



HOLA.COM

The **power**
of a brand

PROGRAMMATIC ADS

MEDIAKIT 2024



Yesterday, **today** *and always*

HOLA!.com

The leading
resource *for*
women's lifestyle



Yesterday, **today** *and always*

HOLA.com

A Spanish brand
with an *international*
presence



With you yesterday, **today** *and always*

DEDICATED TO OUR AUDIENCE | **GLOBAL DATA**

HOLA.com

A LARGE INTERNATIONAL NETWORK OF SITES

means a *global* presence

SOURCE: GA DECEMBER 2024

+ **150** MILLIONS
PV_{ww}

+ **44** MILLIONS
UU_{ww}

HELLOMAGAZINE.COM

UK, US, CA etc

HOLA.COM

ES, US, MX etc



A QUALITY & QUANTITY BRAND

The highest quality *online* environment (Quality) with the biggest *audience* (Quantity) in the *lifestyle* sector

SOURCE: COMSCORE DECEMBER 2024



Q&Q BRAND

7.036.036

TOTAL DIGITAL POPULATION (UNIQUE USERS) MULTIPLATFORM

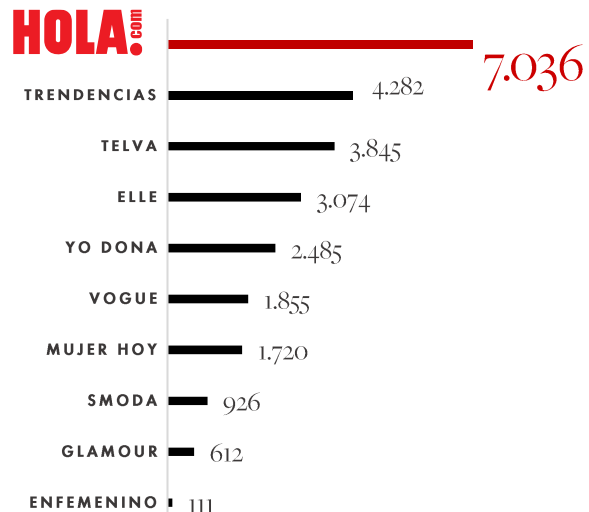


