



The World's Hyperlocal Community

MEDIA KIT

INTRODUCTION



Jodel offers a unique platform for location based communication in order to combine use cases

Friends



World



Location



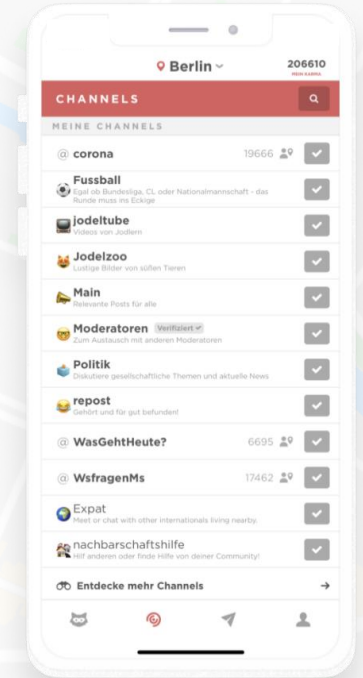
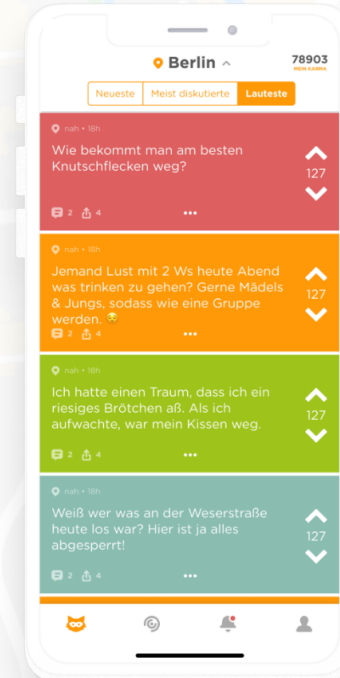
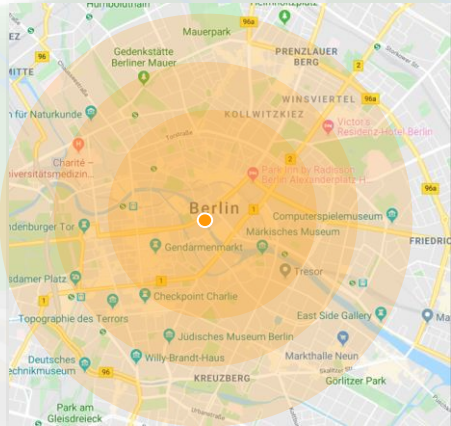
Communicating locally and without a public profile happens in the main feed or personalized in channels

