

DM
EXCO 25

powered by

BVDW



DMEXCO Guided Tours 2025

#wearedmexco

#weareDMEXCO

DM
EXCO 25

powered by
BVDW

BE BOLD. MOVE FORWARD. – This is the motto under which the Who's Who of digital marketing will meet at DMEXCO25.

For two days, everything will revolve around trends, innovations and the future of digital marketing. On **September 17 and 18**, the most important players in the industry will present themselves to the trade public and the BVDW will support you, the exhibitors, in attracting interested trade visitors to your stand.

Find out here about the **Guided Tours** – an exclusive DMEXCO offer – powered by BVDW!

DMEXCO Guided Tours: Overview

The Guided Tours offer a unique platform to present innovations to a broad audience of experts, industry leaders and enthusiasts. Take the opportunity to present your products and services, share your vision and generate valuable leads.

- The tour lasts approx. **50 minutes** and is led by an expert on the topic
- Up to **3 exhibitors** per tour give a **10-minute presentation**
- Up to 30 participants take part in each tour
- We will provide you with the **participant data** afterwards



Exhibitors in good company (excerpt from the last exhibitor)

DM
EXCO 25

powered by
BVDW



Your benefits

DM
EXCO 25

powered by
BVDW



Increased attention

Among the masses of exhibitors, the Guided Tour ensures concentrated groups of visitors who take a close look at what you have to offer.



Positioning

Position yourself as a leading provider in your field and present your service, innovation or product to industry players.



Leads, leads, leads!

Guided tour participants are specifically interested in your topic. The chances of generating valuable leads are high.

We will provide the data of the participants and interested parties after DMEXCO.



Networking

In addition to generating leads, the Guided Tours offer an ideal opportunity to build valuable business relationships.

Communication measures



Increased visibility and range

- Promotion on DMEXCO platforms
- The tours are listed in the program via the DMEXCO platform & app for trade visitors and can be bookmarked.



Cross-promotion

- The tours are advertised locally via the master classes
- Logo placement: Online, in the BVDW brochure and on the screens at the BVDW stand



Social Media

- The tours will be promoted on the social media channels of the BVDW and DMEXCO.

DMEXCO Guided Tours

Topics/ Tours



Guided Tours – Topics

DM ■ ●
EXCO 25

powered by
BVDW

Connected TV + Addressable TV

Is your company bringing TV advertising into the digital age? Then demonstrate to trade visitors how you can realize precise targeting, programmatic campaigns and interactive advertising formats with Connected TV and Addressable TV. In this tour, exhibitors will present how the linking of linear television with digital channels opens up new opportunities for brands and media strategies.

Content Marketing

Does your company develop content strategies that make brands successful? Then present yourself as a leading provider of data-driven, target group-oriented content marketing. Whether AI-supported content production, strategic editorial planning or performance measurement – show trade visitors why content is still king!

Customer Journey

The customer journey is complex – and your company offers solutions to manage it better? Demonstrate to trade visitors how you can create the perfect customer experience with customer data, real-time analyses and marketing automation. Whether omnichannel strategies, personalization or data-driven touchpoint optimization – present your know-how!

Data-Driven Marketing

Do you use data to make marketing decisions smarter? Then you are the perfect stop for this tour! Show trade visitors how they can use first-party data, CDPs or AI-supported analysis to plan better campaigns, play out personalized advertising and implement data-based strategies. Make data-driven marketing tangible!

Digital Audio

Whether podcast advertising, programmatic audio or personalized voice assistants – if your company is revolutionizing digital audio advertising, you should be part of this tour! Show trade visitors how to play out targeted audio campaigns, adapt them dynamically and tailor them to the listening habits of the target group. Make your product audible!

Digital creativity

Does your agency or company develop digital advertising materials that not only look good, but also perform? Inspire trade visitors with creative cases, interactive ad formats and data-driven personalization. Show how innovative designs, AI-supported creative processes and immersive advertising formats are taking digital marketing to a new level.

