

# WeTransfer Advertising

# About WeTransfer

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WeTransfer was launched on December 2009 with a mission:

**„THE BEST FILE TRANSFER SERVICE IN THE WORLD“**

A free file transfer service, enabling **36 million people worldwide** per month to make more than **4 million transfers per day** to send up to **2 gigabytes** per transfer to anyone.

The service is powered by **full screen, clickable wallpaper advertising.**

# Global Growth

**WeTransfer has a great customer loyalty and advocacy that caused fantastic growth:**

- Almost 100M transfers per month
- Over 37M Unique Users per month
- 20K terabytes per month
- Doubled visits in 2015
- Used in ALL COUNTRIES worldwide
- More than 427K Facebook fans
- Translated in 8 languages

(EN, SPA, FR, ITA, GER, DU, PORT, TUR).



# WeTransfer is Everywhere!

## Global Partners trust WeTransfer!

**Media Agencies** (OMD Worldwide, PHD Netwrok, Maxus Global, Mindshare, MEC Global, MediaCom, Zenith Optimedia, Carat, Vizeum, Universal McCann, Starcom Mediavest, Havas Media, Initiative Media...)

**Corporate Partners** (Amazon WS, Adyen, DYN dns, ABN Amro bank, Adfactor, Hi-Media, OpenX, JustPremium, Ad2One, Fluiddo Interactive, Stroer Interactive...)

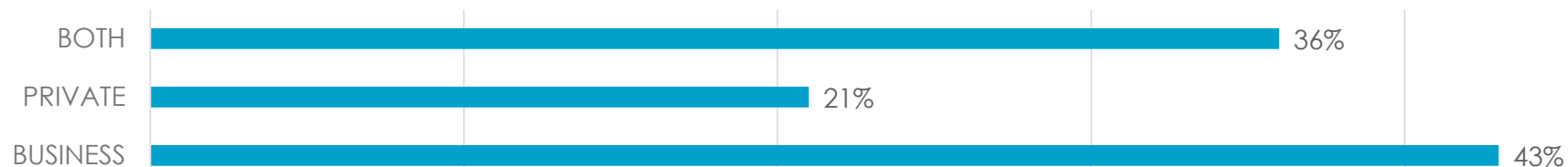
**Advertisers** (Nike, Lexus, Audi, Ford, Mercedes-Benz, Samsung, Bose, Jaguar, Canon, Nikon, HP, G-Star, Levi's, Heineken, Nespresson, Emirates, Qatar, Diesel, HTC, Adidas, Vodafone, Google, Paramount Pictures, Turkish Airlines, British Telecom...)



