

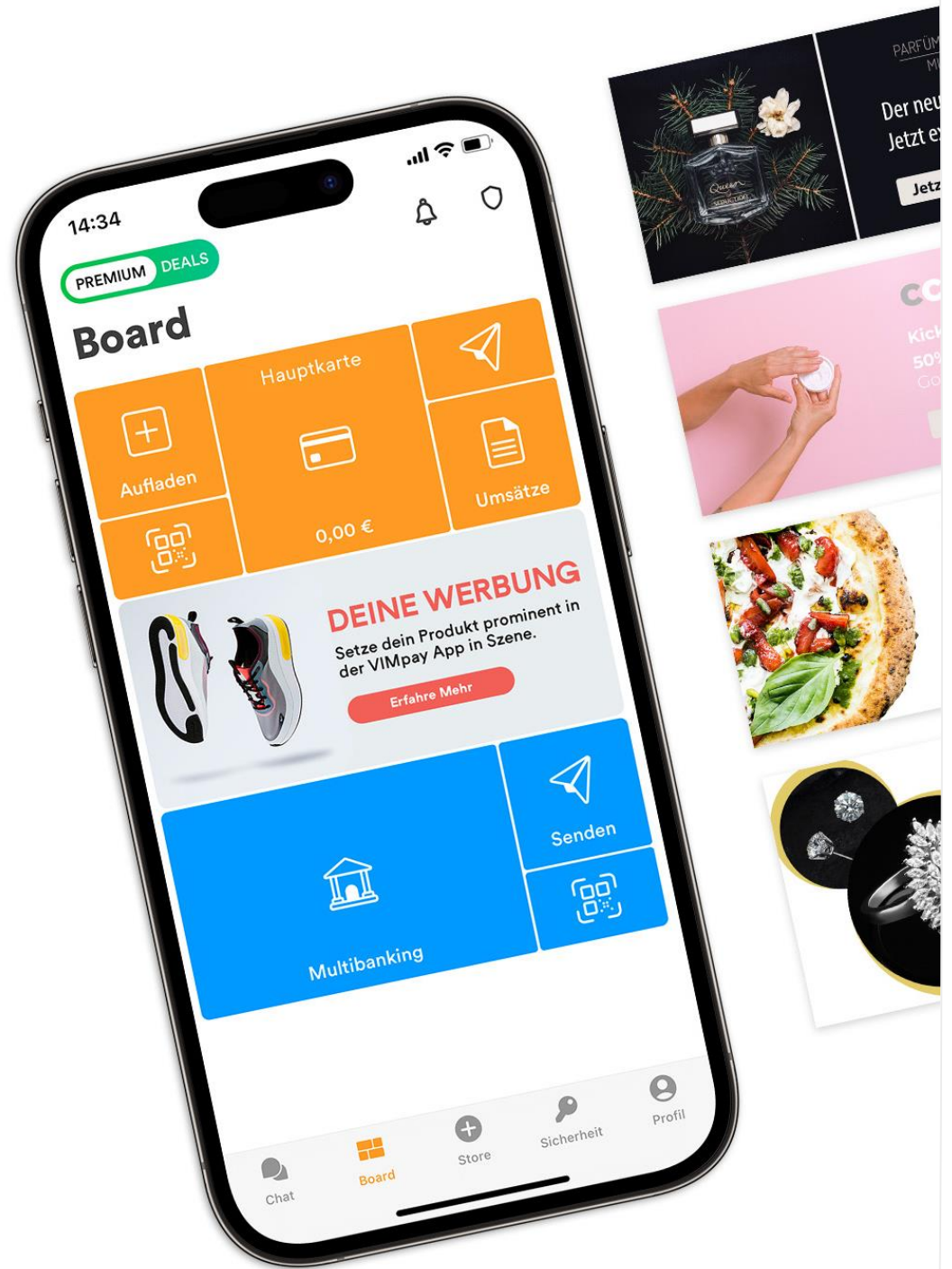
# VIMpay Media

Reach who you want,  
when you want,  
how you want

Laden im  
 App Store

JETZT BEI  
 Google Play

# VIM PAY



# Skillfully showcase your product

Reach who you want, when you want, how you want.

VIMpay for Media offers you the opportunity to interact directly with your target group using efficient advertising options such as broadcasting, billboards and our world of benefits VIMpay Deals.

## Our success stories

**TAPSTER**

PAGOPACE

CNICK



# Your advantages with VIMpay for Media

Your options are as diverse as our app.