Guided Tours – Topics

DM
EXCO 25



Digital-out-of-home

Do you focus on digital out-of-home advertising and offer innovative DOOH solutions? Then let trade visitors experience how programmatic DOOH, interactive screens and data-based targeting are revolutionizing out-of-home advertising. Show why digital out-of-home is a central component of modern marketing strategies.

AI and the customer experience revolution

Are you using AI to optimize customer journeys, make chatbots smarter or create personalized experiences? Present your solutions on the tour! Show how predictive analytics, machine learning and conversational AI are taking customer service, marketing and the customer experience to the next level.

E-Commerce

Whether it's marketplace optimization, D2C strategies or omnichannel commerce – is your company driving digital commerce forward? Then be part of this tour and demonstrate how innovative technologies, personalized shopping experiences and AI-supported sales strategies are revolutionizing e-commerce.

AI – disruption of digital marketing

From automated campaign optimization and predictive analytics to generative AI for content creation – those who rely on AI secure decisive competitive advantages. Does your company offer innovative AI solutions? Then use the Guided Tours to show trade visitors live how your technology maximizes advertising impact, automates processes and creates completely new possibilities for personalization. Demonstrate how AI is defining the marketing of the future!

Immersive storytelling

Does your company create digital experiences that captivate customers? Then present on this tour how you create unique brand experiences with virtual reality, augmented reality or interactive storytelling techniques. Let trade visitors experience how immersive formats integrate emotional storytelling into digital campaigns.

Programmatic Advertising

Digital Advertising in 2025 – Does your company stand for innovative programmatic advertising solutions? Then join this tour and demonstrate how curation, supply path optimization, and data-driven targeting work.

Take this opportunity to show trade visitors how programmatic advertising can take their business to the next level.



Guided Tours – Topics

DM ■ ●
EXCO 25

powered by
BVDW

Retail Media

Are you an Advertiser that uses retail media in a targeted way? Then join this tour and show trade visitors how you score with retail media! Present how you use shopper data in a targeted manner, make your products visible directly at the digital point of sale, and how retail media campaigns increase your brand awareness and sales in the long term. Whether sponsored products, display ads, or data-based insights—show how you have successfully integrated retail media into your marketing strategy.

SEO & SEA

Is your company an expert in search engine optimization or performance marketing? Then present yourself on this tour as a leading provider of SEO and SEA strategies. Show how AI-supported analysis tools, data-driven keyword optimization and automation maximize search traffic and conversion rates.

Retail Media Services

Retail Media is the game changer for digital advertising. As an exhibitor with innovative retail media solutions, you have the chance to show trade visitors how brands can use their platforms for targeted advertising. Whether data-driven ad placements, shopper analytics or programmatic solutions – showcase your expertise and present the best practices that maximize ROI for advertisers.

Social media and Influencer marketing

Is your company a leader in social media marketing or influencer management? Show trade visitors how data-driven strategies, AI-supported creator analyses and performance-optimized campaigns deliver real results. Present your innovative technologies for increasing reach, maximizing engagement and scalable advertising campaigns. Use the tour to show your solutions in action and make valuable contacts!

Interested?

Book your tour(s) here ...



No suitable tour? Let's talk ...



Anne
Guided Tours/ Account
Management

dmexco@bvdw.org

DMEXCO Guided Tours

Booking options

Next Steps



Booking options

50%
on the 2nd
booking
and the following
(gold + platinum)

Become a Gold Exhibitor

- Presentation of your products and services live at the stand for the tour participants with a short Q&A afterwards. Moderated by the tour guide
- Approx. 10 minutes stay at your stand
- It is possible to hand out giveaways to guests at the stand!
- Communication of the BVDW Guided Tours incl. e-mail marketing, event website, social media promotion
- You will be listed on the DMEXCO website, the BVDW website, in the tour brochure and on digital screens at the BVDW stand and, if possible, linked
- Logo placement at the event on BVDW screens and onsite

