



Press Release

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More Relevant Online Advertising: OTTO Gets Into Programmatic Advertising with ADITION

Online marketing already occupies a very large share in OTTO's marketing mix. In order to place online advertising media for consumers in a more relevant manner in the future, the Hamburg-based online retailer is now expanding its advertising solutions with the demand-side platform (DSP) by Active Agent, which is an affiliated company of the Dusseldorf-based media technology specialist ADITION.

Online marketing is becoming even more important for OTTO in terms of traffic and demand generation on otto.de. The Hamburg-based retailer will increasingly rely on information-driven online advertising that focusses on sales aspects but without pressuring the customer. With the DSP by Active Agent, the online retailer now complements its own tool infrastructure with information-driven, digital multi-channel marketing.

"Our goal is to always and everywhere deliver the most relevant advertising media to consumers in a targeted manner. We want to support them in their customer journey in a meaningful way instead of annoying them," Kerstin Pape, the Head of Online Marketing at OTTO, explains. "Due to the extremely competitive situation in the e-commerce environment, online performance marketing cannot function without data, tools and the experts who understand the channels and information. We can meaningfully complement our own technology competence with programmatic advertising," according to Pape.

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Active Agent is the fastest growing demand-side platform (DSP) in the German digital market. It enables OTTO to engage in the cost-efficient deployment and operation of a high-quality buying desk for individual, company-specific requirements in programmatic media buying. This not only includes direct access to all relevant sell-side platforms (SSP) and ad exchanges in the German digital media market: Its deployment also simplifies existing business relationships with premium marketers.

OTTO already developed and introduced its own attribution model last year. Every advertising channel has its very own, individual performance component in the customer's buying process. This attribution model allows the online retailer to allocate its budgets in this area even more efficiently to the individual channels. The resulting findings can now be consistently implemented with the DSP solution. "At OTTO we primarily rely on proprietary solutions to manage the channels. However, the DSP by Active Agent allows us to expand the radius of our information-driven campaign controls on the total digital target group reach and realise controlled, value-oriented and automated online media buying in real-time," says Pape.

Jörg Klekamp, Chief Sales and Marketing Officer at ADITION technologies, explains: "OTTO has always stood for intelligent, technology-assisted online marketing. With the recent adoption of programmatic advertising, the company once again positions itself as an innovation leader among German e-commerce providers. We are very pleased that OTTO deploys and takes advantage of the versatile technological capabilities of ADITION adserving and its high-grade expansion modules for its online marketing in such a consistent manner and that the initial practical experiences with programmatic advertising have met OTTO's expectations."

You can find additional information on the dynamic attribution model of OTTO [here](#).

For more information related to the topic of customer journey at OTTO, read [our dossier](#).

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