10 km Radius

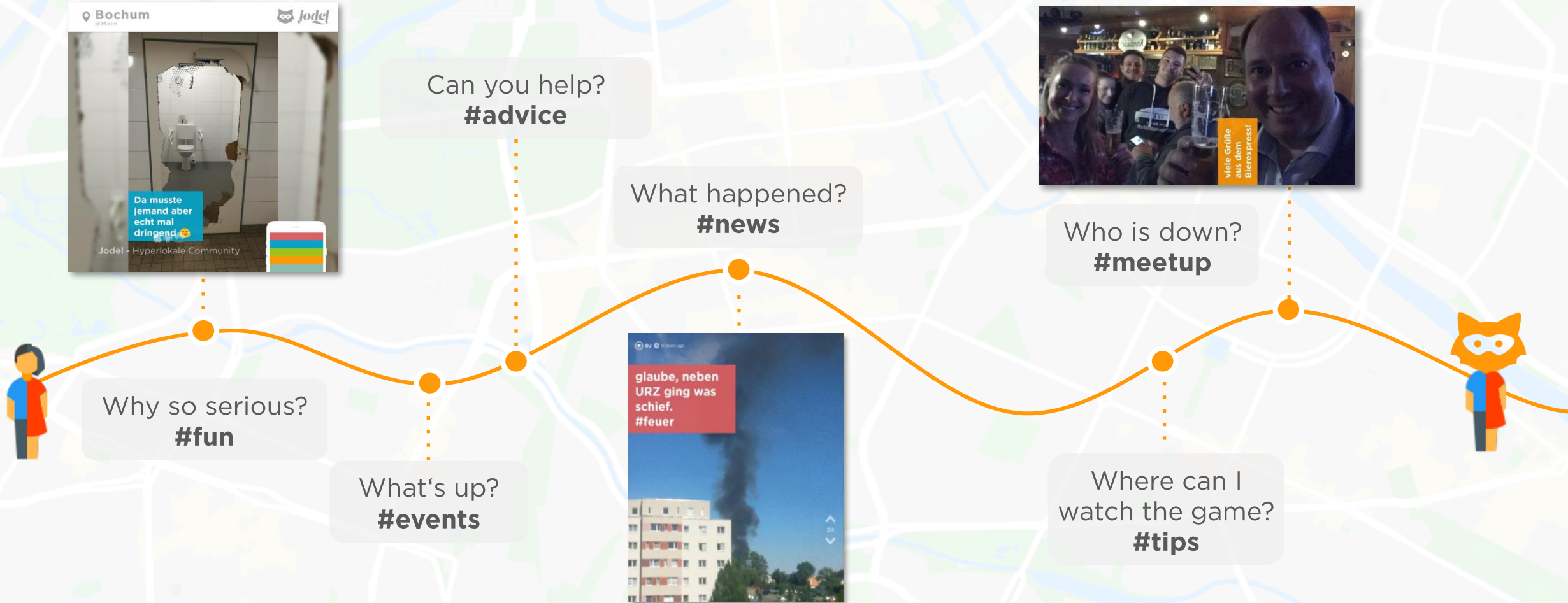
No Public Accounts

Main Feed

Channels

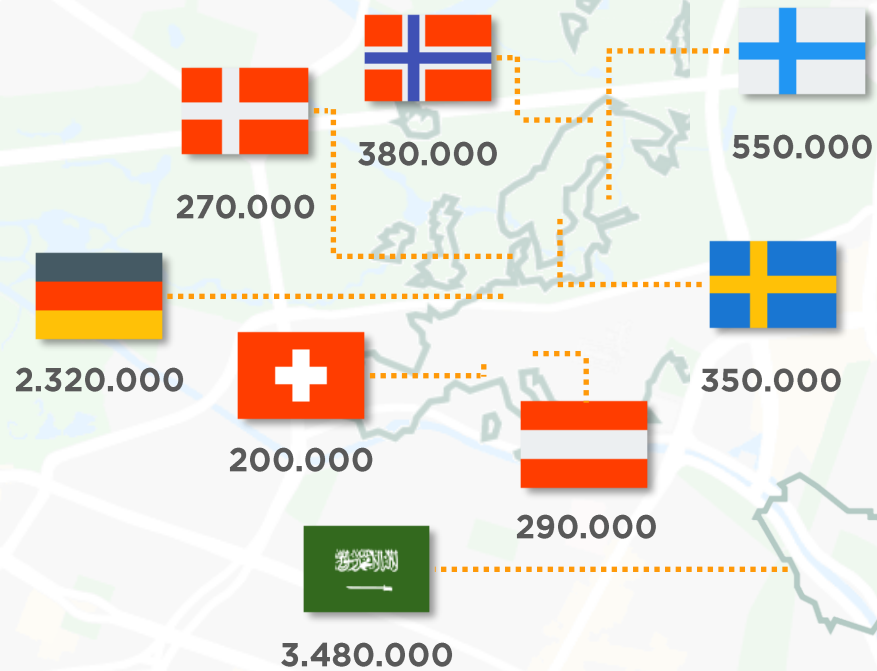


Fun is the most common use case of the user journey, but it's just the start of a greater experience



Jodel grew to over 7,5m users worldwide and to a highly engaged platform

Reach Worldwide



> 7,5 Million Users

Global User Behaviour

87% CONSUME CONVERSATIONS

26% CREATE CONTENT

60% VOTE



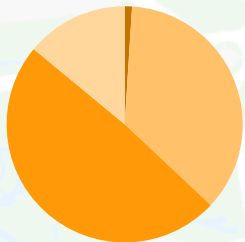
30 conversations **consumed**
27 minutes **spent** in 8 sessions



Our core user group is aged 18-30 and tends to getting older over time

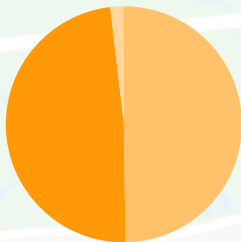
Demographics

Age



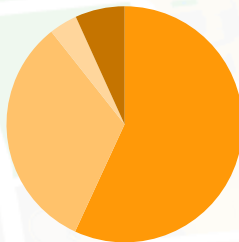
1% <18 yrs
36% 18-23 yrs
49% 24-30 yrs
14% older

Gender



50% male
48% female
2% diverse

Occupation



57% students
32% employees
4% High schoolers
7% Other



Companion before and during the early professional life

Jodelers are..