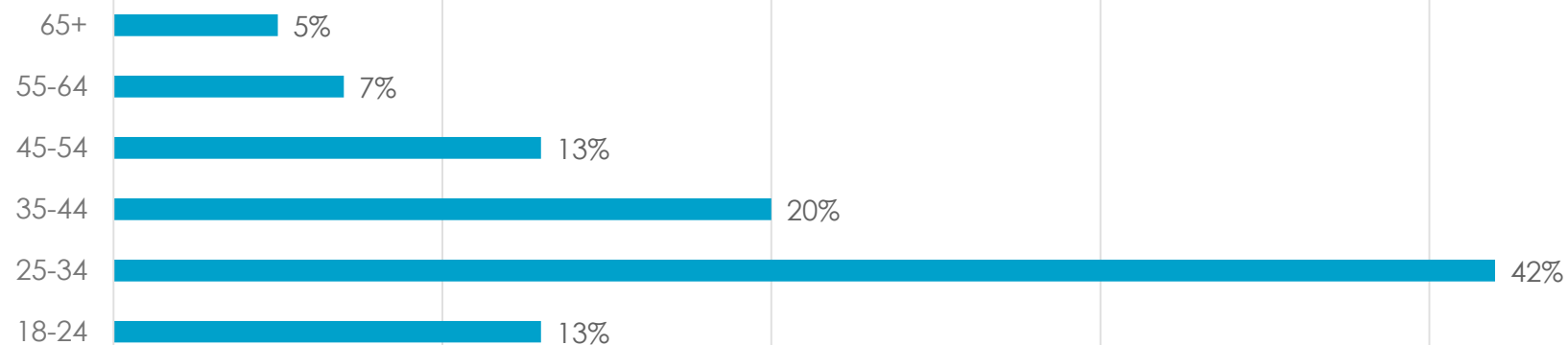
## WeTransfer - Audience

# WeTransfer Audience

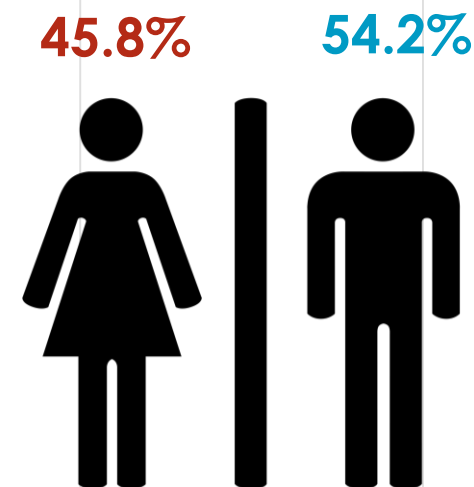
## USAGE



## AGE

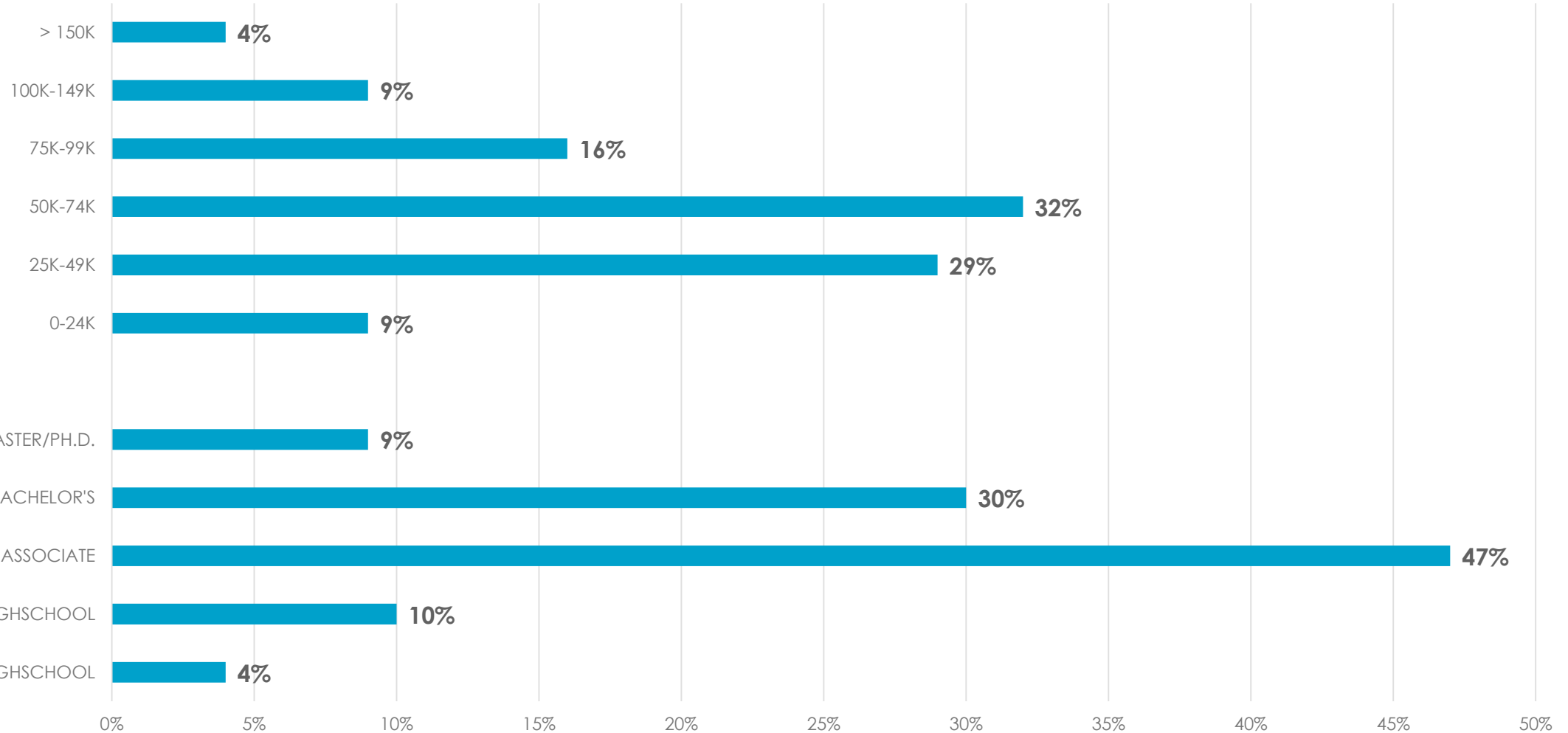


## GENDER

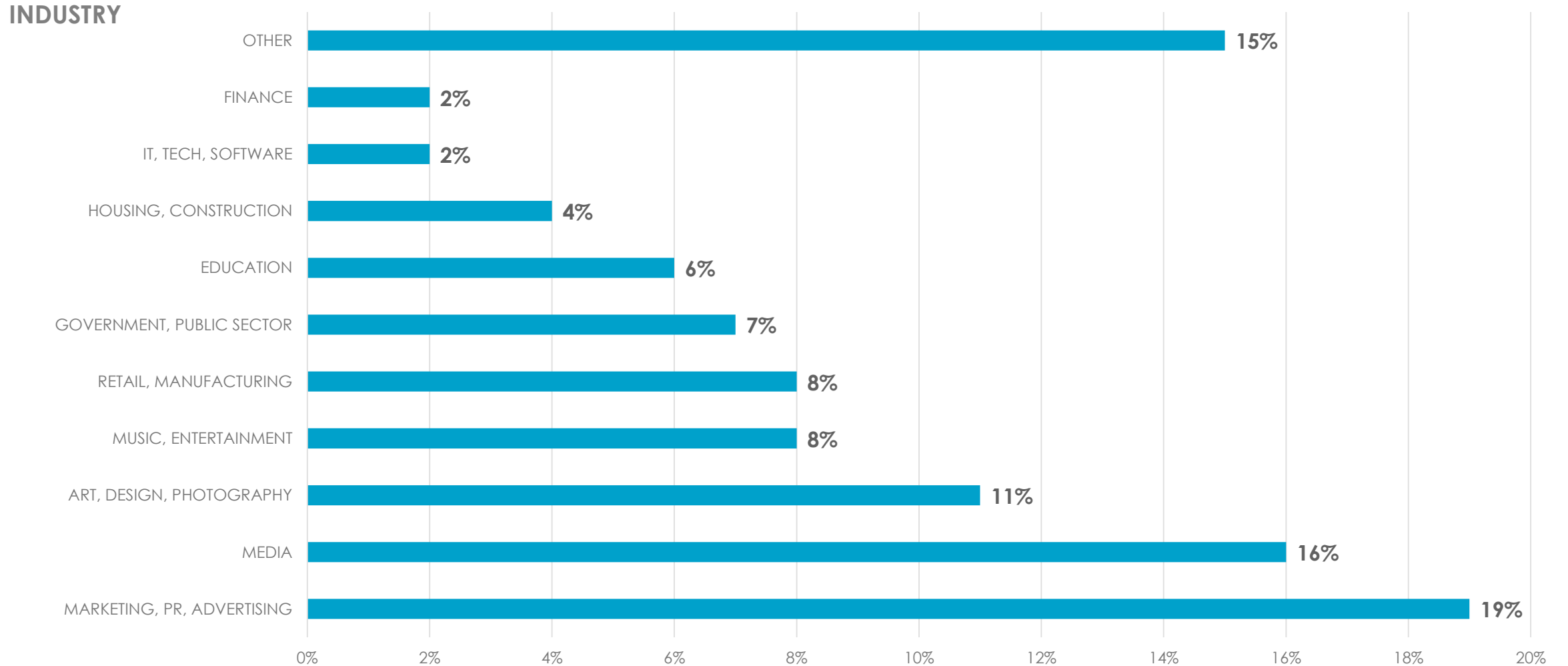