EUR 1199 | EUR 799 (BVDW members)



Become a platinum exhibitor

In addition to all services for Gold exhibitors:

- You have the privilege of having the tour end at your stand. This offers the opportunity for participants to be invited to further discussions and to linger at the stand and for your time to be invested even more effectively

50 % late
surcharge
from **August
11**

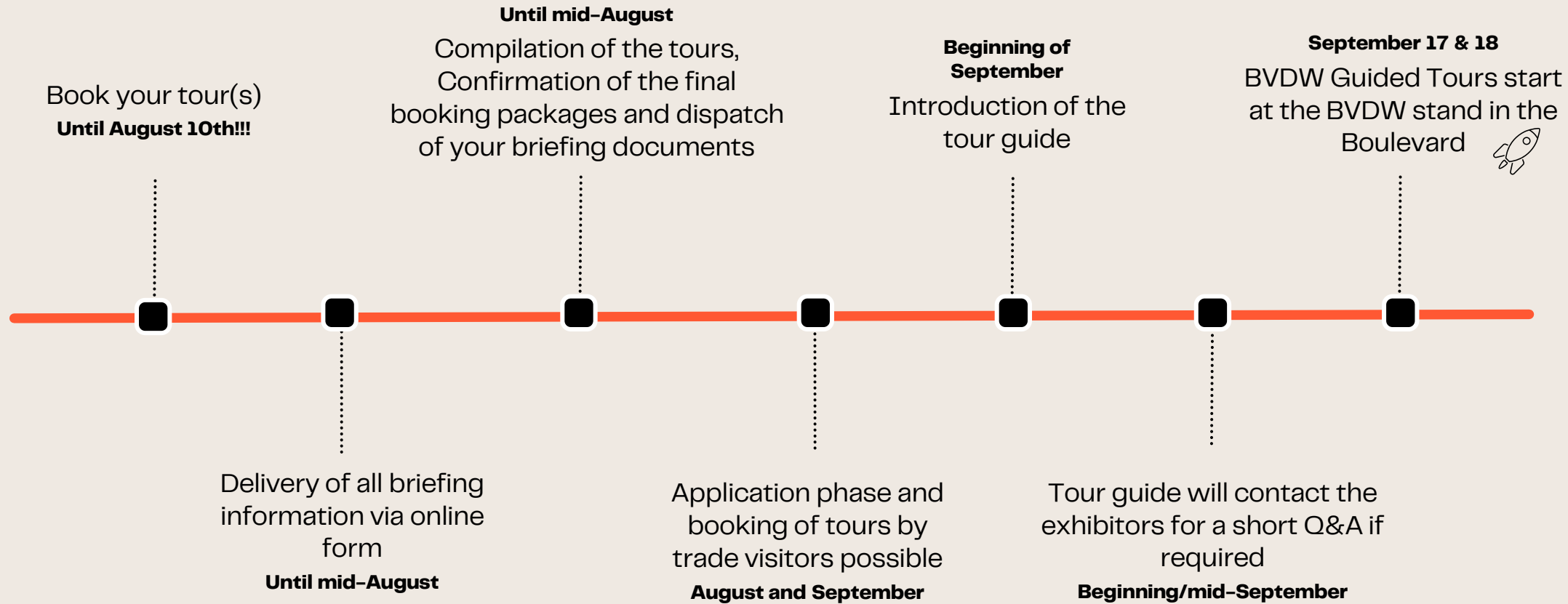
**HERE
BOOK
ONLINE**

EUR 1399 | EUR 999 (BVDW members)

Next Steps/ Schedule

DM
EXCO 25

powered by
BVDW



Tour booking:

You can book your tour **online** at any time.

The Guided Tours team will then contact you with further information.

Alternatively, you can book the tour(s) via the **booking form**.

Contact:

Anne Bochmann

E-mail: dmexco@bvdw.org

Still have questions? Take a look at the **FAQ** on our website or simply get in touch with me!