

**ABOUT YOU<sup>®</sup>**

**BRAND RELATIONS  
& RETAIL MEDIA**

**SPONSORED CONTENT**

**ABOUT YOU<sup>®</sup>**

**BRAND RELATIONS  
& RETAIL MEDIA**

**SPONSORED CONTENT**

Increase visibility of your brand in the **ABOUT YOU** shop by running **Sponsored Content** campaigns in our self-service tool

# RETAIL MEDIA OPPORTUNITIES

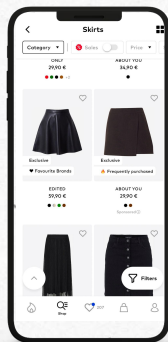
**ABOUT YOU**®

BRAND RELATIONS  
& RETAIL MEDIA

SPONSORED CONTENT

## CONSIDERATION & SELL-OUT

Increase your **product visibility** by  
**sponsoring products** in product category  
pages on ABOUT YOU.



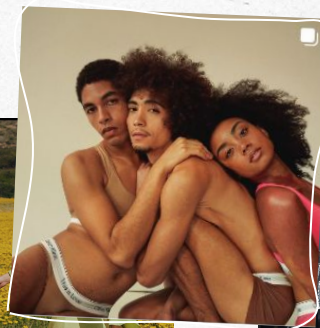
SPONSORED PRODUCTS

## BRAND AWARENESS & CONSIDERATION

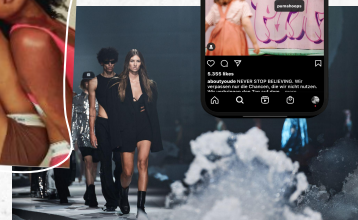
Build your **brand awareness** on ABOUT YOU through onsite  
placements, live shopping, social media extensions or  
participating in unique events.



ONSITE CAMPAIGNS



SOCIAL MEDIA + LIVE SHOPPING



EXPERIENCE

# RETAIL MEDIA OPPORTUNITIES

ABOUT YOU<sup>®</sup>

BRAND RELATIONS  
& RETAIL MEDIA

SPONSORED CONTENT

## BRAND AWARENESS & CONSIDERATION

Build your **brand awareness** on ABOUT YOU through onsite placements on various page types like browse and category pages.

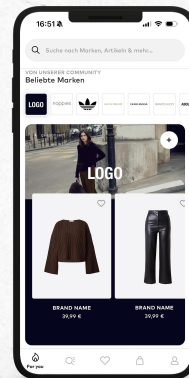


ONSITE CAMPAIGNS

## BRAND AWARENESS & CONSIDERATION

Increase your **brand awareness & visibility** on ABOUT YOU.

CHANGE TO



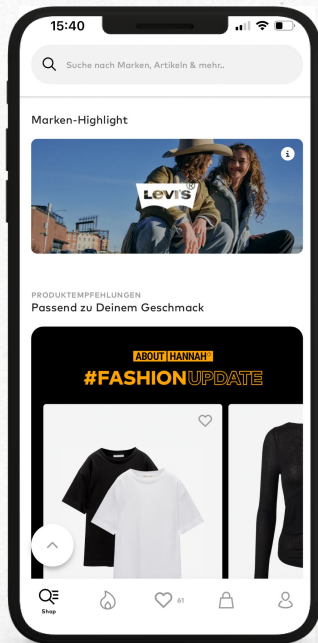
SPONSORED CONTENT



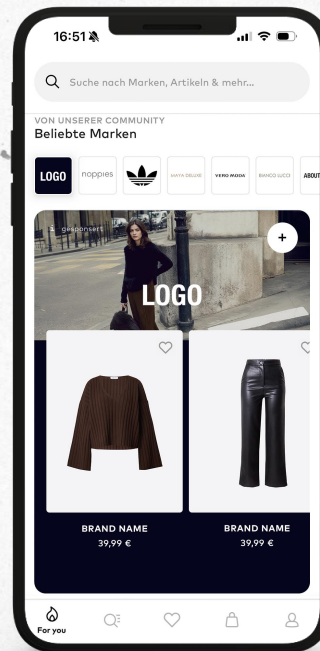
# ALL PLACEMENTS WILL MIGRATE TO SPONSORED CONTENT

**ABOUT YOU**  
BRAND RELATIONS  
& RETAIL MEDIA  
SPONSORED CONTENT

**OLD  
BRAND TEASER**



**REPLACED BY**



**SPONSORED CONTENT –  
RECOMMENDED BRAND  
TEASER**

The Brand Teaser is the first placement to migrate to the Sponsored Content Tool. The new naming is recommended brand teaser.

