

# TrustedTargeting

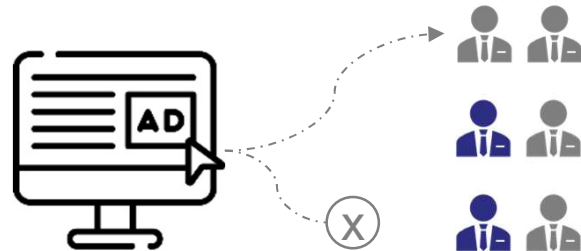
Reach Messe München's unique B2B audiences anywhere online



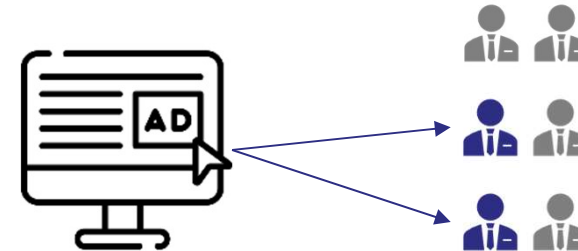
# What is it: TrustedTargeting takes the hassle out of B2B online marketing by making it easy to target high quality B2B audiences online

## B2B online marketing...

...without TrustedTargeting



...with TrustedTargeting



### Can be...

- × **hard** (specific B2B target audiences hard to find online, scattering loss)
- × **complex** (multi-campaign management, constant optimization)
- × **ressource intense** (takes time to set up and adjust campaigns)

### Becomes...

- ✓ **easy** (only TrustedTargeting can use unique Messe München database and address these high quality B2B audiences)
- ✓ **stress-free** (fully managed service, easy to set up in 5 mins)
- ✓ **cost-controlled** (advertising budget included incl. automatic stop)



## Why TrustedTargeting can be interesting for you:

TrustedTargeting is a stress-free way to enrich your (digital) marketing mix and can be used to support different marketing goals



**Lead generation campaigns**  
and have dropped their Cost per Lead to a quarter of the industry average



**Trade show preparation**  
and pre-book meetings for their sales teams at trade shows hassle free

**Our clients use  
TrustedTargeting for...**



**Cross-industry testing**  
and test out and promote their offer in new industries in an easy way with quick results



**Building brand awareness**  
and reach their highly specific industry audience on previously unimaginable ad spaces (e.g. YouTube on Smart TVs)



## How does it work:

TrustedTargeting uses Messe München's trade shows' unique data and allows for their targeting in major advertising networks

We track and collect data (GDPR compliant) from the following touchpoints

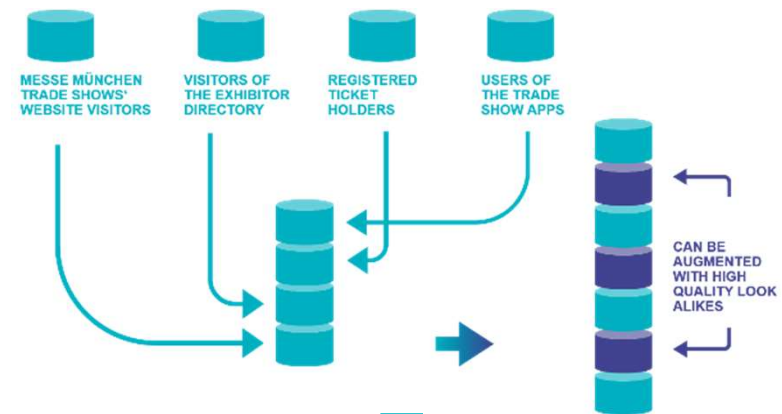
- Trade show ticket holders / visitors
- Trade show websites
- Exhibitor directory
- Trade show app users

thereby building a unique data pool of specific and high quality audiences from our trade show portfolio.

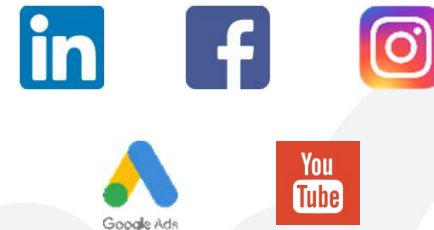
TrustedTargeting allows you to address these audiences through digital marketing campaigns in all major advertising networks such as

- Google (incl. YouTube)
- Facebook & Instagram
- LinkedIn

This data is unique as by definition only Messe München can have it and is constantly kept up to date.



