

App (Brand, topic)

An app is a software application developed specifically for mobile devices such as smartphones and tablets. Its functions enable brand- or industry-specific companies to interact with their customers in a specific way and sell products or services. Operators of this type of app are brand companies or businesses that belong to a specific industry or deal with a specific topic. Apps are therefore an essential tool in online marketing to ensure a strong presence on mobile devices, effectively reach the target group and improve customer loyalty.

Examples of brand-, industry- or topic-specific apps include apps for fashion brands, automotive brands, mobile phone providers, transport companies or apps for craftsmen, construction managers, tourism companies and restaurants.

Booking options

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

Partner systems in the market overview

LaudertMediaPort® (Laudert GmbH + Co. KG)
vjoon K4 Cross-Media Publishing Platform (vjoon GmbH)

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 | |

Media type

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

Target group

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

Marketing objective

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

acquisition

Customer Journey

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

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 | |

Connected media channels

Affiliate programme
App (Advertising medium)
Audio streaming platforms
Community
Customer loyalty programme
Event
Gaming platform
Guerilla marketing action
Location-based service
Messenger

Metaverse
Navigation system, map tool
Newspapers, periodicals, magazines (publishing objects)
Online comparison portal
Online directory
Online shop (Brand)
Out of Home (OOH)
Point of sale (POS), Showroom
Product, service (Advertising medium)
Retail media platform
Reviews, recommendations
Search engine advertising (SEA)
Search engine optimisation (SEO)
SMS
Social media platforms
Voice assistant, voice marketing
Wearable Device
Website (Advertising medium)
Website (Brand, topic)
Wi-Fi hotspot (Advertising medium)
Wi-Fi hotspot (brand location)