## ✓ Multichannel Marketing

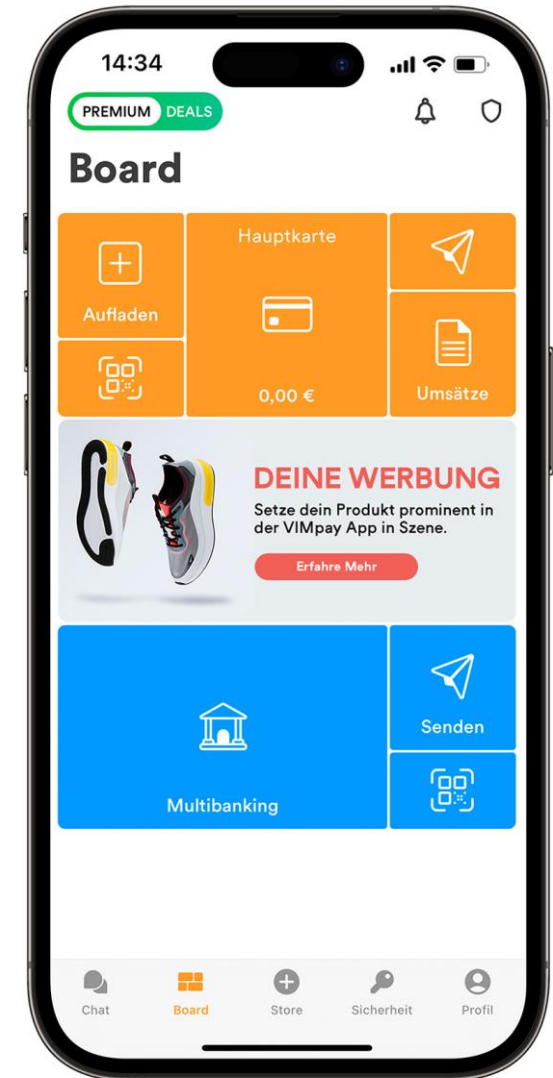
With our large user base, we offer exceptional reach and regular interaction with potential customers.

## ✓ Customer Loyalty

Thousands of users trust our banking app! Benefit from this and strengthen the credibility of your brand.

## ✓ Buyer Persona

Tailored advertising through integration of user behavior in the app for optimal results.



# Who uses VIMpay

Find out more about our young and dynamic target audience.



**> 900.000 times**

... our VIMpay app has already been downloaded from the Apple App Store and Google Play Store



**18 – 30 years**

... is the main user group of VIMpay



**5 Minutes**


... a user spends on average daily in the VIMpay app

# Who uses VIMpay

How to reach your target audience.


## Geographical precision:

You can select specific regions, cities or even specific locations to target your product promotion only to people who are in those geographic areas.




## Target group filtering:

You can also filter your target group by demographics, interests and behavior. This allows you to ensure that you only reach people who have a genuine interest in your product and thus increase your conversion rate.



## Optimized advertising budget:

Region-specific targeting allows you to use your advertising budget more efficiently. Instead of running widespread advertising campaigns, you concentrate your resources and avoid spreading losses.



# Board Billboards powered by PRIVADSY

This format is particularly suitable for generating awareness for your brand or a specific campaign.

## Use Case

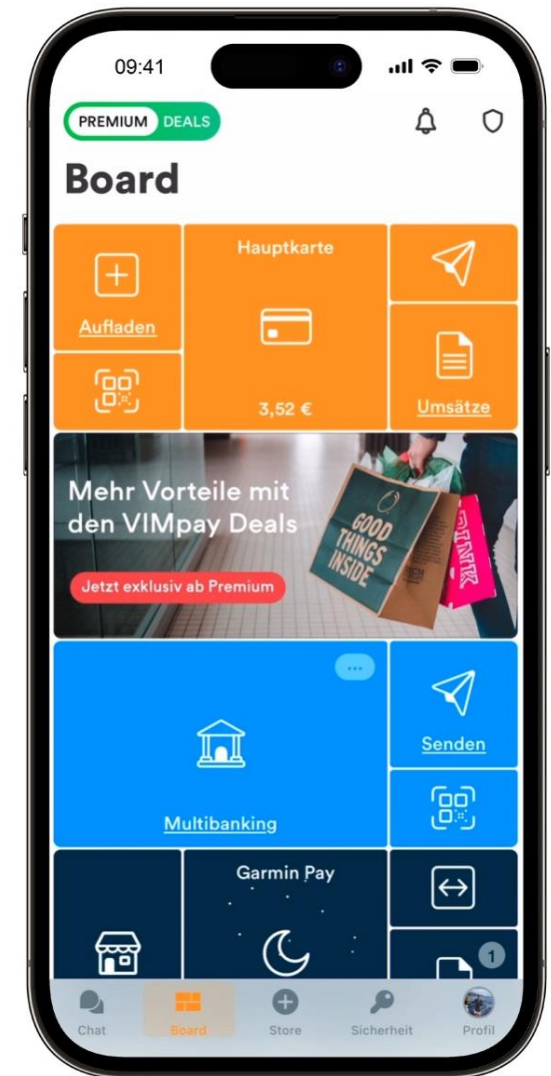
As the heart of the VIMpay app, the VIMpay Board offers the ideal placement for your billboard. Every time you open the app, you are guaranteed an impression.