## **Advantages**

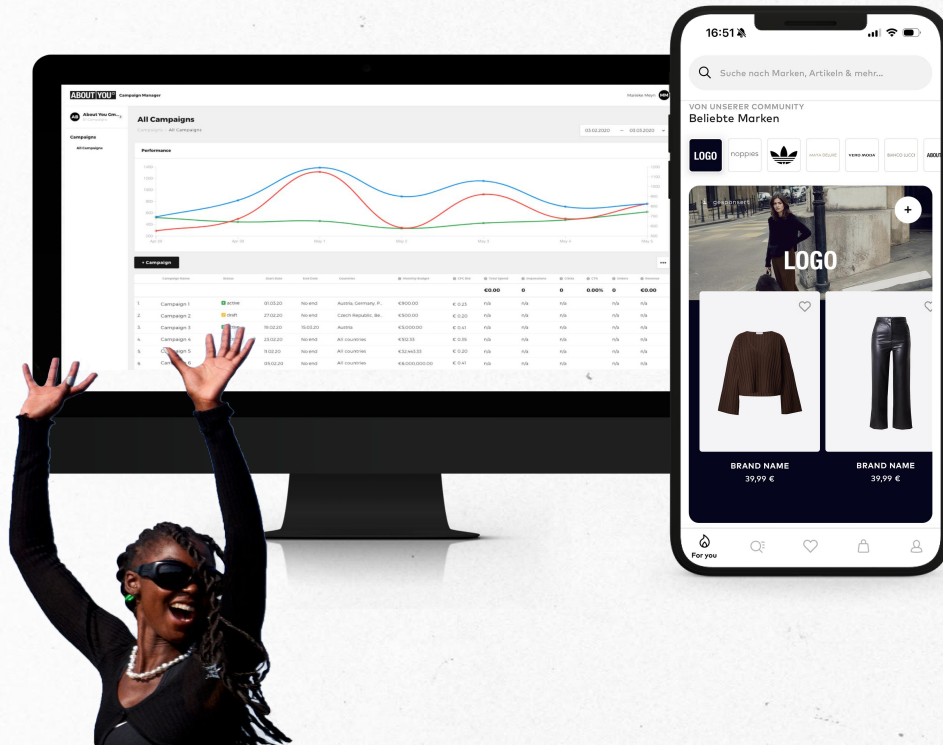
- More prominent location on navigation
- Enhanced design & user experience
- More destinations available

# ABOUT SPONSORED CONTENT

**ABOUT YOU**

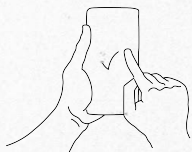
**BRAND RELATIONS  
& RETAIL MEDIA**

**SPONSORED CONTENT**



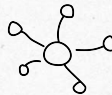
Sponsored Content allows you to strategically promote your brand's content, ensuring it reaches the right audience at the right time by paying a **Cost per Mille (CPM) impressions bid**.

# HOW SPONSORED CONTENT HELPS YOU GROW YOUR BRAND



## **MORE AGILE & AUTONOMOUS BOOKING PROCESS**

Set up campaigns on your own tailored to your needs, from go-live days up to CPM bid and country selection



## **ALGORITHM CHOOSES THE BEST PERFORMING PLACEMENT**

Our smart algorithm combines your organic score with a CPM boosting to ensure that the best performing content is shown



## **PERFORMANCE OVERVIEW ON DAILY BASIS**

Check out the latest performance of your campaign directly in your individual dashboard