# WeTransfer Audience

## INCOME



# WeTransfer Audience

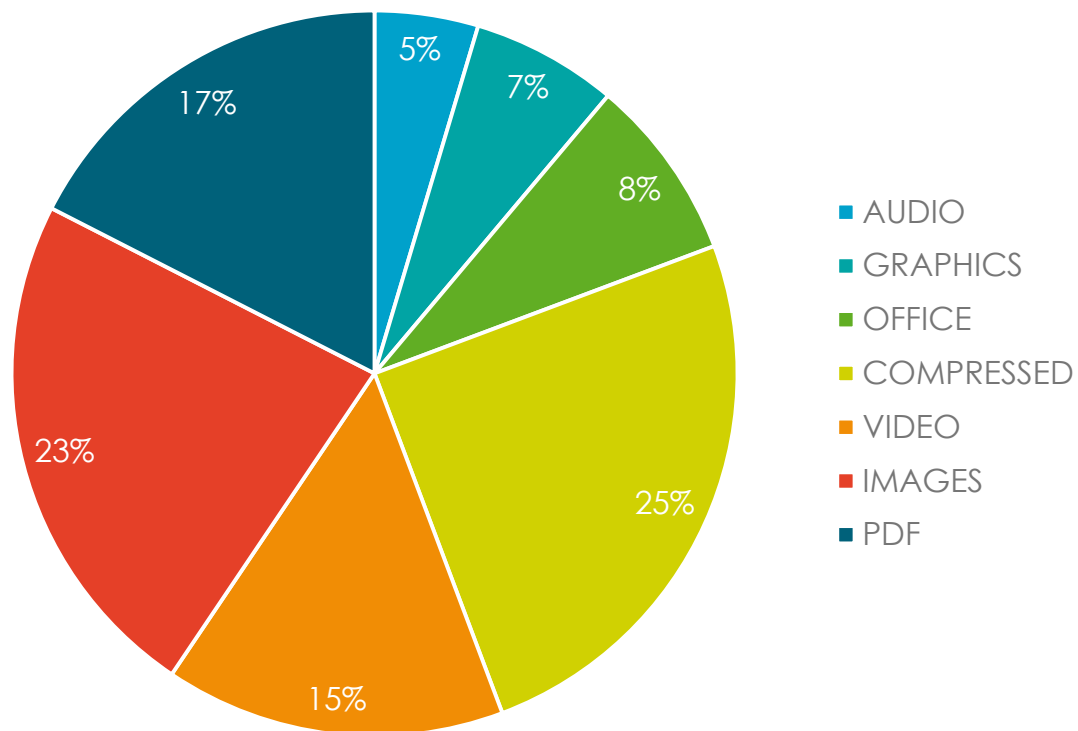




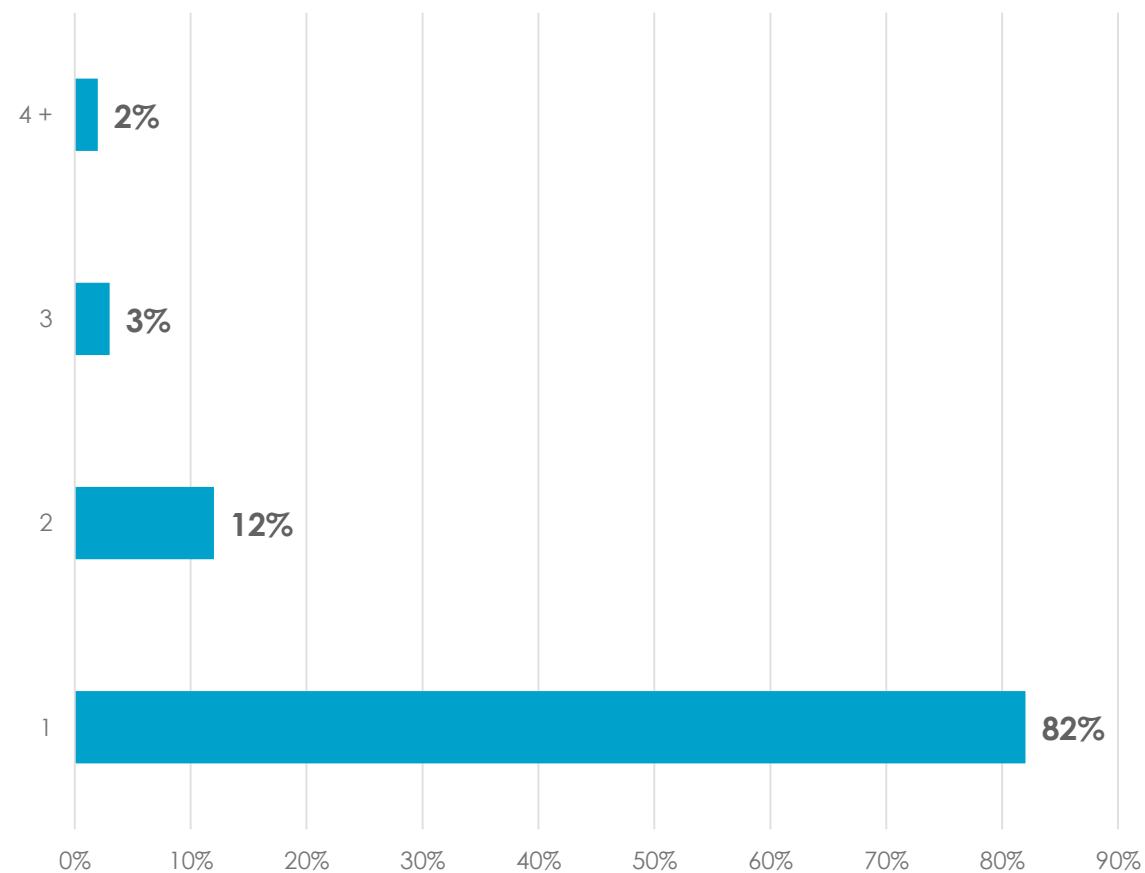
## WeTransfer - Insights

# WeTransfer insides

## FILE TYPES

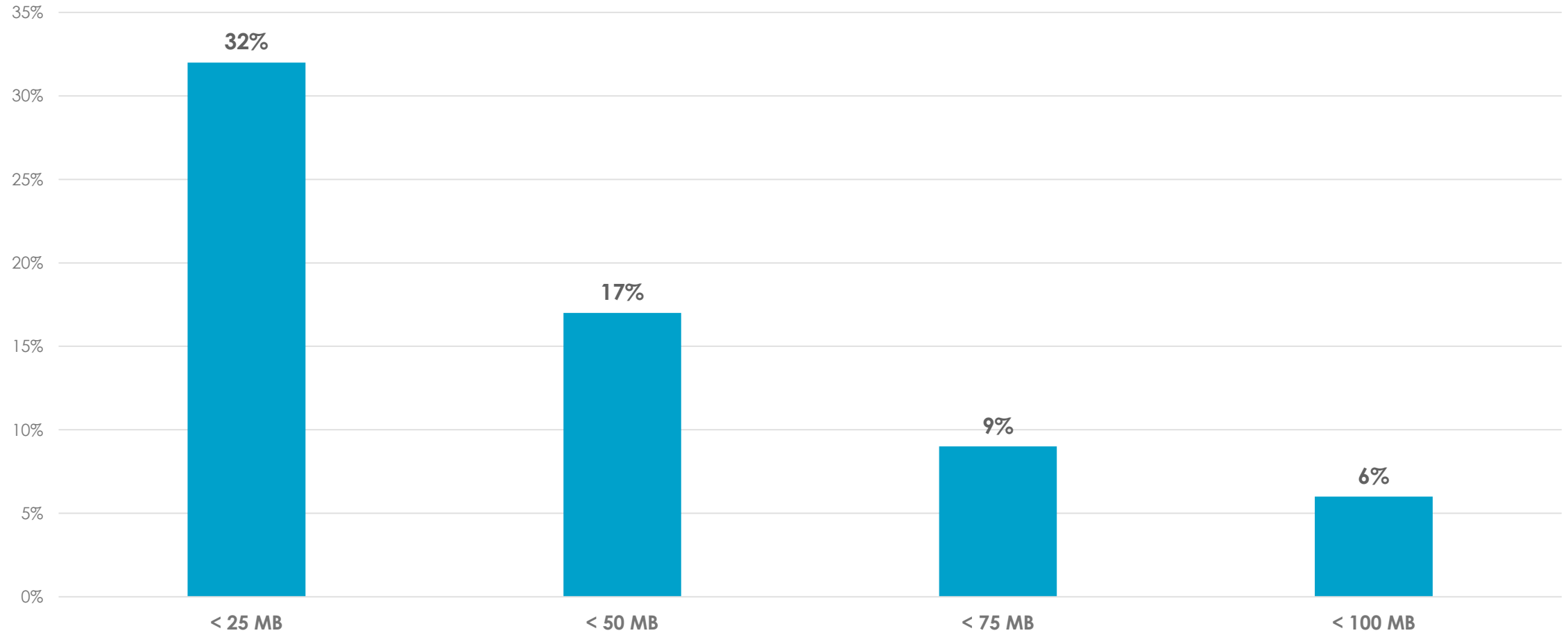


## AMOUNT OF EMAIL RECEIVERS



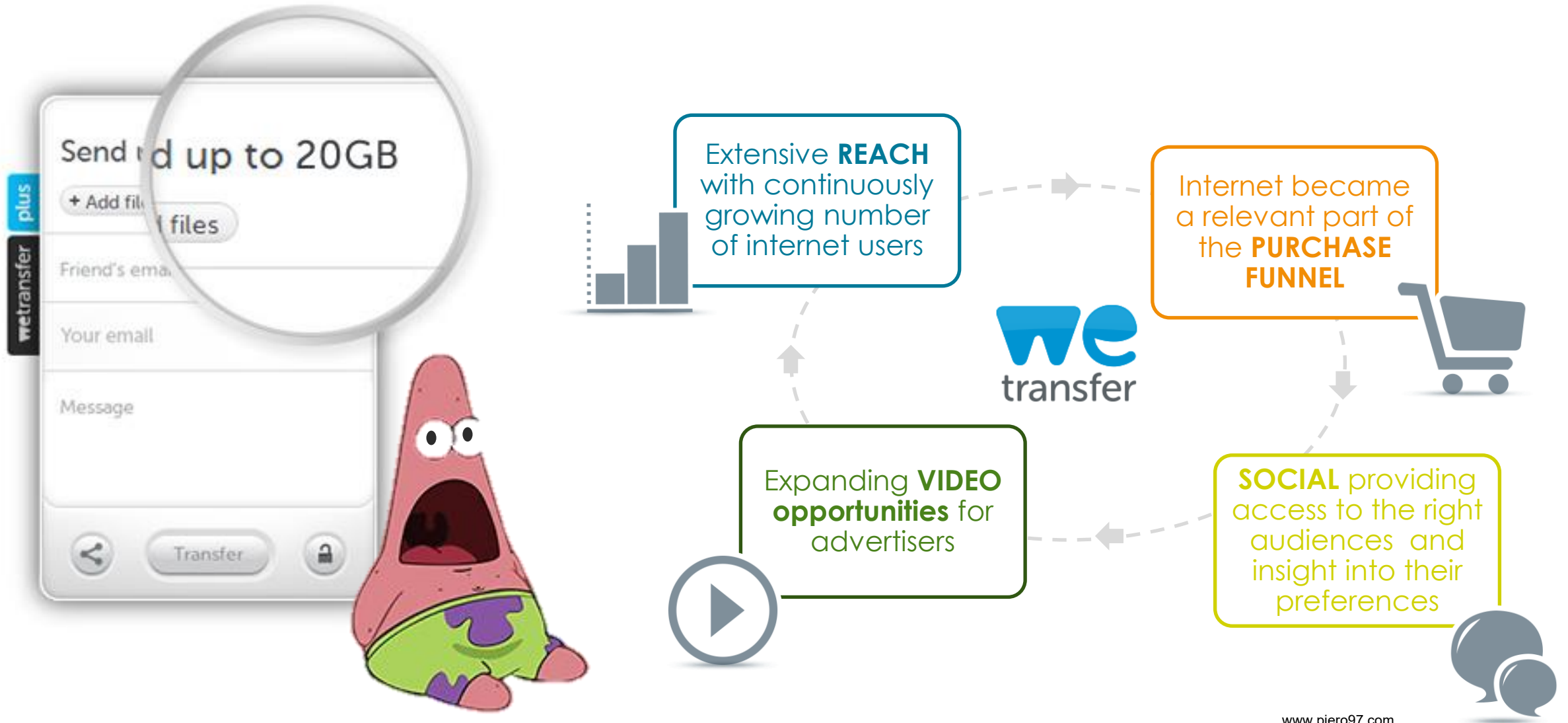
