

THE JODEL APP IN NORWAY

September 2023





Today's Agenda

1. Jodel App

2. Jodel Users

3. Jodel Ads

4. Cases



1. Jodel App



JODEL FILLS THE GAP IN DIGITAL LOCAL COMMUNICATION



GLOBAL



FRIENDS

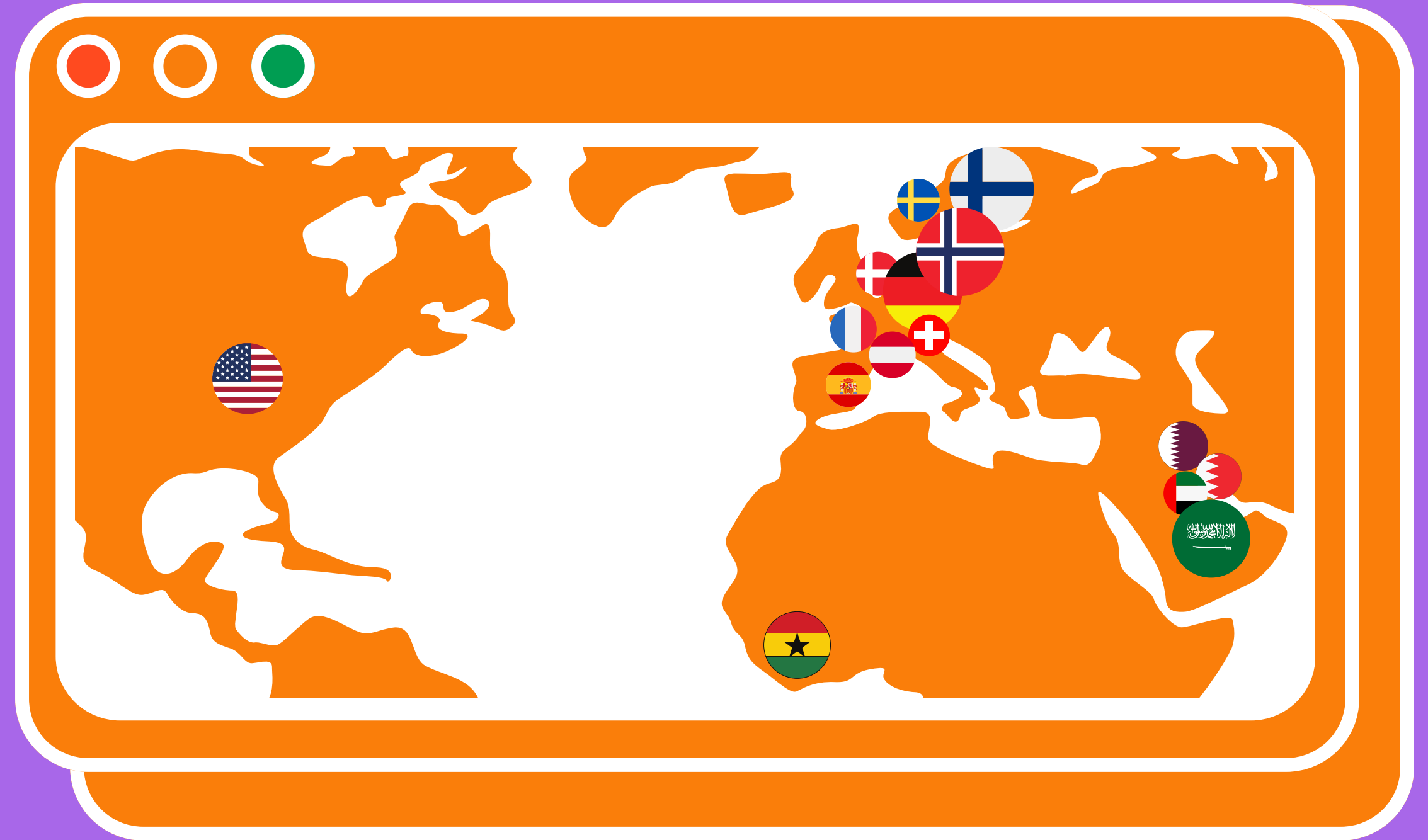


LOCAL



