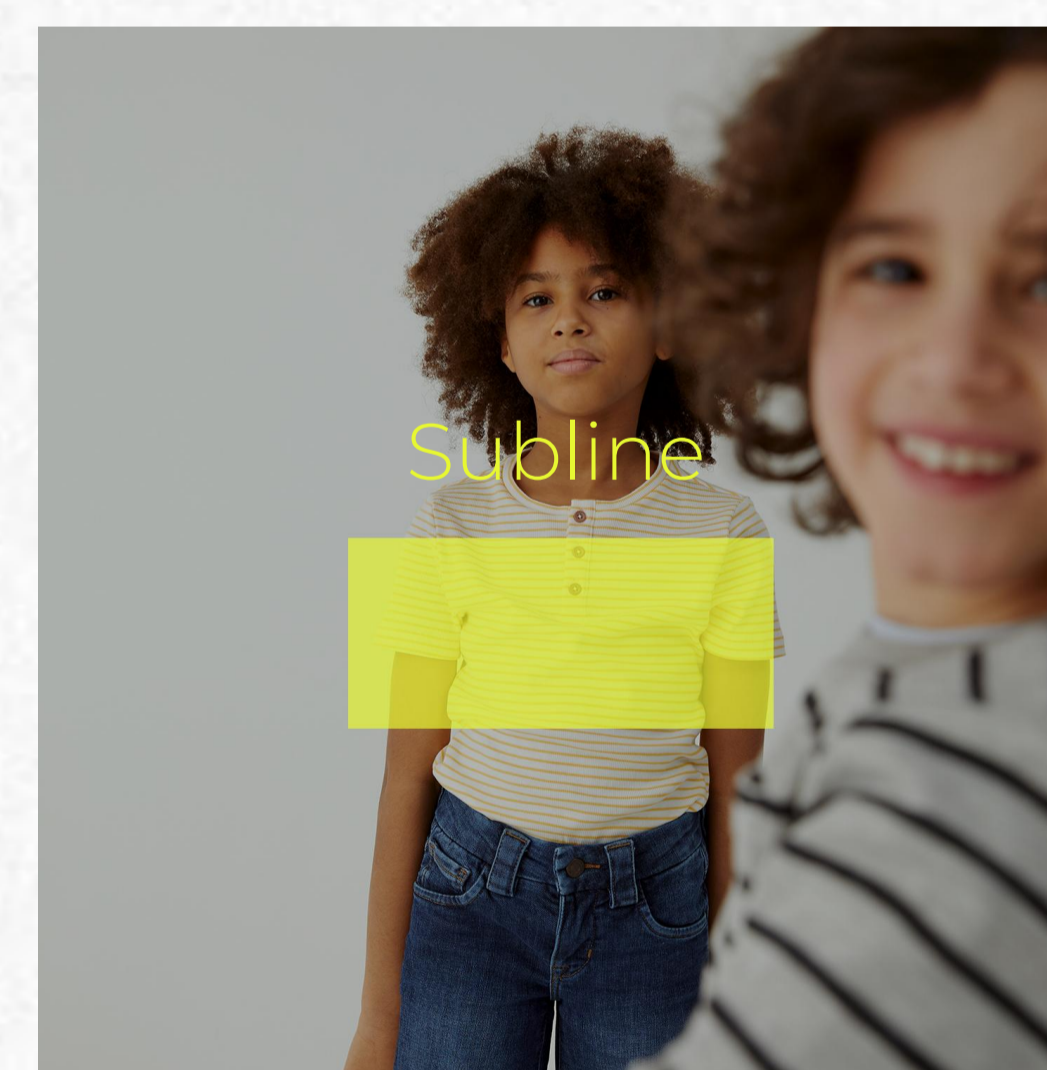


WHAT WE NEED:

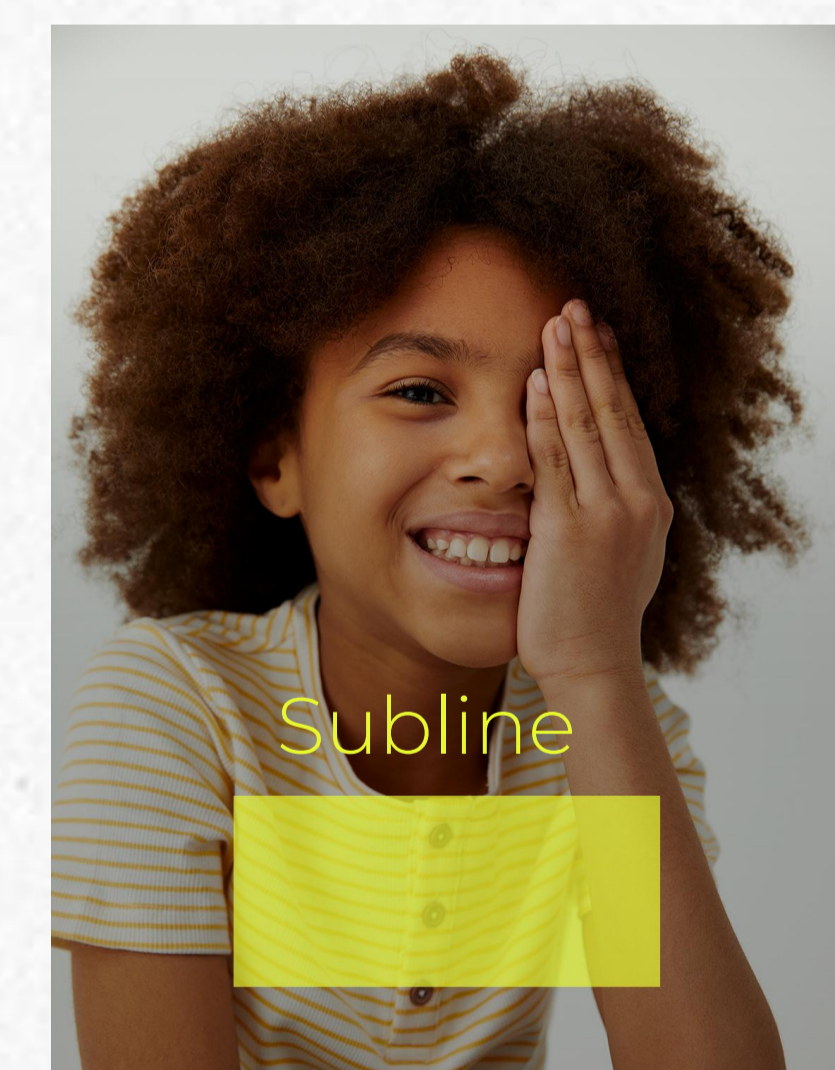


MOBILE

Size L



App Header: 1500 x 1500px



mWeb Header: 1122 x 1500px

Text



3x Image: 1125 x 1500px



Video or image: 1500 x 1500

Image: max 5 MB

Video: max 10 MB,
 no sound playable

DESKTOP

Image: 3840 x 1726px

Headline: brand name

Subline: campaign name / focus

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

Structure: alternate rows of image material (**max. 3 images or video elements**) and product lines (**up to 8 products** can be selected to be boosted to the top)

***1-2 headlines & text passages - recommendation:** keep your texts short & simple as possible for a pleasant user experience