Unique Messe München data pool that can be targeted in major advertising networks with your ad



# Selection criteria: Filter your target group by industry / trade show, industry segment, region and function

## Industry / trade show & industry segment

18 internal Messe München world leading shows and **160 industry segments**  
(see next slide)

### Function

- C-level
- Marketing
- Sales
- Purchasing
- Research & Development
- Finance
- IT
- Production
- Other (contact us!)



### Region



# You can target the following industries / world leading trade shows

Go to [app.trustedtargeting.com](http://app.trustedtargeting.com) to see in detail the industry segments and get a free reach estimate for your target group

CONSTRUCTION  
MACHINERY AND  
CONSTRUCTION  
EQUIPMENT



LABORATORY  
TECHNOLOGY,  
ANALYSIS,  
BIOTECHNOLOGY



LOGISTICS,  
MOBILITY, IT AND  
SUPPLY CHAIN  
MANAGEMENT



ELECTRONICS  
DEVELOPMENT  
AND PRODUCTION



ENVIRONMENTAL  
TECHNOLOGIES &  
RECYCLING



ARCHITECTURE,  
MATERIALS AND  
SYSTEMS



REAL ESTATE,  
PROPERTY AND  
INVESTMENT



SPORTING GOODS  
AND SPORTS  
FASHION



BEVERAGES &  
LIQUID FOOD



FORESTRY AND  
FOREST  
TECHNOLOGY



OUTDOOR  
SPORTS



CERAMICS



LASER &  
PHOTONICS



TRAVEL &  
LEISURE



PRINTED  
ELECTRONICS



ELECTRONICS



JEWELRY,  
WATCHES AND  
GEMSTONES



AUTOMATION &  
ROBOTICS



# Case Study

Worldwide leading full service agency uses TrustedTargeting for their banking client and manages to generate 1,700 meetings requests at a quarter of the industry's lead generation cost (CPL of 62 EUR).

## Challenge

A German banking association wanted to address new target groups interested in consulting meetings regarding wealth management and financing. The TrustedTargeting campaign was supposed to solve the following challenges:

1. Winning new clients in a saturated market for an established and known brand
2. Addressing target groups in a clear and differentiating way for different landing pages (retail & craftsmanship) using new channels and target groups



## Impact

TrustedTargeting data allows for efficient lead generation through its unique data base and the specific but differentiated addressing of target groups for both landing pages (retail & craftsmanship). The campaign's multi-channel presence in Display, LinkedIn and Facebook generated 1,700 new contacts at a conversion rate of 2.6%. TrustedTargeting was used as managed service requiring minimal effort from our client.



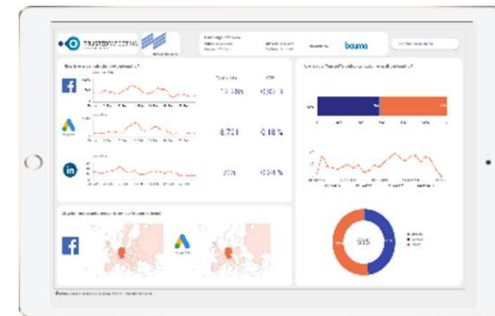
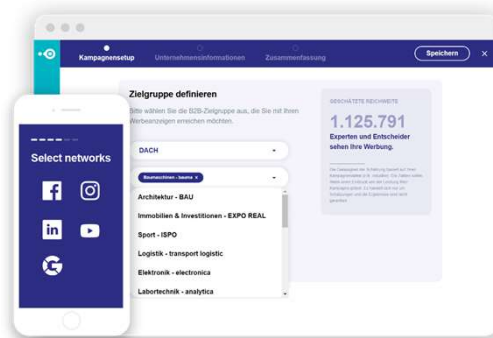
# How to get started: Based on your goals you choose your package, your campaign can be set up in 5 mins and we go live in 5 working days max



Targeting possible based on

- ✓ Industry
- ✓ Industry segment
- ✓ Region
- ✓ Function
- ✓ Company size

„All-in-one-package“:  
Includes advertising budget!



from 2,499 EUR

[Click here to see all pricing packages](#)

Done in 5 mins

[Click here to visit the TrustedTargeting tool and plan your campaign](#)

Your personal dashboard is live

[Click here to see a sample dashboard](#)





# Contact us for questions around TrustedTargeting



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