

Digital Advertising with nextbike



WE INTEGRATE YOUR BRAND AND
MESSAGE INTO OUR APP



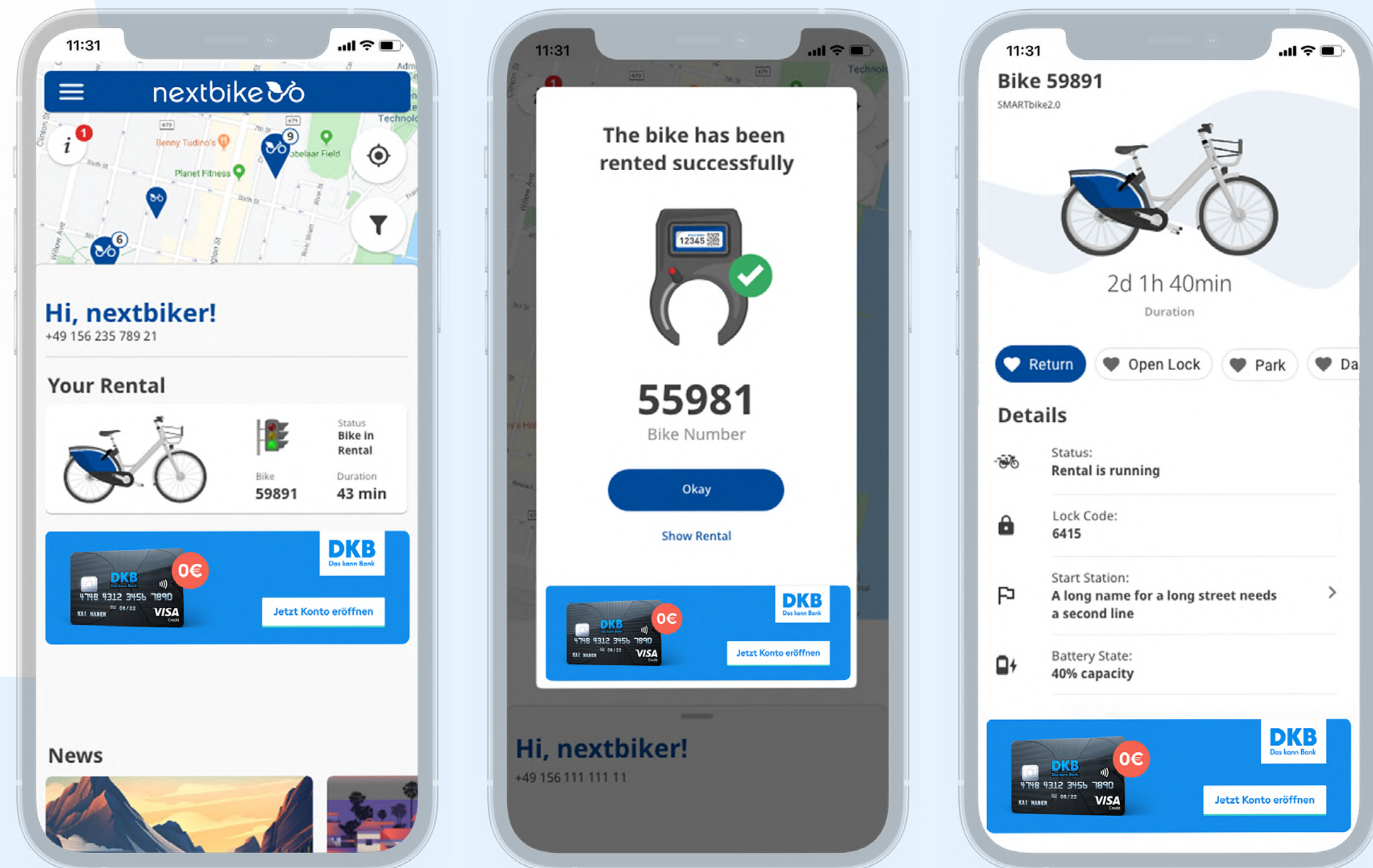
APP BANNER



App banners can be found directly on the home screen of the user interface, in the notification field of the rental and the rental detail page.

This allows you to target and interact with our users at different touchpoints within the customer journey.

Place a link on our app banners and guide our users to your company website or a landing page.



Example campaign / DKB, Leipzig 2021

APP BANNER



TARGETING

- All nextbike users

PLAYOUT

- Nationwide*
- Local

TOUCHPOINTS

- Before the rental
- During the rental
- After the rental

SPECIFICATIONS

TEXT

- Linking is possible e.g. to your own company website, to a voucher landing page etc.