# WeTransfer insides

TRANSFER SIZES



## WeTransfer – Advertising Opportunities

# Major WeTransfer Opportunities

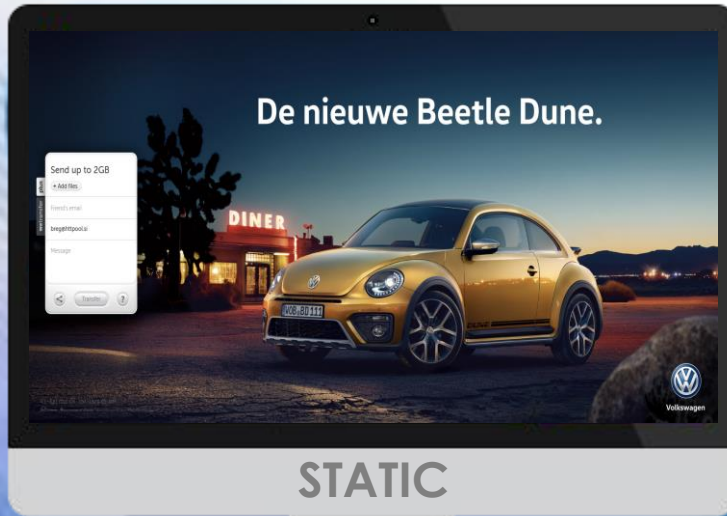


# Premium WeTransfer Advertising Opportunities

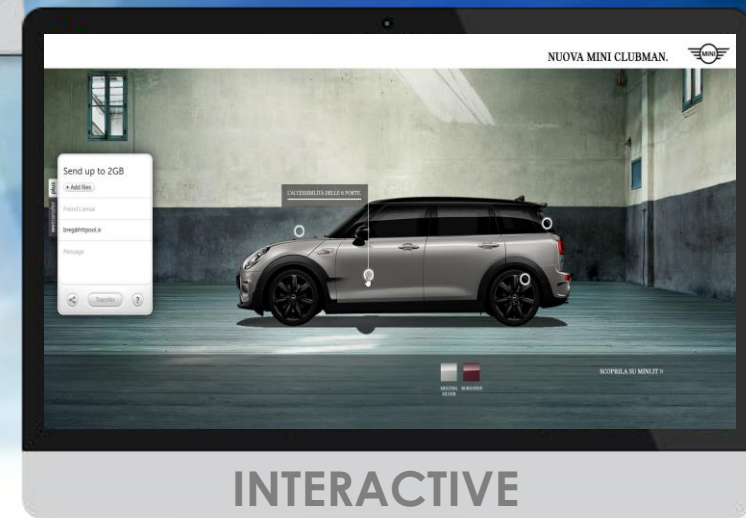
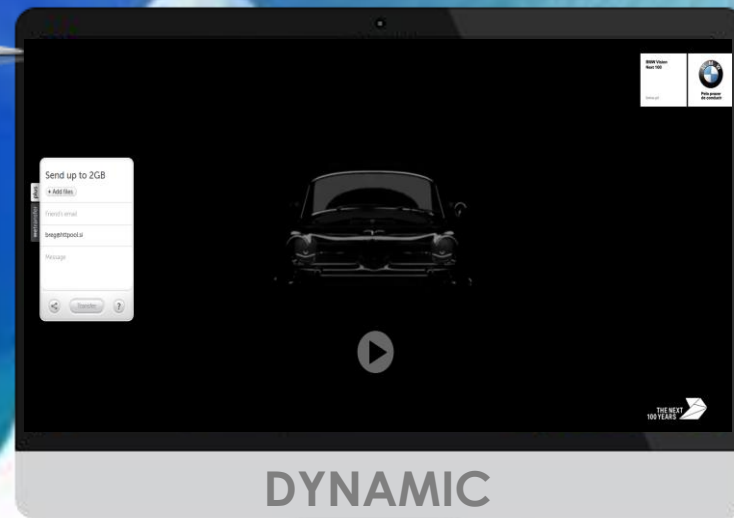