PART OF AUDIENCE'S DAILY LIFE

Online audience

SOURCE COMSCORE DECEMBER 2024

UNIQUE
USERS

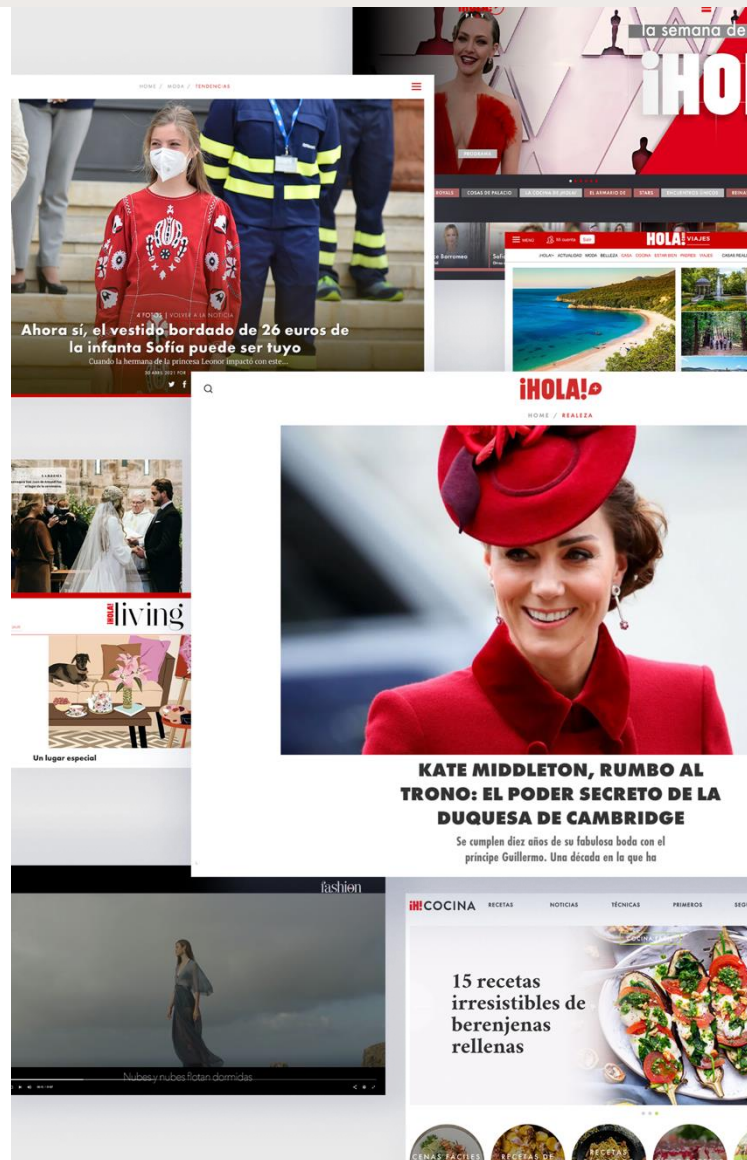


FIGURES IN THOUSANDS (000)

PAGE
VIEWS



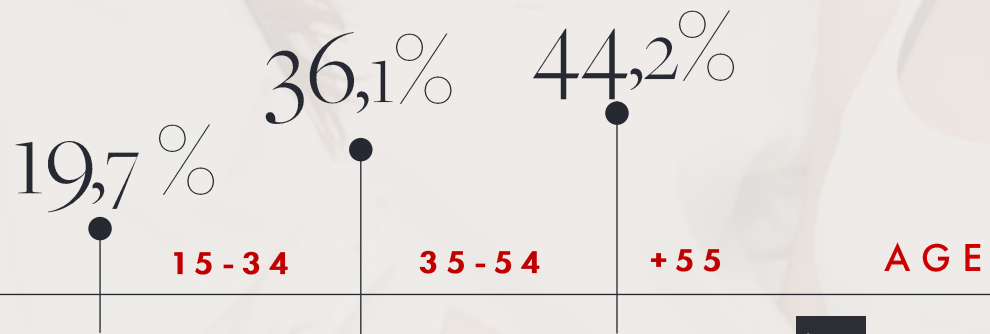
FIGURES IN MILLIONS (MM)



BRINGING ALL THE GENERATIONS TOGETHER ON ONE SITE

Online *audience*

SOURCE: BRAND MEDIA 2AC24



Most prestigious *social classes*

71,0%

OF OUR USERS

With you yesterday, **today** *and always*

DEDICATED TO OUR USERS | PROGRAMMATIC ADS

HOLA.com

KEY DATA

Our audience

SOURCES: GA DECEMBER 2024 &
BRAND MEDIA 2A C24



+18
MM UU
monthly



+70%
women



+70%
high
income



+36%
aged
35-54



WHY CHOOSE PROGRAMMATIC ADS IN ¡HOLA!?

Our technology and choice of formats

> **100% BRAND SAFE**

We protect against ad fraud and prevent your brand appearing alongside inappropriate content