... independent	12%	live with their parents
... adventurous	25%	visited another continent in the last 12mo
... open-minded	53%	were abroad in the last 6mo
... informed	63%	read daily news
... engaged	69%	have volunteered
... active	73%	do sports >2 a month
... outgoing	82%	go out >1 a month
... multilingual	92%	min. 2 languages

Jodel offers a **unique target audience**

We offer a mix of native and standard advertising formats for video, picture and text ads

1 Display Ads



Goal
Awareness & Traffic

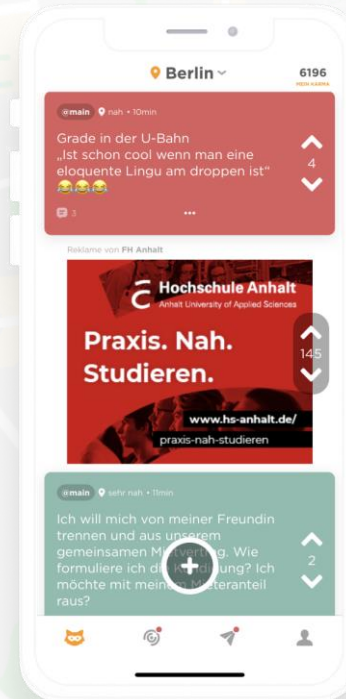
Format
Video, Picture

Targeting
Yes

Placement
Feed & Channels

Tracking
Internal & External

2 Medium Rectangle



Goal
Awareness & Traffic

Format
Picture

Targeting
Yes

Placement
Feed & Channels

Tracking
Internal & External

We offer a mix of native and standard advertising formats for video, picture and text ads

3.1 Boosted Post



Goal
Community
Engagement

Format
Video, Picture, Text

Targeting
Yes

Placement
Feed & Channels

Tracking
Internal & External

3.2 Boosted Poll



Goal
Engaged Native
Survey

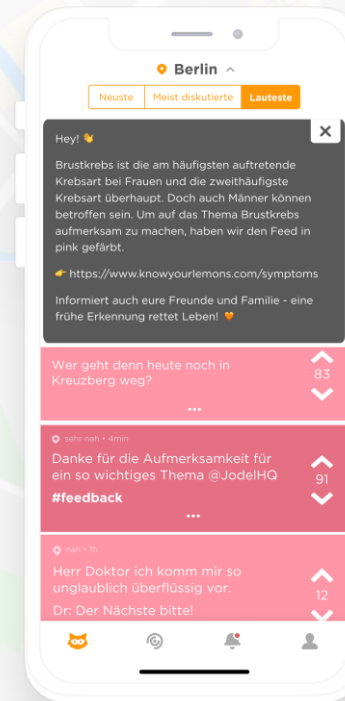
Format
Text

Targeting
Yes

Placement
Feed & Channels

Tracking
Internal & External

4 Colour Takeover



Goal
Community Buzz

Format
6 Colours + Sticky

Targeting
Yes

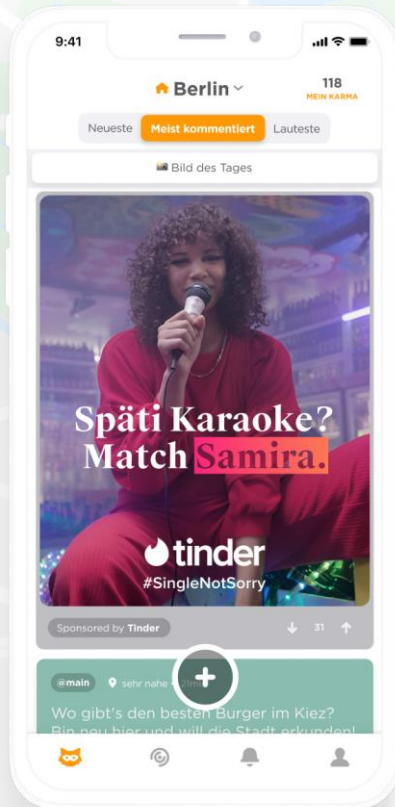
Placement
Omnipresence

Tracking
Internal & External

Specifications for the Display Ads stay the same but new recommendations starting April 19th

1

Display Ads



Specifications

Motive Visual or Video

Picture format jpg; <700KB 1080x1920 px.; 72dpi

Video format mp4; 9:16; min. width: 500px.; <5MB; Length: up to 15 sec.

