



Doodle

**Let's make great
meetings happen!**

Doodle Facts

Why Doodle?



Channels with keywordbased targetings



Target group-specific modulation of the keywords



Active users, who do something and plan



No negative Content



Branding formats and exclusivitiy on the website



Desktop & Mobile

Desktop

Unique Clients
3,550,000

Page Impressions
14,000,000

Ad Impressions
47,150,000

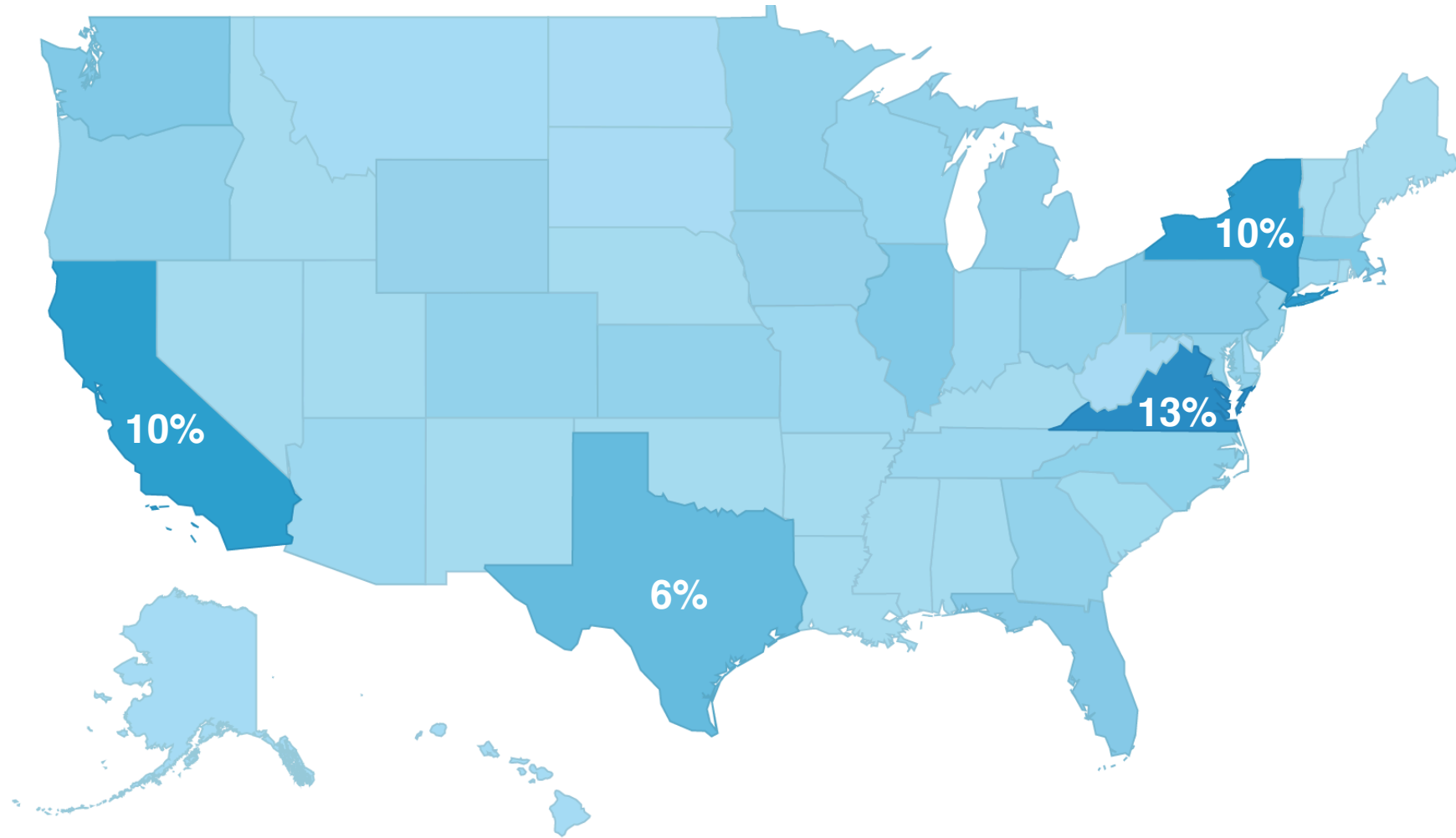
Mobile