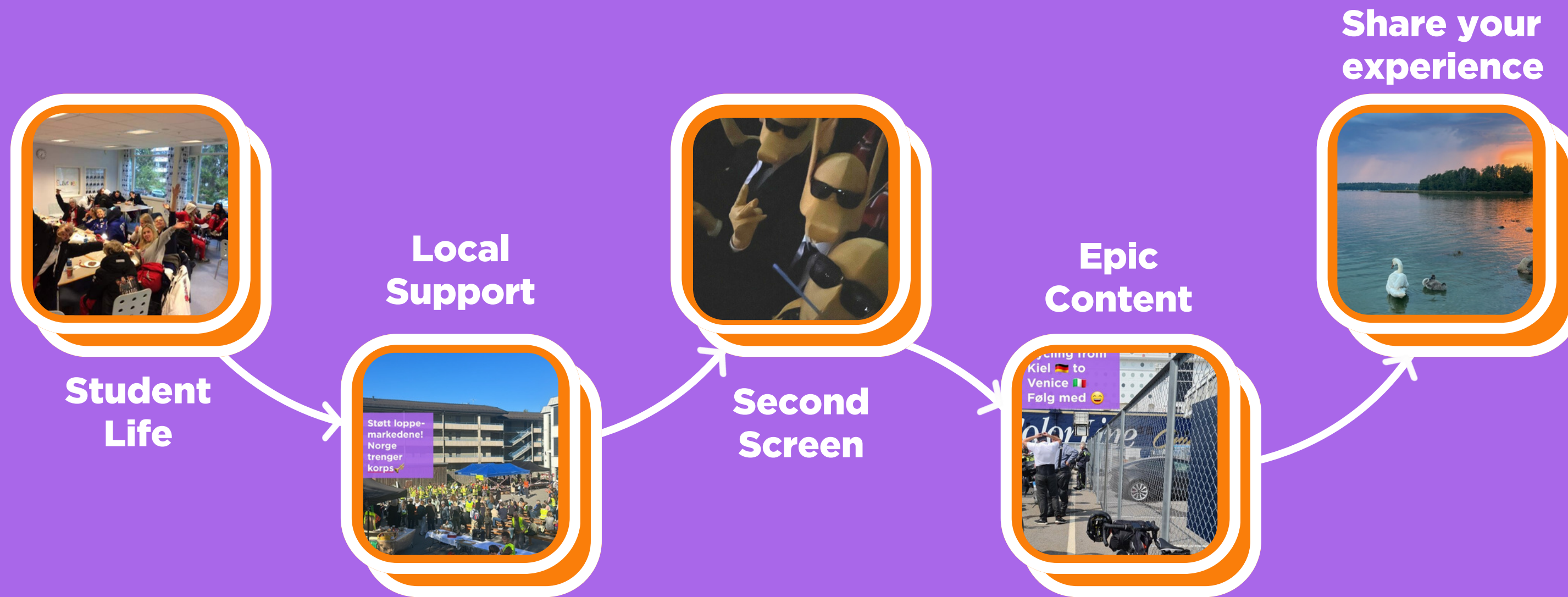


NORTHERN EUROPE & MENA ARE HOME TO THE LARGEST JODEL COMMUNITIES



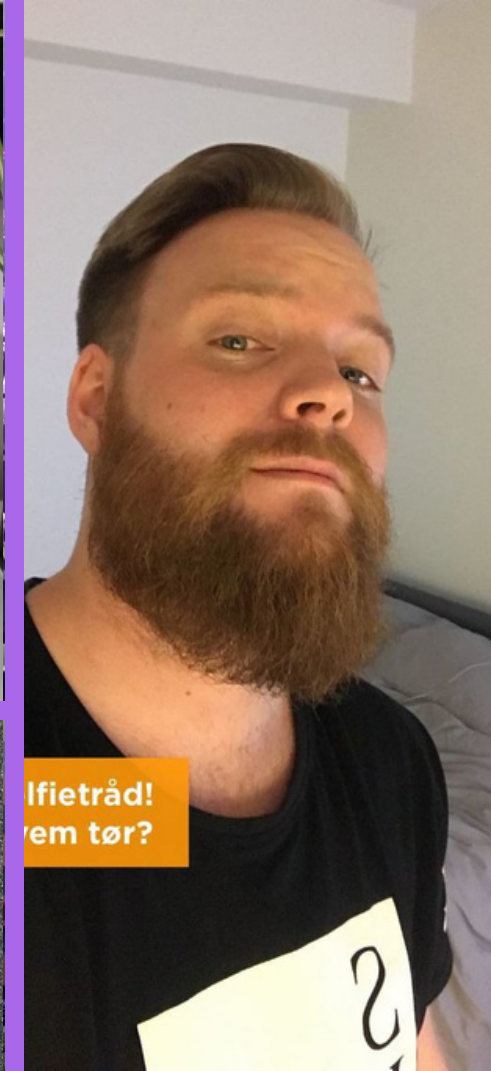


USERS DISCOVER VARIOUS USE CASES ALONG THEIR CUSTOMER JOURNEY





mihin muuhunkaan sitä rahansa käyttäisi



lfietråd! em tør?