****20 product links / IDs - up to 20 additional products** can be selected to be boosted to the top

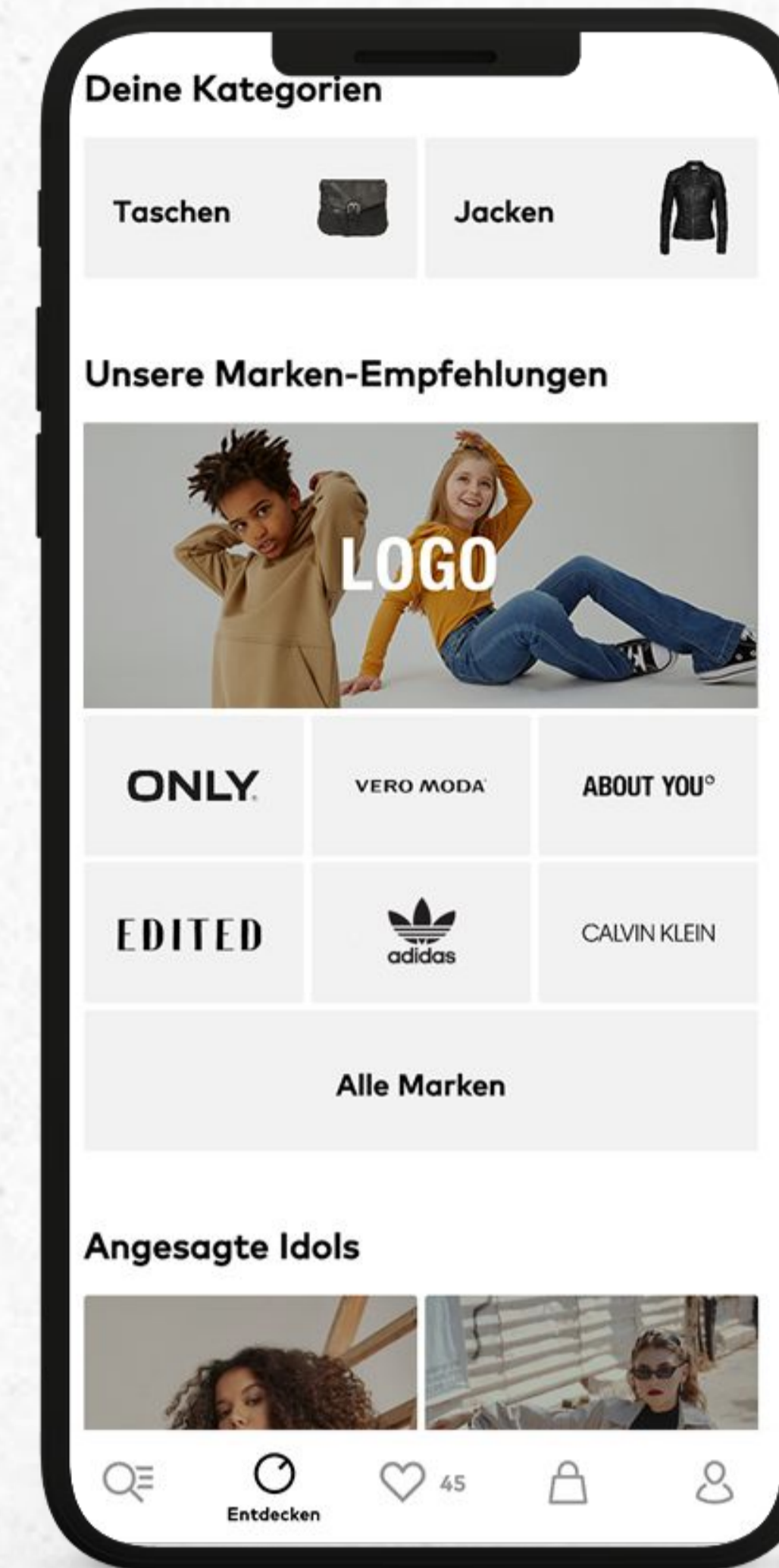
BRAND TEASER APP

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



MOBILE

Image: 686 x 290px

Logo: EPS or PNG will be placed by ABOUT YOU

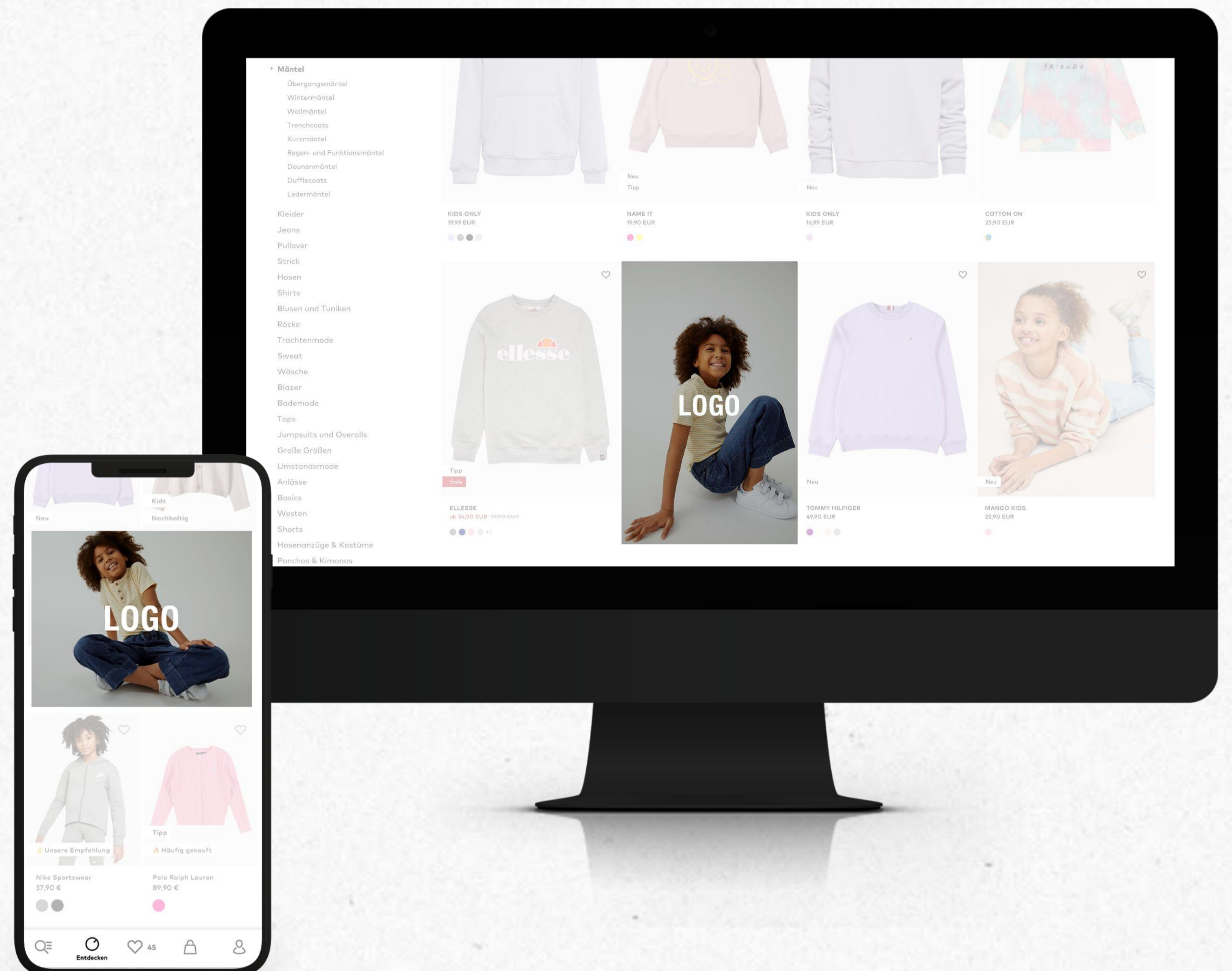
CATEGORY TEASER DESKTOP & MOBILE

WHAT WE OFFER:

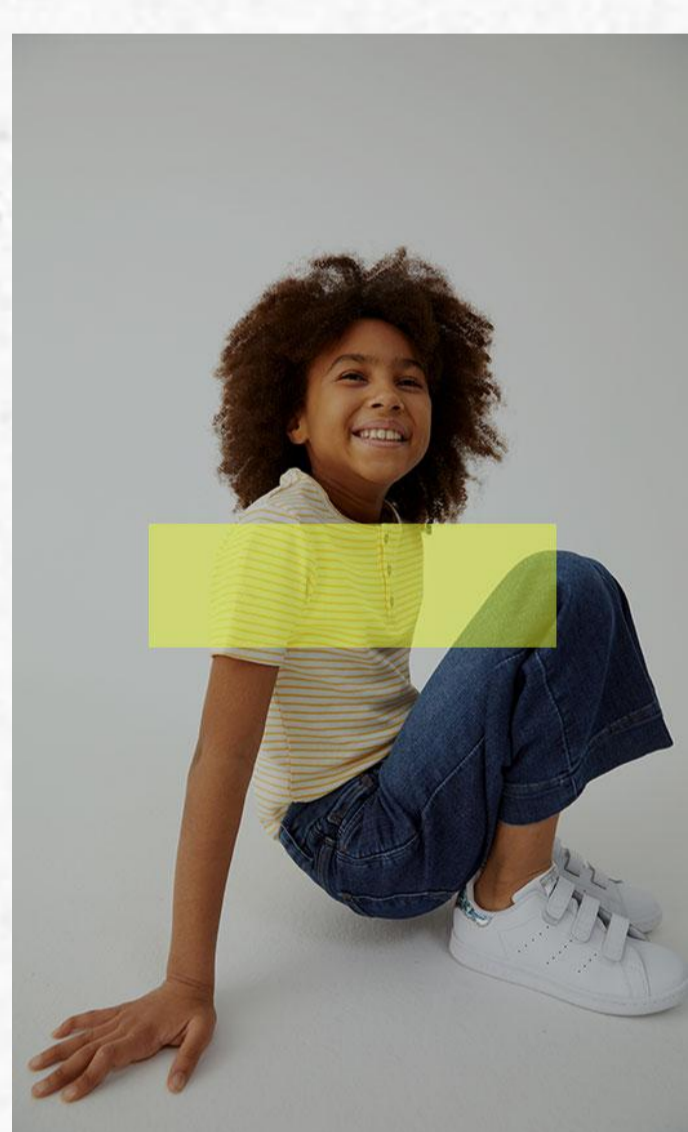
Duration: 1 week

**BOOKABLE FOR EACH
CLUSTER**

Different reach packages possible



WHAT WE NEED:



DESKTOP

Image: 524 x 860px

Logo: EPS or PNG will be placed by ABOUT YOU



MOBILE

Image: 1500 x 1200px

Logo: EPS or PNG will be placed by ABOUT YOU

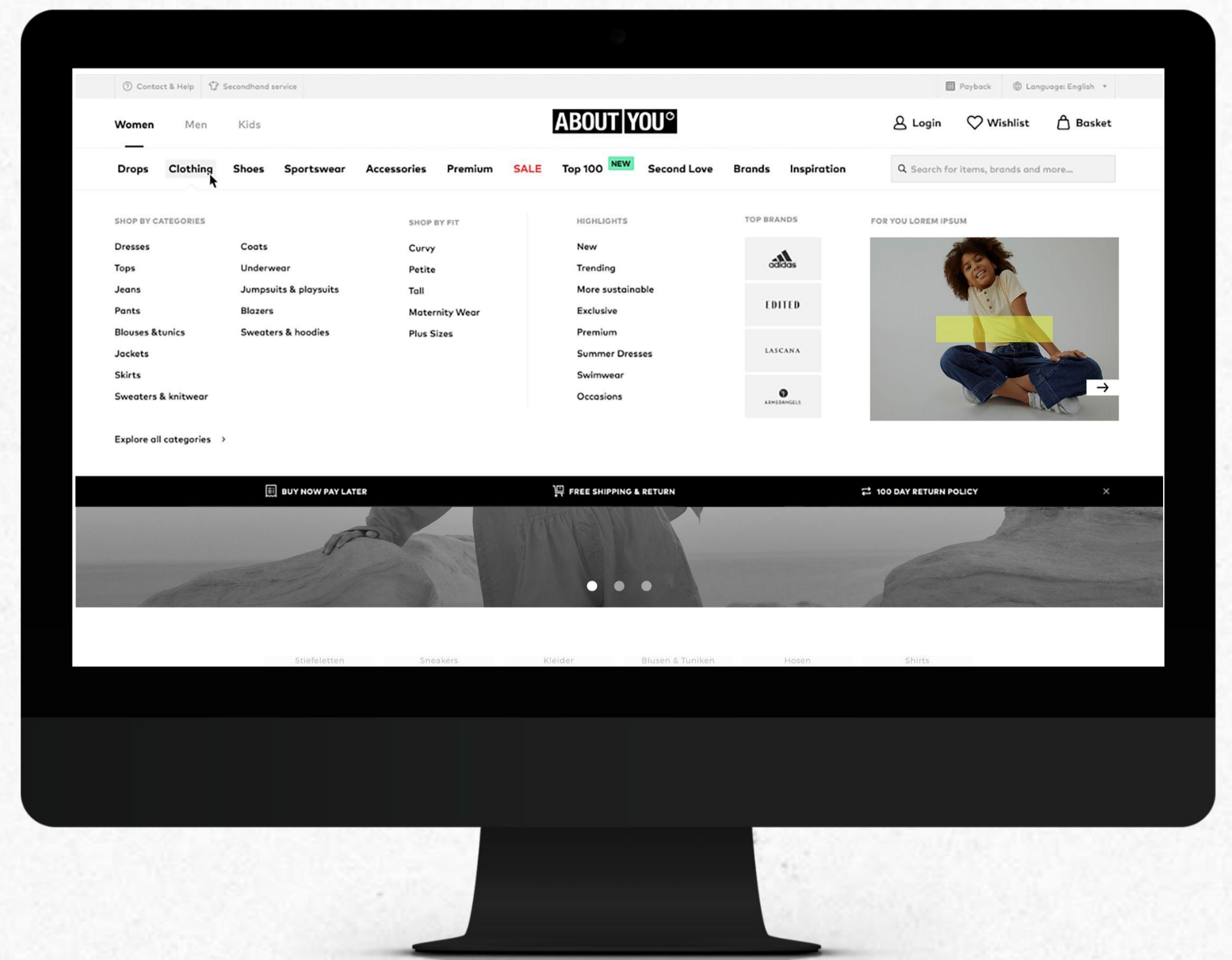
BRANDS, GIRLS, BOYS OR BABYS FLYOUT DESKTOP

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe



WHAT WE NEED:



DESKTOP

Image: 960 x 708px

Logo: EPS, or PNG will be placed by ABOUT YOU

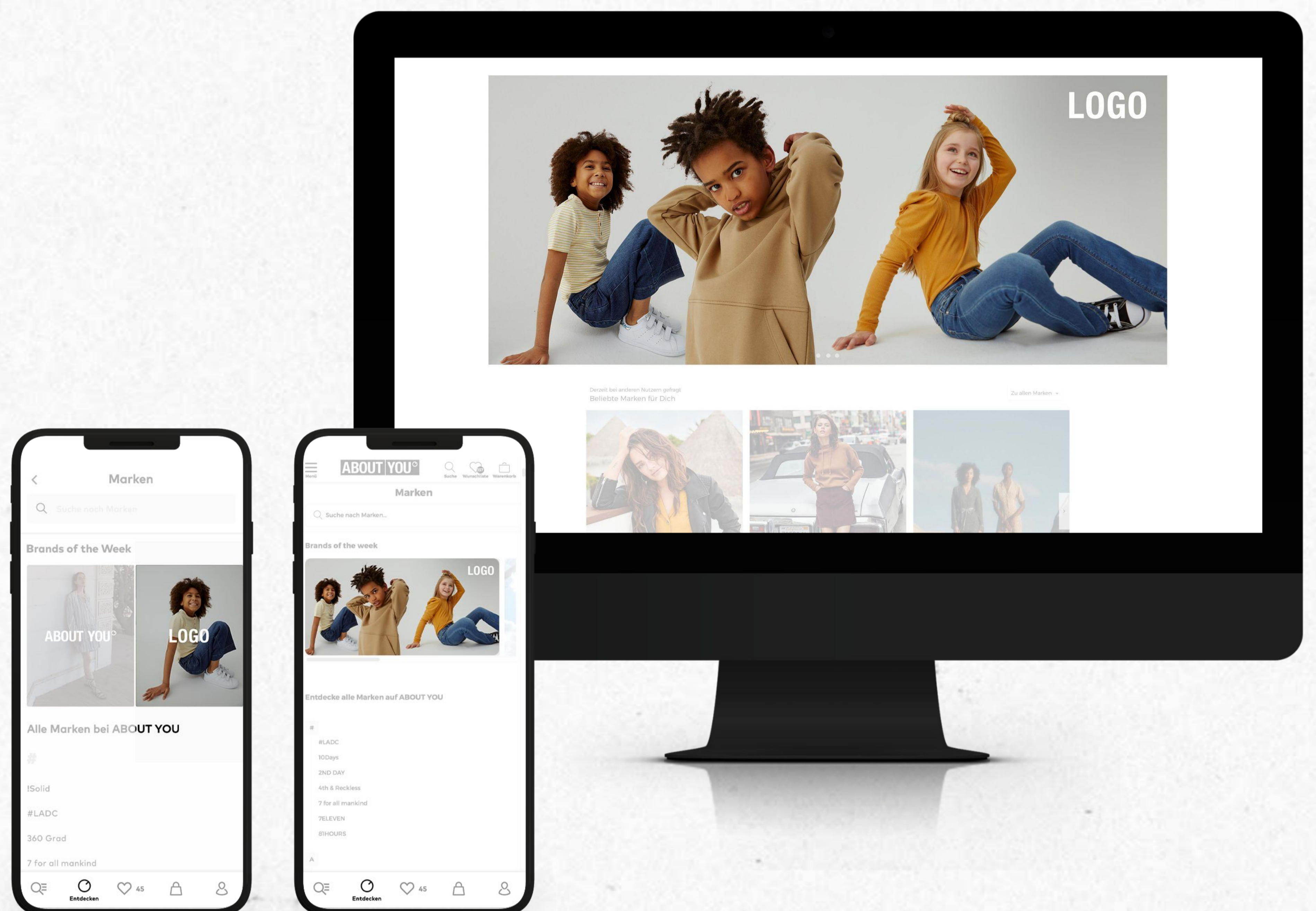
BRAND OVERVIEW SLIDER DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



**For Direct Shipping partners only*

WHAT WE NEED:



DESKTOP

Image: 3840 x 1636px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

MOBILE



Image: 1200 x 600px

Logo: EPS or PNG will be placed by ABOUT YOU



Image: 510 x 675px

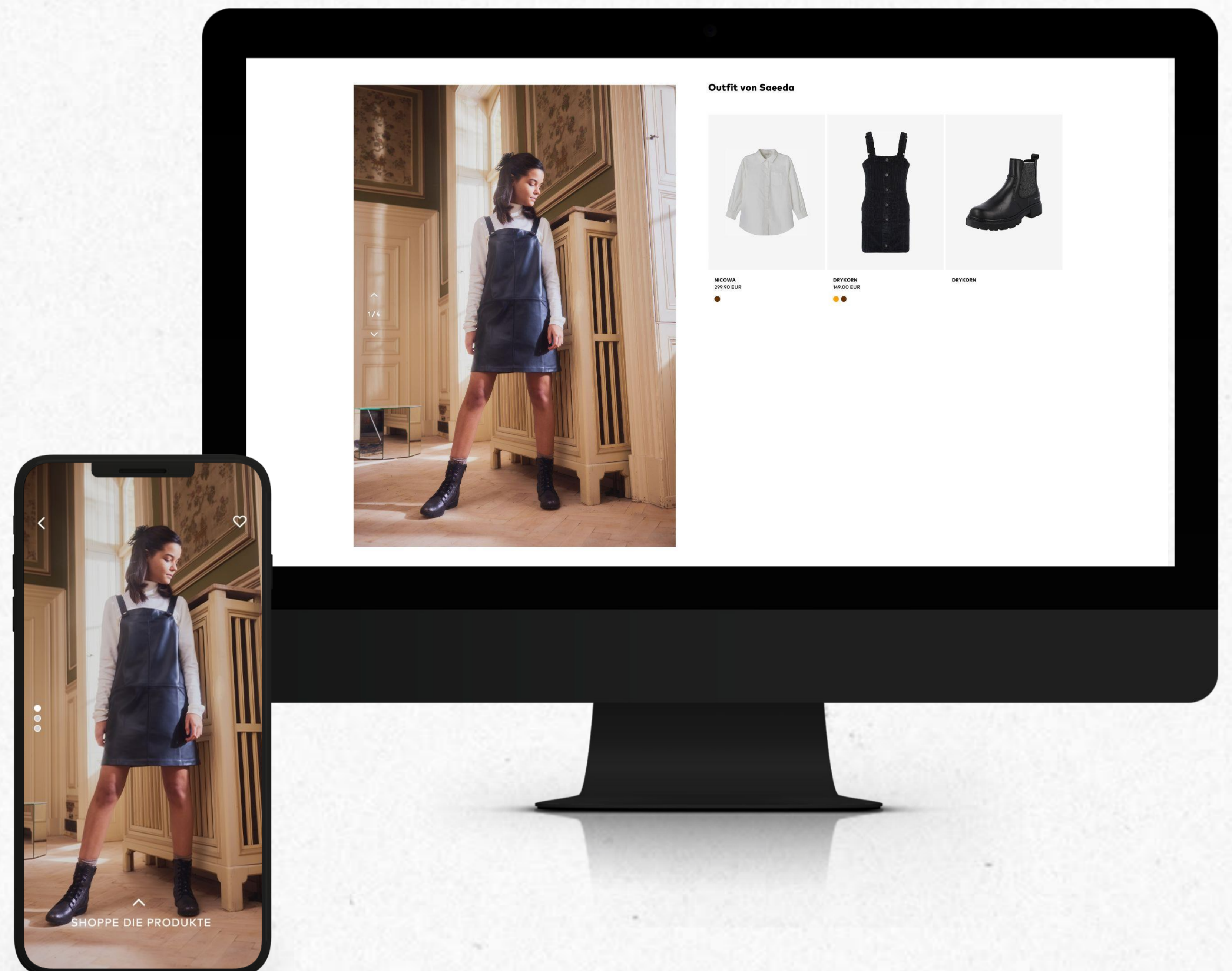
Logo: EPS or PNG will be placed by ABOUT YOU

CONTENT INTEGRATION DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 time

ALL COUNTRIES



WHAT WE NEED:



DESKTOP & MOBILE

What we need: 3-4 images of an outfit will be shot by ABOUT YOU

Outfit: product selection by brand and ABOUT YOU

Note: native integration in the trend & guide content on ABOUT YOU; bookable for different categories*

CONTACT US

**PLEASE CONTACT YOUR ACCOUNT MANAGER OR
OUR BRAND RELATIONS & RETAIL MEDIA TEAM
FOR FURTHER QUESTIONS**

brandrelations-am@aboutyou.com



ABOUT | YOU[®]

**BRAND RELATIONS
& RETAIL MEDIA**

— PLACEMENT GUIDE PAYMENT —

BRANDING GUIDELINE

ABOUT CI

In order to assure an authentic and the best possible representation of your brand at ABOUT YOU, we need your most relevant and up-to-date campaign material that focuses on native advertising and fits our CI.

Please find the measurements for each of your booked placements attached.

If it's not possible for you to provide cropped material, you can send us raw images and our graphic designers will be happy to build the visuals in the correct format and sizes on your behalf.

ABOUT CAMPAIGN VISUALS

The perfect brand marketing material considers the following:

Campaign material:

- Campaign material focus on product.
- Campaign material allows best brand logo placing.
- Campaign material is up-to-date and fits season and target group.
- One visual per teaser, no collage.
- Please send us your campaign material as high-res .jpg files.

Text:

- Teaser may not contain any text.

Logo:

- No brand logo on campaign material: we will place your logo afterwards.
- Please send us your logo in black and white as .eps or .png file.

ABOUT BRAND PAGE VISUALS

Want to exchange the visuals on your Brand Page?

→ Mail to: marken@aboutyou.com

ABOUT SUSTAINABILITY LABELING

Questions about the sustainability labeling of products?

→ Mail to: sustainability@aboutyou.com



DO:



**CLEAN
CAMPAIGN IMAGES
IN HIGH RES**

DON'T:



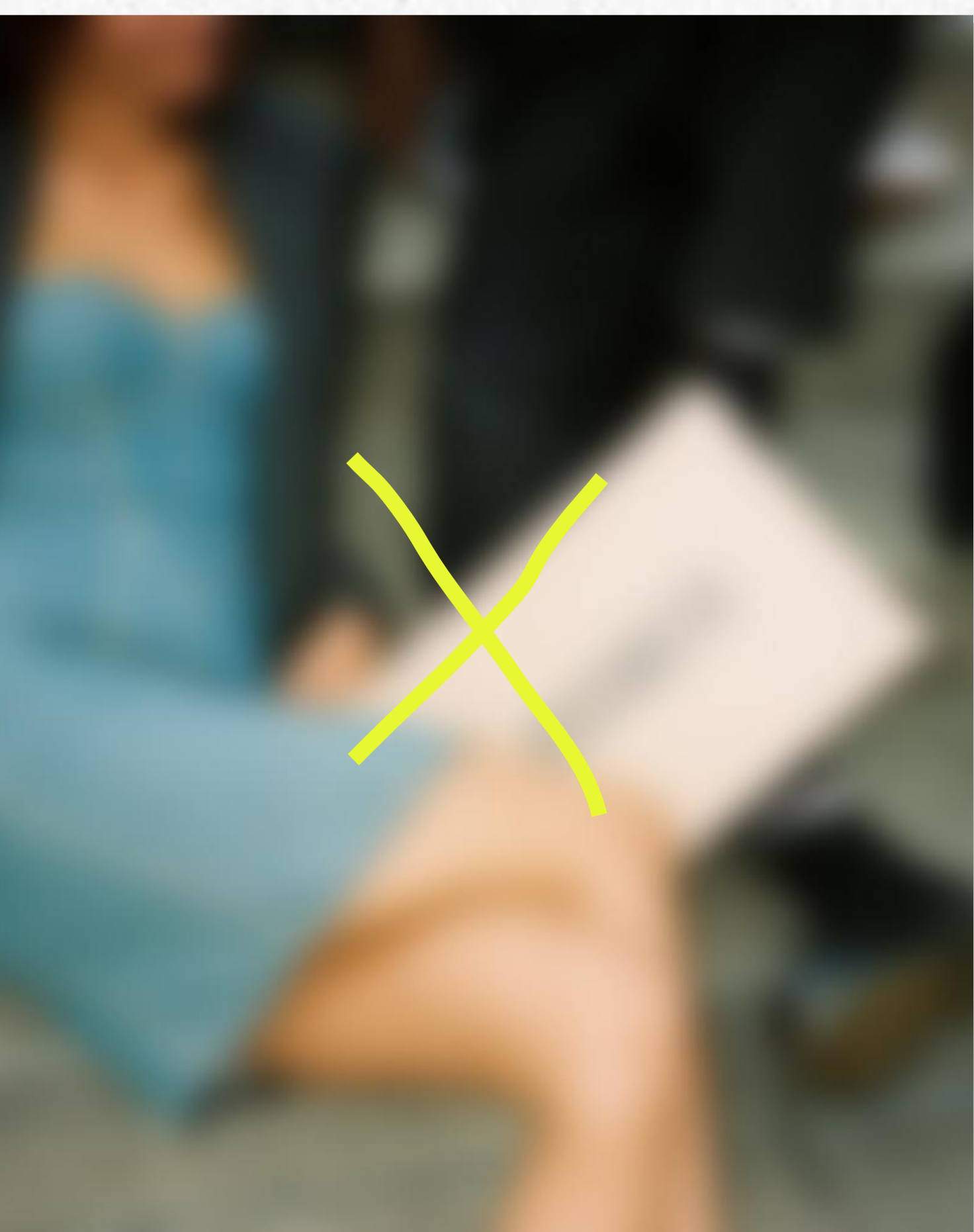
**No brand logo
on campaign material**



**Do not place main
content/face
in the center**



**No text
on campaign material**



**Make sure your
campaign material is high-res**



No collage



**Please send us your logo as
.eps or png file
(transparent background)**

**ONSITE
PLACEMENTS**

IN SHOP

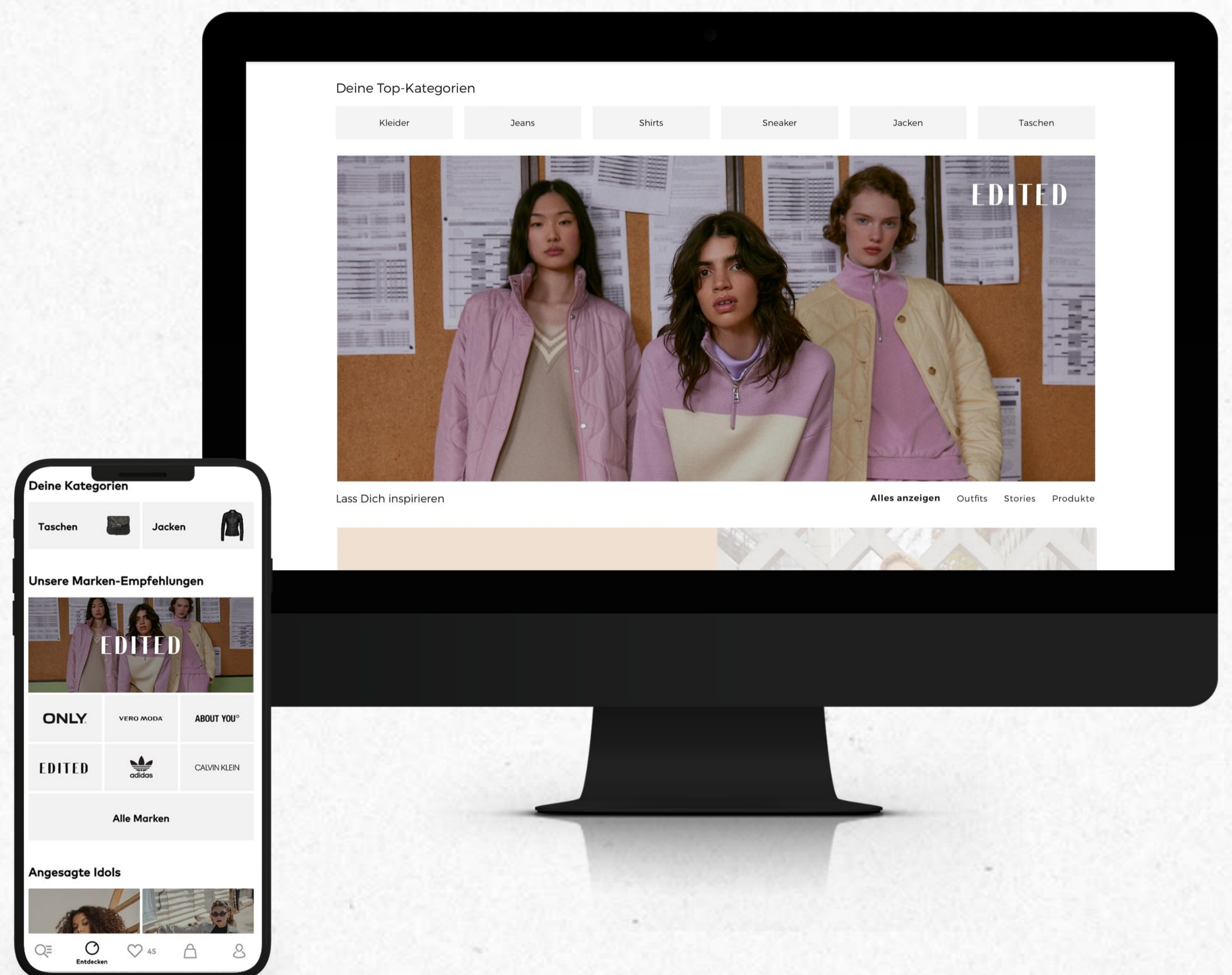
BRAND TEASER DESKTOP & APP

WHAT WE OFFER:

Duration: 1 week

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:



DESKTOP

Image*: 2840 x 1220px

Logo: EPS or PNG will be placed by ABOUT YOU



MOBILE

Image*: 686 x 290px

Logo: EPS or PNG will be placed by ABOUT YOU

* In case a Card is booked for the same week, the image material must be different from the Campaign Landing Page header.

