

Our OTTO Advertising Portfolio

Hamburg, Q1 2026



OTTO Advertising

Your **personal contact** for tailor-made marketing strategies at OTTO

Retail

**Market-
place**

Advertising

Over 700
partner personal
advice

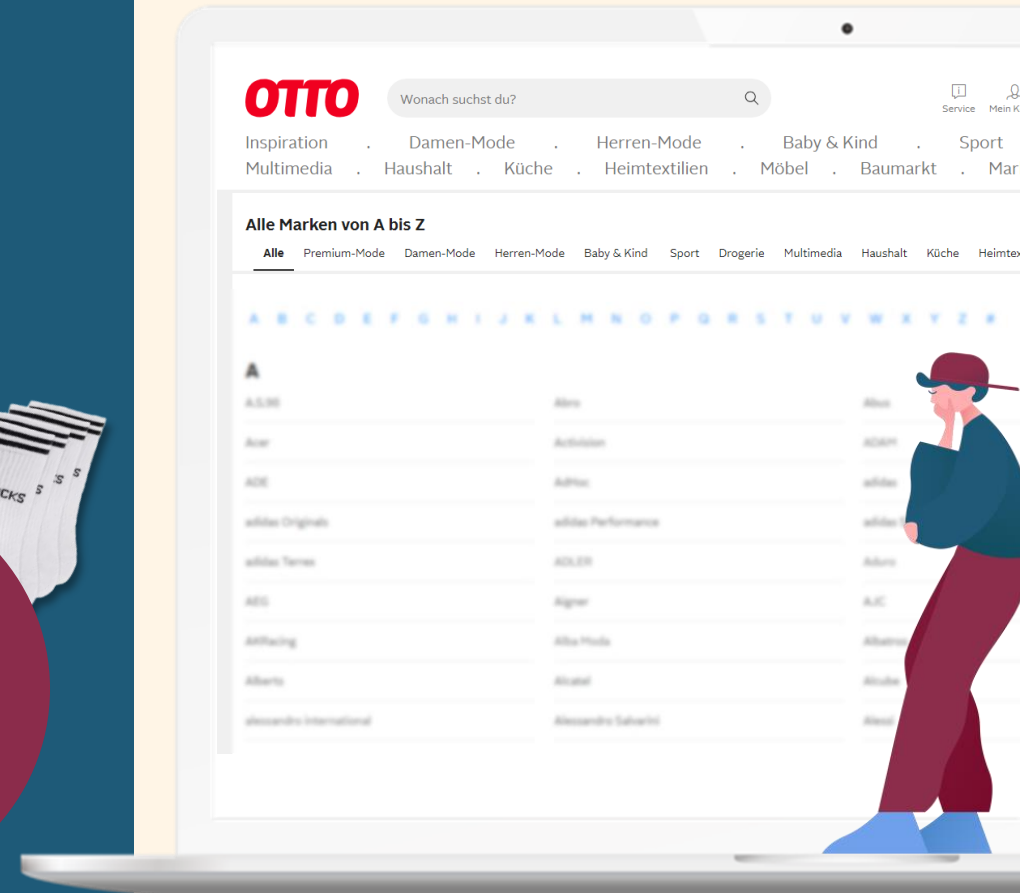


How can you increase your visibility at OTTO?