## **FLEXIBLE GO-LIVE DATE (ALL WEEKDAYS POSSIBLE)**

Go-Live on any day at any time with a lead time of 3-7 days



## **ATTRIBUTION MODEL INCL. ROAS (COMING SOON!)**

We are continuously working on improving the tool and providing more KPI's

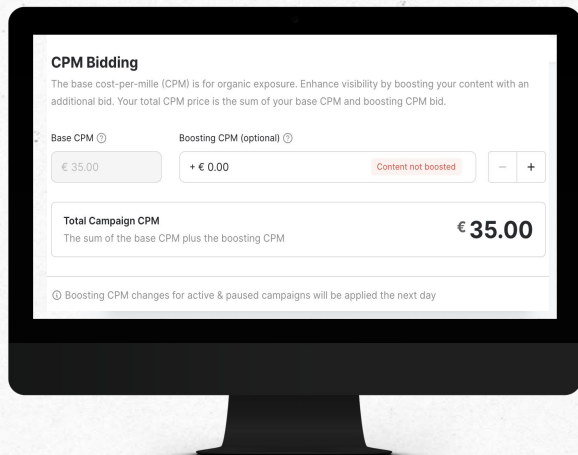


# HOW IT WORKS

**ABOUT YOU**

**BRAND RELATIONS  
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**SPONSORED CONTENT**

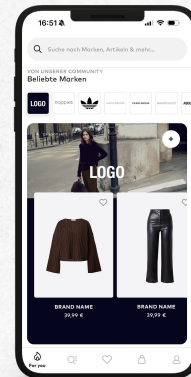


## CPM BASE

With the **base CPM** you set your campaign to live and generate pure performance based traffic for your brand, depending on the score of the teaser campaign.

## BOOSTING

By adding a **boosting CPM** to your teaser campaign, you increase the chance of being displayed on **the most prominent placements**.



## HINT

1st version includes 1 placement with up to 5 slots on the homepage of the app. The teaser campaign with the highest ranking gets the 1st slot.

# HOW THE BIDDING ALGORITHM WORKS

**TEASER  
CAMPAIGN RANK**

=

**ORGANIC  
SCORE**

+

**SPONSORED  
COMPONENT**

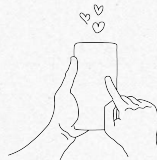
**ORGANIC SCORE**

=



**CLICK THROUGH  
RATE**

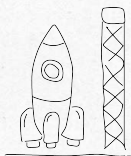
+



**LANDING PAGE  
VALUE**

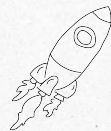
**SPONSORED  
COMPONENT**

=



**BASE CPM  
(FIX)**

+



**BOOSTING CPM  
(VARIABLE)**

**ALGORITHM  
CHOOSES THE BEST  
PERFORMING  
PLACEMENT**



# WHY DIFFERENT FUNNELS & NOT SINGLE PLACEMENTS?

The funnels within the Sponsored Content Retail Media Tool allow targeting users with sponsored content at various points in their customer journey. Each funnel represents a phase and comprises diverse placements on the corresponding pages of our webshop. You can bid on one funnel per campaign. Within each funnel, different types of placements are available, based either on pure image messages or requiring product integration. **The algorithm chooses the best performing placements for your campaign**

## UPPER FUNNEL

- **Target Group:** Users in the inspiration phase
- **Pages:** Homepages
- **Mindset:** Open to inspiration, discovering new products & trends
- **Rationale:** The Upper Funnel prioritizes inspiration and brand awareness. Image-based placements can be just as effective as those that already integrate products to direct users to article detail pages early on.

## MID FUNNEL

- **Target Group:** Users in the orientation and search phase
- **Pages:** Category pages
- **Mindset:** More concrete search intent, comparing different products and offers
- **Rationale:** In the Mid Funnel, users are more focused on products. Both brand-building placements and those that lead users directly to relevant products are relevant here.

# SHOP ALGORITHM

**ABOUT YOU**

**BRAND RELATIONS  
& RETAIL MEDIA**

**SPONSORED CONTENT**

## VISIBILITY

Sales and improved  
brand performance  
lead to more visibility

## CONTENT INTERACTION

Create interaction between  
your brand and the ABOUT  
YOU customers with on-site  
campaigns

## SALES

Product interactions  
trigger sales

## RECOMMENDATIONS & PERSONALIZED CONTENT

The created interaction will lead  
to the algorithm including your  
brand in our automated  
recommendations