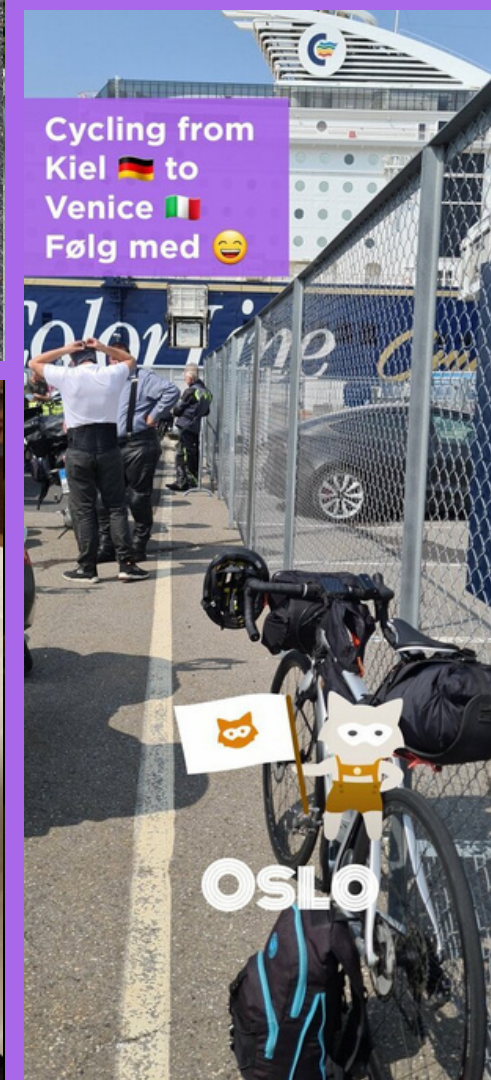
God Morgen Yoghurt og Frukt



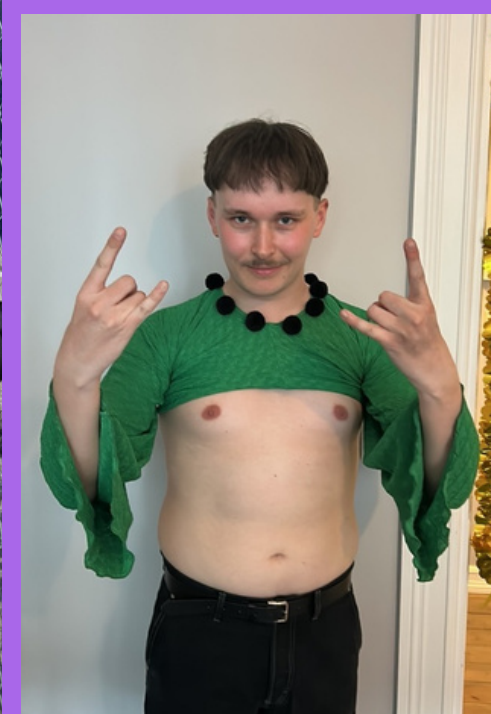
Myyjällä/asiakkaalla huono päivä :’D



Moppi taas



Cycling from Kiel 🇩🇪 to Venice 🇮🇹 Følg med 😊