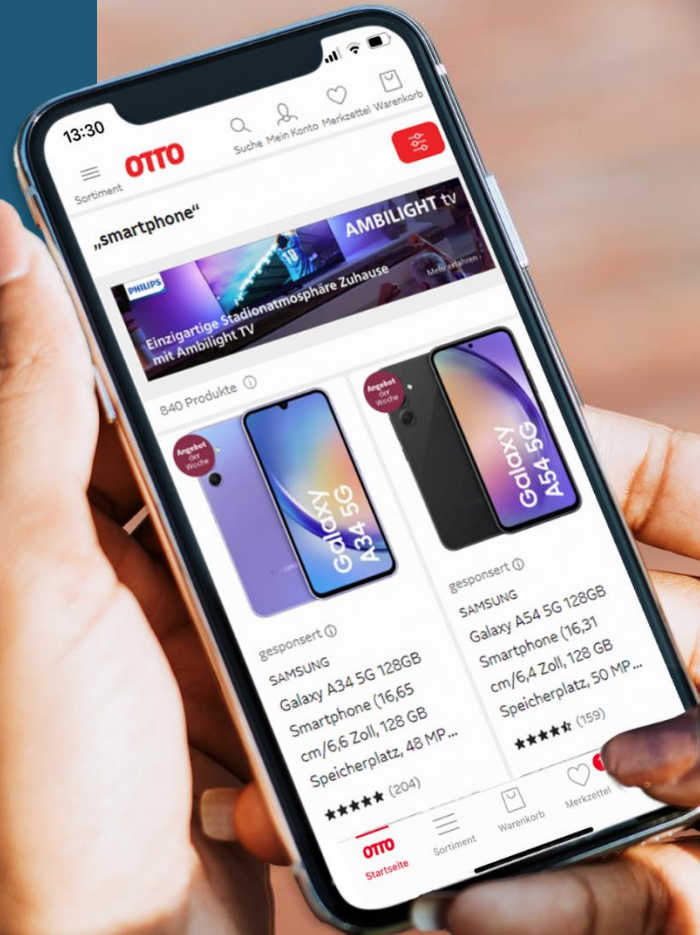
18 m
products

34,000
brands



Advertising.

**Let's achieve
your goals
together.**

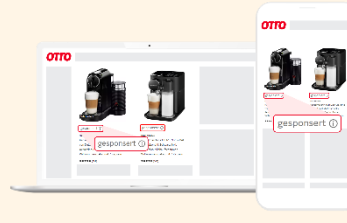


The ideal advertising mix for the start

1

Sponsored Product Ads

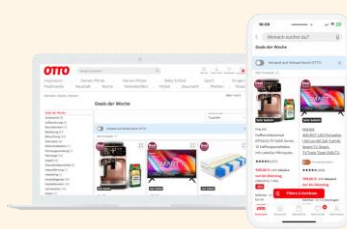
Your products placed in the customers direct field of vision