## CLICKS

Recommendations lead to  
increased clicks and product  
interactions

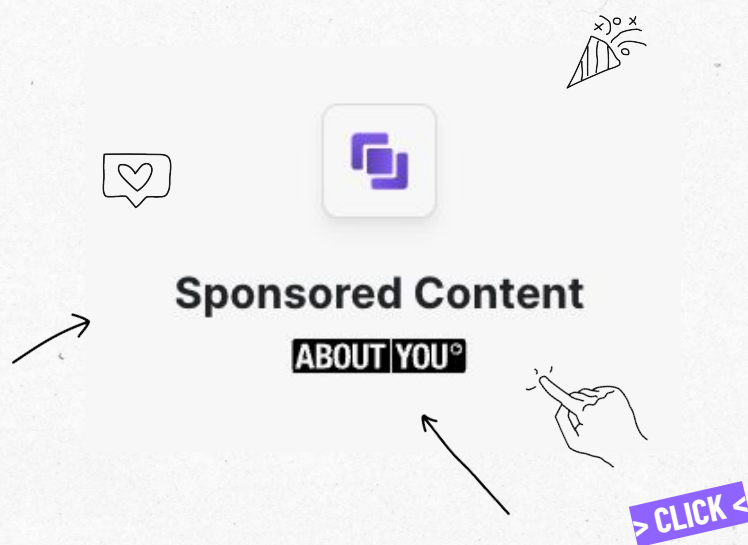


# LET'S CHECK OUT THE TOOL!

**ABOUT YOU**®

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SPONSORED CONTENT



<https://services.aboutyou.com/sc/campaigns>



# HOW TO CREATE A CAMPAIGN

CLICK ON CREATE CAMPAIGN BUTTON FROM HOME SCREEN :

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**BRAND RELATIONS  
& RETAIL MEDIA**

**SPONSORED CONTENT**

## Dashboard

Create campaign

H

Campaign ID	Campaign Name	Company	Campaign Status	Campaign Creator ^	Campaign Creator Email	Campaign Owner	Campaign Owner Email	Countries	Start Date	End Date	Car
112	CSP_M_KevinTrapp_SS24_Bra...	ABOUT YOU Labels	Active	chiara.ammendolea	chiara.ammendolea@abou...	Karina Kalvelage	karina.kalvelage@aboutyo...	29	-	-	
110	CSP_M_Pacemaker_SS24_Bra...	ABOUT YOU Labels	Active	chiara.ammendolea	chiara.ammendolea@abou...	Karina Kalvelage	karina.kalvelage@aboutyo...	29	-	-	
108	CSP_M_GMKMen_SS24_Drop5	ABOUT YOU Labels	Active	chiara.ammendolea	chiara.ammendolea@abou...	Karina Kalvelage	karina.kalvelage@aboutyo...	29	-	-	
107	CSP_M_DanFoxApparel_SS24_...	ABOUT YOU Labels	Active	chiara.ammendolea	chiara.ammendolea@abou...	Karina Kalvelage	karina.kalvelage@aboutyo...	27	-	-	
120	CSP_K_Ricosta_SS24_BrandPa...	ABOUT YOU Test ...	Active	Marie Arndt	marie.arndt@aboutyou.com	marie.arndt+ricosta	marie.arndt+ricosta@abou...	1	-	-	



Sponsored Content

ABOUT YOU<sup>®</sup>


DASHBOARDS

Dashboard

# HOW TO CREATE A CAMPAIGN

## PROVIDE GENERAL INFORMATION :

The input of the general field defines the options of the next pages. This input can **not** be adjusted after moving to the next page.



1 General 2 Location 3 Budget & Schedule 4 Teaser Creative 5 Products


**Name**  
Choose a campaign name to easily refer to the campaign. This name is only relevant for your company as it is only visible to your company.


\* Campaign Name  
Campaign name

**Campaign Group**  
Select the campaign group to which the campaign should belong.

Campaign Group  
Campaign group

**Destination**  
Where should your teaser link to?

 **Brand Page**  
The brand page showcases your brand at ABOUT YOU Shops and collectively presents all brand products without additional booking; the page goes live when your products do.

 **Brand Story**  
The story pages are curated to represent specific trends, collections, or promotions from your brand. Created individually by ABOUT YOU, these pages serve as unique storytelling platforms, showcasing your brand's distinctive narratives.

\* Destination page  
Select destination

ⓘ The destination selection affects options available in the following steps and has direct impact on the country selection and customization settings. The destination selection cannot be changed once you proceed to the next step.

### Name

Choose a campaign name to easily refer to the campaigns

### Campaign Group

Select the campaign group to which the campaign should belong

### Destination

Where should your teaser link to?

# HOW TO CREATE A CAMPAIGN

LET US KNOW WHERE THE CAMPAIGN SHOULD BE DISPLAYED :

- Available countries are depending on the selected destination
- In the 1st version you can select the upper funnel with one placement included
- Shop section options depend on the selected destination

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SPONSORED CONTENT

1 General2 Location3 Budget & Schedule4 Teaser Creative5 Products


### Countries

Select the countries where the campaign will run.