## KPIs

- Viewability
- Impressions

## Requirements

- 1080x1920 px
- 1080x1080 px
- 300x250 px





# Top Deals

This format combines the placement of your ad in VIMpay style with the possibility to display your brand message.

## Use Case

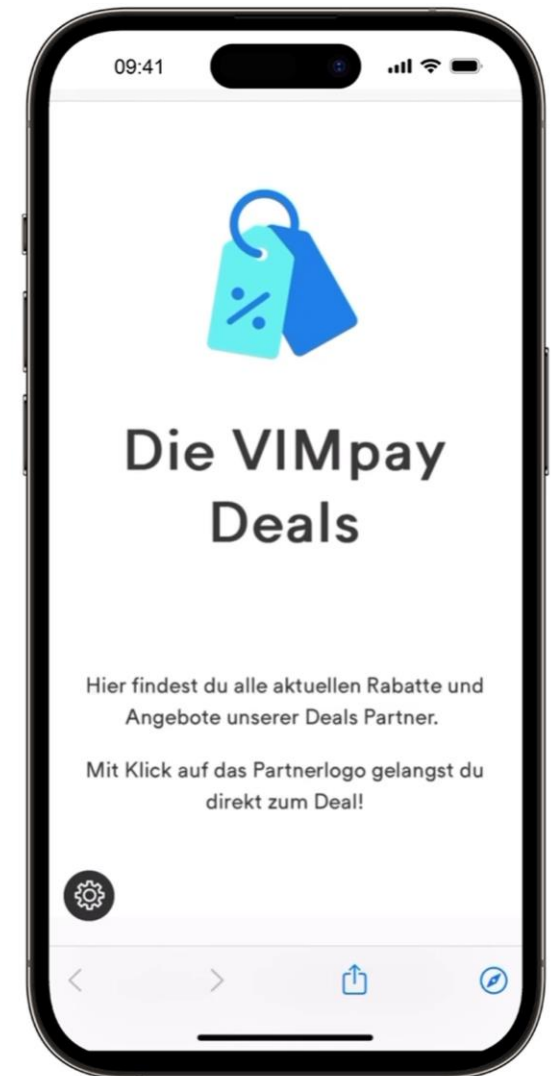
As a shopping platform in the VIMpay app, the VIMpay Deals offer you the perfect space to present your brand by letting your target group benefit from shopping advantages.

## KPIs

- Viewability
- Impressions
- CTR

## Requirements

- 1080x1920 px
- 1080x900 px



# Direct Broadcasting

Would you like to start your deals campaign with a "bang"?  
Our Direct Broadcasting helps you to address your target group directly!

## Use Case

Reach our users directly from the home screen with Direct Broadcasting. Every time you open the broadcast, you are guaranteed an impression.

## KPIs

- Impressions
- Clicks
- CTR

## Requirements

- Text-Ad
- Max. 140 characters





# Achieve more with VIMpay

Increase brand awareness

- Intensive customer contact through voucher or discount code campaigns
- More effective sales through targeted display of advertisements
- Consistent brand presence through multi-channel marketing



# Achieve more with VIMpay

## Product launch with VIMpay

- Increased reach through placement of launch messages on relevant channels
- Target group-oriented targeting for effectively addressing potential customers
- Multi-channel presence via broadcasting, billboard ads and VIMpay deals for increased awareness