2

Deals

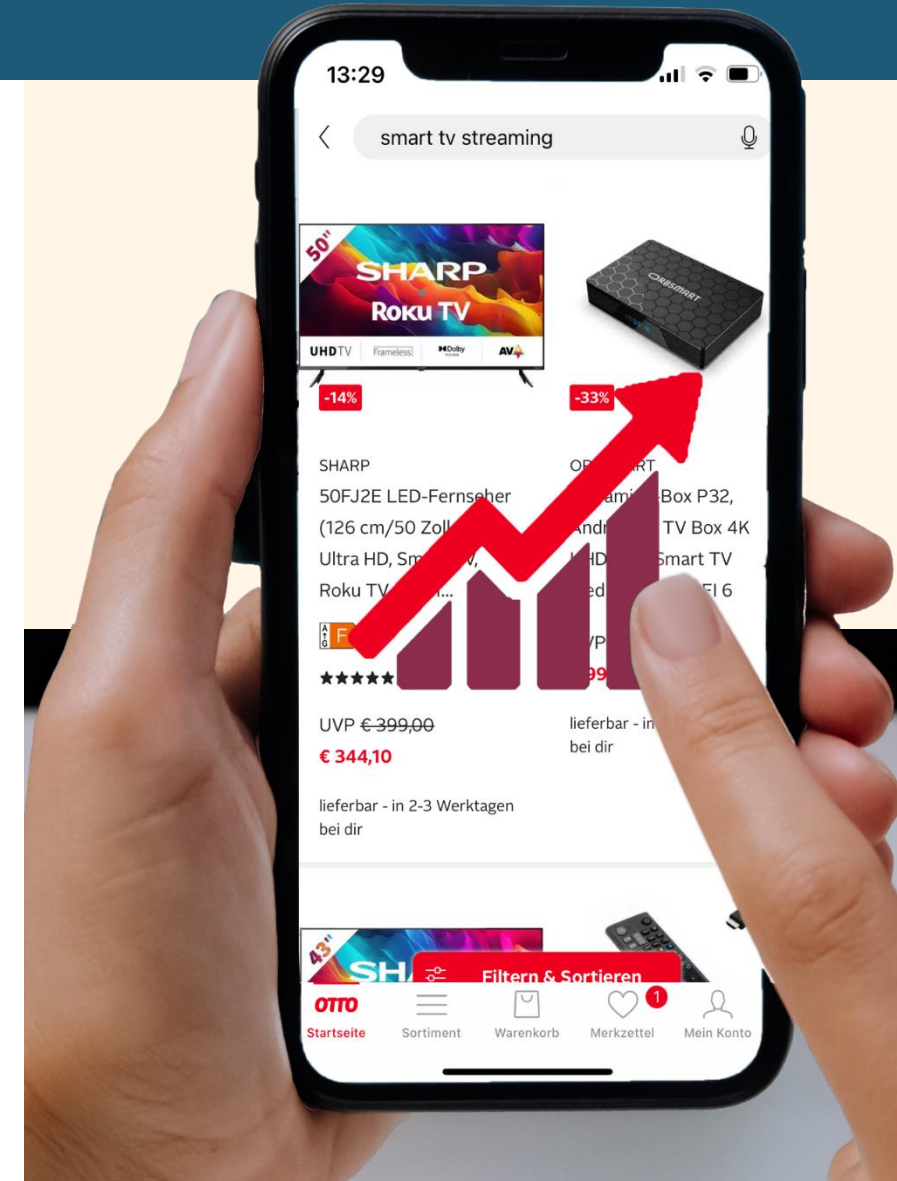
Strengthen your top rankings with attractive offers



3

Sponsored Display Ads

Activate your customers onsite and offsite



A man and a woman are looking at a smartphone together. The woman, on the left, has blonde hair and is wearing a dark blue long-sleeved shirt and a black belt. The man, on the right, has dark hair and a beard, wearing a black long-sleeved shirt. They are both smiling and looking at the phone. The image is framed within a circular graphic with a blue background and a red diagonal line.

ZEITUNG ONLINE

QuickStyle 5
**Dampfglätter –
60 Tage Geld
zurück Garantie**

BRAUN

Jetzt bei **OTTO**

60
Tage
Geld-zurück-
Garantie

OTTO



OTTO

gesponsert ⓘ

Kapselmaschine CITIZ EN 267.BAE
Schwarz, inkl. Milchschaumer, 1500 ml

gesponsert ⓘ



OTTO

gesponsert ⓘ

Kapselmaschine CITIZ EN 267.BAE
Schwarz, inkl. Milchschaumer, 1500 ml

gesponsert ⓘ

OTTO

Geschmackvoll: Die B...