Add countries

 Add your first country to see how many translations are required

### Location



**Upper Funnel**

Create direct awareness for your brand upon one of the most important entry points. Capture attention and spark interest to initiate the customer journey.

✓ Recommended Brands Teaser

### Shop Section

Select the shop section in which the campaign should be visible. Only one section can be selected.

\* Shop Section

e.g. Kids > Girls > Teens



# HOW TO CREATE A CAMPAIGN

## DEFINE YOUR BIDDING STRATEGY :

- Your campaign can go live with a base CPM for organic traffic.
- Use the boosting CPM to increase the campaigns ranking in order to gain an advantage over your competitors.
- Your total CPM price is the sum of your base CPM and boosting CPM bid.
- Enter at least one budget you want to spend on your campaign. You can increase, decrease or stop your budget at any time after creating the campaign.

1 General2 Location3 Budget & Schedule4 Teaser Creative5 Products

CPM Bidding

The base cost-per-mille (CPM) is for organic exposure. Enhance visibility by boosting your content with an additional bid. Your total CPM price is the sum of your base CPM and boosting CPM bid.

Base CPM ⓘ

€ 35.00

Boosting CPM (optional) ⓘ

+ € 0.00

Content not boosted

– +

Total Campaign CPM

The sum of the base CPM plus the boosting CPM

€ 35.00

ⓘ Boosting CPM changes for active & paused campaigns will be applied the next day

Budget

Enter at least one budget you want to spend on your campaign. You can increase, decrease or stop your budget at any time after creating the campaign.

Campaign limit ⓘ

€

Monthly limit ⓘ

€

Weekly limit ⓘ

€

ⓘ Budget changes for active & paused campaigns will be applied the next day

Start date

Schedule the campaign to be started:

☒ As soon as possible

Starts your campaign as soon as possible after the approval\*

☐ On specific date and time

Start date and start time (CET)

Select start date and time

ⓘ \*The approval can take up to 7 days.

End date

Schedule the campaign to be ended:

☒ When the budget is used up

Ends your campaign as soon as the budget is used up

☐ On specific date and time

End date and end time (CET)

Select end date and time

Back

Next

# HOW TO CREATE A CAMPAIGN

## PROVIDE CAMPAIGN MATERIAL :

- Upload your assets in the 3 different formats. Please wait until the image is uploaded before proceeding with the next image.
- Headline & Subline are currently not considered in the 1st version.

**Reason:** We are planning to roll out to more placements where text is required as soon

**Note:** As a workaround, you can simply click on translation service and type in “LOREM IPSUM” as it will be ignored in the campaign. More details on the next slide...

The screenshot displays a web interface for creating a campaign, specifically the 'Assets' and 'Translations' sections. At the top, a navigation bar shows five steps: 1. General, 2. Location, 3. Budget & Schedule, 4. Teaser Creative (active), and 5. Products.

The 'Assets' section is titled 'Assets' and contains three columns for different image formats: Landscape, Portrait, and Square. Each column has a dashed box with an upload icon and the text 'Upload an image or drag and drop' and 'PNG, JPG, or GIF up to 10MB'. Below each box is an 'Upload image' button. Below the columns is a question mark icon and the text 'What is a good picture?'.

The 'Translations' section is titled 'Translations' and contains the question 'How do you want to add your translations?'. It has two main options: 'I provide all translations' (with a link icon) and 'I want to use the translation service' (with a document icon). The 'I want to use the translation service' option is highlighted with a purple border and includes a 'Free for a limited time' badge. Below this option, it states 'We will translate the provided English text into the desired languages once the campaign is submitted.' and lists two benefits: 'Includes all mandatory languages by default' and 'Choose any optional languages additionally'.

The 'Languages & Translations' section is titled 'Languages & Translations' and contains the text 'Select languages and add your translations'. It has two input fields: 'Your base text in English' (with the value 'Not provided') and 'You selected 0 languages'. Below these fields is a purple button labeled 'Edit languages and translations'.

At the bottom of the section is a 'Translation progress' bar.

# TRANSLATIONS SETTINGS FOR 1ST VERSION


- No headline or subline required for the MVP placement.
- Please use translation service and add LOREM IPSUM to the base text.


< Create new campaign

1 General 2 Location 3 Budget & Schedule 4 Teaser Creative 5 Products


### Translations

How do you want to add your translations?

