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Bilendi Services
About Us

Established in 1999

150 marketing experts across Western Europe

13 commercial offices

- London
- Amsterdam
- Berlin
- Cologne
- Copenhagen
- Helsinki
- Leuven
- Madrid
- Milan
- Odense
- Paris
- Stockholm
- Zurich

Operations in 13 countries

Listed on Euronext Paris – code ALBLD

Operators of Maximiles

London Office Address
8 Holyrood St, London SE1 2EL
Our services

- Audience profiling
- Sales and customer growth
- Email advertising
- Mobile marketing (Alerts / Push Notifications)
- Display advertising
- Performance marketing (CPA/CPL/CPC/CPI/CPM)
- Publisher media buying and planning
- Affiliate marketing (Maximiles)
- Data capture and nurture
Maximiles

Our propriety UK site Maximiles has around 900,000 impressions and 300,000 clicks per month. The site and programme have been available to the UK public for over 20 years.

Across Europe Maximiles enables Bilendi to reach 4.7 Million consumers across Europe. This includes both B2C & B2B data which can be targeted using over 300 profiling criteria including demographics, insurance renewal dates, interests, health concerns, and more.

Advertising Opportunities
Email Solus, Display, Newsletter, Mobile Alerts and Social Posts
Maximiles Profile

Total Maximail base
1,570,198

Homeowners
312,251

Parents with children
247,553

Age

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What is your marital status?

- Married: 316,256
- Unmarried / Single: 607,885
- Widowed: 2,383
- Separated / Divorced: 165,342
- Cohabiting: 166,831
- Unknown: 311,701

Affluence

- Wealthy: 46,045
- Prosperous: 126,696
- Comfortable: 202,615
- Striving: 408,429
- Struggling: 528,048
- Unknown: 258,365
Data Directory

Bilendi’s target groups are built using a variety of data indicators including: website browsing behaviour, email response, social interaction, survey & profile answers as well as purchase history.
Effective Data Built On Consent

- Group Data Protection Officer and local Compliance Officers for all offices
- All data double opted-in with explicit separate opt-in tick-box for email marketing (see right)
- Full consent version tracking and time stamping for all data subjects
- Strict control on detection and anonymisation of inactive accounts
- Self-service subject access request tool
- All staff trained in data legislation and best practice
- Publisher Network fully audited to comply with the strictest legal requirements.
Solus Email: Available as Maximail, a highly targeted (CPM/CPC) or gen pop performance-based (CPA/CPL) broadcasts. We have a proprietary ESP that makes easy work of throttling, timers and segmentation. It is also Return Path certified, guaranteeing your emails reach inboxes.

Post Camping Reporting
• Opens, Clicks, CTR
• Heat Maps
• Hand Raisers Demographic reporting
  • Gender
  • Social Grade
  • Age
  • Geo
  • No. Children
  • Occupation
  • (Bespoke Request)
The Maximiles App is a great way for your brand to reach your audience on the go. It is a native app available on both iOS and Android platforms.

Choose from surveys, interstitial display, in-app alerts and push notifications.
Maximiles has several regular offer placements onsite to further enhance the offer performance. Including:

- Top Offers
- Top Brands
- A-Z Offers
- Carrousels
- Logged out page
Linked with people’s disposable income our Maximiles members have a consistent desire to spend. Members join the site to receive the latest offers.

**The Perfume Shop**

**Typical Offer:** 15% off with Student Discount  
**Overview:** Booked 2 sends in 2 months. New sales  
**Performance:** 13,000+ clicks - 71,000+ opens - no. sales 115

**Decathlon**

**Typical Offer:** Offers on bicycles. Ahead of Christmas  
**Overview:** Booked 2 booking campaigns before November. New sales  
**Performance:** 17,000+ clicks - 108,000+ opens - no. sales 102

**Pro Cook**

**Typical Offer:** 10% off when you spend over £50  
**Overview:** Booked one off send. New sales  
**Performance:** 10,500+ clicks - 82,000+ opens - no. sales 69
Maximail is a regular sender of fashion campaigns all year round. Between Nov to Jan bookings increase. Our members love engaging with money off sales, codes, newsletter sign-ups and competitions.