„Giselle“

HELIX
Wohnwand

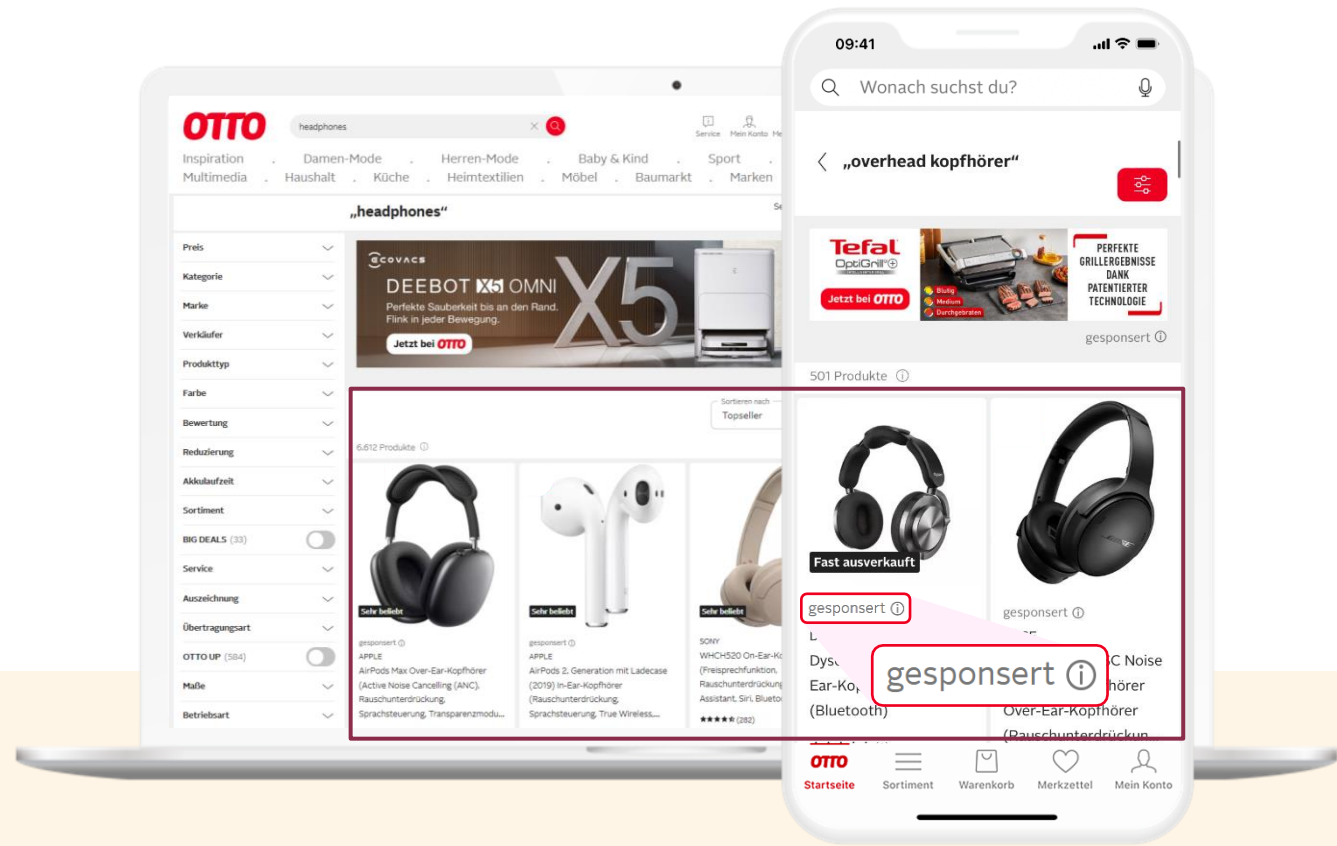
Jetzt entdecke...

Alles an einem O... Wohnwand „Ke...