 **I provide all translations**  
You add all the required translations yourself

 **I want to use the translation service** Free for a limited time  
We will translate the provided English text into the desired languages once the campaign is submitted.

- ✓ Includes all mandatory languages by default
- ✓ Choose any optional languages additionally



< Create new campaign

### Translation editor


Provide your base translation and add your desired languages

\* Base headline (in English)  
LOREM IPSUM

\* Base subline (in English)  
LOREM IPSUM

### Languages

Explanation text for further information

Languages	Status	Headline	Subline
 No data			

Cancel Save

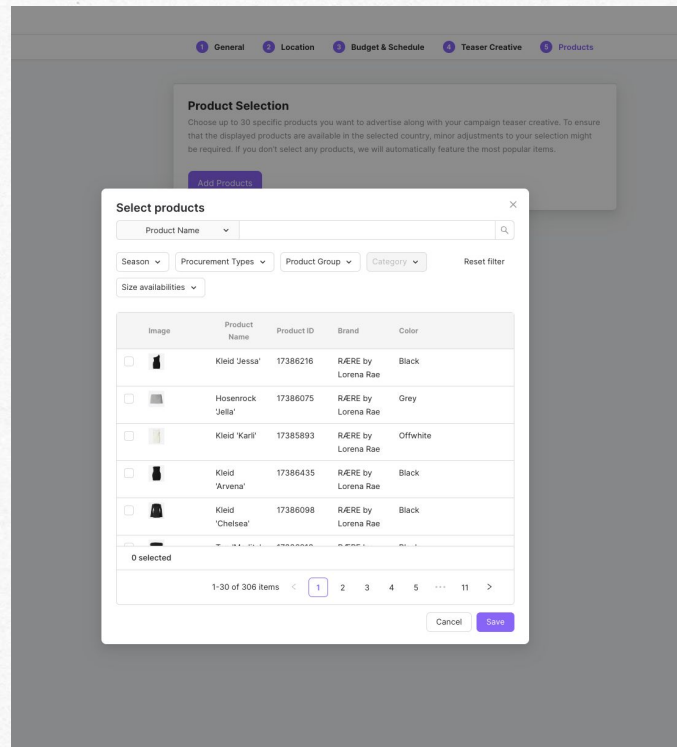
Edit languages and translations



# HOW TO CREATE A CAMPAIGN

## INJECT PRODUCTS INTO TEASER & BRAND PAGE :

- Add products of the collection you would like to feature to the teaser campaign.
- You can add products with different identifiers and separated by a comma.
- The order you choose will be copied to the teaser and injected on the brand page.
- If you choose a brand story as destination, the products will only be inserted on the teaser. Please get in contact with your Account Manager in order to boost products on a story page.



# HOW TO CREATE A CAMPAIGN

## CAMPAIGN STATUS :

- 'Save as draft' : The campaign will be saved as draft. The campaign will not go live and only the basic validation will take place.
- If all settings are made and you are ready for approval, click on 'Submit for approval'. After submitting for approval the status switches to in review. After submitting for approval the following fields can NOT be edited:
  - Funnel
  - Shop Section
  - Destination
  - Adding Countries & Languages (it is still possible to remove countries)
- After the successful approval by ABOUT YOU (it can take up to 7 days), the campaign is 'Scheduled' and will go live earliest on the defined start date.
- 'Active': A campaign is active and is expected to be shown to shop users
- Inactive: A campaign was deactivated or paused and for that reason NOT visible in the shop.



[<](#) Create new campaign

Save

L

<

1 General

2 Location

3 Budget & Schedule

4 Teaser Creative

5 Products

>

# HOW TO CHANGE SETTINGS

## WHEN ARE CHANGES REFLECTED ONSITE :

- Changes of **Budget and CPM** will be valid on the next day mid day.
- **Removing Countries:** latest after 1.5 hours (countries can not be added after submitted for approval)
- **Deactivating** or **activating** a campaign: latest after 1.5 hours
- **Creating a new campaign:** the approval process can take up to 7 days.  
After approval it takes 1 day until the campaign goes live.
- **Images & texts** can not be changed, please create a new teaser campaign for this case.