PROGRAMMATIC PARTNERS

 Magnite  xandr  PubMatic

richAudience Index7 Exchange adform

> **VIEWABILITY**

+65% viewability ATF positions

DATA PARTNERS

 Permutive

/LiveRamp

 ZEOTAP

 ID5

> **HIGH COVERAGE**

Apply the data segments and cappings you need without concerns over reach

AVAILABLE FORMATS

Covering all *of our* clients' *needs*

SALES PACKAGE	PRIORITY	PURCHASE TYPE	SEGMENTATION	POSSIBILITY OF PUBLISHER OPTIMIZATION	FORMAT TYPES	FORMAT SIZES	TARGETING OPTION	DIFFERENTIAL ADVANTAGE
Programmatic Guaranteed	Highest	Fixed Price	Device – IP Frequency – VW Placement – SOV ROS – Sponsor	Yes	Standard Display Richmedia Display Sponsor - Video Native	970x90 - 728x90 320x50 - 970x250 728x90 - 320x100 300x250 - 300x600 160x600 - 320x480 Pre-roll Intext-Interscroller Skin classic - Skin video Skin Expandible – Native Combined Formats	First Party HOLA: Age, Gender, Interests, Contextual, Performance, Custom	Guaranteed inventory and highest priority for premium positions
Audience Guaranteed	Highest	Fixed Price	Device – IP Frequency – VW Placement – SOV ROS	Yes	Standard Display Richmedia Display Sponsor - Video Native	970x90 - 728x90 320x50 - 970x250 728x90 - 320x100 300x250 - 300x600 160x600 - 320x480 Pre-roll Intext-Interscroller Skin classic - Skin video Skin Expandible - Native Combined Formats	First Party client data	High priority given to match HOLA users with First Party client data

AVAILABLE FORMATS

Covering all *of our* clients' *needs*

SALES PACKAGE	PRIORITY	PURCHASE TYPE	SEGMENTATION	POSSIBILITY OF PUBLISHER OPTIMIZATION	FORMAT TYPES	FORMAT SIZES	TARGETING OPTION	DIFFERENTIAL ADVANTAGE
Preferred Deal	Lower than PG but higher than other products	Fixed Price	Device – IP VW – Placement ROS	Yes, but limited	Standard Display Richmedia Display (limited formats) Video - Native	970x90 - 728x90 320x50 - 970x250 728x90 - 320x100 300x250 - 300x600 160x600 - 320x480 Pre-roll -intext - native Skin classic - Skin video Skin Expandible	First Party HOLA: Age, Gender, Interests, Contextual, Performance, Custom	Priority access to inventory at agreed fixed cost but without guaranteed clicks
PMP	Lower than PD but higher than other products	Bid	Device – IP Placement – ROS	Yes, but very limited	Standard Display Video – Native	970x90 - 728x90 320x50 - 970x250 728x90 - 320x100 300x250 - 300x600 160x600 - 320x480 Native	First Party HOLA: Interests, Contextual	Access to inventory before open market and at bid cost. Access to curated inventory
Real Time Bidding (RTB/OA)	Lower priority	Bid	ROS	No	Standard Display Video – Native	970x90 - 728x90 320x50 - 970x250 728x90 - 320x100 300x250 - 300x600 160x600 - 320x480 Pre-roll - Native	No	Lowest cost, with great potential for segmentation and optimization by the client

PMPs

Curated

FPD HOLA:

Interest

+

Contextual

+

Performance

+

E-commerce



FASHION

Fashion
segments



BEAUTY

Beauty
segments



TRAVEL

Travel
segments



SHOPPING

Ecommerce
segments



AUTOMOBILE

Automobile
segments



LUXURY

Luxury
segments



FINANCE/INSURANCE

Finance
segments



WELLNESS/HOME

Wellness
/home
segments



PARENTS

Family
segments

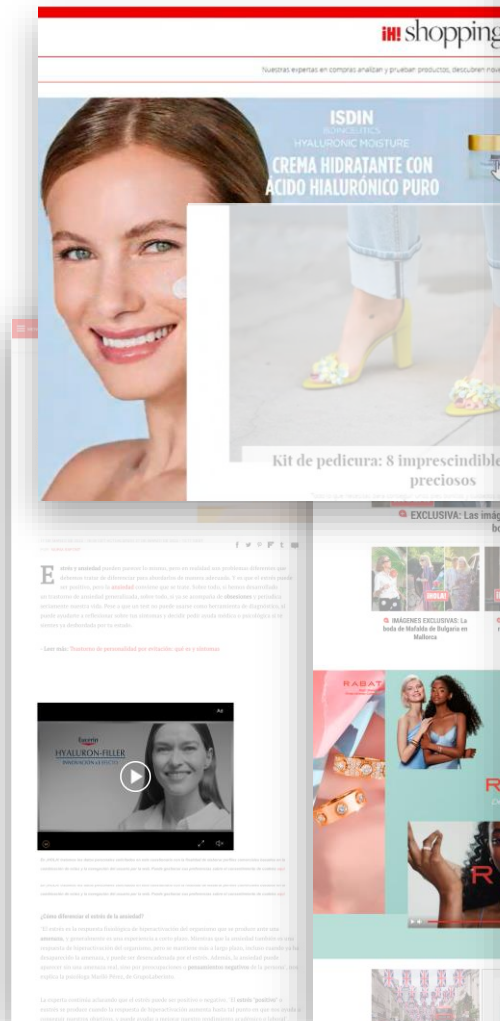
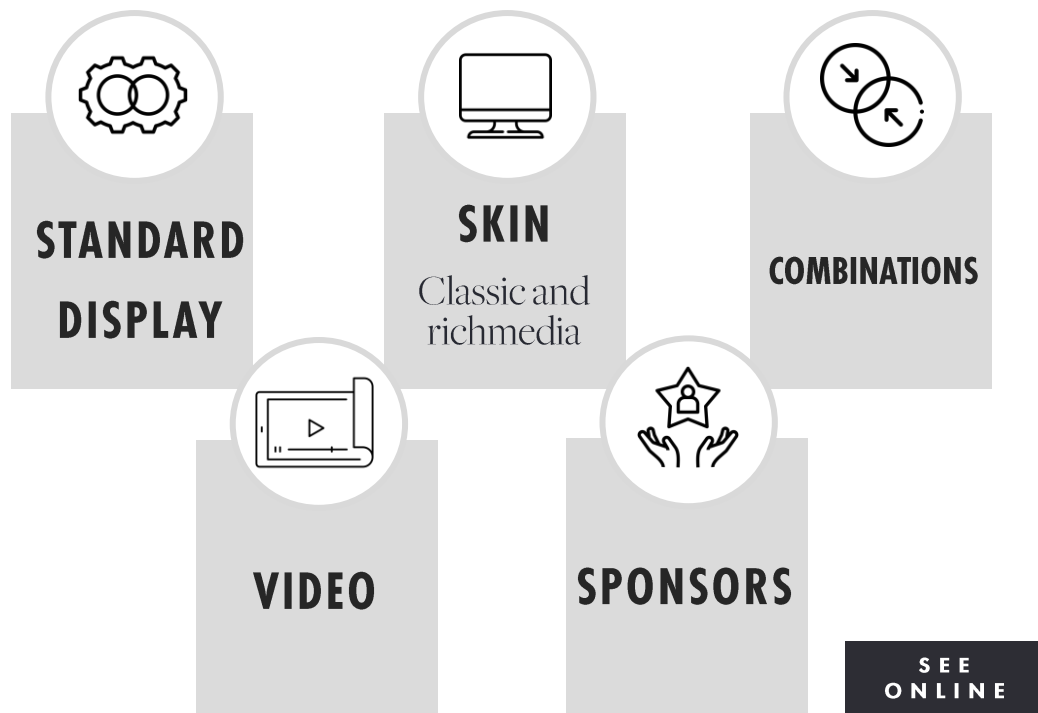


GASTRO

Gastro
segments



PROGRAMMATIC FORMATS



como sociedad, a veces pensamos que hay emociones que son buenas y otras que son malas. Tal y como nos explica la psicóloga, **las emociones** son un mecanismo de defensa que nos ayuda a cada una de ellas tener una función específica y necesaria. Por eso es importante que las reconozcamos y las sintamos todas. Y es que cuando gestionamos nuestras emociones, también estamos cuidando de ellas.