Sponsored Product Ads

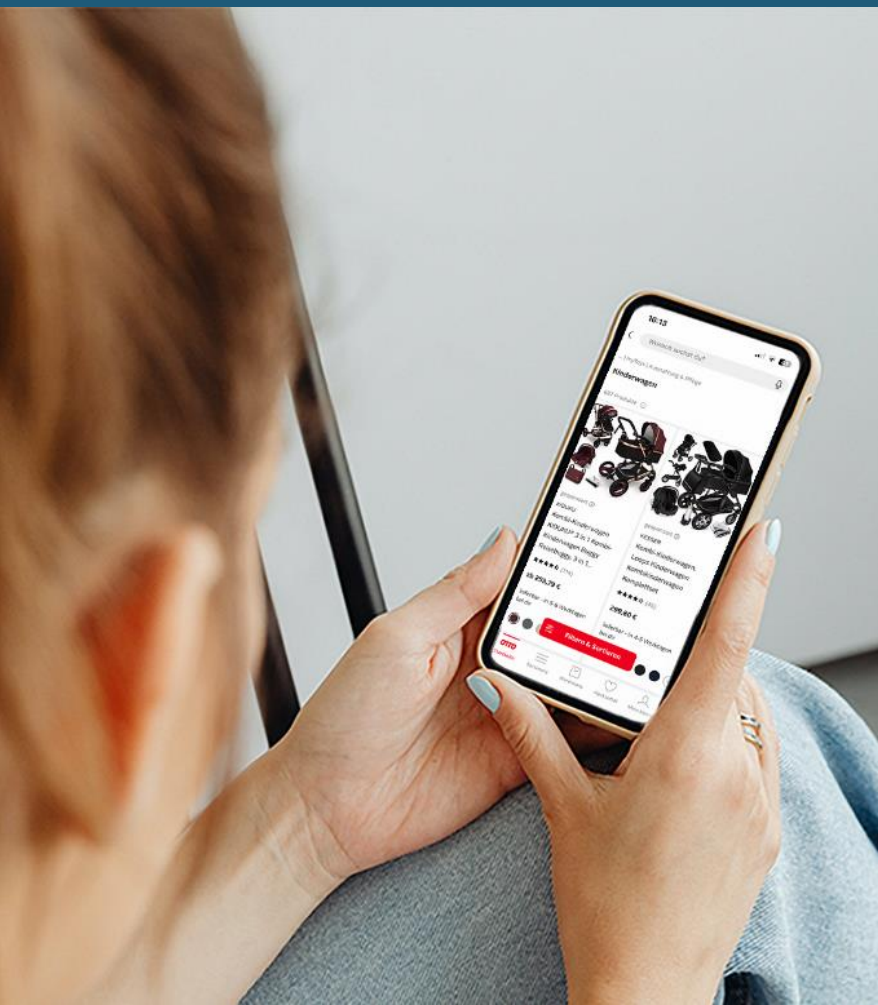
- ✓ **125 m** possible contacts/day
- ✓ **Above 1000%** Return on Advertising Spend (Ø)

Only **30%** scroll down to the 20th product in a list, **70%** lose interest beforehand.