→ Campaign Landing Page always needed as link target

CATEGORY HEADER DESKTOP & MOBILE

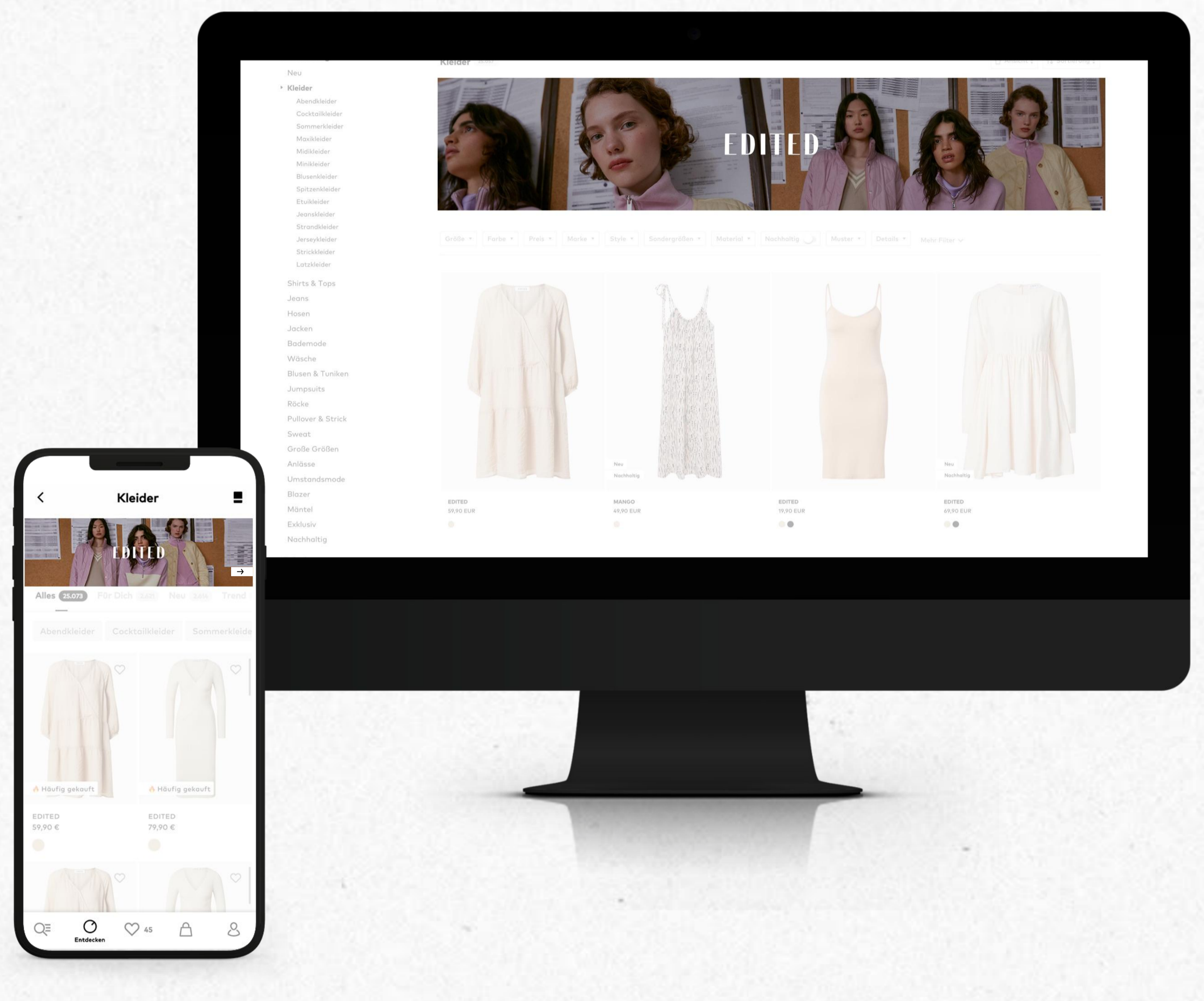
WHAT WE OFFER:

Duration: 1 week

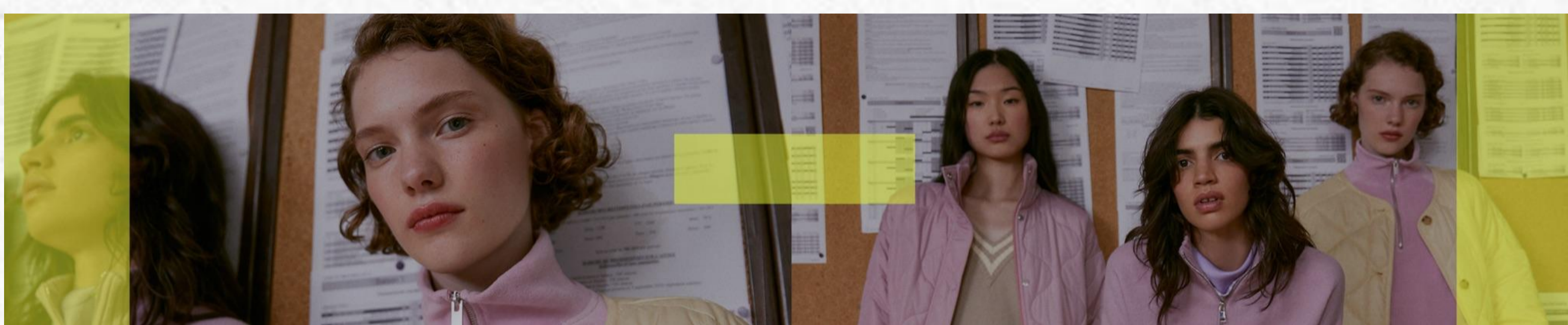
BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe

* Also possible as targeted option. Please reach out to your account manager for more details.



WHAT WE NEED:



DESKTOP

Image: 2500 x 496 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

MOBILE

Image: 2500 x 747 px

Logo: EPS or PNG will be placed by ABOUT YOU

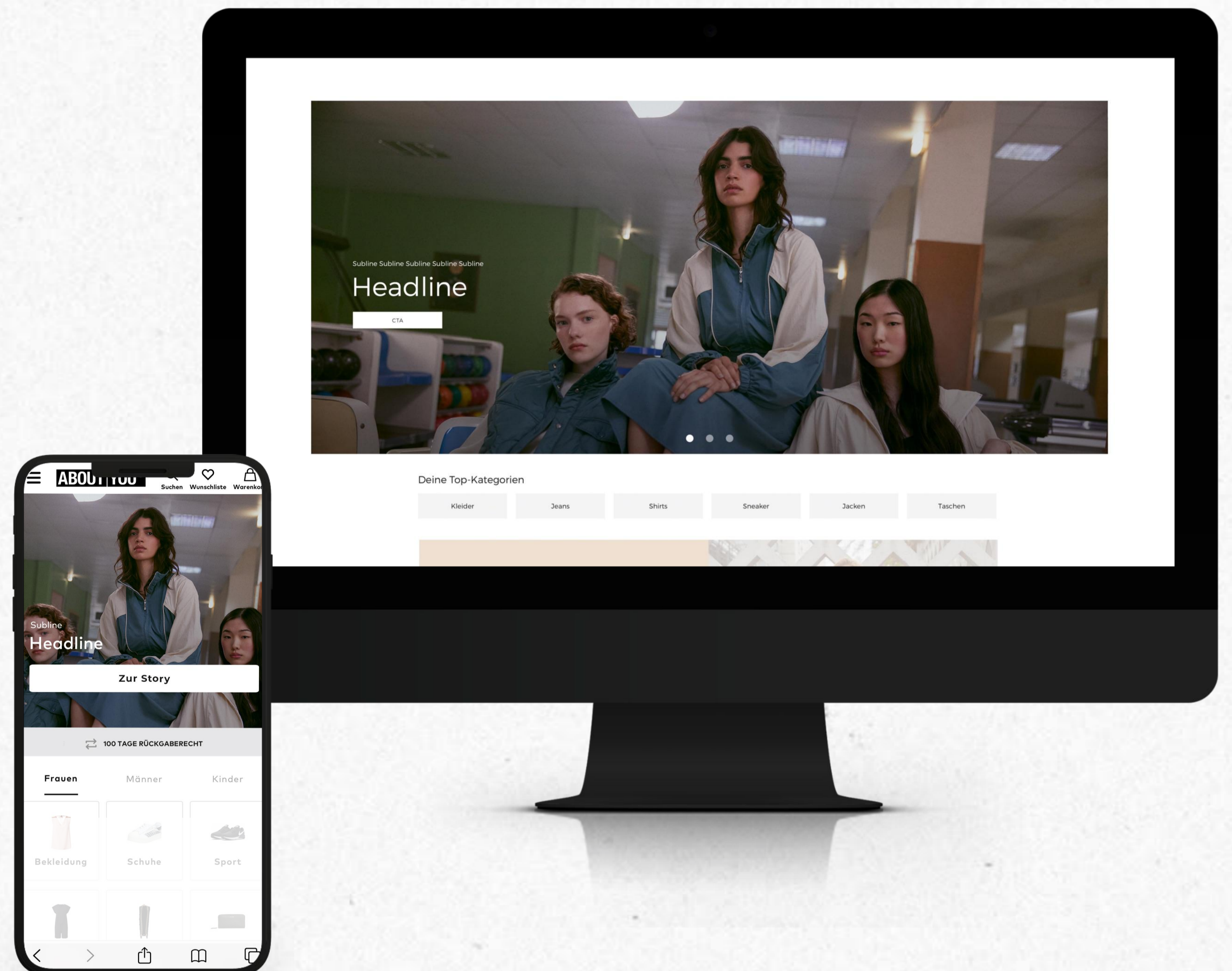
CARD DESKTOP & MOBILE*

WHAT WE OFFER:

Duration: will be live for 1 day

BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe



WHAT WE NEED:

Assets are copied from the Campaign Landing Page Header (long or short)

→ Campaign Landing Page always needed as link target

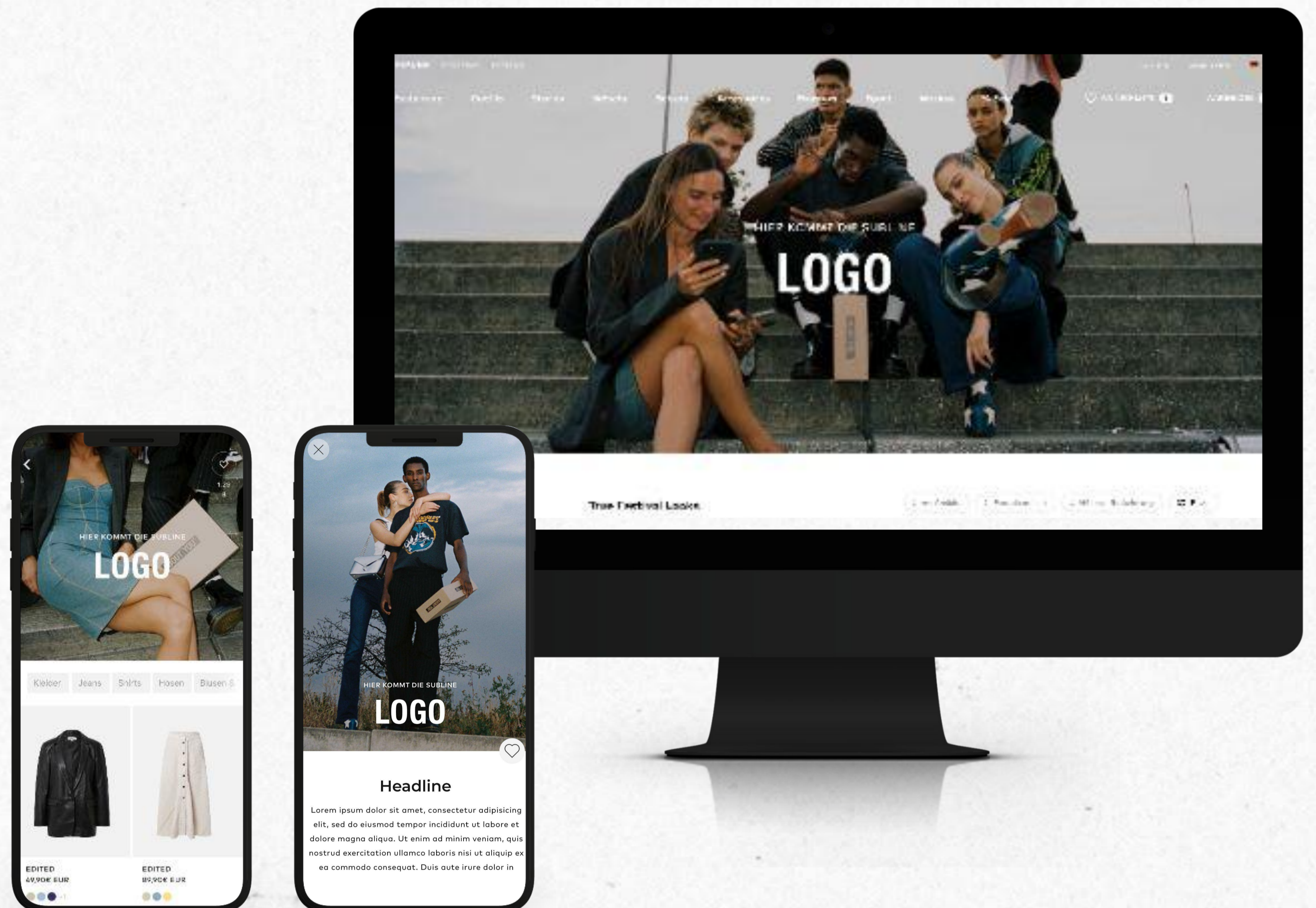
CAMPAIGN LANDING PAGE LONG - DESKTOP & MOBILE