**Allsaints**

*Typical Offer:* 15% off first order. Plus, Free Delivery on orders over £150  
*Overview:* Booked 29 separate bookings in 24 months including black Fridays. New sales  
*Performance:* 104,000+ clicks - 420,000+ opens - no. sales 287

**Thomas Earnshaw**

*Typical Offer:* Up to 60% off  
*Overview:* Booked 3 sends in a month. New sales  
*Performance:* 14,000+ clicks - 85,000+ opens - no. sales 52

**Schuh**

*Typical Offer:* 70% off mid season sale  
*Overview:* Booked 2 sends in a month. New sales  
*Performance:* 7,000+ clicks - 37,000+ opens - no. sales 54
Maximiles has a substantial number of parents profile with children under 12 years on file, 247k records and this can be further broken down by child’s age. Parents and predominantly mums are interested in days out offers, clothes, toy deals and find out more signups.

Parent Shield

Overview: Booked email sends to parents based on child’s 9th birthday. Driving Sim uptakes
Performance: 5,000+ clicks - 20,000+ opens - no. Sim uptakes 180

Roman

Typical Offer: 15% off with code
Overview: Booked 2 sends in a month. New sales
Performance: 12,000+ clicks - 72,000+ opens - no. sales 92

Lego Land

Typical Offer: Kids go free
Overview: Booked sends before both the East and Summer holidays. New bookings
Performance: 16,000+ clicks - 153,000+ opens – no. bookings inc day tickets and hotels 122
Who doesn’t like to go on holiday? A strong vertical for Maximiles and our members all year round. We hold member holiday presences and family sizes.

**Explore France**

**Typical Offer:** Free digital copy from a certain French region

**Overview:** Booked 2 emails ends. New Registrations

**Performance:** 320,000+ clicks - 2.4m+ opens - no. 72,000 leads

**Walt Disney World - Florida**

**Typical Offer:** Free nights / Free days – Spring Summer offers

**Overview:** Booked 3 campaigns over 3 months. New Bookings

**Performance:** 13,000+ clicks - 138,000+ opens - no. bookings 22

**Visit Ireland**

**Typical Offer:** Sign up to discover heart warming moments and sights

**Overview:** Regular booking for 9 months. New Registrations

**Performance:** 32,000+ clicks - 287,000+ opens - no. 6000 leads
Health & Beauty

This sector is heavily targeted towards females. 61% of our member base is female. Younger men are also important for some health and beauty brands to target. We can target people with certain health conditions too.

Lenstore
Typical Offer: 22% off your first order
Overview: Booked 2 email sends. New sales
Performance: 4,500+ clicks - 43,000+ opens - no. sales 120

Skin+Me
Typical Offer: Personalised Skincare, try now for £3.50 – Free Trial
Overview: Booked 2 email sends. New Subscriptions
Performance: 3,000+ clicks - 31,000+ opens - no. sales 85

Temple Spa
Typical Offer: Save £21 - promocode
Overview: Regular booking for 9 months. New Registrations
Performance: 7,000+ clicks - 52,000+ opens - no. sales 98
Subscriptions

Subscriptions make life easier and more accessible for everyone. VOD, food & drink, makeup, education and gym classes are typical examples. Most advertisers are keen to push the subscription model and our members are ready to explore and consider these offers.

**Lloyds Direct**

*Typical Offer:* Free Delivery

*Overview:* Booked email sends each month for 9 months. New sign-ups

*Performance:* 28,500+ clicks - 158,000+ opens - no. registration 2,300+

**Acorn**

*Typical Offer:* 30 day free trial

*Overview:* Booked email sends and mobile alerts 18 months in a row. New Subscriptions

*Performance:* 187,000+ clicks - 845,000+ opens - no. subscriptions 9,800+

**Apple TV**

*Typical Offer:* free 7 day free trial

*Overview:* Regular small booking for 6 months. New downloads and subscriptions

*Performance:* 6,000+ clicks - 51,000+ opens - no. subscriptions 180+
Many of the food & Drink offers we receive are subscriptions focused too. Some of the first subscriptions delivered to your door were from this sector, we continue to drive good volumes of subscriptions for this sector.

**Tastecard**

**Typical Offer:** Try a free 90 day free trial

**Overview:** Regularly book email sends for the past 8 years. New subscriptions

**Performance:** 202,000+ clicks - 1.1m+ opens - no. subscriptions 5,360+

**Simplycook**

**Typical Offer:** Claim your £3 trial box

**Overview:** Regularly book email sends for the past 7 years. New subscriptions

**Performance:** 133,000+ clicks - 895,000+ opens - no. subscriptions 4,021

**Virgin Wines**

**Typical Offer:** Save over 50% or receive a free wine glass on first orders. Free Next Day Delivery

**Overview:** Book emails on the 8 weeks leading to Christmas and NY. New Subscriptions

**Performance:** 62,000+ clicks - 610,000+ opens – no. subscriptions 521
Britain is a nation of pet lovers and Maximiles has a good representation of the general population. Advertisers can select from the following pet ownership: dogs, cats, fish, reptiles, rodents, birds, horses. Also available, insurances, superstores visit for food, bedding and toys, weight of pet, pet age etc.