Sponsored Product Ads

**Take advantage of a
exclusive placement at OTTO**



Findability

With Top 1 & 2 placings at OTTO



Relevance

Place your advertising in the right context



Increase in sales

Reach customers with real buying interest



Transparency

Measure ROI & Optimize Budgets



Programmatic Advertising

Automatic purchase of ad space in real time

Algorithm- based

Control in Page
Context

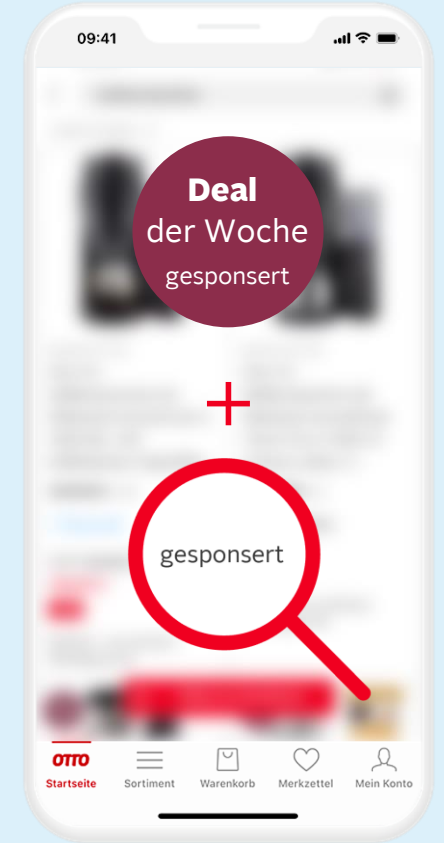
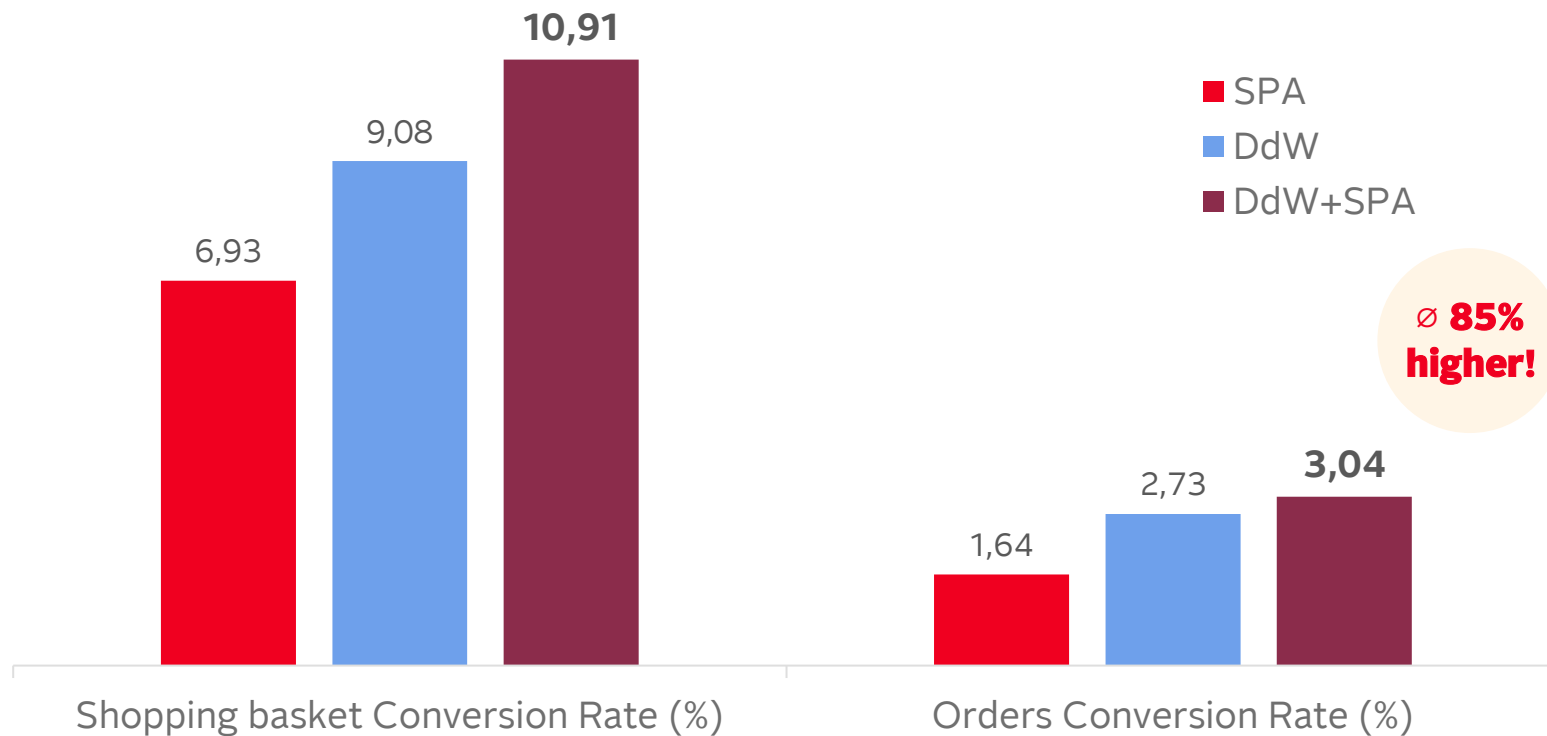