Unique Clients
1,500,000

Page Impressions
4,400,000

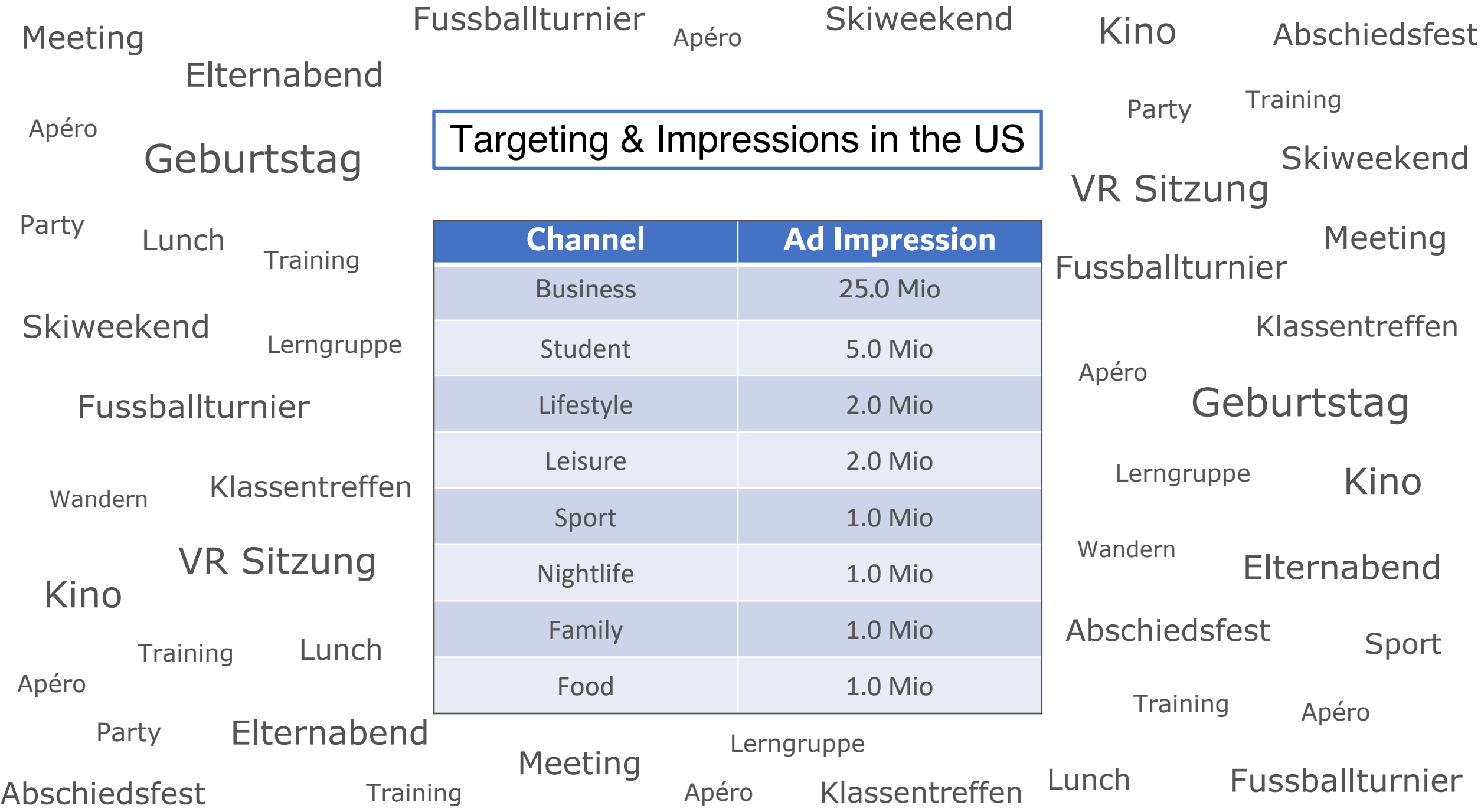
Ad Impressions
8,200,000

Doodle



Targeting & Impressions in the US

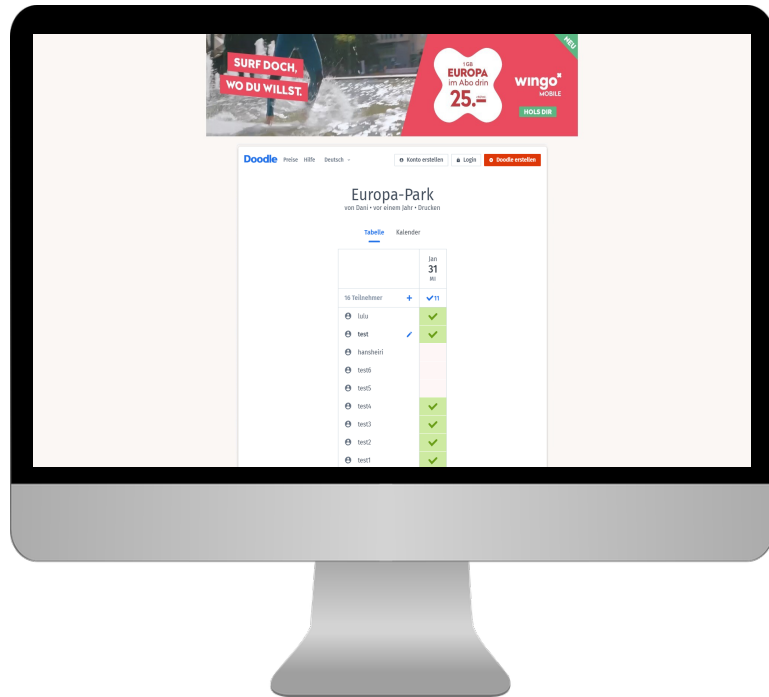
| Channel | Ad Impression |
|-----------|---------------|
| Business | 25.0 Mio |
| Student | 5.0 Mio |
| Lifestyle | 2.0 Mio |
| Leisure | 2.0 Mio |
| Sport | 1.0 Mio |
| Nightlife | 1.0 Mio |
| Family | 1.0 Mio |
| Food | 1.0 Mio |