IMAGE

- Rounded corners (124 pixel corner radius)
- Format: 3200 : 1000 Pixel
- File typ: png



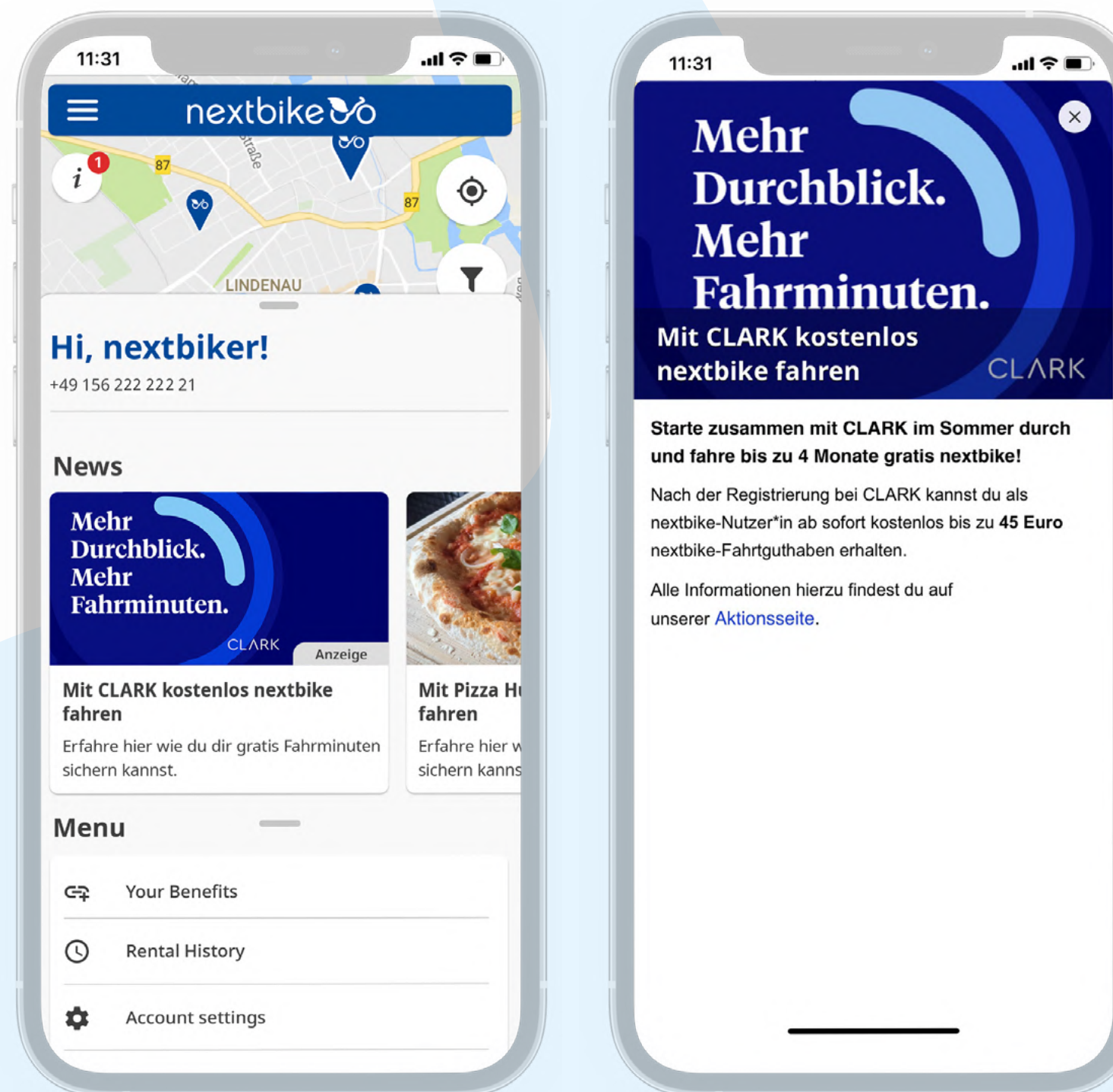
* not in Bremen, Nürnberg, Kiel, Usedom, Oldenburg

APP NEWS

Each post consists of a text / image composition and is displayed as a teaser on the start screen.

Tapping on the teaser image will take you to the detailed view.

App news in the nextbike app works as an advertisement and also allows you to feature your company page or landing page in the detailed view. Individual codes can also be displayed here.



Example campaign / CLARK, Köln 2021

APP NEWS



TARGETING

- All nextbike users

PLAYOUT

- Nationwide*
- Local

TOUCHPOINTS

- Start screen below the map

SPECIFICATIONS

TEXT

- Teaser title: max. 30 characters
- Teaser text: max. 90 characters
- Unlimited text characters in detail view
- Texts in HTML format

IMAGE

- Format: 2000 : 1333 Pixel
- Max. 300 KB
- File type: png



* not in Bremen, Nürnberg, Kiel, Usedom, Oldenburg