CPC
Modell

OTTO Advertising

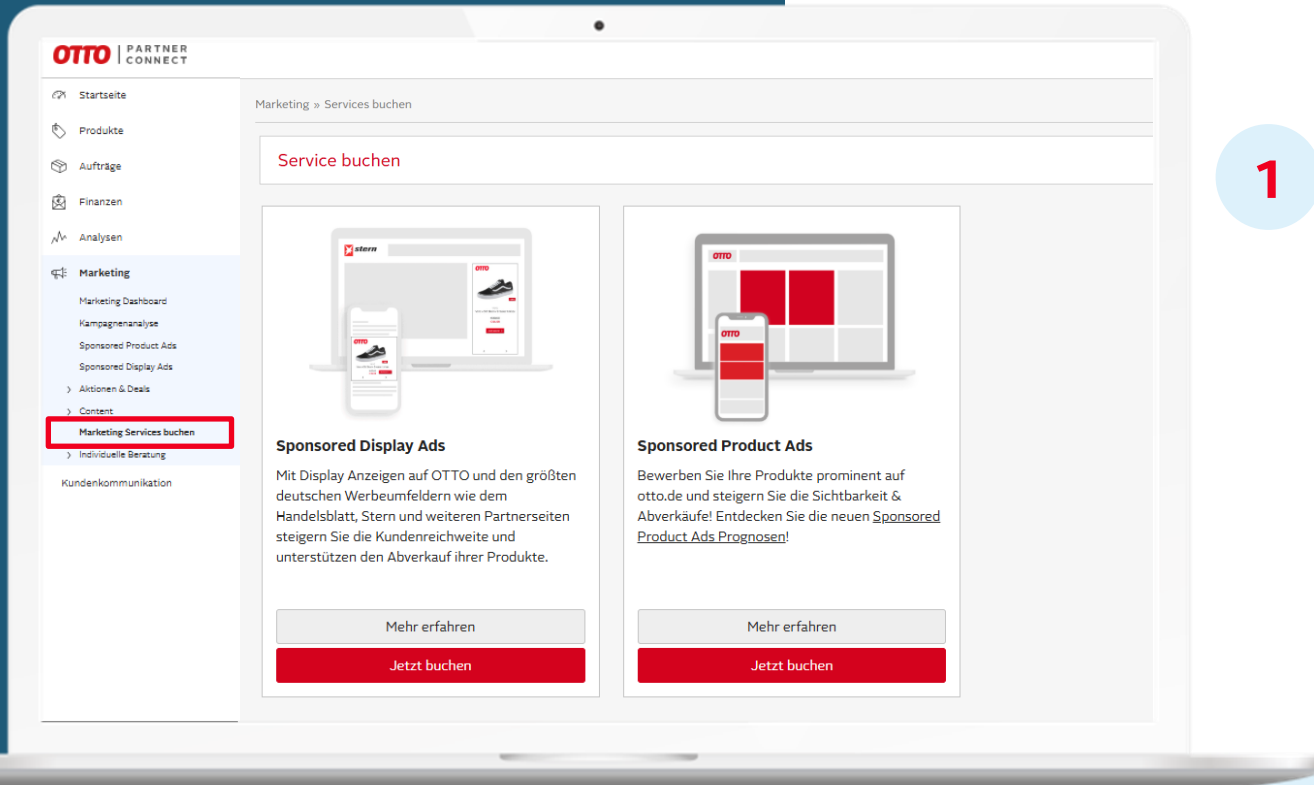
Our tip: Combine Sponsored Product Ads with Deals

Increase your conversion rate through top placement, price reduction & flag



Self Service

Book your campaign now in OTTO Partner Connect



1

Sponsored Product Ads

In OTTO Partner Connect (OPC) under "Marketing" click on "Book now" and get to your SPA campaign in 4 easy steps

- ✓ **Product recommendations** for your SPA campaign
- ✓ Competitive **CPC recommendations**
- ✓ Measure success with **detailed reporting** and optimize campaigns

Ready for more than just Sponsored Product Ads?

Discover our other advertising
solutions!