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- **Full screen** ad placements.
- **Static, dynamic, video** and **interactive** wallpapers.
- Ads run **in rotation** within every **single transfer**, so **every 45 seconds** the wallpaper advert refreshes.
- Basically your ad can show up on either the **1st or 10th position** or anywhere in between.
- **Daytime** targeting, **Up- or Downloads** targeting, **Geo** targeting.
- The average **click-through-rate** on the **Premium (1-10) positions** is **0.7-1.4%**.

# Ad Formats designed for impact



**pictures**  
Say more than words..





# REFERENTIAL BRANDS

Httpool is a trusted partner for leading agencies and their brands

P&G

TATA

PORSCHE

Microsoft

UNIVERSAL

Pampers

Unilever

PLATINUM BANK

SAMSUNG

TOYOTA

SEAT

McDonald's  
i'm lovin' it

Opel  
Wir leben Autos.

MINI

LG  
Life's Good

hp

THE WALL STREET JOURNAL

VISA

UniCredit Bank

ebay

Mercedes-Benz

Austrian

Sony Ericsson

VW  
Das Auto.

MARS

VICHY  
LABORATOIRES

NEW YORKER  
Dies for the moment.

vodafone

Red Bull

NOKIA

Coca-Cola

WIZZ

ESPN

DEICHMANN

HEINEKEN

KRAFT

Ford

RENAULT

ŠKODA

gorenje

telenor

BMW

NIVEA  
20