

VISITORS

Meet the most relevant business audience in industry: like no other event DMEXCO offers the highest density of executives and decision-makers – the fuel for your growth.

40K marketing executives and digital experts

DMEXCO is the meeting place for decision-makers

DMEXCO is international

DMEXCO covers all industries & brands

77%

of DMEXCO visitors have purchasing power

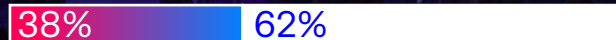
54%

of DMEXCO visitors are senior executives

23%

of DMEXCO visitors hold C-level roles

91 countries



international national visitors

Top 10 countries:

- 01 Germany
- 02 UK
- 03 Netherlands
- 04 USA
- 05 France
- 06 Austria
- 07 Spain
- 08 Switzerland
- 09 Israel
- 10 Italy

Media	21.62% *	
IT	20.82% *	
Retail	8.47%	
Publishing	7.47% *	
Consumer	6.56%	
Finance	3.64%	
Travel & transport	3.49%	
Telco	3.27%	
Automotive	2.58%	
TV & broadcasting	2.34%	
Pharma	2.20%	
Non-specified	17.54%	

* across all relevant industries

VISITORS

Top 10 visitor interests

- 01 Agencies & advertising
- 02 Content marketing
- 03 Performance marketing
- 04 Social media
- 05 Digital transformation
- 06 E-commerce & payment
- 07 Data analytics
- 08 Creativity & design
- 09 Direct marketing
- 10 Search & SEO

Top 10 job profiles

- 01 Marketing manager
- 02 Company owner
- 03 SVP / division or department manager
- 04 Sales manager
- 05 Other manager level (e.g. e-commerce, PR, biz dev etc.)
- 06 Project manager
- 07 C-suite/board member
- 08 Student or lecturer
- 09 Director/ deputy manager
- 10 Trainee / young professional

Age groups



EXHIBITORS & PARTNERS

DMEXCO stands for business first. Each year, global tech companies, international brands, agencies, SMEs, and start-ups attend DMEXCO to boost their sales, network, and present leading-edge innovations.

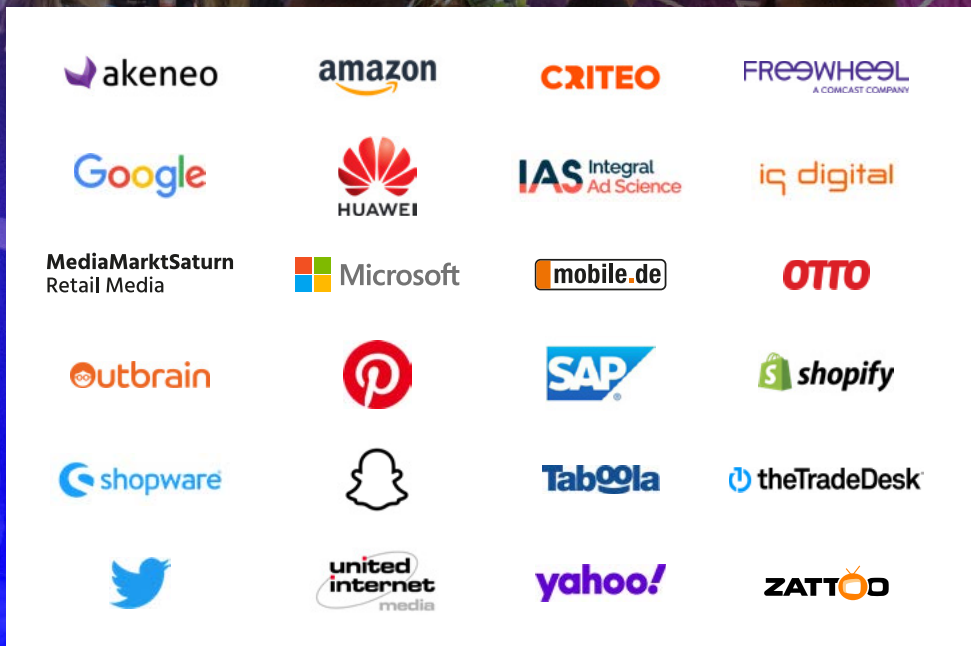
560
exhibitors from

33
countries

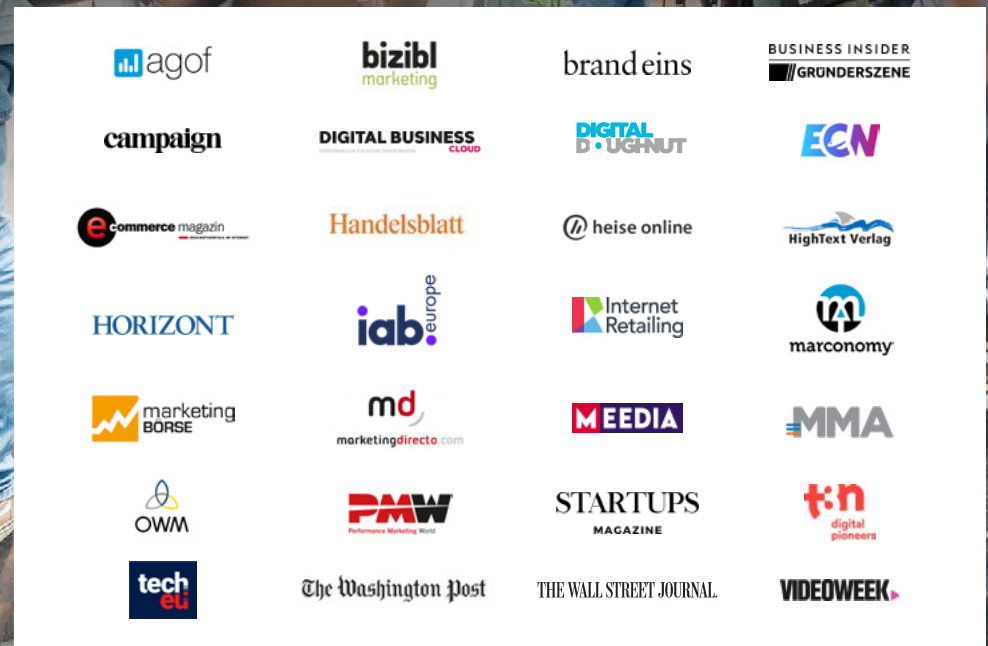
An outstanding partner network of leading industry associations and international media players attract maximum attention and high-value contacts to DMEXCO.

240
media representatives

40
partners & associations



Excerpt



Excerpt

CONFERENCE

On the stages of the DMEXCO Conference, digital visionaries, marketing leaders, and creative master-minds discuss the most important topics of today's and tomorrow's digital agenda.



14
stages

770+
speakers

200
hours of program

420
sessions