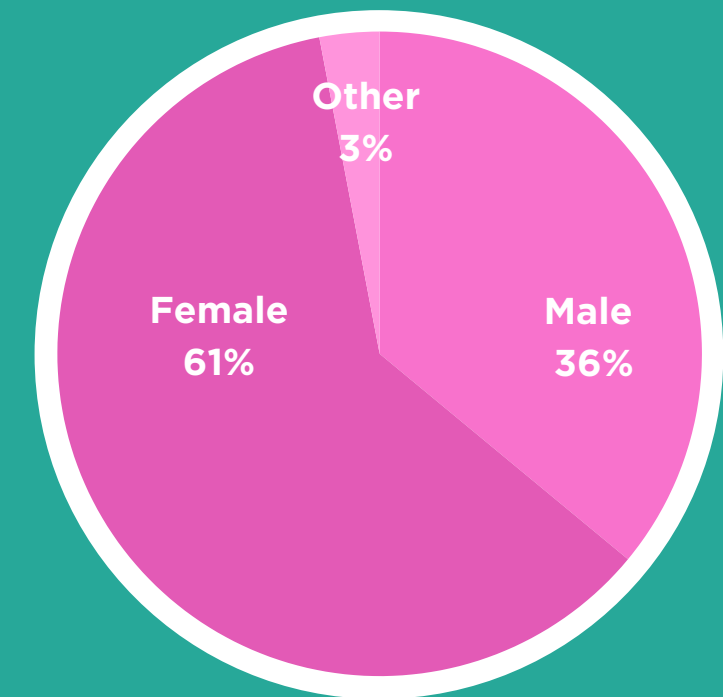
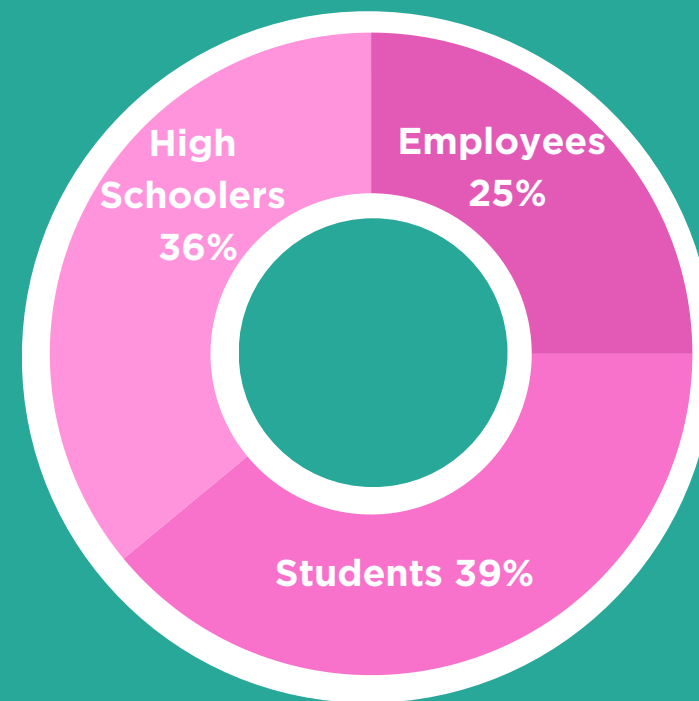
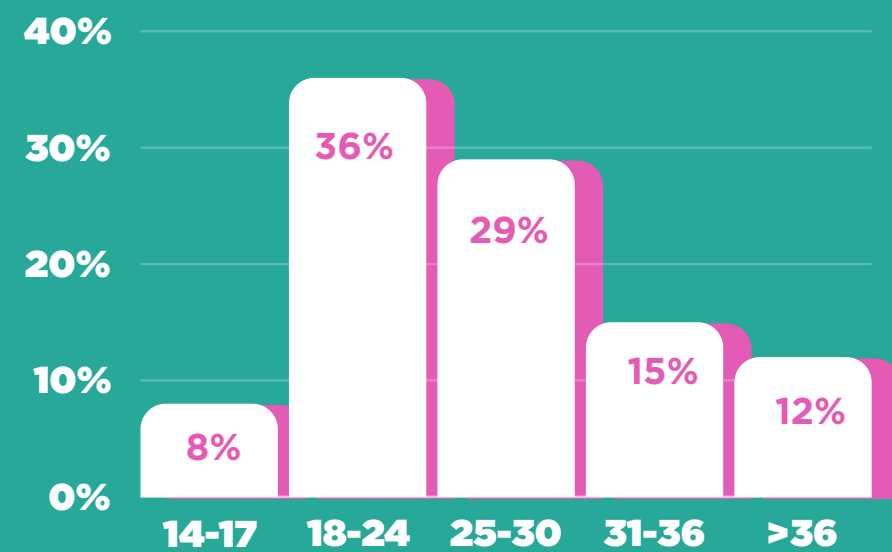
JODEL ENABLES USERS TO DISCOVER AND ENGAGE WITH THE VIBRANT COMMUNITIES AROUND THEM