WHAT WE OFFER:

Duration: campaign duration

OPTIONAL ADD-ONS:

- + **Text Option*:** Bookable as an add-on to your Campaign Landing Page to describe your key message or products.



WHAT WE NEED:

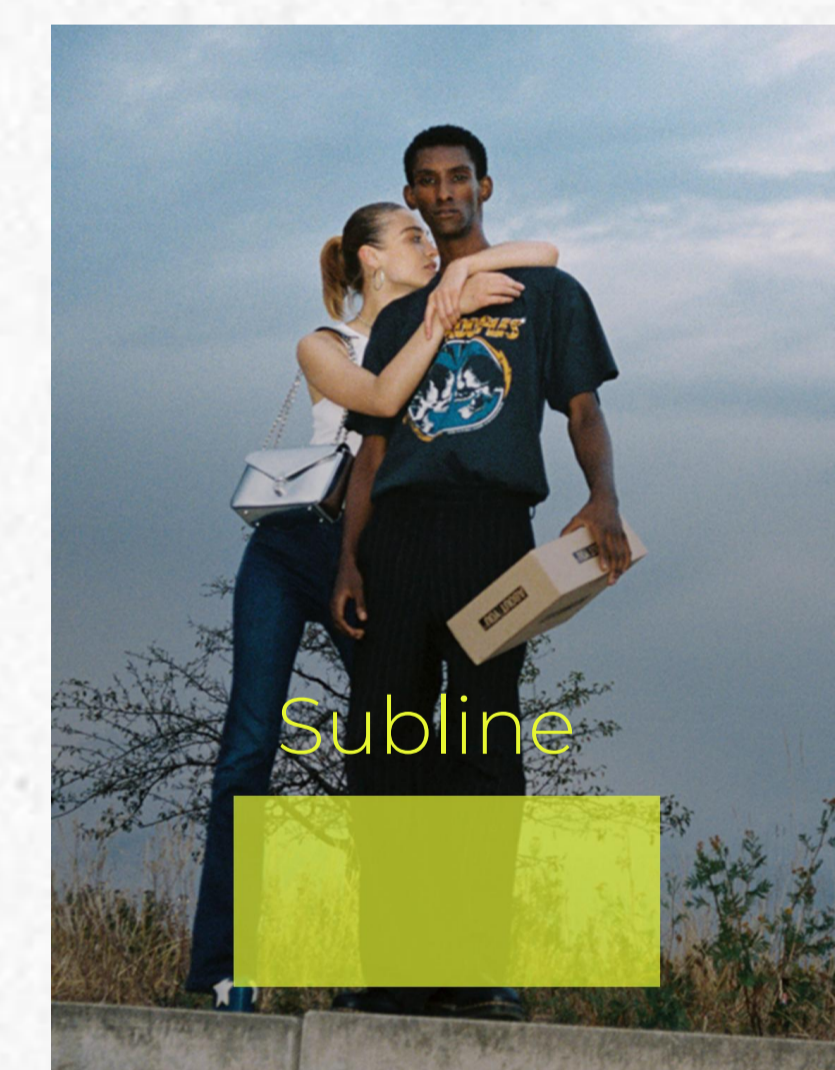


MOBILE

Size L →



App Header: 1500 x 1500px



mWeb Header: 1122 x 1500px

Text



3x Image: 1125 x 1500px



Video or image: 1500 x 1500

Image: max 5 MB

Video: max 10 MB,
 no sound playable

DESKTOP

Image: 3840 x 1726px

Headline: brand name

Subline: campaign name / focus

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device

Structure: alternate rows of image material (**max. 3 images or video elements**) and product lines (**up to 8 products** can be selected to be boosted to the top)

*1-2 headlines & text passages - **recommandation:** keep your texts short & simple as possible for a pleasant user experience

20 product links / IDs - **up to 20 additional products can be selected to be boosted to the top

WISHLIST BANNER DESKTOP & MOBILE

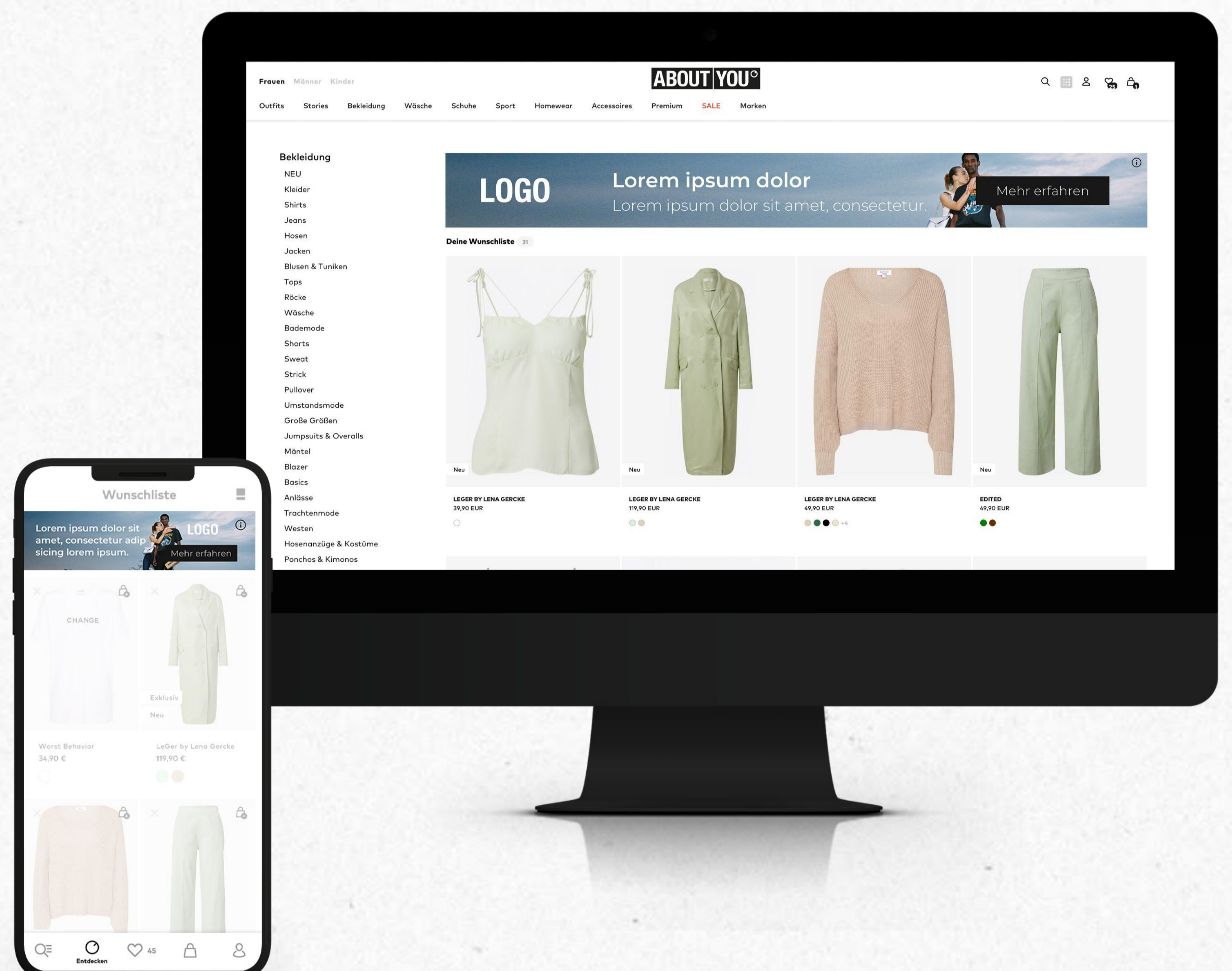
WHAT WE OFFER:

Duration: individual

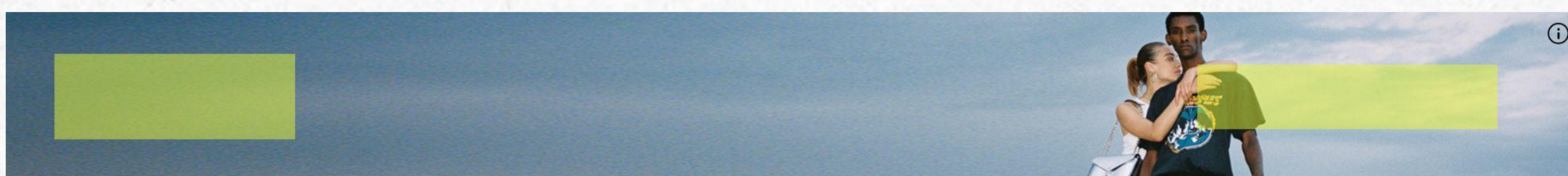
ALL COUNTRIES

The Wishlist Banner allows the communication of a short marketing slogan (max 35 characters) and a Call to Action which leads the user to a Campaign Landing Page specially designed for your brand.

Also possible as targeted option. Please reach out to your account manager for more details.



WHAT WE NEED:



DESKTOP

Image: 2490 x 261 px

Logo: EPS or PNG will be placed by ABOUT YOU



MOBILE

Image: 750 x 192 px

Logo: EPS or PNG will be placed by ABOUT YOU

BASKET BANNER DESKTOP & MOBILE

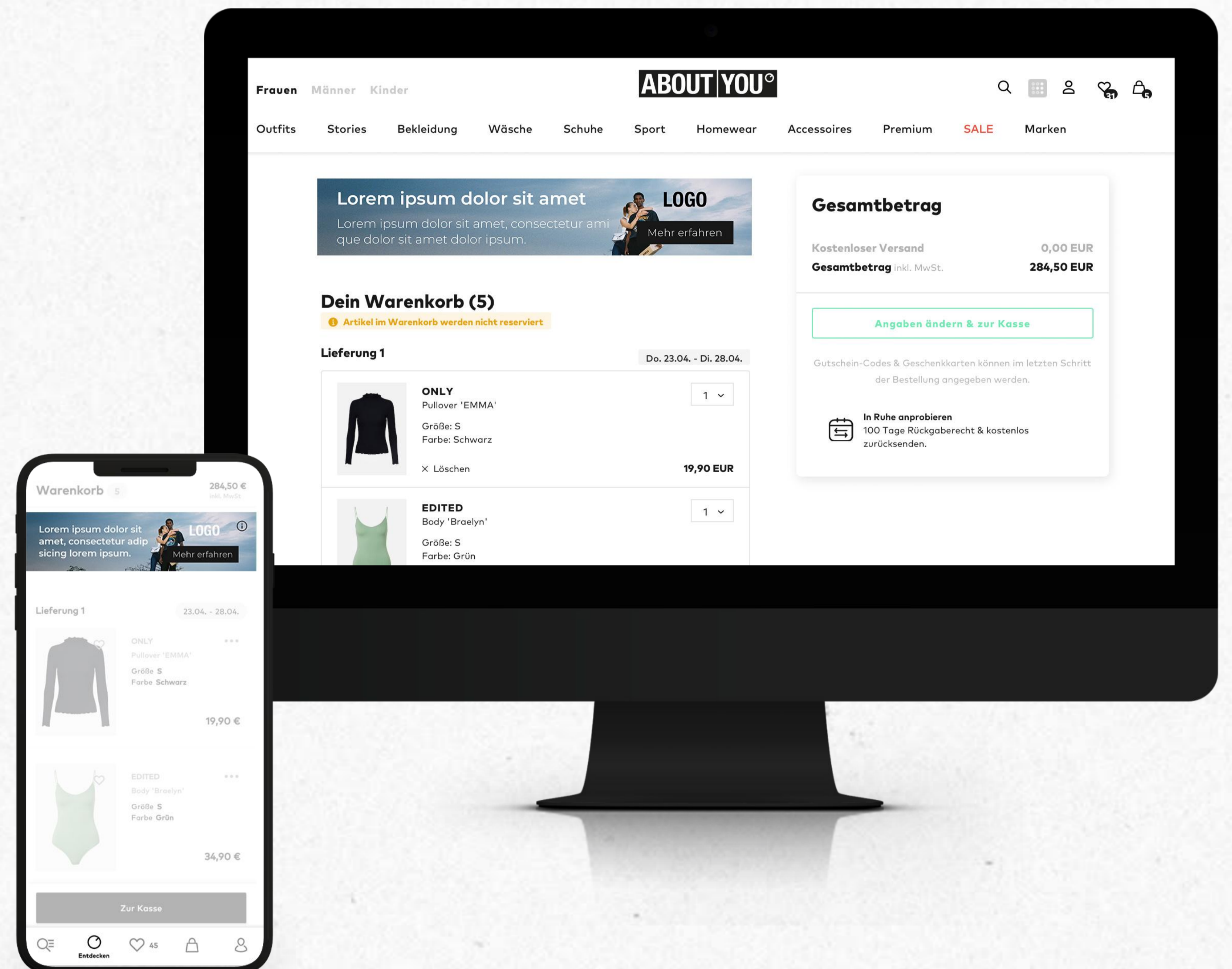
WHAT WE OFFER:

Duration: individual

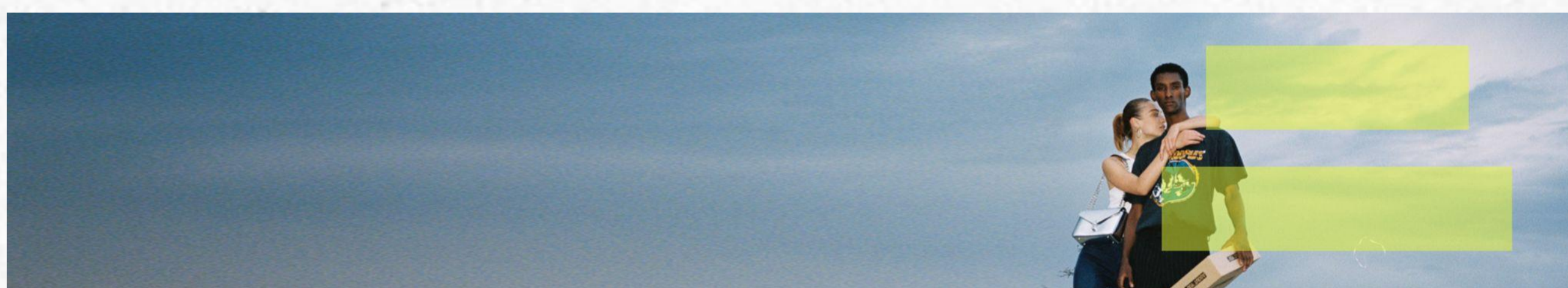
ALL COUNTRIES

The Basket Banner allows the communication of a voucher incentive code next to a short slogan (max 35 characters).

Also possible as targeted option. Please reach out to your account manager for more details.



WHAT WE NEED:



DESKTOP

Image: 2490 x 261 px

Logo: EPS or PNG will be placed by ABOUT YOU



MOBILE

Image: 750 x 192 px

Logo: EPS or PNG will be placed by ABOUT YOU

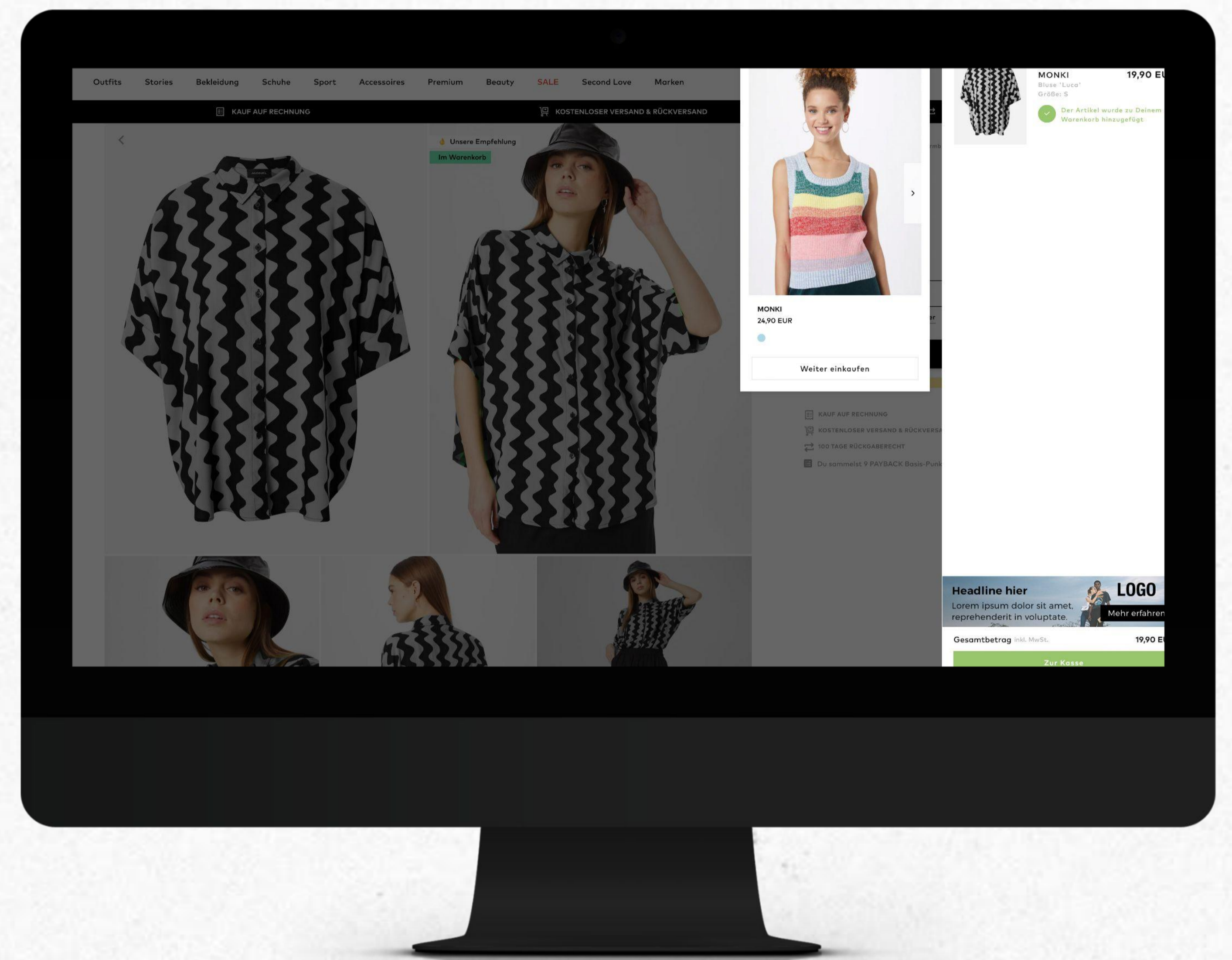
ADD TO BASKET BANNER DESKTOP

WHAT WE OFFER:

Duration: 1 week

ALL COUNTRIES

The Add to Basket Banner allows the communication of a voucher code



WHAT WE NEED:



DESKTOP

Image: 848 x 180 px

Logo: EPS or PNG will be placed by ABOUT YOU

PRODUCT INTEGRATION V1

DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

ALL COUNTRIES

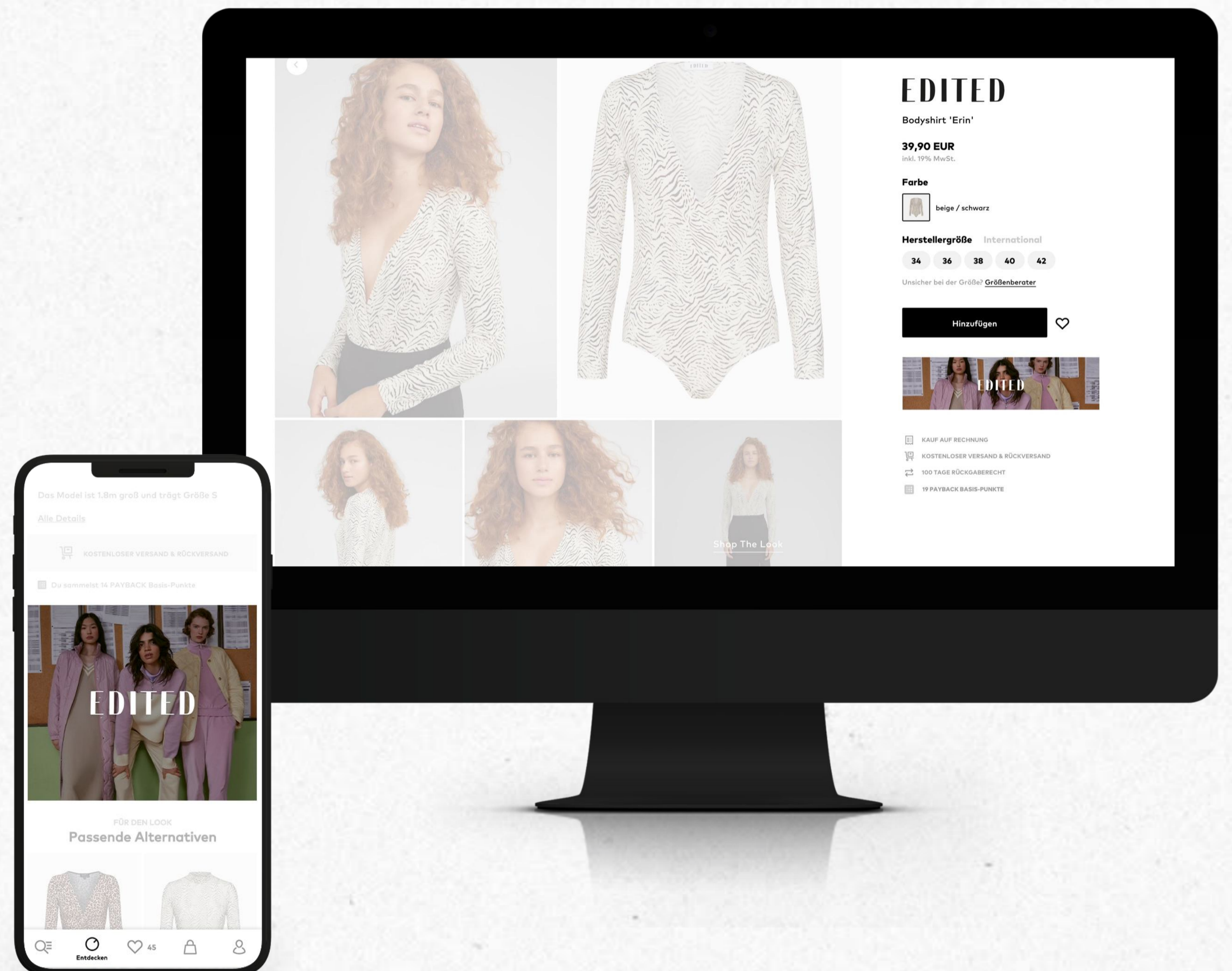
The Product Integration is located on selected article detail pages of the products within 1 main category (including all related subcategories) or 5 sub categories.

OPTION 1:

BUY BOX INTEGRATION

The Product Integration can be displayed either within the Buy Box next to the articles or below in full width.

Also possible as targeted option. Please reach out to your account manager for more details.