Ads Desktop

Desktop

Wideboard



Halfpage Ad

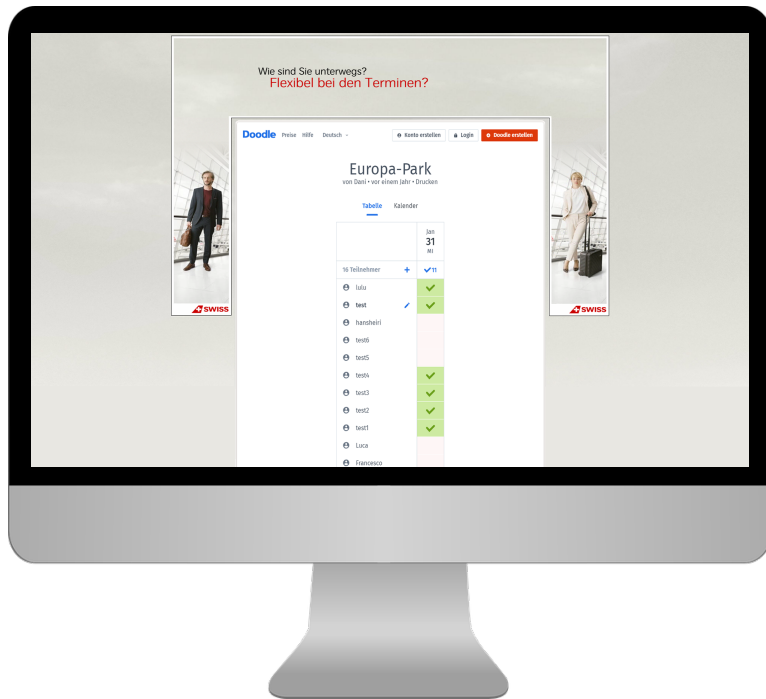


Wallpaper



Desktop

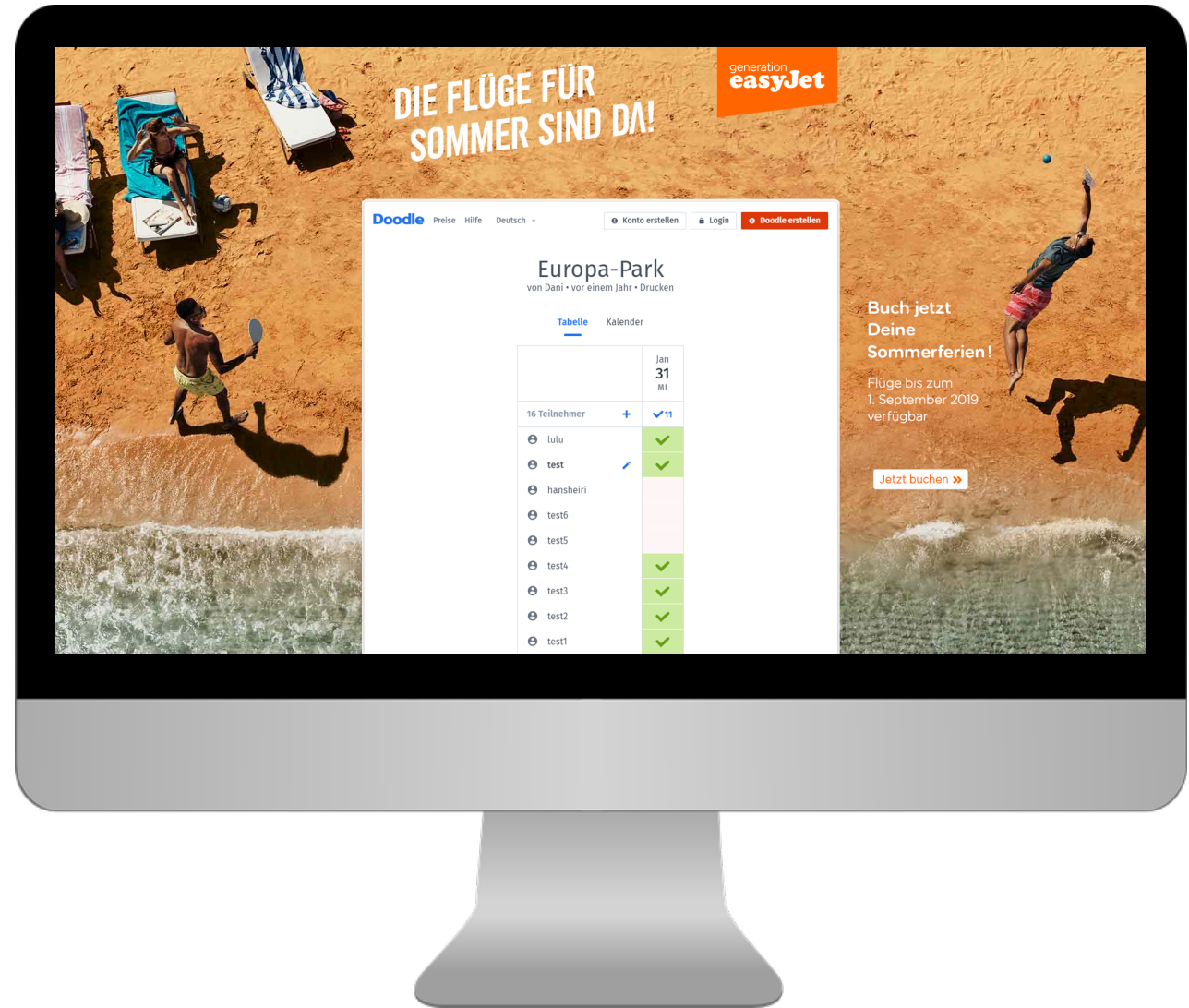
Fireplace



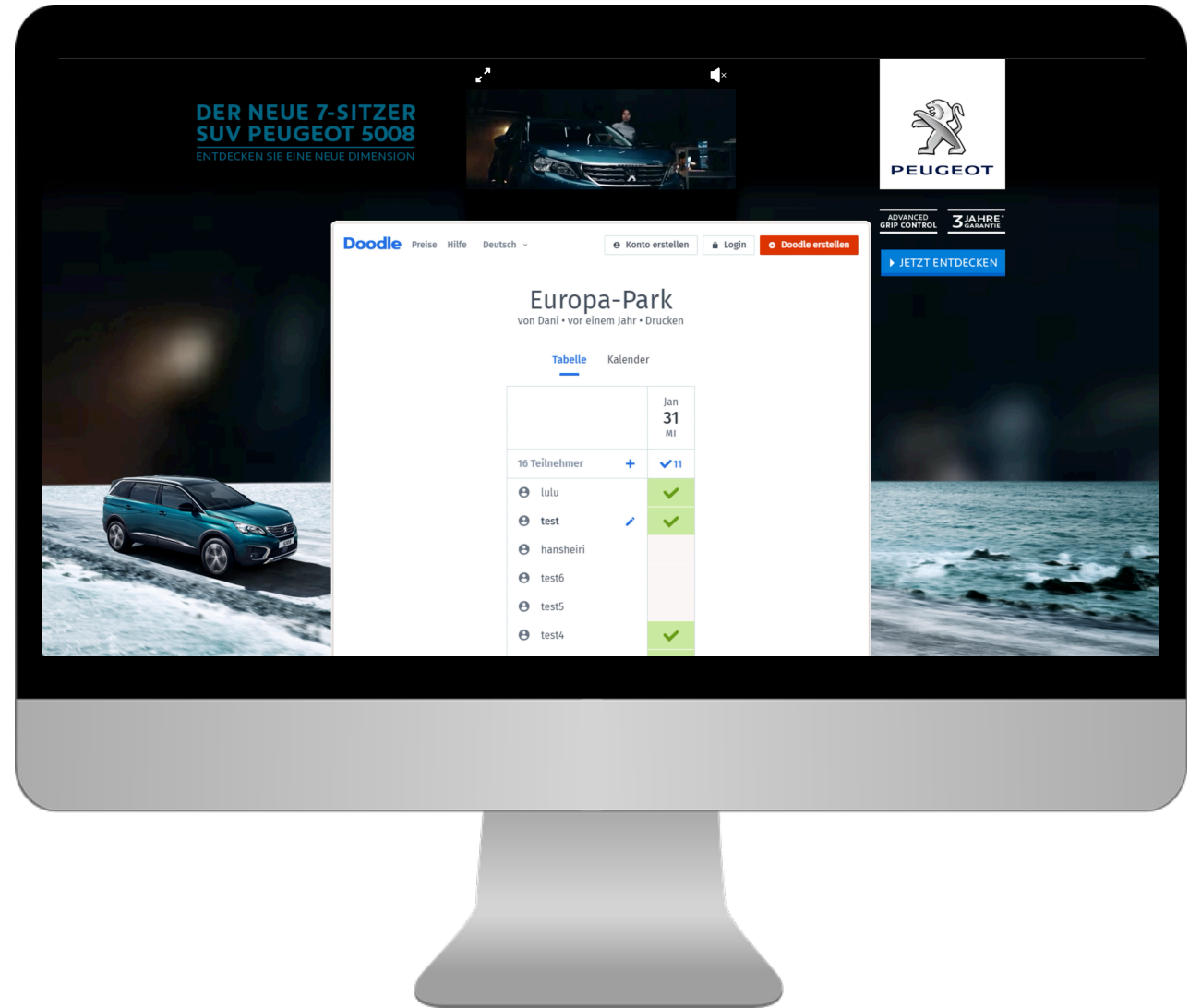
Sidebar Ad



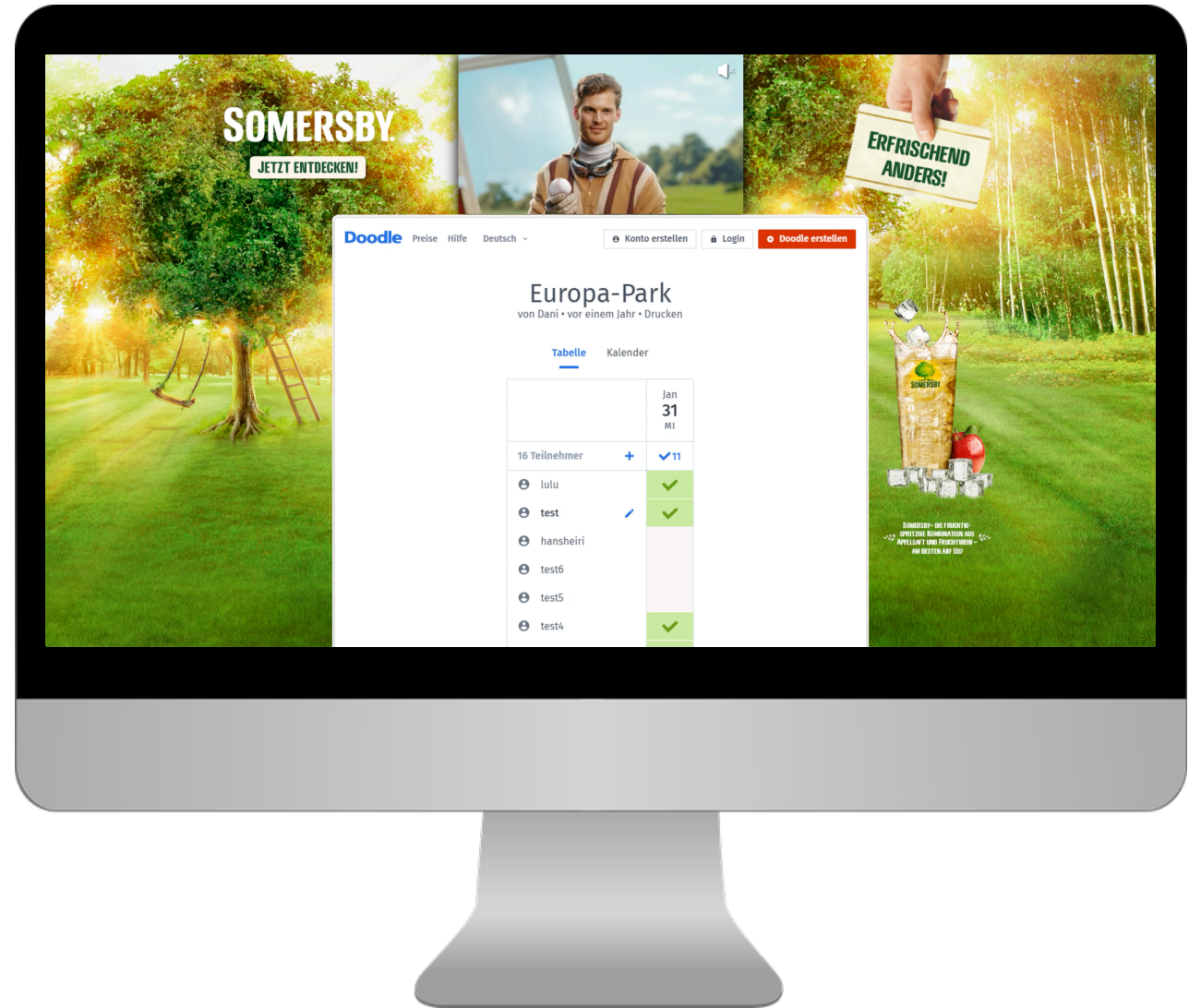
Branding Ad



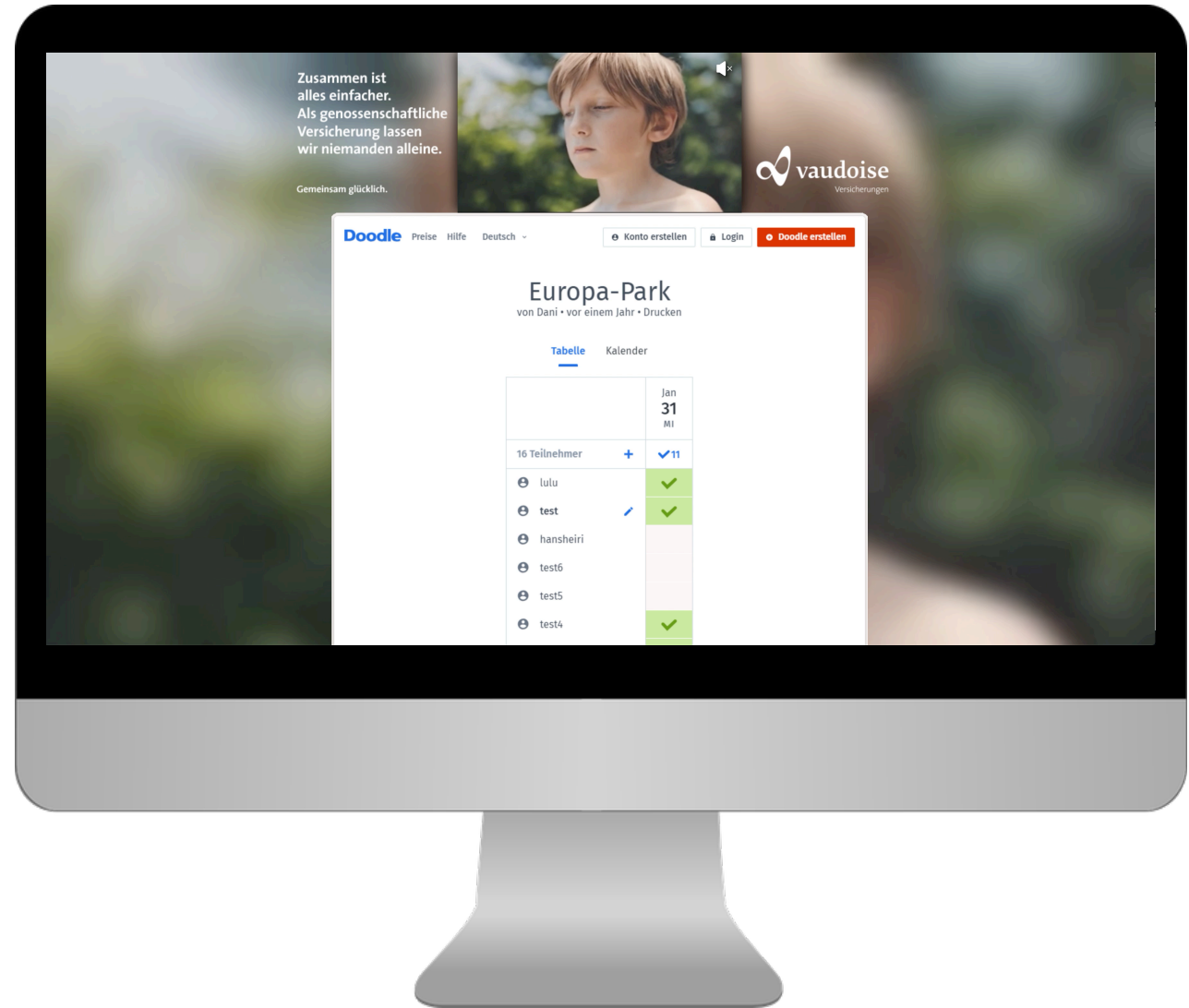
Video Wall



Video Wall



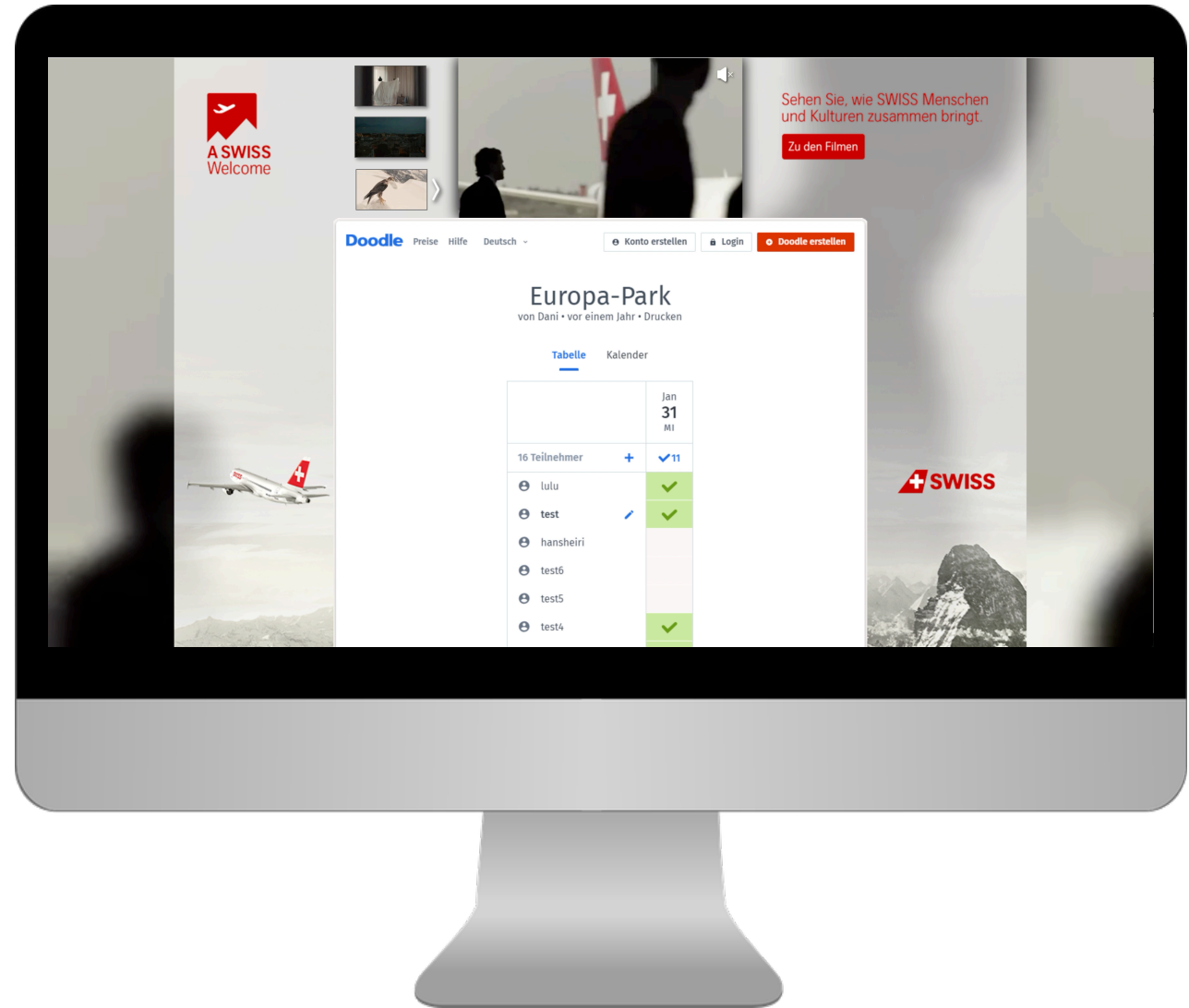