# HOW TO FIND THE PERFORMANCE REPORT

CLICK ON DASHBOARDS & SCROLL TO THE RIGHT TO FIND ALL KPIS :

ABOUT YOU<sup>®</sup>

BRAND RELATIONS  
& RETAIL MEDIA

SPONSORED CONTENT

**Sponsored Content**  
ABOUT YOU


+ Create Campaign

DASHBOARDS

- Dashboard
- Exports
- Changelog

CAMPAIGNS







- Active
- Paused
- Scheduled
- Rejected
- In Review
- Draft
- Inactive

 Sponsored Content

Dashboard

Create Campaign

M

Company  16.02.2025 → 17.03.2025  Campaign  All Status  All Shop Section  All Owner  All [Reset all filters](#)

Ad CPM

Ad eCPM

Ad Spend (total)

Ad Spend (paid)

Ad Spend (free)

Viewable Ad Impressions (total)

Viewable Ad Impressions (paid)

Viewable Ad Impressions (free)


Ad Clicks









Ad CTR


Ad CPI

Campaigns

Countries

Export 

Preview	Campaign Name	CPM (Bidding)	CPM (Total)	Ad Spend (total)	Viewable Ad Impressions (total)	Ad Clicks	Ad CTR	
Summary				€45,901.26	1,092,512	647,124	59.23%	
	Not so classic	€3.00	€38.00	€11,075.61	291,461	183,932	63.11%	
	Basics March/ April DE	€10.00	€45.00	€1,545.06	37,313	20,278	54.35%	
	Flower print	€25.00	€60.00	€16,947.10	306,527	183,236	59.78%	
	Basics March/ April	€3.00	€38.00	€3,566.98	93,868	57,194	60.93%	
	Test	€3.00	€38.00	€11,689.33	307,614	189,963	61.75%	
	Flower print	€0.00	€35.00	€14,093.20	402,640	234,178	58.16%	
	Basics February/ March	€3.00	€38.00	€3,471.13	91,346	53,431	58.49%	
	test	€0.00	€35.00	€3,736.09	106,739	66,324	62.14%	

Show 50 

1-19 of 19 items < 1 >

Preference Center (Consent management)

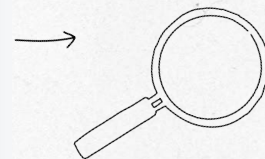
User Guide & Frequently Asked Questions

Privacy Policy

Terms of Use

Imprint

© ABOUT YOU 2018-2025



# ABOUT CAMPAIGN VISUALS

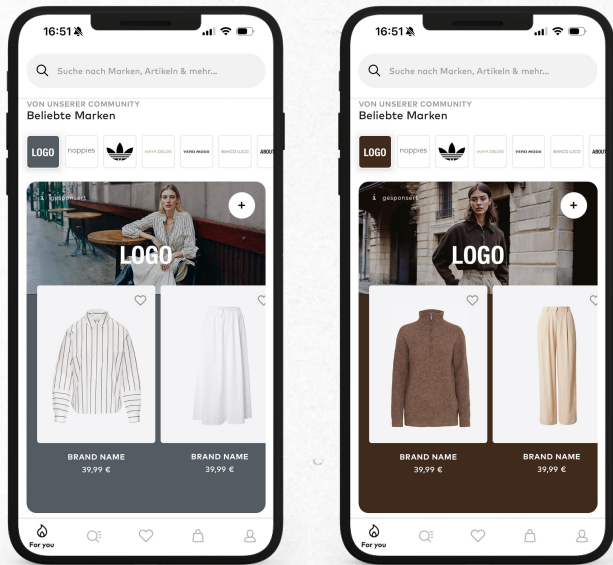
In order to assure an authentic and the **best possible representation** of your brand at ABOUT YOU, we need your most relevant and up-to-date **campaign material** that focuses on native advertising and fits our CI.

## The perfect brand marketing material considers the following:

- Campaign material focus on product
  - product should be clearly visible
  - product shouldn't be too much zoomed in
  - keep sure the user can recognize the whole product
- Campaign material allows best brand logo placing
- Campaign material is up-to-date and fits season and target group
- One visual per teaser, no collage
- Don't place any important information on the right and top left side of the asset as it will be covered by placement elements (sponsored tag, follow button)
- Dimensions:
  - Landscape: 3840 x 1726px
  - Portrait: 1122 x 1500px
  - Square: 1500 x 1500px