**Bug Bakes**

**Typical Offer:** 50% off first order

**Overview:** Booked 2 emails targeting dog owners with us in June and July. New subscriptions

**Performance:** 5,200+ clicks - 45,000+ opens - no. subscriptions 52

**Tails.com**

**Typical Offer:** Try 1 month free tailored dog food

**Overview:** Regularly booked bi-monthly email sends for the 2 years. New subscriptions

**Performance:** 40,200+ clicks - 252,100+ opens - no. subscriptions 203

**Your Dog**

**Typical Offer:** First 3 issues just £3 PLUS free gift

**Overview:** Booked emails on the 8 weeks leading to Christmas and NY. New Subscriptions

**Performance:** 62,500+ clicks – 610,000+ opens - no. subscriptions 421
Maxmiles has a pool of just over 38,000 members who are happy to receive gambling offers. These members have explicitly told Maximiles they want to receive these offers. Other members have been identified as enjoying betting through behaviour engagement without onsite betting pages.

We send our Maximiles Betting newsletter once every two weeks. We can produce a multi-product newsletter or separate product newsletters dedicated to Casino, Bingo or Sports.
Property

We can help to reach suitable local and regional audiences who are interested in moving home. It’s also a good channel to create awareness for what is going on in our member’s local area. Targeting available; downsizers, landlords, investors and portfolio sizes, current home status, type of home, first-time buyers, holiday homeowners, no. children etc.

**Parkside**

*Typical Offer:* 50% off first order

*Overview:* Booked 2 email sends. Targeting over 25-45yrs, over £80k income, 6 miles radius from development, real estate investors with portfolios over £300k+

*Performance:* 1,167 clicks - 4,010 opens - **Vol booked 9,190**

**Churchill**

*Typical Offer:* Move loved ones closer

*Overview:* Booked a single email send. Targeting over 55yrs homeowners, potential to downsize, 6miles radius from development

*Performance:* 547 clicks - 1,887 opens - **Vol booked 4,879**

**Bellway**

*Typical Offer:* Find your first home in Chelmsford

*Overview:* Booked 2 email sends. Targeting first-time buyers, 15 mile radius

*Performance:* 1,402 clicks - 4,896 opens - **Vol booked 11,130**
Electronics

Electronics are part of our everyday lives. We find it hard to live without them; from phones, TV’s, camera’s, hair dryers, electric razors these have become essentials that we cannot live without. Still, there are some clever ways we can increase performance. Such as targeting members who have recently moved homes with TV offers or presenting camera offers to members who are planning or booked a holiday.

**Philips**

Typical Offer: Get your welcome gift 15% off when you sign up to Philips newsletter

*Overview:* length of project 1 month, 20 email sends. New registrations

*Performance:* 57,500+ clicks - 394,200+ opens - *no. registrations 9,200*

**Panasonic**

Typical Offer: 5-year warranty on selected TVs

*Overview:* Booked a single large email send. New Sales

*Performance:* 3,400+ clicks - 25,300+ opens - *no. sales 28*

**Canon**

Typical Offer: Black Friday sale now on

*Overview:* Booked 2 emails sends on the lead up to Black Friday. Driving sales

*Performance:* 7,200+ clicks - 26,300+ opens - *no. sales 26*
Black Friday

Black Friday is an important time for supplier, retailers, customers and for anyone involved in sales and marketing. Leading up to Black Friday and the week after is our busiest period. We do our best to accommodate every request, the earlier you can book the earlier we lock in inventory for key dates. Don’t miss out.

**Oral-B**

Typical Offer: Save up to 75%. Black Friday Offers

Overview: 1 week over the Black Friday weekend. 3 years in a row. Generate sales

Performance: **123,600+ clicks** - **994,500+ opens** – **no. sales 1,202**

**HH**

Typical Offer: Black Friday Sale is here

Overview: Booked a single large email sends 2 days before Black Friday. Generating Sales

Performance: **4,800+ clicks** - **27,700+ opens** – **no. sales 37**

**Microsoft**

Typical Offer: Microsoft Surface deals

Overview: Booked a single large email send one week before Black Friday. Generating Sales

Performance: **3,900+ clicks** – **22,300+ opens** – **no. sales 9**
Contact

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