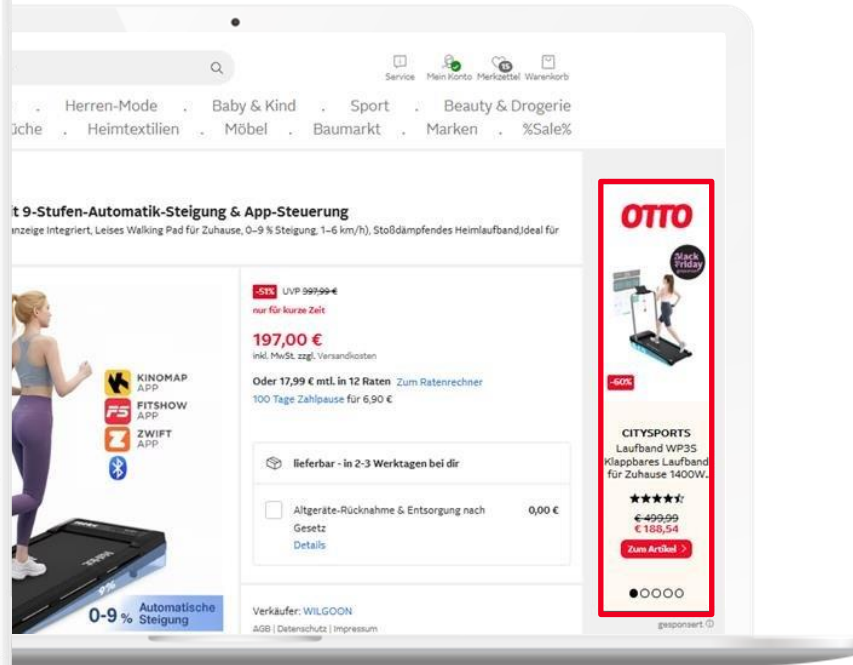
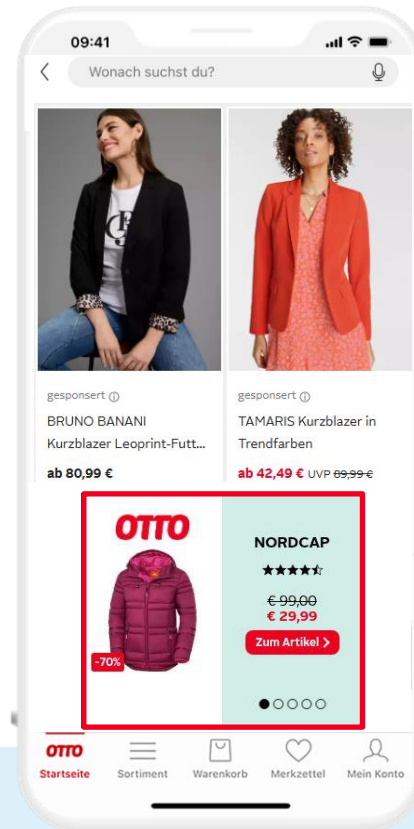


Advertising is effective

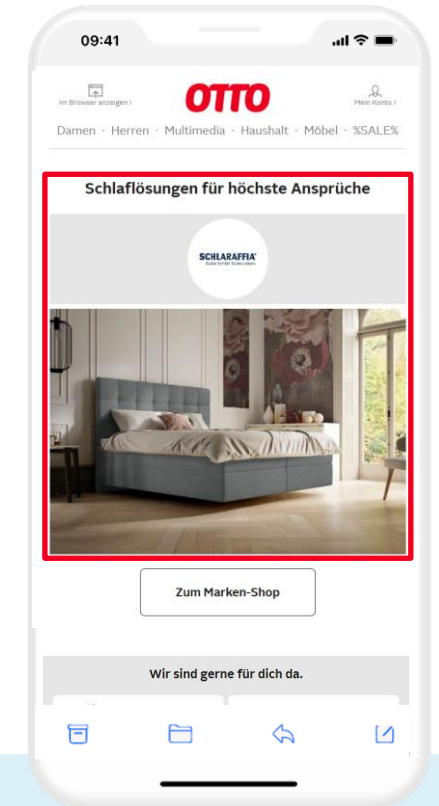
Self Service



Deals



Sponsored Display Ads
Self Service



Newsletter

Thank you!



More about OTTO Advertising:



OTTO for Business



OTTO Advertising

OTTO Advertising