



Media Kit WeTransfer

DACH Region



WeTransfer – Pioneer in fullscreen advertising

WeTransfer offers companies the unique opportunity to reach and inspire a large international audience in a creative way.

WeTransfer presents your brand message in a bigger and bolder way than any other online platform.

Digital Reach DACH Region:

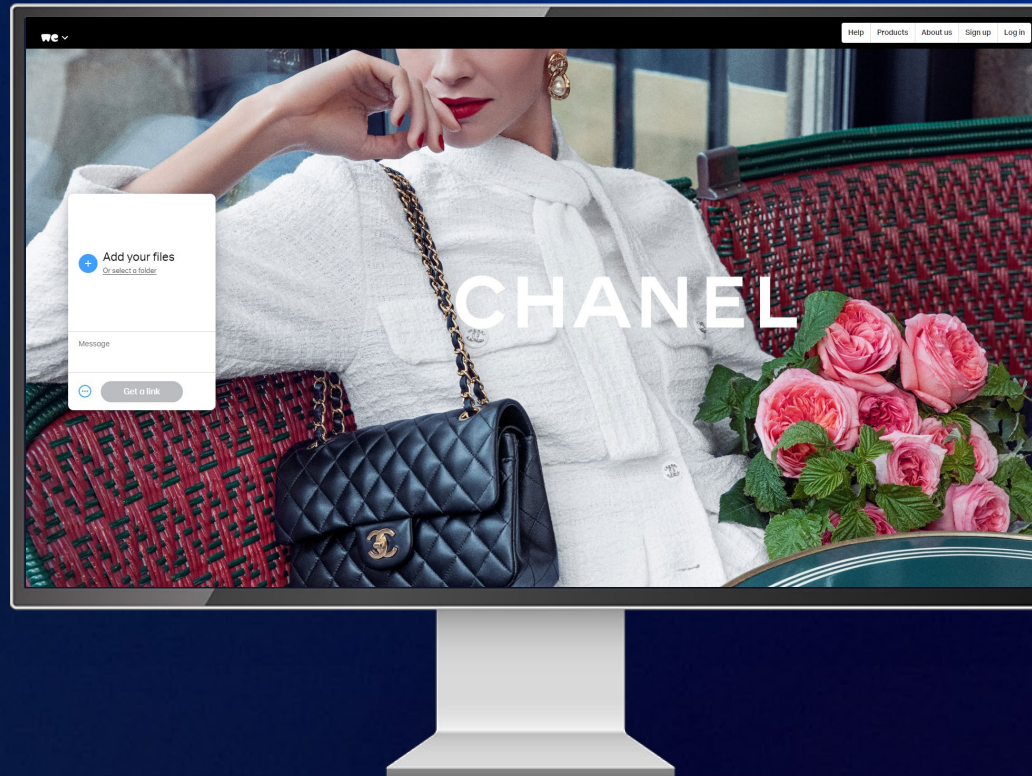


55%
male

80%
19-49 years

86%
with degree

61%
+50.000 €



LUMEN Study



WeTransfer
Advertising
brings **more Attention**

3X

30 s TV-
Ad

150X

Digital Desktop-Ad

30X

Instagram In-Feed-
Ad

5X

Non-skippable
YouTube-Ad

Static

Fullscreen-Formats on WeTransfer

The screenshot displays a WeTransfer website with a Samsung advertisement. The navigation menu at the top right includes links for Pricing, Features, Company, Help, Sign up, and Log in. The main content area is a Samsung advertisement for the Galaxy S23+.

we

Pricing Features Company Help Sign up Log in

SAMSUNG

+ Add your files
Or select a folder

Message

Get a link

Das neue Galaxy S23+

MEHR ERFAHREN

See live Demo

azerion

Finger der Calm Meditationsprogramme sind nur über ein optionales kostenpflichtiges Abonnement verfügbar. Die Nutzung dieser Funktion erfordert ein Samsung Konto und eine aktive Verbindung mit einem kompatiblen Smartphone, Galaxy S23+, Galaxy Watch5 und Galaxy Buds2 Pro sind separat erhältlich.