Video Wall Blurred



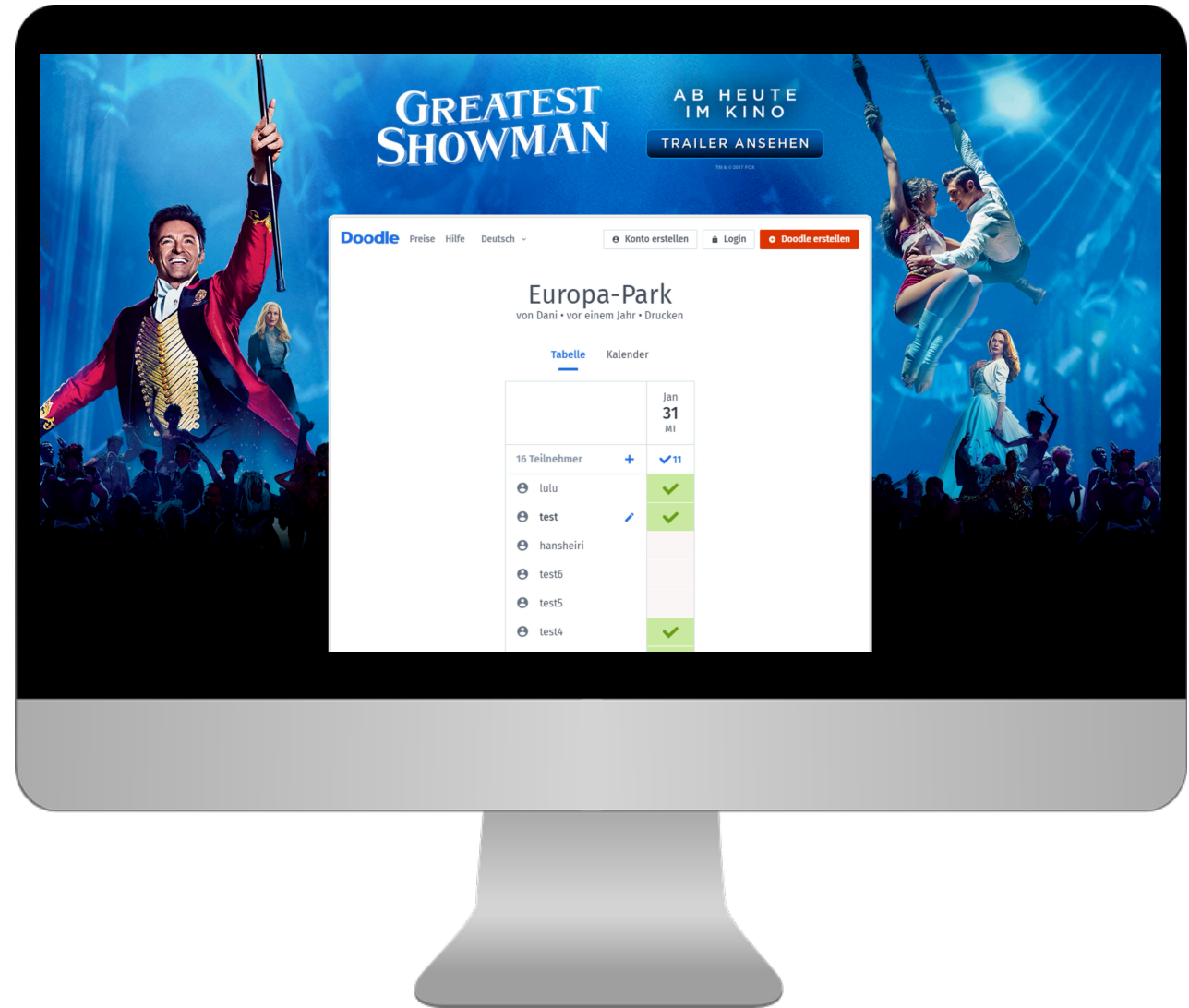
Multi Video Wall



Multi Video Wall



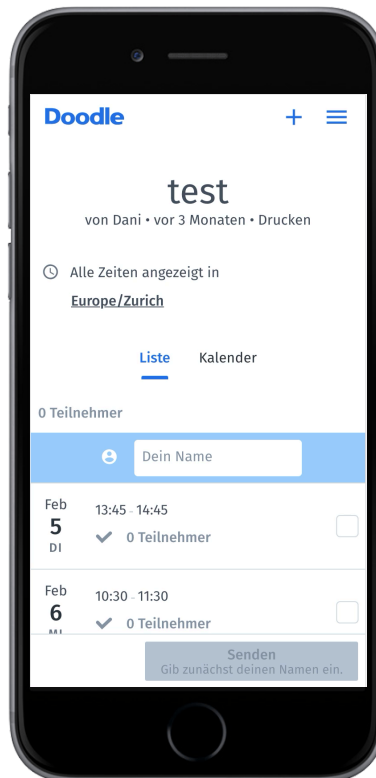
Panorama Wall



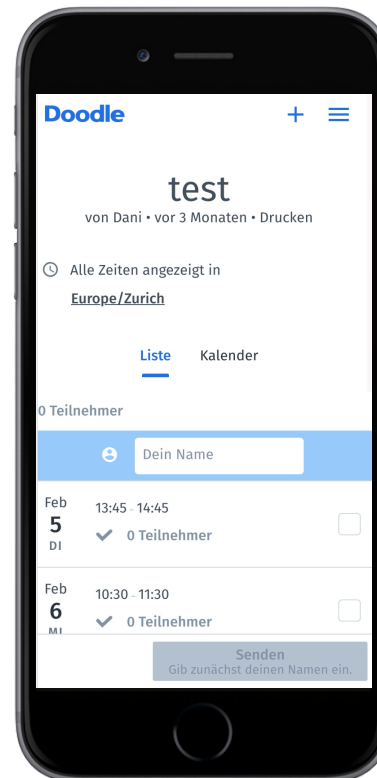
Ads Mobile

Mobile

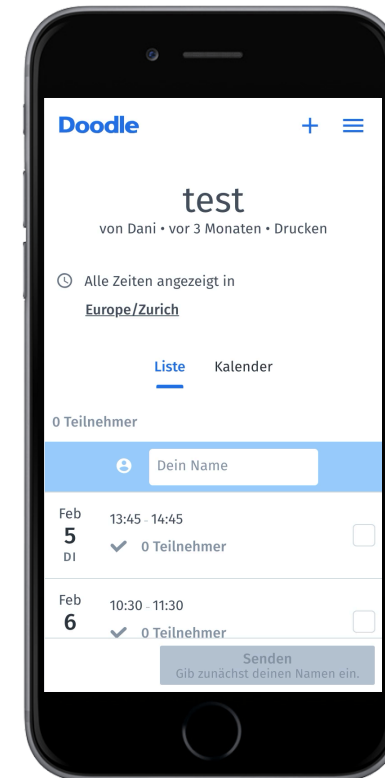
Rectangle



Poster Ad



Ricchi Ad



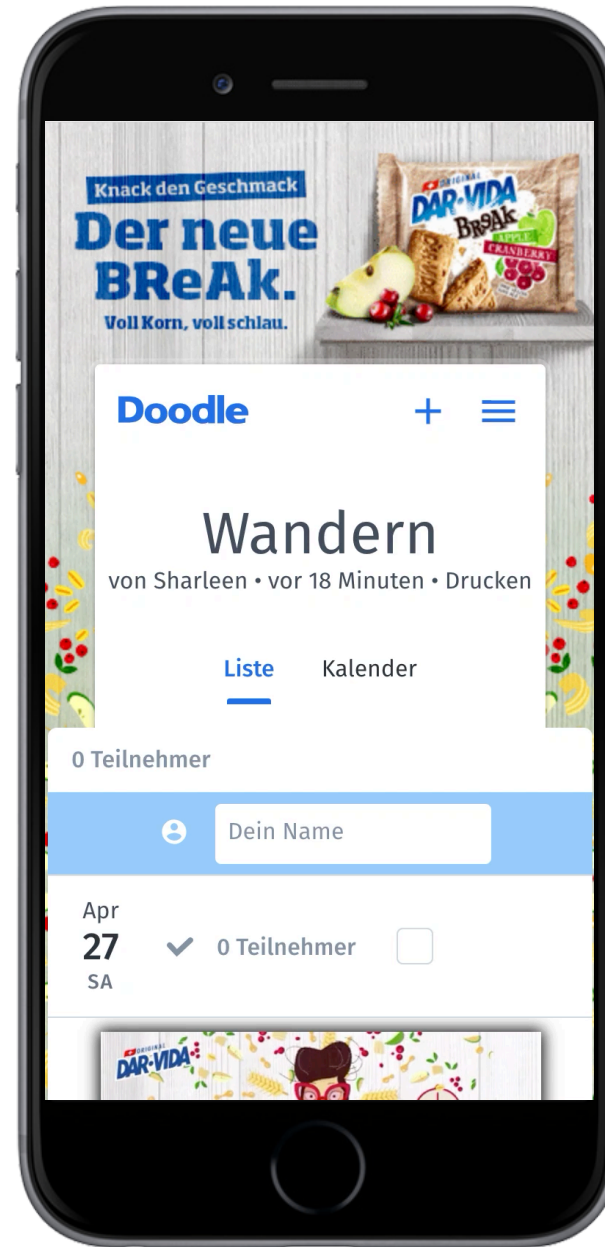
Branding / Video Wall Swipe



Branding / Video Wall Swipe



