

# Demo media channel

This is a demo media channel entry.

## Provider

Demo-Provider  
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## Contact person

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## Booking options

- |                      |  |  |
|----------------------|--|--|
| ✓ Demo booking tool* | ✗ Programmatic advertising                 | ✓ Marketingportals, Marketing automation platforms |
| ✗ Service provider   | ✓ Self service tool, media buying platform |  |

This is a sample text in the booking options area. If the entry is not filled in, this area is not published on the page.

## Partner services in the market overview

Demo-Service (Demo-Provider)

## Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✓ Internet     | ✗ Out of home, digital out of home | ✗ Household, office  |
| ✓ E-commerce   | ✗ TV, cinema, moving image         | ✗ Internet of Things |
| ✓ Social media | ✗ Radio, audio                     |                      |
| ✗ Mobile       | ✗ One-to-One                       |                      |

This is a sample text in the media segment area. If the entry is not filled in, this area will not be published on the page.

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✓ Print | ✓ Analogue |
|-----------|---------|------------|

This is a sample text in the media type area. If the entry is not filled in, this area is not published on the page.

## Target group

- |                        |                        |                        |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✗ Business-to-Consumer | ✗ Business-to-Employee |
|------------------------|------------------------|------------------------|

This is a sample text in the Target group area. If the entry is not filled in, this area will not be published on the page.

## Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✗ Customer care  | ✗ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

This is a sample text in the marketing objectives section. If the entry is not filled in, this area will not be published on the page.

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✓ Purchase  | ✗ Advocacy |
| ✓ Consideration | ✗ Retention |            |

This is a sample text in the Customer Journey section. If the entry is not filled in, this area is not published on the page.

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✓ Advertisement, Banner                  | ✗ Google Business Profile              | ✗ Roof objekt                       |
| ✓ Advertorial                            | ✗ Influencer                           | ✗ Sales talks                       |
| ✗ Annual report                          | ✗ Landing-page, microsite              | ✗ Self service terminal             |
| ✗ Appointment calender                   | ✗ Location Based Service               | ✗ Shopping cart                     |
| ✓ Audio, radio spot, audio file          | ✗ Mobile payment systems               | ✗ Sign, labelling                   |
| ✓ Augmented Reality                      | ✗ Newsletter                           | ✗ Social media advert               |
| ✗ Beach flag, flag, roll-up              | ✗ Newspaper, magazine, periodical      | ✗ Social media company page         |
| ✗ Book, E-book                           | ✗ NFC                                  | ✗ Social media posting              |
| ✗ Brochure, flyer, inserts               | ✓ Offer, quotation                     | ✗ Social media profile page         |
| ✗ Catalogues, price lists                | ✗ Office equipment                     | ✗ Sponsoring                        |
| ✗ Chat, chatbot                          | ✗ Office files                         | ✗ Spontaneous event                 |
| ✗ Company entries                        | ✗ Operating instruction, user manual   | ✗ Structured company data records   |
| ✗ Configurator                           | ✗ Passers-by addressing                | ✗ Survey                            |
| ✗ Contact form                           | ✗ Petrol pump nozzle                   | ✗ Telephone and video call service  |
| ✗ Content SEO-optimised                  | ✗ Postcard                             | ✗ Unboxing                          |
| ✗ Credit card                            | ✗ Poster, billboard, pillar            | ✗ V-card                            |
| ✗ Customer card                          | ✗ Product live demo                    | ✗ Video spot, moving image          |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling  | ✗ Virtual Reality                   |
| ✓ Display stand, light box               | ✗ Product sample                       | ✗ Virtual, voice assistant          |
| ✗ E-mail, signature banner               | ✗ Programmatic print                   | ✗ Vouchers, coupons, discount cards |
| ✗ E-paper                                | ✗ Promotional items                    | ✗ Web layer                         |
| ✗ Event                                  | ✗ Push, text messages                  | ✗ White paper                       |
| ✗ Exhibition stand, event modules        | ✗ Quality seal                         | ✗ WLAN for visitors                 |
| ✗ FAQ                                    | ✗ QR code, link                        |                                     |
| ✗ Games, competitions                    | ✗ Rental addresses, target group areas |                                     |

This is an example text in the advertising material section. If the entry is not filled in, this area will not be published on the page.

## Provider's services in the market overview

Demo-Service (Demo-Provider)

# Demo-Provider

## Systems and services

Demo-Service

Demo media channel