Así, la experta nos cuenta que lo primero que debemos hacer es reconocerlas y aceptarlas, y intentar no juzgarnos a toda costa, y eso puede ser un proceso que se va acumulando dentro, hasta que termina en un punto de ruptura. Y pone un ejemplo claro: cuando alguien nos hace un comentario que nos da un patón emocional en el que repetimos su emoción de enfado o de tristeza, lo que nos hace sentir esa emoción repetida se va acumulando y puede llegar a ser una persona que nos trata de forma despectiva y explotadora, y que nos hace sentir mal sin darnos cuenta de ello.

Lee también: Por qué es tan importante el bienestar emocional

Cuando cuesta identificarlas

"Sin embargo, hay algunas circunstancias en las que se tiene una dificultad para identificar, sentir y expresar esos tipos de sentimientos y es una condición que se llama alexitimia. En muchos casos, la alexitimia puede estar relacionada con el trauma o con el estrés. Pero también puede estar relacionada con el autismo o con la esquizofrenia".

Para el margen de este artículo...

With you yesterday, **today** *and always*

CASE STUDY | DATA

HOLA.com

A PARADIGM SHIFT FOR DIGITAL ADVERTISING

First Party Data strategy

FIRST PARTY COOKIES

WITHOUT THIRD PARTY COOKIES IT WILL BE IMPOSSIBLE FOR AN AD BUYER TO KNOW which segments users belong to, in order to personalize advertising (data segments and retargeting)

ALREADY AT THE MOMENT AROUND 40% OF CLICKS MADE BY USERS ARE UNAVAILABLE FOR ADVERTISERS to use to target an audience segment, in 2024 that will rise to 100%.