WHAT WE NEED:



DESKTOP

Image: 1200 x 320 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device



MOBILE

Image: 1500 x 1280 px

Logo: EPS or PNG will be placed by ABOUT YOU

PRODUCT INTEGRATION V2

DESKTOP & MOBILE

WHAT WE OFFER:

Duration: 1 week

ALL COUNTRIES

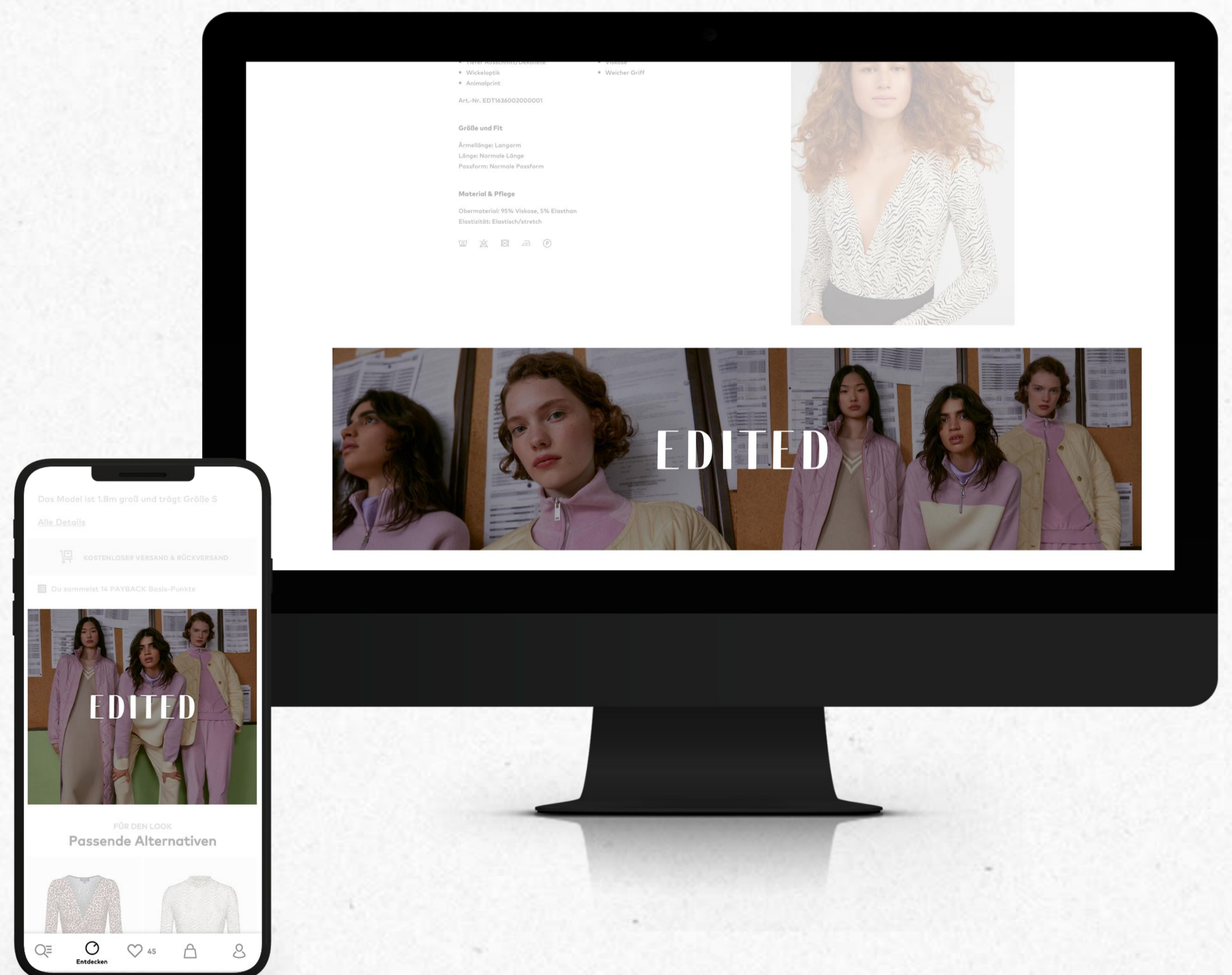
The Product Integration is located on selected article detail pages of the products within 1 main category (including all related subcategories) or 5 sub categories.

OPTION 2:

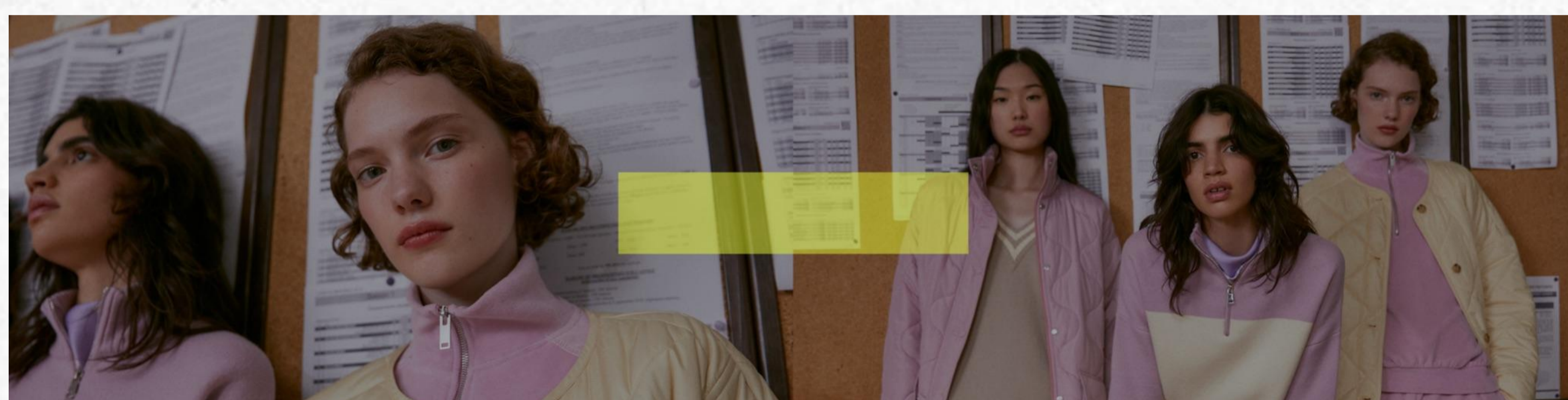
FULL WIDTH BANNER

The Product Integration can be displayed either within the Buy Box next to the articles or below in full width.

Also possible as targeted option. Please reach out to your account manager for more details.



WHAT WE NEED:



DESKTOP

Image: 3840 x 960 px

Logo: EPS or PNG will be placed by ABOUT YOU

Note: format will be cropped by device



MOBILE

Image: 1500 x 1280 px

Logo: EPS or PNG will be placed by ABOUT YOU

**CRM
PLACEMENTS**

**NEWSLETTER AND PUSH
NOTIFICATIONS**

NEWSLETTER IMAGE PLACEMENT L

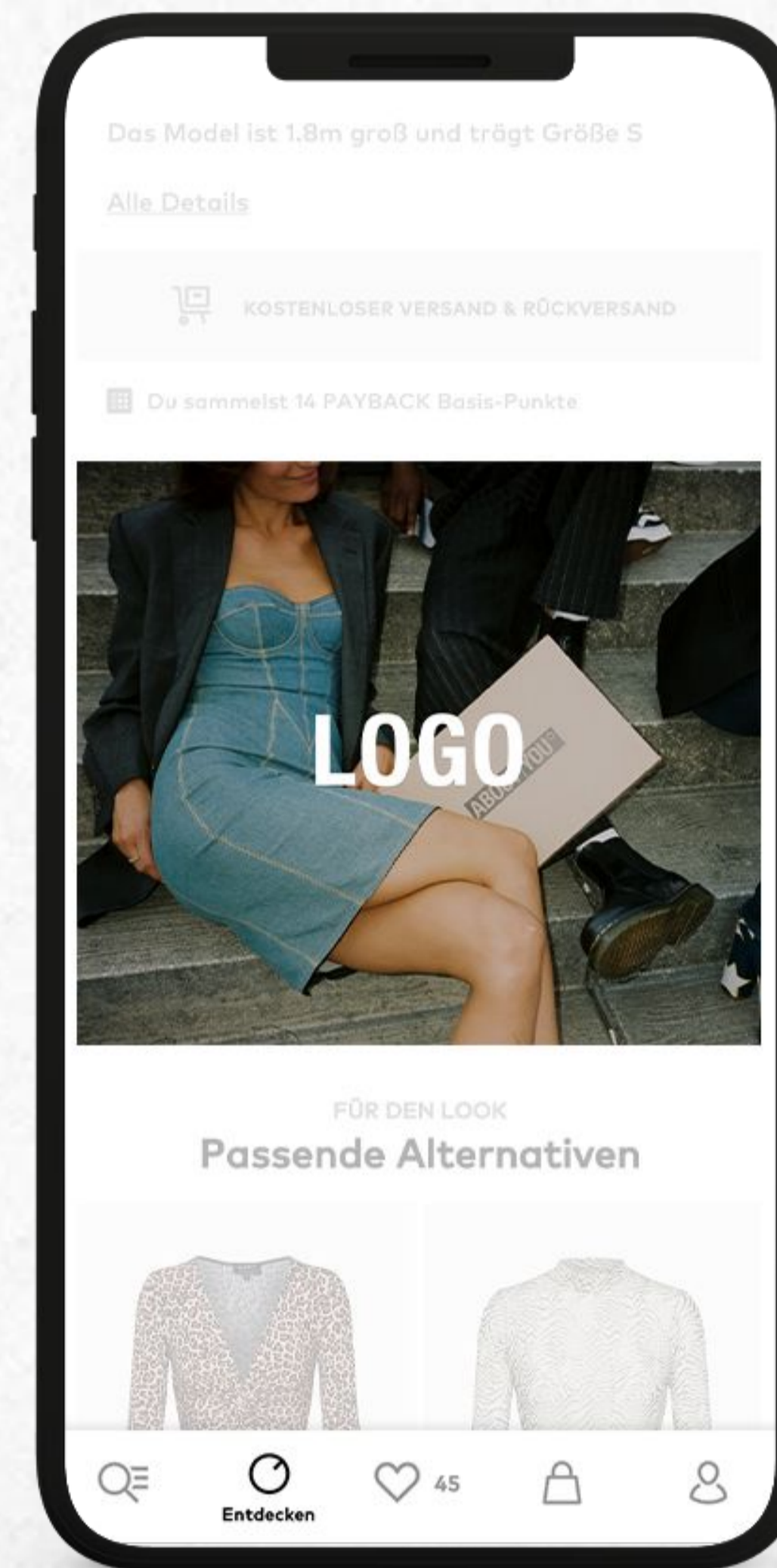
WHAT WE OFFER:

Duration: 1 time

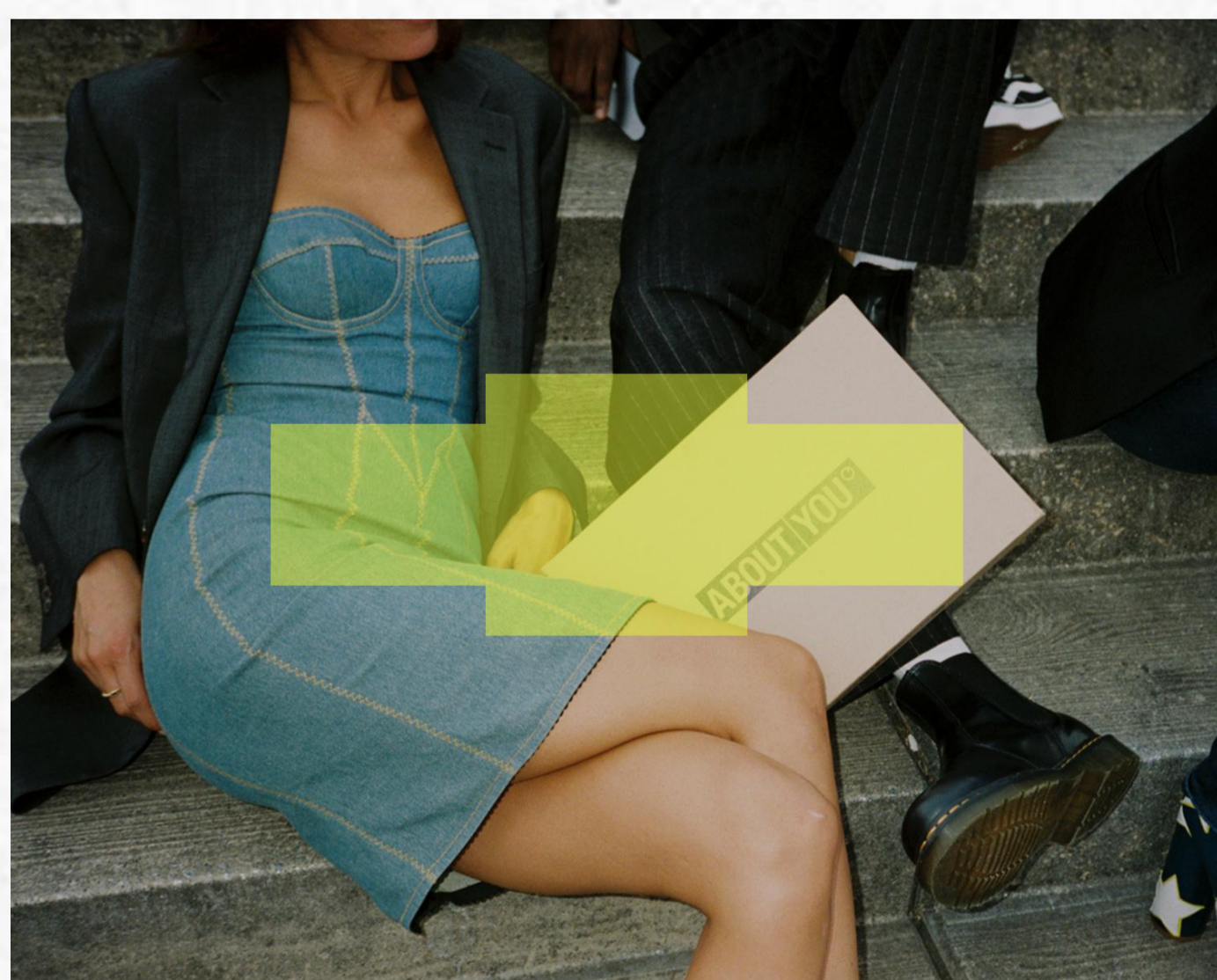
BOOKABLE FOR EACH CLUSTER

- DACH
- Eastern Europe
- Rest of Europe

Also possible to integrate your brand in our automated push notifications. Please reach out to your account manager for more details.