2. Jodel Users



THE MAJORITY OF THE JODEL NO COMMUNITIES ARE BETWEEN 18 AND 35 YEARS OLD



83% of users are between 18-35 years old

Most of our users are either Students or High Schoolers

More females in communities



KEY FACTS & FIGURES



**Monthly
Visits**

15 Mio.



**Monthly
Posts**

1.5 Mio.



Top Cities

Oslo, Bergen, Trondheim



3. Jodel Ads



800.000 MAUS ARE HIGHLY ENGAGED CREATING ALMOST 200M AD IMPRESSIONS



**Monthly Unique
Users**

145.000



Monthly Visits

15.000.000



WE OFFER PREMIUM ADS VIA IO (NATIVE + STANDARD) AND PROGRAMMATIC ADS



1.

Premium Display



2.

Native Ads



3.

Programmatic Ads

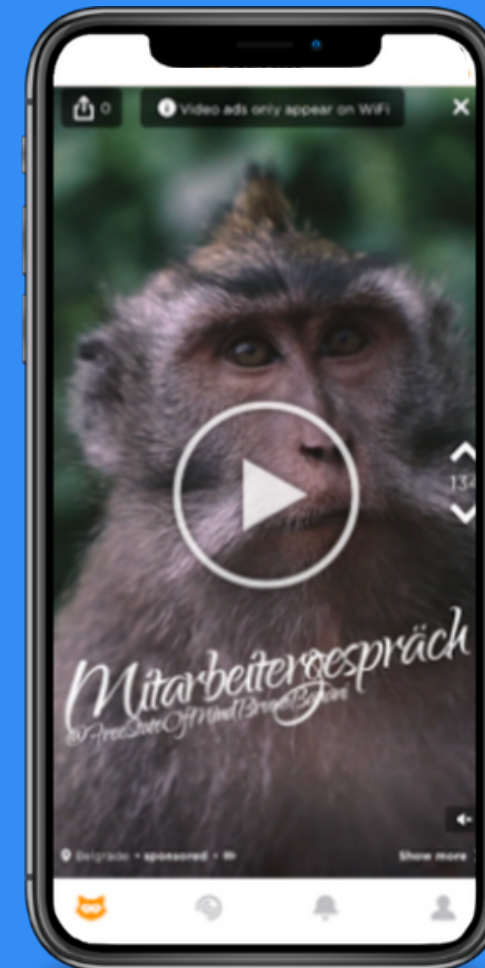


OUR PREMIUM ADS INCLUDE MOBILE DISPLAY AND MOBILE VIDEO

Mobile Display



Mobile Video

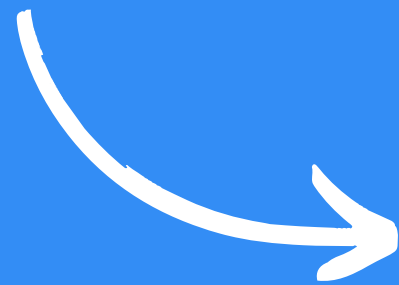




1.

MOBILE DISPLAY ADS CAPTURE MAXIMUM ATTENTION OF THE USERS

Mobile Display



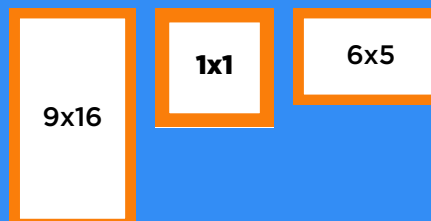
Use Case

Works to create awareness in a simple manner and send traffic to your pages.

KPI

- Viewability
- Impressions
- Clicks

Formats:

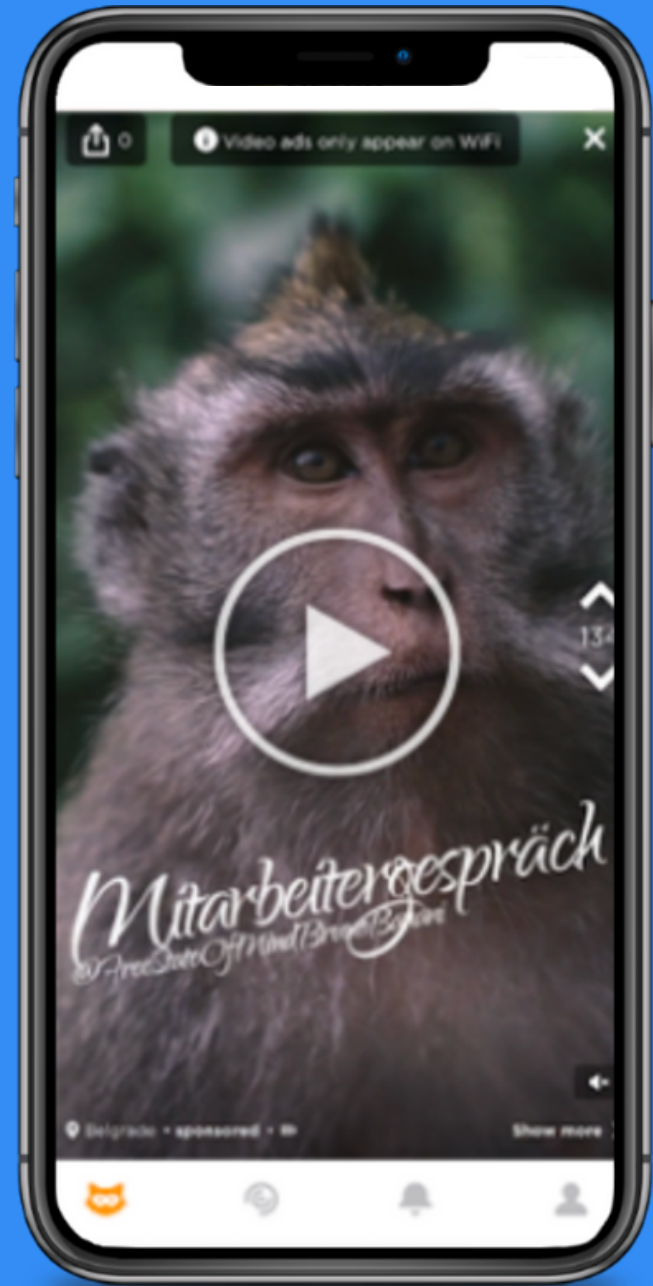
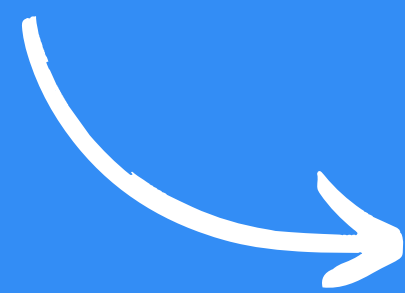




1.