THIS MEANS WE MUST MOVE FROM A STRATEGY BASED ON THIRD PARTY DATA TO ONE BASED ON FIRST PARTY DATA

A DATA STRATEGY DESIGNED FOR SUCCESS

First Party *Data*
World

1ST PARTY COOKIES

AN END TO DEPENDENCY ON 3RD
PARTY COOKIES

EDGE COMPUTING

FASTER: DATA IS PROCESSED ON THE
USER'S OWN DEVICE

PRIVACY COMPLIANCE

THE USER'S DATA DOESN'T LEAVE THEIR
OWN DEVICE

REAL TIME TARGETING

WE CAN SEGMENT AND TARGET A USER
FROM THE VERY FIRST PAGE VIEW

WORKS FOR ALL BROWSERS

PROVIDING A GREATER QUANTITY
OF TARGETABLE INVENTORY:
FIREFOX Y SAFARI

AUDIENCE AND CAMPAIGN INSIGHTS

ANALYSIS BOTH PRE AND
POST CAMPAIGN

BOOSTS QUANTITY

INCREASES THE NUMBER OF CLICKS
PROVIDING DATA

SEGMENTS

OF HIGHER QUALITY



SEGMENT CREATION

Technology IBM WATSON *Natural Language Understanding*

IBM WATSON

USES NATURAL LANGUAGE PROCESSING (NLP) TO ALLOW US TO ANALYZE OUR CONTENT IN REAL TIME

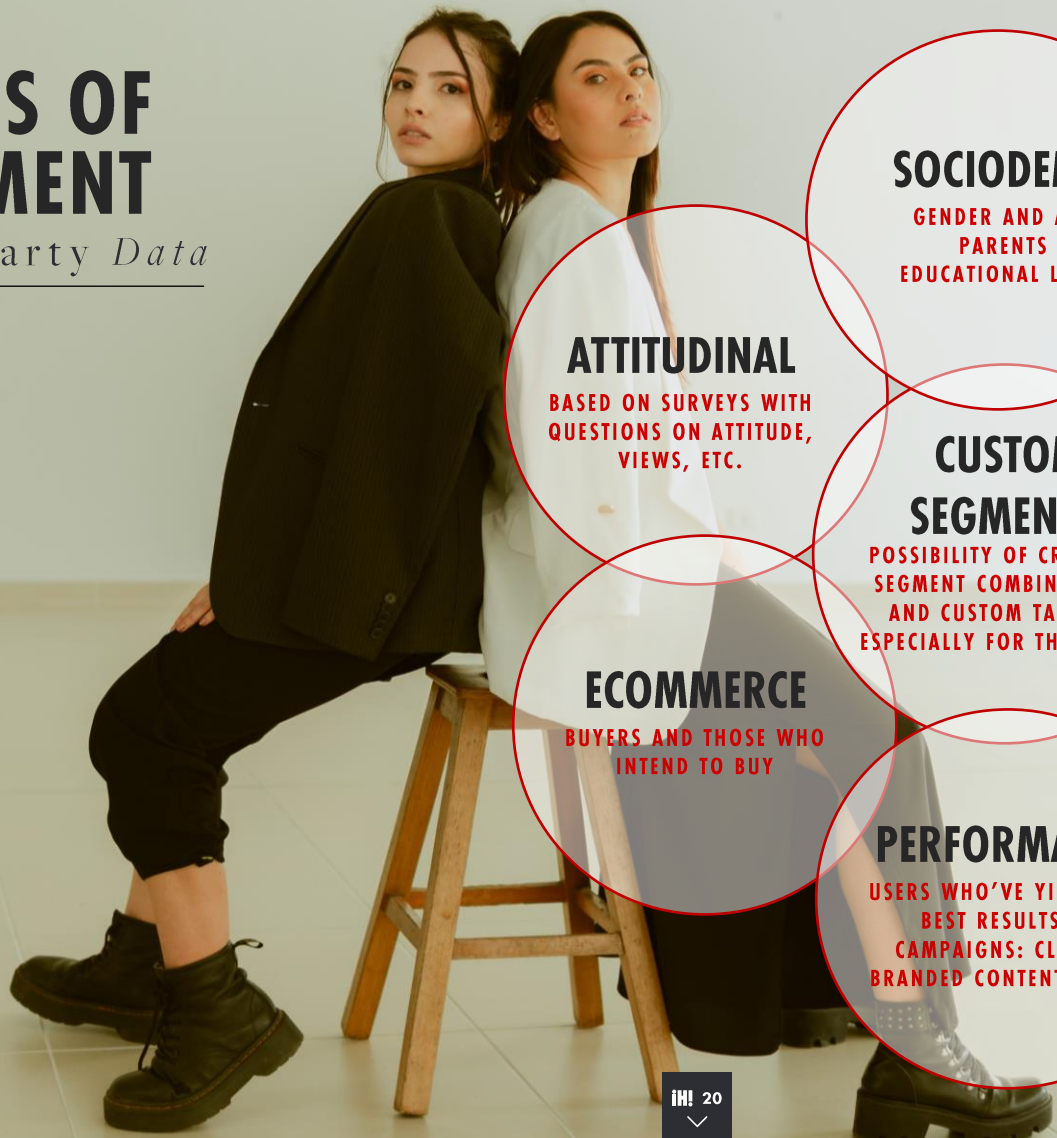
to create more precise interest segments based on the IAB categories and contextual segments based on concepts or keywords eg: excluding keywords or themes for brand safety.

“TRANSPARENCY, QUALITY, TRUST AND STANDARDIZATION”



TYPES OF SEGMENT

First Party Data



SOCIODEMO

GENDER AND AGE
PARENTS
EDUCATIONAL LEVEL

CONTEXTUAL

SEGMENTATION OF USERS
AND PAGES BASED ON
KEYWORDS AND RELEVANT
CONTENT

ATTITUDINAL

BASED ON SURVEYS WITH
QUESTIONS ON ATTITUDE,
VIEWS, ETC.

CUSTOM SEGMENTS

POSSIBILITY OF CREATING
SEGMENT COMBINATIONS
AND CUSTOM TARGETS
ESPECIALLY FOR THE CLIENT

BEHAVIORAL

BASED ON BROWSING
HABITS: INTERESTS,
ENGAGEMENT...