WHAT WE NEED:



DESKTOP & MOBILE

Image: 750 x 600px

Logo: EPS or PNG will be placed by ABOUT YOU

CTA: is placed by ABOUT YOU

PUSH NOTIFICATION MOBILE

WHAT WE OFFER:

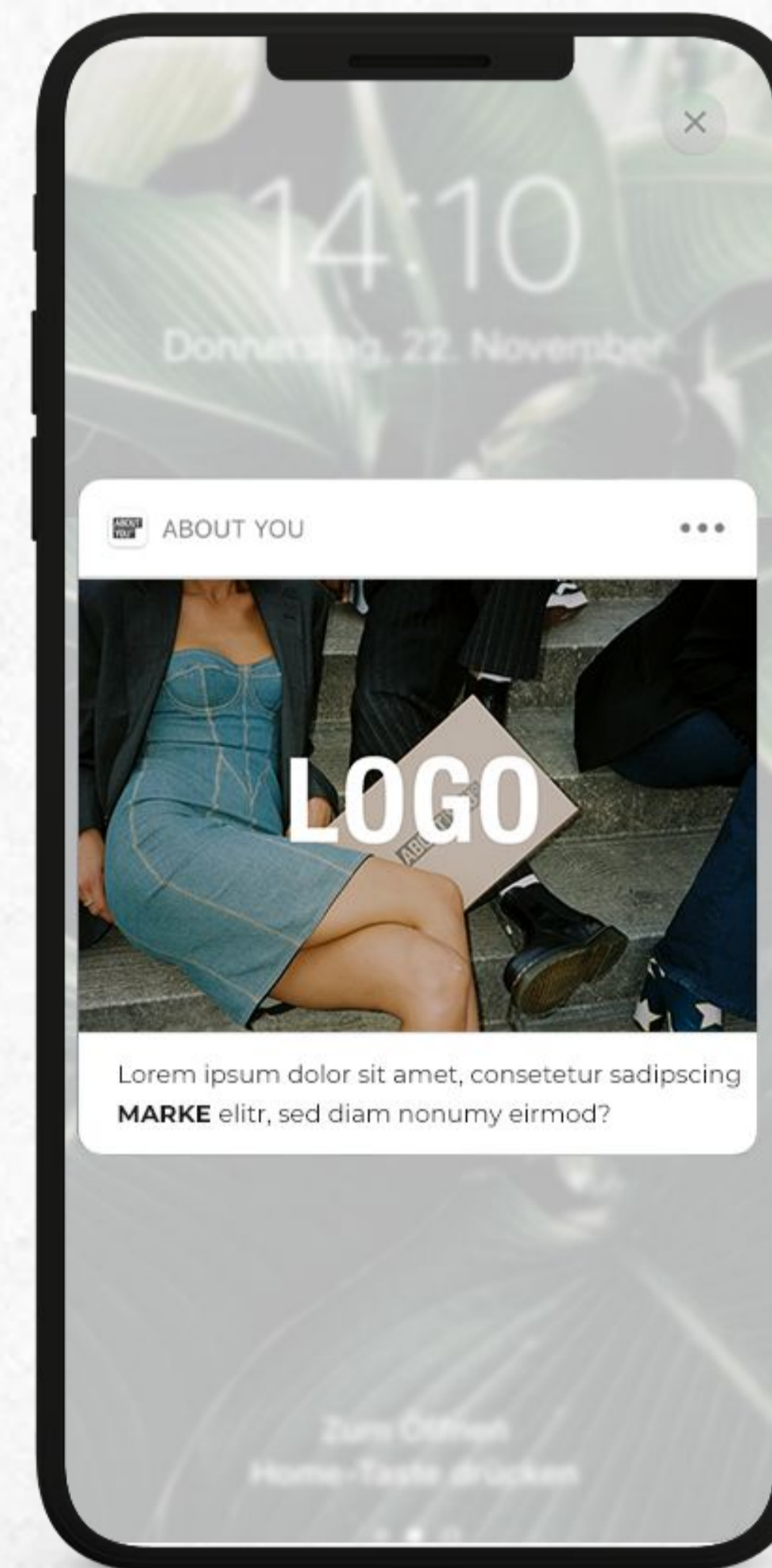
Duration: 1 time

BOOKABLE FOR

- Germany

Also possible as targeted option. Please reach out to your account manager for more details.

Also possible to integrate your brand in our automated push notifications. Please reach out to your account manager for more details.



WHAT WE NEED:



MOBILE

Image: 16 : 9 format

Text: will be supplied by the brand*

Note: format will be cropped by device

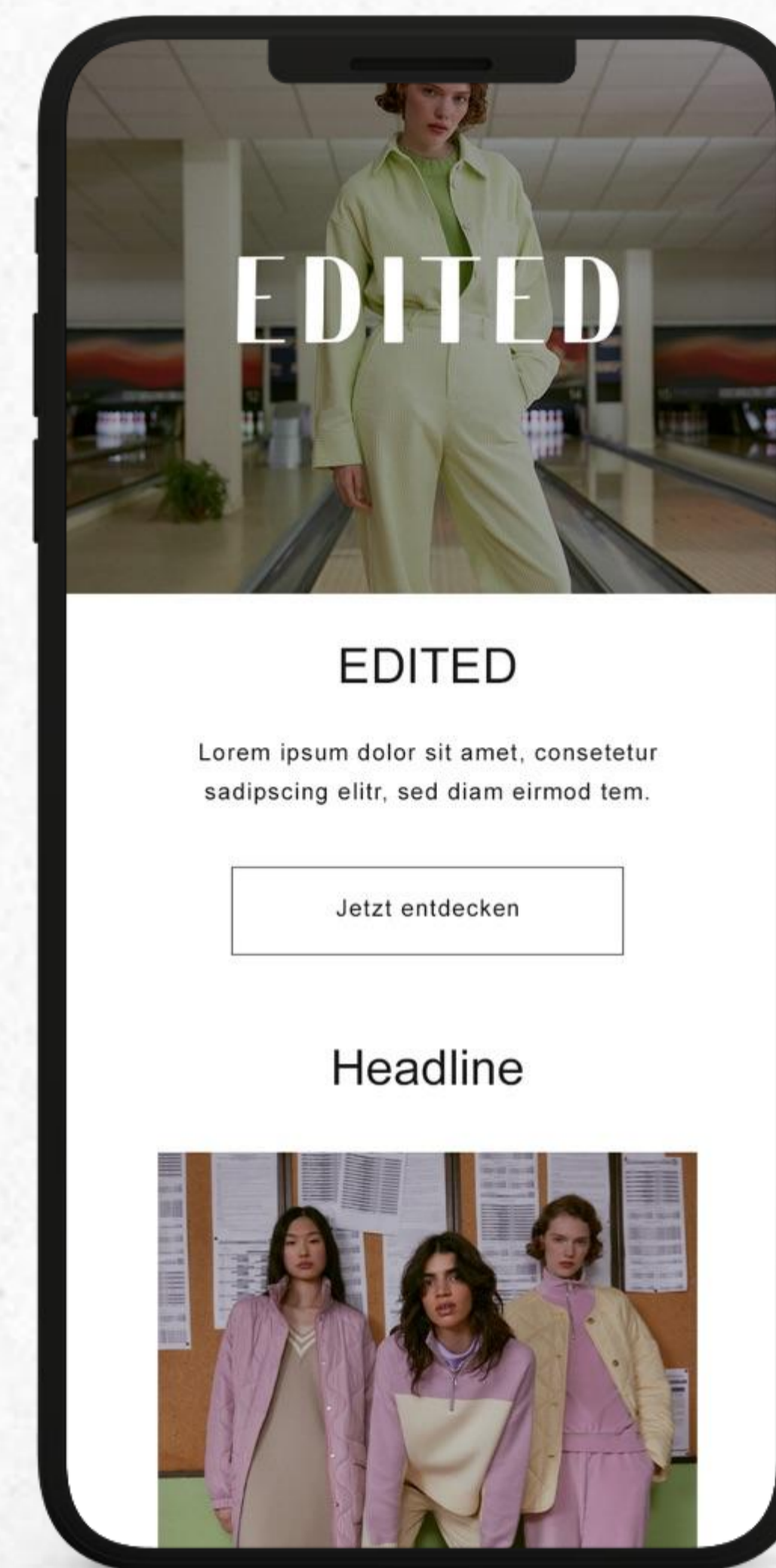
NEWSLETTER STANDALONE

WHAT WE OFFER:

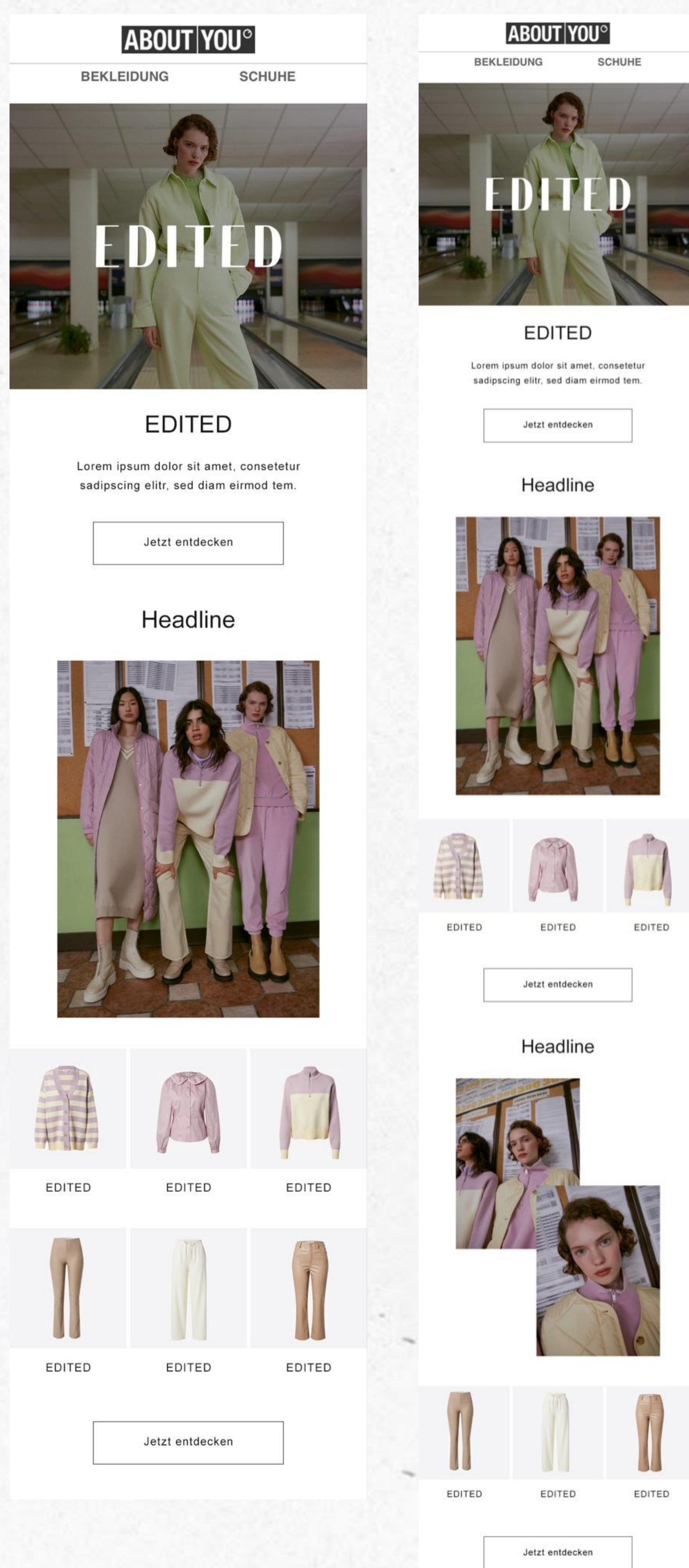
Duration: 1 time

BOOKABLE FOR

- Germany



WHAT WE NEED:



DESKTOP & MOBILE

Text: will be supplied by the brand*

Images: selection of high res campaign images

Products: selection of 8 – 12 products of brand's choice

CONTACT US

PLEASE CONTACT YOUR ACCOUNT MANAGER OR
OUR BRAND RELATIONS & RETAIL MEDIA TEAM
FOR FURTHER QUESTIONS

brandrelations-am@aboutyou.com