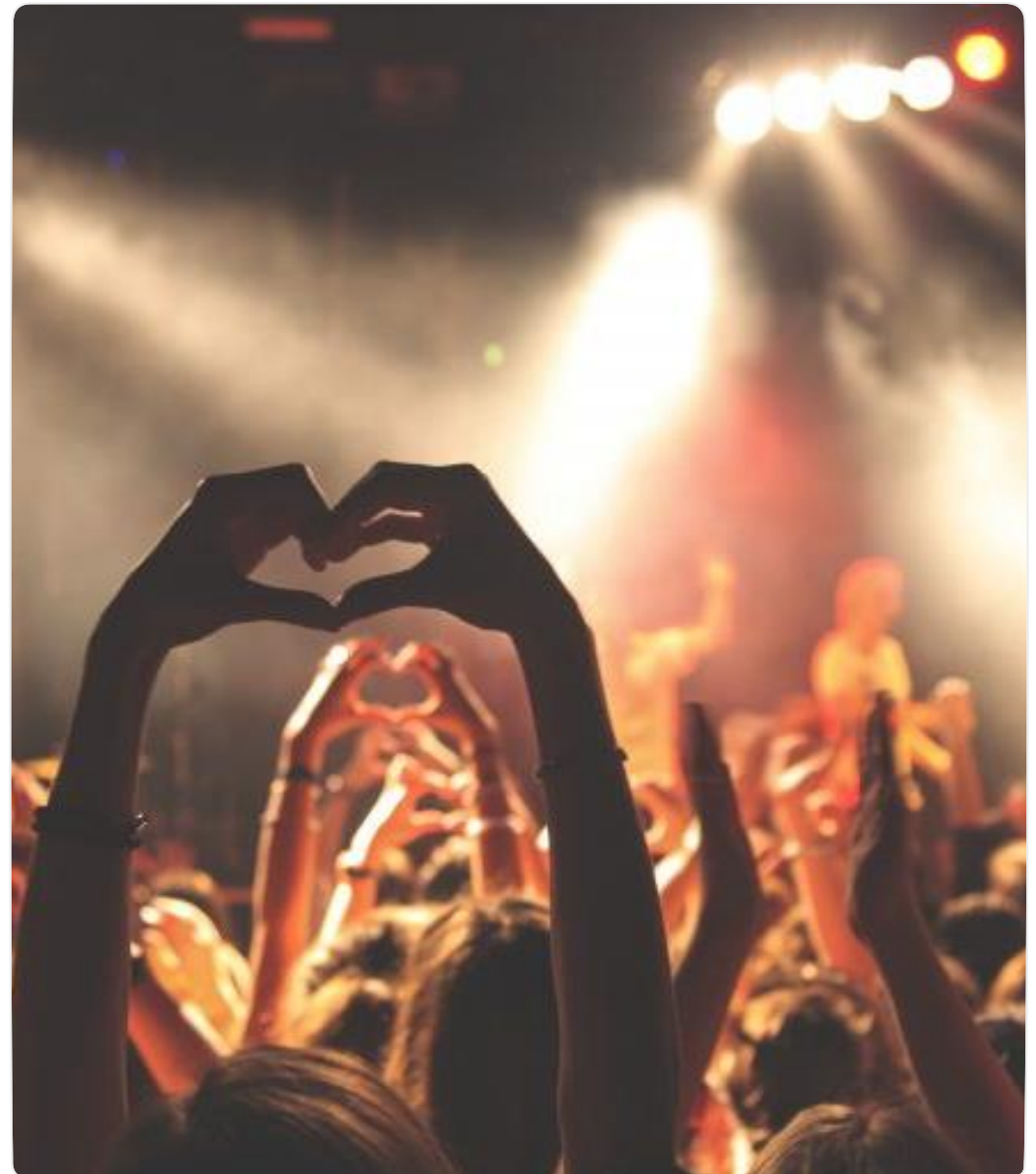




# Achieve more with VIMpay

## Event promotion with VIMpay

- Promotion of events in specific regions, cities or even locations for even more reach and relevance of your advertising measures
- Demographic target group filtering according to interests and behaviors for maximum effectiveness of your ads
- Targeted optimization of the advertising budget so that resources arrive exactly where they are needed



# Our Success Stories

**TAPSTER**



We are very satisfied with our VIMpay campaign. It has delivered large amounts of traffic with a high conversion rate. We really appreciate the cooperation with VIMpay.

Karl Hermansson, COO,  
TAPSTER

  
PAGOPACE



The billboard campaign with VIMpay alongside our TV appearance on "Höhle der Löwen" created an ideal user journey for our customers and generated even more brand awareness.

Lukas Schmitz, Founder,  
PAGOPACE

 CNICK



We regularly book ads in the VIMpay app. This is an excellent opportunity for us to further expand our presence in the German market and increase our reach.

Koba Tsertsvadze, Co-Founder,  
CNICK

# Contact

Bring your own success story to life with VIMpay.

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