ECOMMERCE

BUYERS AND THOSE WHO
INTEND TO BUY

PERFORMANCE

USERS WHO'VE YIELDED THE
BEST RESULTS FOR
CAMPAIGNS: CLICKERS,
BRANDED CONTENT READERS

WHAT DO WE BRING TO A CAMPAIGN?

We provide valuable information *throughout the process*

OBJECTIVE

CREATION OF THE CAMPAIGN

OPTIMIZATION OF THE RESULTS

INSIGHTS INTO THE RESULTS

ACHIEVEMENT

ACTIVATION OF AUDIENCES
AS CLOSE AS POSSIBLE
to the target, increasing the campaign's impact

MAXIMIZING
THE KPIs
of the campaign
(awareness, CTR, CPC, CPL)

PROVIDING
USEFUL INFORMATION
for future campaigns or branded content

CREATING
NEW AUDIENCES
of clickers and users who can be retargeted later on

EXAMPLE OF SEGMENT AFFINITIES: HAIR LOVERS

Those users who read 3x more articles *about hair*



WHO THEY ARE

33k USERS

325k SESSIONS

1,1M PAGE VIEWS



INSIGHTS

87% ARE INTERESTED IN THE LATEST NEWS

82% ARE INTERESTED IN FASHION

71% READ ARTICLES ABOUT SPANISH CELEBRITIES



¿WHAT IS THEIR ENGAGEMENT?

58% + 2,6 MIN PER SESSION

62% + 3 ARTICLES PER SESSION

With you yesterday, today and always

DATA IN ACTION | BRAND AWARENESS POST CAMPAIGN

HOLA.com

BRAND LIFT SURVEY

Post campaign insights: Display

WE GENERATE AUDIENCES

VIEWERS AND
NON-VIEWERS
OF THE DISPLAY
CAMPAIGN

WE ASCERTAIN BRAND AWARENESS

WE REACH BOTH GROUPS
WITH THE SAME
SURVEY

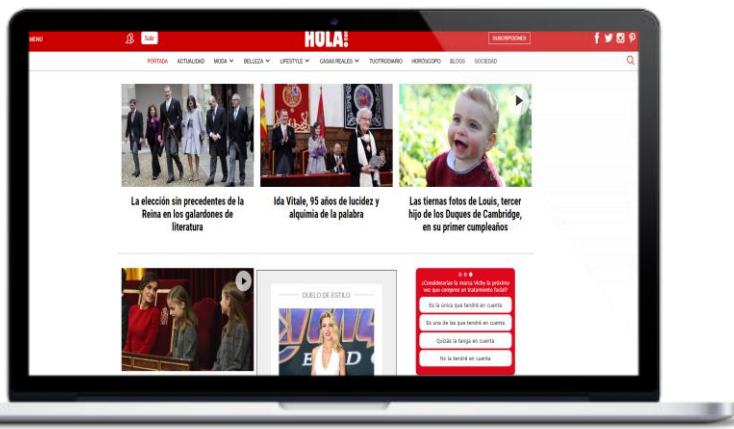
WE COMPARE RESULTS

WE ANALYZE
DIFFERENCES
BETWEEN THE
GROUPS

BRAND LIFT SURVEY

viewers vs. non-viewers of the display campaign

We ask
the same questions
to both groups



● ● ●

¿Cuál de las siguientes marcas de tratamiento facial has visto anunciadas en internet en los últimos días?

Vichy

Caudalie

Germinal

Lierac

● ● ●

¿Cuál de las siguientes marcas te viene a la mente al pensar en un tratamiento facial?

Vichy

Caudalie

Germinal

Lierac

● ● ●

¿Considerarías la marca Vichy la próxima vez que compres un tratamiento facial?