Mobile Video Wall



Cases

UPC Happy Home

duration: 17.01. -
24.02.2018

Targeting: Business

budget: 20'000 CHF

clicks: 6'500

clickrate: 1.94%



Mc Donalds Mc Raclette

duration: 01.01. -
27.01.2019

targeting: Food, Lifestyle,
Youngster, Family

budget: 14'000 CHF

clicks: 3'671

clickrate: 1.59%



Renault Crossover 4x4

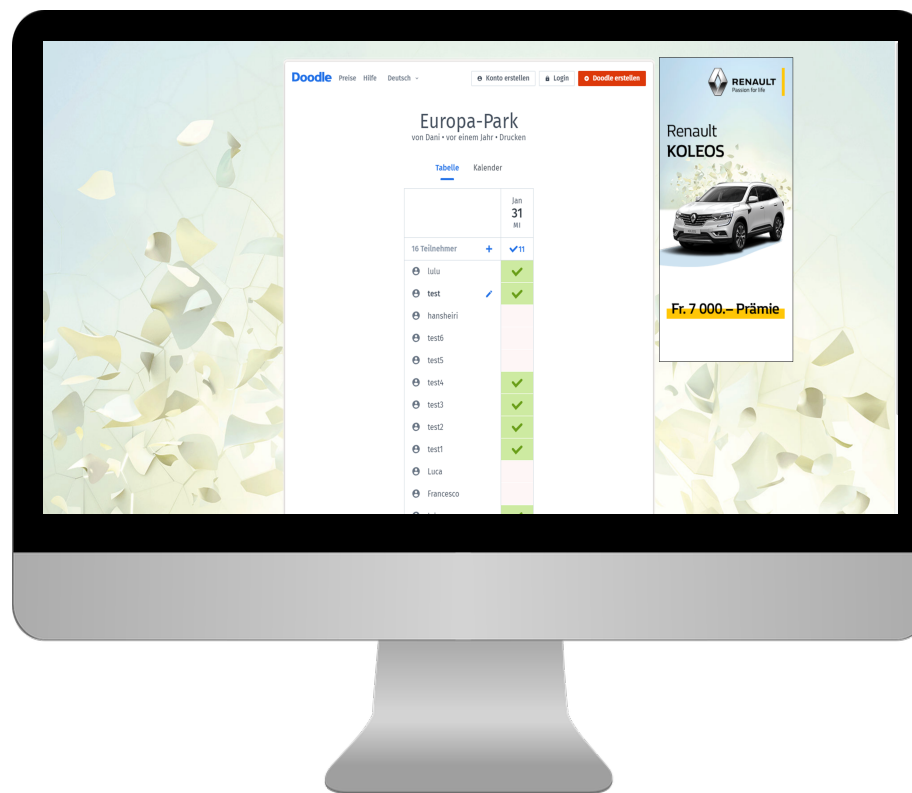