Recommendations (starting 19.04.21) Consider leaving roughly 14% (270 pixels) of the top and bottom screen free from text, logos or other elements. In the picture feed you still have a full screen display, in the main feed and channels you have a cropped version. But you still need to deliver just one creative with the above mentioned specs.

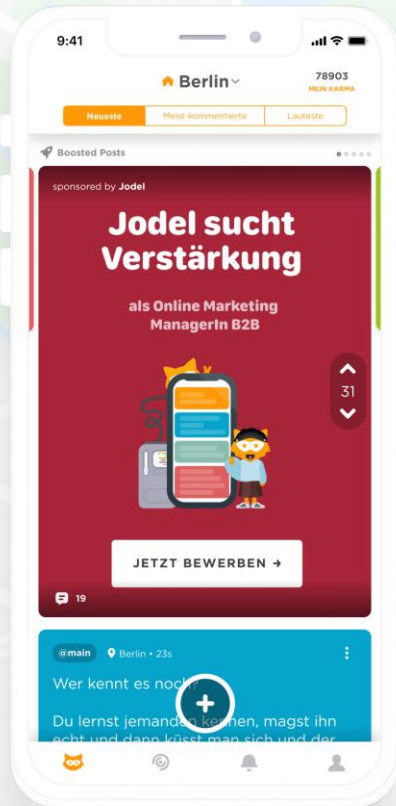
Link Tracking link to landing page

CTA Max. 20 letters

Specs for the Boosted Post Video & Picture stay the same but new recommendations starting April 19th

3.1

Boosted Post



Specifications

Motive Visual or Video; One creative per city possible

Text Max. 240 letters

Picture Format jpg; <700KB 1080x1920px.; 72dpi

Video Format mp4; 9:16; min. width: 500px.; <5MB; Length: up to 11 sec.

Recommendations for Picture & Video (starting 19.04.21): Consider leaving roughly 14% (270 pixels) of the top and 21% (~404 pixels) of the bottom screen free from text, logos or other elements.

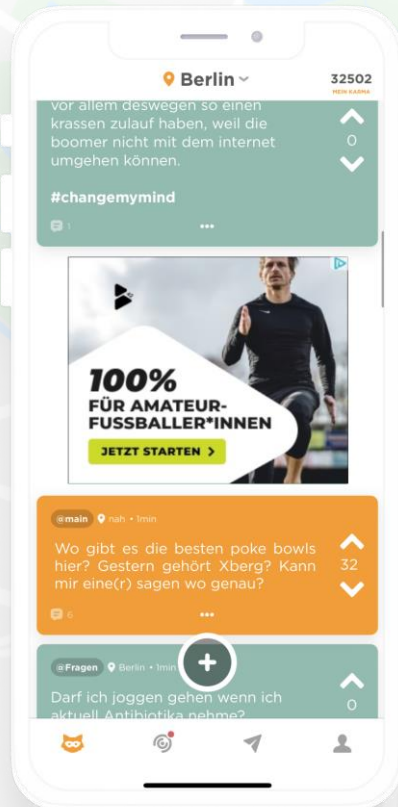
Link Tracking link to landing page

Moderation Advertiser gets verified account(s)

CTA (optional) Max. 20 letters

We offer first preferred non-guaranteed deals via programmatic

1 Preferred Programmatic Ads



Goal

Awareness, Traffic & Retargeting

Format

Picture (HTML5, Rich Media, GIF, etc.)

Targeting

Yes (First Party Data)

Placement

Feed & Channels

Tracking

External

Benefits

- A brand-safe environment
- First-look access to custom, non-guaranteed inventory
- The buyer can work closely with the publisher to unlock specific sets of unique inventory
- Powerful targeting: Accessing the inventory programmatically provides more targeting controls

REFERENCES

National and local brands from different industries use Jodel as an advertising platform



Advertise on Jodel – the world's hyperlocal community

Book [here](#) your free consultation
with one of our Jodel experts

You can also send us an email to
ads@jodel.com

Or give us a call at +49 1575 0165756