Es la única que tendré en cuenta

Es una de las que tendré en cuenta

Quizás la tenga en cuenta

No la tendré en cuenta

COMPARING RESULTS

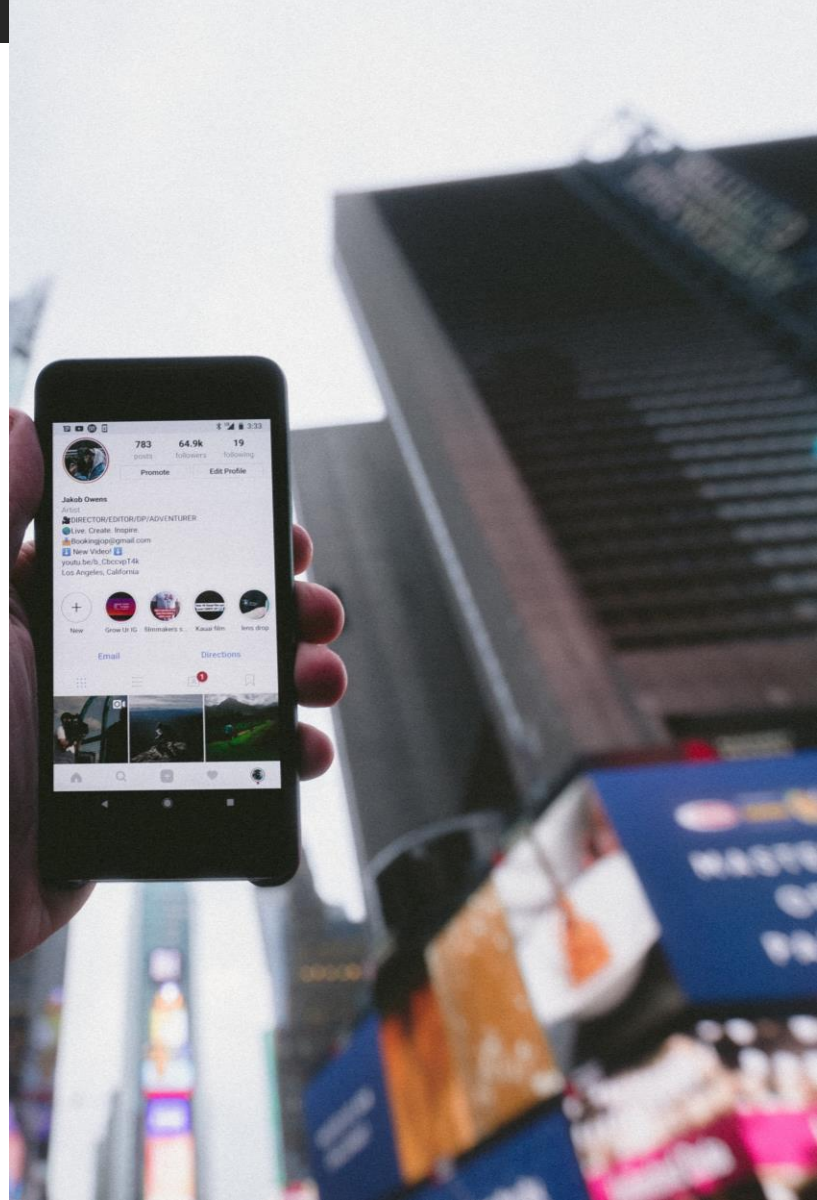
shows the effectiveness of the display ad in **lifting *brand awareness***

SOURCE: TABULATION OF BRAND AWARENESS SURVEY ANSWERED BY 8,000 HOLA.COM READERS BETWEEN MAY 2021 AND JANUARY 2022.

4,2 **TIMES MORE LIKELY TO REMEMBER HAVING SEEN THE BRAND** than competitors who also advertised recently.

2,8 **TIMES MORE LIKELY TO RECOGNIZE THE BRAND** than competitors also offering the same type of product.

4,7 **TIMES MORE LIKELY TO CONSIDER THE BRAND** as the only choice when choosing the same type of product.



CONTACT

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today *and always*

i Thank you!