Hotspot

Fullscreen-Formats on WeTransfer

The screenshot shows a WeTransfer website interface. At the top left is the 'we' logo. The top right navigation bar includes links for 'Portals', 'Übertragungen', 'Kontakte', 'Branding', 'Upgraden', and 'hi-media'. The main content area features a Volvo advertisement for the XC40 Recharge. The car is shown in a studio setting with a woman standing next to it. The word 'VOLVO' is displayed in large letters above the car. Several magnifying glass icons are overlaid on the car, indicating search hotspots. Below the car, the text reads 'Für jeden Moment. Der vollelektrische Volvo XC40 Recharge.' and a button says 'JETZT ENTDECKEN'. On the left side of the advertisement, a white file upload overlay is visible. It contains a blue plus icon and the text 'Dateien hochladen' with a sub-link 'Oder einen Ordner auswählen'. Below this are input fields for 'Titel' and 'Nachricht'. At the bottom of the overlay is a button with a circular arrow icon and the text 'Erhalte einen Link'.

See live Demo



Interactive

Fullscreen-Formats on WeTransfer

The screenshot shows the WeTransfer website interface. At the top left is the 'we' logo. At the top right is a navigation menu with links for Pricing, Features, Company, Help, Sign up, and Log in. The main content area features a large blue background with a close-up of a Na'vi face. On the left, there is a white file upload box with a plus icon and the text 'Add your files' and 'Or select a folder'. Below this is a 'Message' field and a 'Get a link' button. The movie title 'AVATAR THE WAY OF WATER' is displayed in large blue letters. Below the title, the text reads 'MEHR KINO GEHT NICHT' and 'AB 14. DEZEMBER AM BESTEN IN 3D'. At the bottom, there are small logos for Twentieth Century Studios and other partners.

See live Demo



Click-To-Play

Fullscreen-Formats on WeTransfer



See live Demo



Intro-Video

Fullscreen-Formats on WeTransfer

See live Demo



we

Portals Übertragungen Kontakte Branding Upgraden hi-media

+ Dateien hochladen
Oder einen Ordner auswählen

Titel

Nachricht

Erhalte einen Link

EIN „KLASSIKER“?

ENTDECKEN SIE DIE LADY-DATEJUST

ROLEX

Ad-Creator/Slider

Fullscreen-Formats on WeTransfer

we

Pricing Features Company Help Sign up Log in

mastercard

+ Add your files
Or select a folder

Message

Get a link

Gemeinsam holen wir
100 Tonnen Müll aus Flüssen

Lasst uns bewahren, was wirklich *Priceless*® ist

Mehr erfahren

See live Demo

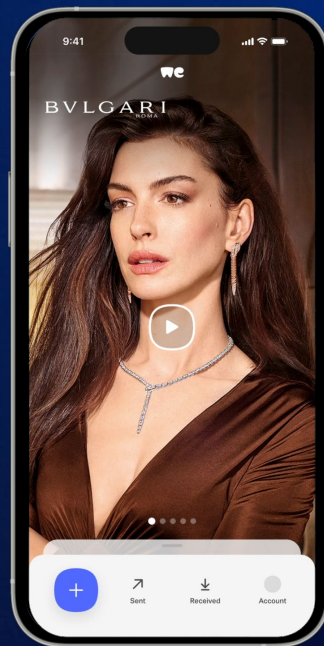


WeTransfer

Mobile App

1.5%
CTR

- ✓ Beautiful full screen advertising in WeTransfers **Mobile App**
- ✓ **Total exclusivity.** No other advertisers shown
- ✓ **Weekly** or **monthly** tenancy in key markets or globally
- ✓ Formats to suit a range of **campaign goals**



HiMedia Brandstudio

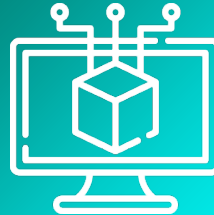
Full-Service from a single source



Consultation



Concept



Production



Optimization &
Reporting

A world of possibilities

WeTransfer.com

Advertisements are delivered in full screen, with optional targeting options and up to 45 seconds of visibility.

The HiMedia Brandstudio supports you in the creation and production of your ads and offers creative solutions for your requirements.

Takeovers

- Fixed price
- 100% SOV on a single day
- At least 2 different ads in rotation

Premium Positioning

- CPM-based prices
- Display positions 1-10
- Optional targeting



Thank You!

We would be happy to make you an individual offer.

Azerion AG

Emanuel-Leutze-Straße 8

40547 Düsseldorf / Germany

T: +49 (0) 211 - 302 77 - 0

F: +49 (0) 211 - 302 77 - 222

E: adsales-dach@azerion.com