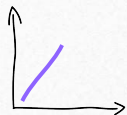


**You also have the option to crop your images directly in the tool.**



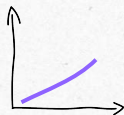
# STRATEGIC CAMPAIGN PLANNING

## HOW TO RUN DIFFERENT CAMPAIGNS IN PARALLEL :



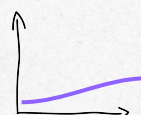
**TIER 1  
CAMPAIGN**

- high CPM
- high campaign budget
- short campaign duration to secure first viewport



**TIER 2  
CAMPAIGN**

- medium CPM
- medium campaign budget
- one month run time, second viewport campaign



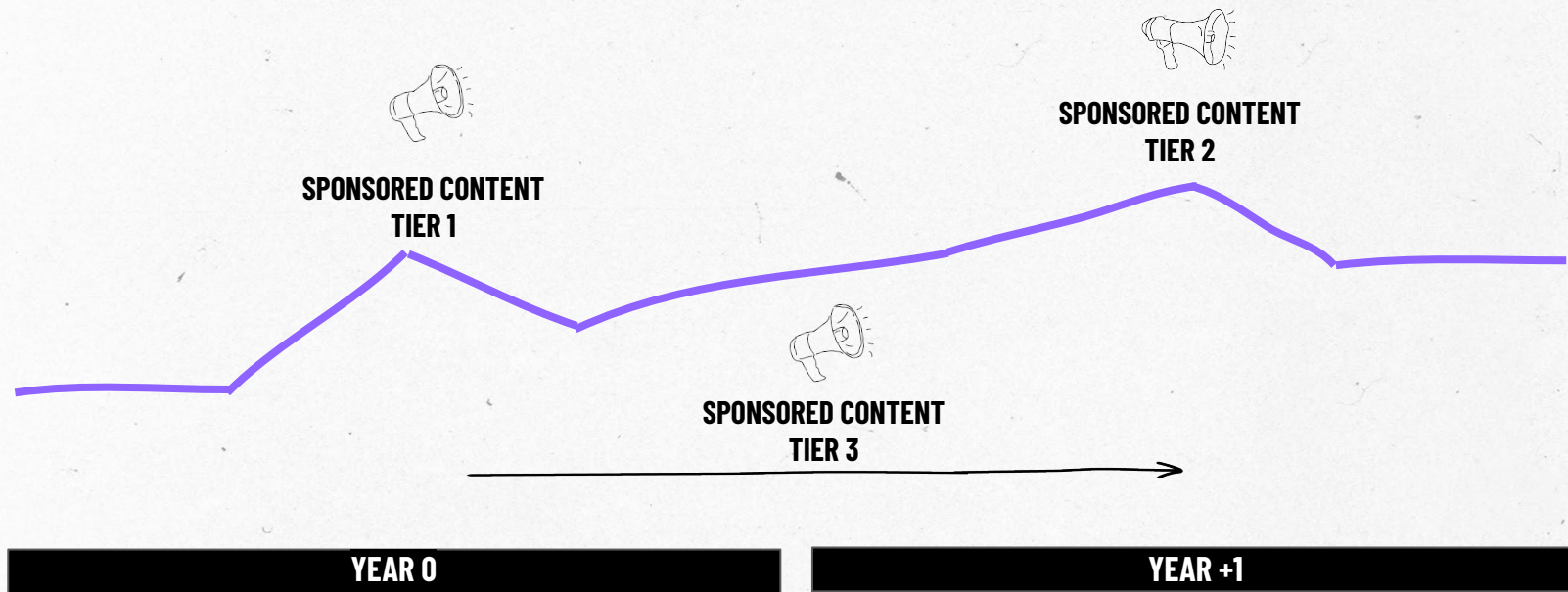
**TIER 3  
CAMPAIGN**

- Always on approach with Base CPM
- minimum run time of three months to become active whenever a slot is free



# POSSIBLE LONG TERM BRAND DEVELOPMENT WITH SPONSORED CONTENT

\*Development influenced by several factors (brand, activations, strategy, etc.)



Benefit from **long term growth** by running different sponsored content campaigns throughout the year.



## BRAND RELATIONS & RETAIL MEDIA

### SPONSORED CONTENT



**Benjamin Diemer**

Retail Media Manager - Content  
benjamin.diemer@aboutyou.com



**Marie Arndt**

Retail Media Manager - Content  
marie.arndt@aboutyou.com



**Leonie Beckmann**

Retail Media Manager  
leonie.beckmann@aboutyou.com



**Hannah El Sauaf**

Team Lead  
hannah.elsauaf@aboutyou.com