



Messe München  
Digital Solutions

# MILLIONS OF INTERNATIONAL B2B DECISION MAKERS AT THE PUSH OF A BUTTON. TRUSTEDTARGETING.

DIGITAL MARKETING TECHNOLOGY FOR YOUR B2B GROWTH.



# SMART DIGITAL SOLUTIONS. IN SURPRISING CONTEXTS.

Messe München Digital Solutions makes our global expertise built up over decades in over 18 B2B industries usable for your organization.

Leading marketing decision makers turn to Messe München Digital Solutions when:

- they are already championing their segment but want to reach the next level of digital marketing.
- they want to grow significantly and therefore use online channels to expand market share.
- they are already successful in their online communication but want to realize additional potential with little time investment.

Our product **TrustedTargeting** is a performance marketing technology which gives you access to our high quality B2B target groups of our globally leading trade shows and events—without risk and full cost control.

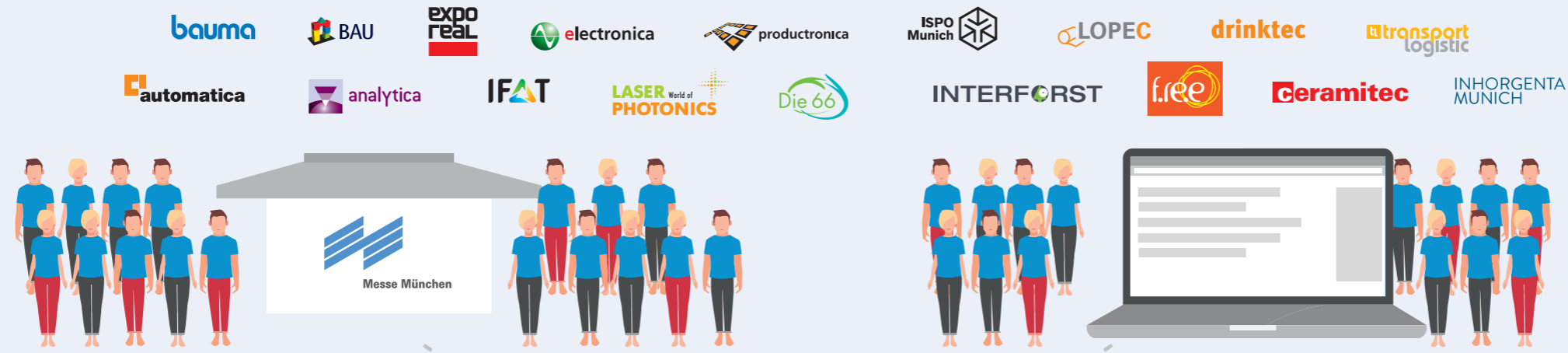


## B2B-ONLINE-MARKETING? PAYS OFF. WITH US.

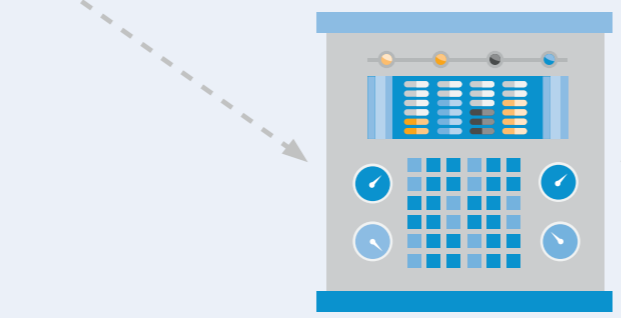
**TrustedTargeting** is a technology that allows you to address B2B decision makers on the internet—no matter what website they visit. The process is quite simple: You provide us with creative material. We realize the online campaign based on our B2B data. Potential customers visit your website. Fast, measurable and with high cost control our clients gain:

- access to new target groups online and thereby realize a greater market potential while fully adhering to data privacy laws.
- a new tool in their digital marketing mix for their international growth strategy that works on all relevant devices and channels.
- access to a unique and trusted data basis through real customer touchpoints for over 18 B2B industries.

A **TrustedTargeting** campaign can be booked starting from 749 € per month (without additional cost) and is billed based on clicks.



**1** Messe München generates high quality B2B customer data across several online- and offline touchpoints: Across individual trade shows and events as well as digital touchpoints on websites, apps and other online channels.



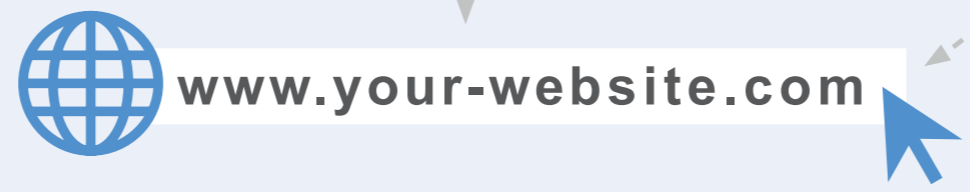
**2** Our TrustedTargeting advertising technology selects data based on your wishes and requirements compliant with data privacy laws.