YOU CAN USE 15 SEC VIDEOS TO ADVERTISE

Mobile Video



Use Case

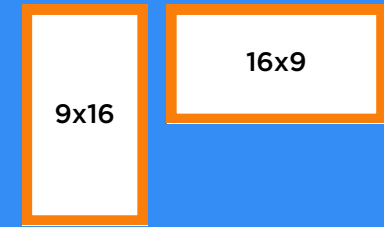
Works to go with a more emotional approach, therefore great for Branding & making sure your messages stick.

KPI

- Viewability
- VTR

Formats

- Length: 15 seconds max





JODEL NATIVE ADS ARE HIGHLY ENGAGING



Post & Poll

Use Case

Highly engaging ads which can be used for direct communication with Jodel users!

- **Placement: fixed in position 2 in the app**
- **Exclusive: Only one advertiser can book a Native ad at the same time and in the same region.**

KPI

- **Impressions**
- **Clicks**
- **Engagement (post opens, pins, shares...)**

Formats

- **Post**
- **Poll**

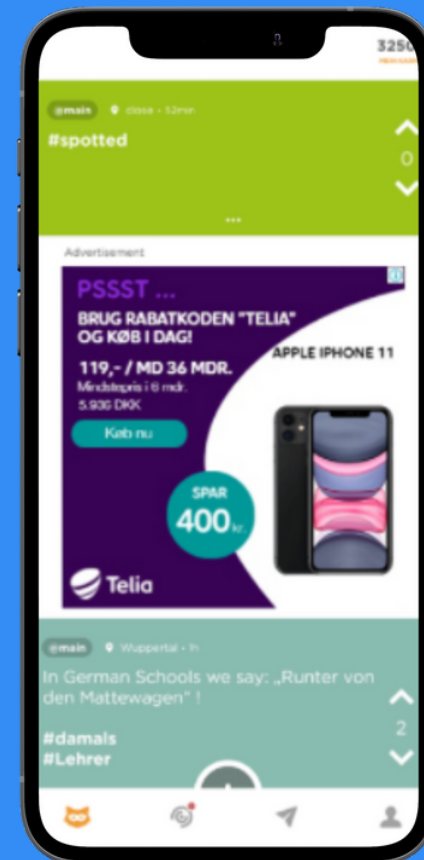
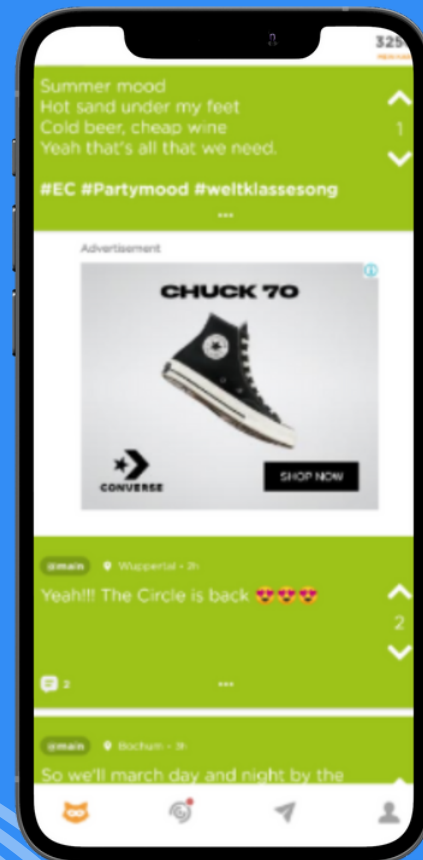