duration: 09.11. -
02.12.2018

targeting: Car, Family,
Business

budget: 23'000 CHF

clicks: 8'350

clickrate: 1.45%



Easyjet

Schedule Opening

duration: 20.09. - 07.10.2018

targeting: travel

budget: 10'000 CHF

clicks: 3'667

clickrate: 2.33%

Swiss

Sales Peak

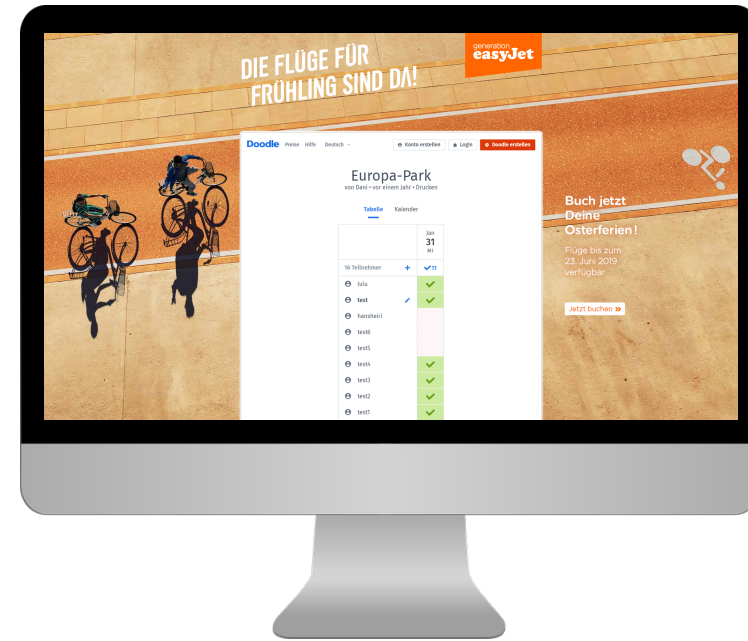
duration: 09.11. - 02.12.2018

targeting: travel, Business

budget: 23'000 CHF

clicks: 19'662

clickrate: 2.45%



Top Buyer

| 10 Top Buyer in the USA |
|---------------------------|
| Ad Words small Businesses |
| Hilton |
| Lowe's Companies |
| Microsoft |
| Sephora |
| Polarity Techno |
| Paychex |
| Adobe |
| PayPal |
| Comcast |

Prices

| Display | Run of Site CPM |
|-----------------------------------|-----------------|
| Leaderboard (728x90) | \$12 |
| Maxiboard (944x118) | \$12 |
| Wideboard (994x250/970x250) | \$14 |
| Wide Skyscraper (160x600/120x600) | \$12 |
| Halfpage (300x600) | \$14 |
| Rectangle (300x250) | \$12 |

| Mobile | Run of Site CPM |
|----------------------------|-----------------|
| Mobile Banner (320x50) | \$1.5 |
| Mobile Wideboard (320x160) | \$12 |
| Ricchi Ad (320x416) | \$4 |
| Mobile Rectangle (300x250) | \$12 |

Thank you