**3** TrustedTargeting delivers your ad to your target group.



**4** Your ad appears online on relevant websites and social media platforms: on smartphones, tablets and computers.



**5** The selected target group clicks on your ad and lands directly on your website.



## CONVINCING AND TARGETED. IN SURPRISING CONTEXTS.

**TrustedTargeting** reaches your target group not only in typical B2B communication channels, but is connected to the world's leading advertising networks.

Your customers for example notice your ad on their smartphone while waiting at the airport, at their office, while they do research online, or at the beach while on Facebook. These examples only partly demonstrate the possibilities of **TrustedTargeting**.

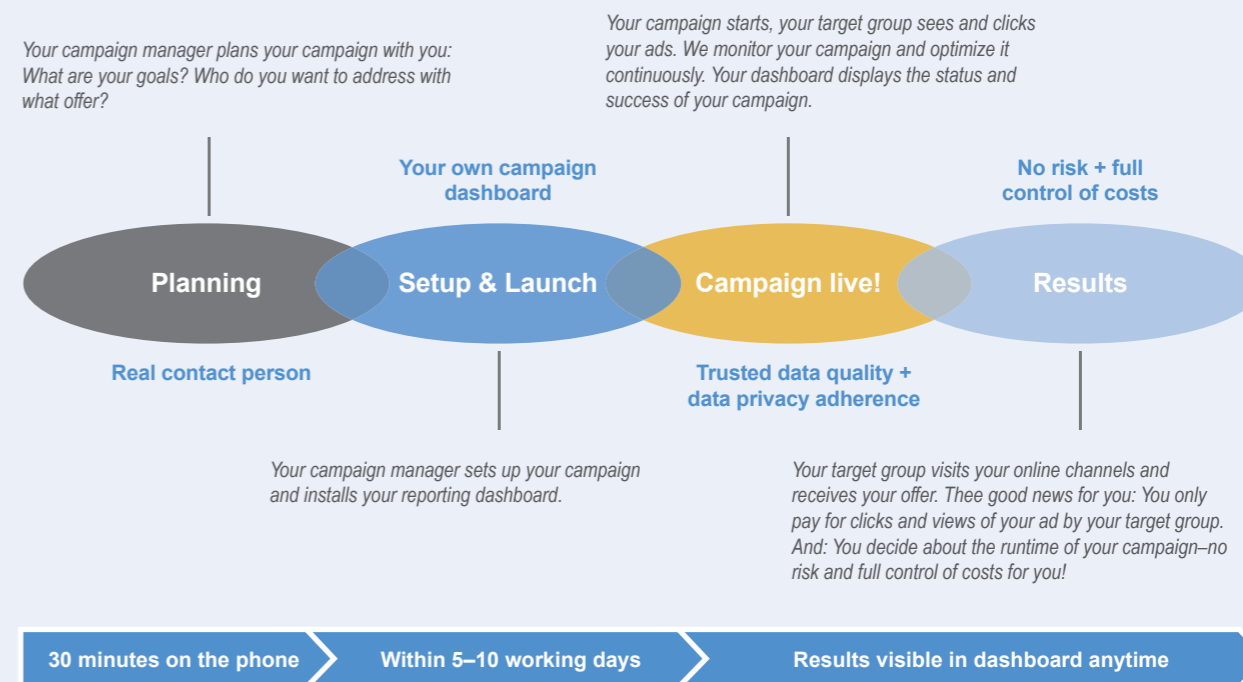
**TrustedTargeting** allows you to reach B2B decision makers with very little spreading loss and beyond known ad space.

## OUR OFFER. YOUR BENEFIT.

**TrustedTargeting** can be booked as either a one-time or monthly recurring campaign starting from 749 € monthly budget. This already contains campaign setup and optimization. You can order creative material in different packages for a one-time fee should you need it. Additional expenses for service providers are not needed. Your campaign can be cancelled monthly.

Billing is based on clicks generated (CPC billing). Costs are only incurred when someone interested clicks on your ad and visits your website.

Costs per click depend on industry and target group segment.



**A test will convince you of TrustedTargeting's effectiveness instantly. Contact us now! We're happy to consult you.**



**WANT TO FIND OUT MORE?**  
I'M HAPPY TO CONSULT  
YOU IN PERSON.

**Contact me today.**  
**TrustedTargeting will excite you too.**

**Vincent Ulvi Aydin**

Digital Sales Manager

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