YOU CAN ALSO BOOK VIA PROGRAMMATIC

300x250

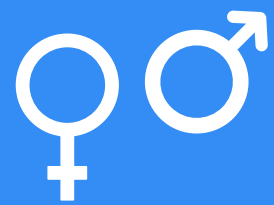
320x320

320x480





VARIOUS TARGETING OPTIONS WITH 1ST PARTY DATA ARE AVAILABLE



Gender



Location



Age



Occupation

(e.g. Students or Young Professionals)





THE JODEL PREMIUM FORMATS START FROM NOK 140 ONWARDS

	1.	1.	2.	3.
	Mobile Display	Mobile Video	Native Ads	Programmatic Ads
Format	1080x1080 1080x1920 max. 700KB	1080x1920 <15 seconds max. 5MB	Boosted Post Boosted Poll	300x250 320x320 320x480 max. 700KB
CPM	NOK 140	NOK 160	See list	NOK 50 NOK 60 NOK 70
Additional CPM per targeting option	NOK 35	NOK 35	-	NOK 35



NATIVE ADS ARE PRICED WITH EFFECTIVE CPM BELOW PREMIUM FORMATS

	2. Native Ads Price for 24h Take Over
Oslo Capital Area	NOK 22.900
Capital Area + Bergen + Trondheim	NOK 30.200
Norway	NOK 55.800



GLOBAL BRANDS USING JODEL ACROSS EU

easyJet

zalando

Lufthansa

EY
Building a better
working world

SIXT share

amazon

NETFLIX

O₂

Levi's

pwc

COMMERZBANK



Volkswagen



McDonald's

tinder

Fraport



Spotify

ebay



vodafone

KPMG

DB BAHN

TikTok

sky

Deloitte.

Swappiets

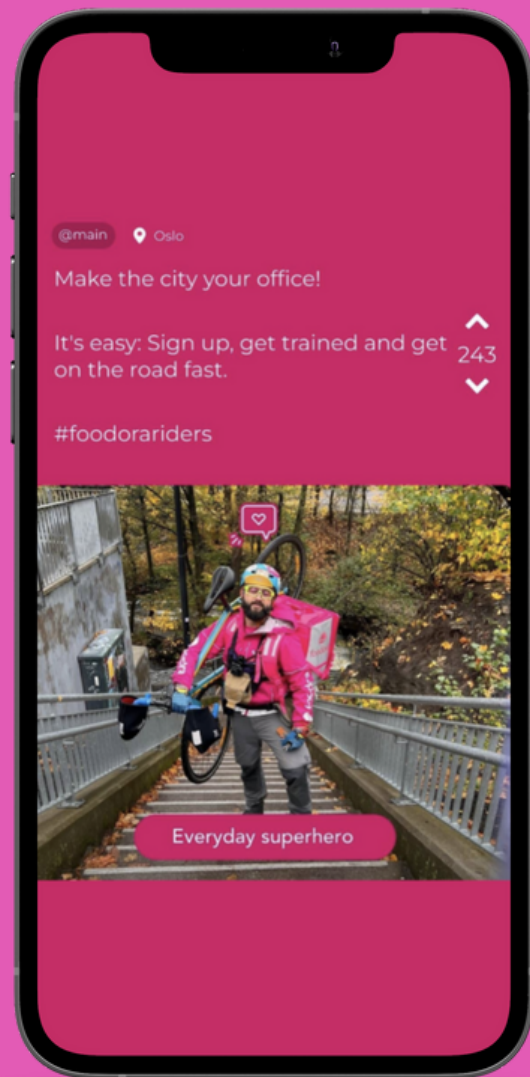
BiC



4. Cases



FOODORA USING NATIVES ADS AIMING FOR AWARENESS - ALSO REACHED 0.73% CTR



Goal:
Promotion of on-demand delivery service in Oslo



Ad Type:
Boosted Post

CTR:
0.73% (!)



Outcome:
Besides the initial goal of creating awareness for jobs they also reached applications through a good CTR

Thank you for your time and listening

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