

Bilendi

**Grow sales, acquire new customers
and drive online purchases**



01

About us

About Us

Established in 1999
650 employees
18 commercial offices

London
Amsterdam
Berlin
Cologne
Copenhagen
New York

Helsinki
Leuven
Madrid
Milan
Odense
Mexico City

Paris
Stockholm
Zurich
Sao Paulo
Santiago de Chile
Bogota



Listed on Paris stock exchange: Code ALBLD

Operate a portfolio of consumer programmes: Maximiles, mingle, Fabuleos, Meinungsplatz, M3 Panel, Club Nuove Idee and Nicequest

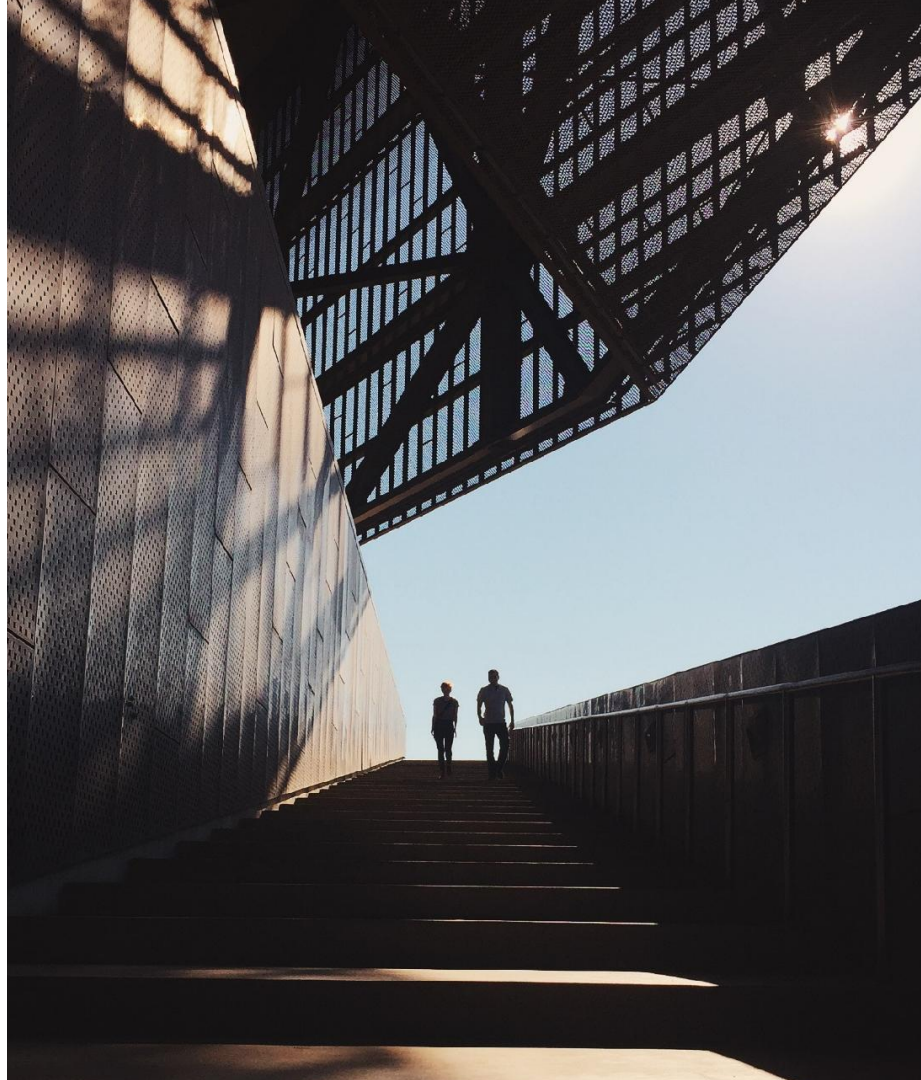
Office in the heart of London: London Bridge, SE1

Services for Media

Bilendi Media supports brands and their marketing teams by building initial awareness and increasing engagement through a multi-channel approach.

We operate several websites in the UK and Europe where our users can engage with your products and services via **onsite placement**, **app alerts** and **email**.

We also offer **lead generation**, selecting members that have a strong intent to generate uptake of newsletters, samples, trials and competitions.



Our Services

We work across a range of online methodologies to suit your project

- 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, page designs and lead post



Our Clients

A trusted partner

Bilendi adheres to the highest quality standards defined for the performance marketing industry. We are results driven and offer quick turnaround and highly punctual delivery. We love to optimise and find solutions for our clients' requirements. We pride ourselves on having been a key partner in the industry for over 25 years and have worked with the biggest names in digital revenue generation and campaign delivery.





02

Maximiles

Sites and Coverage:

Widespread European coverage: 2.8 million proprietary members managed through 17 programmes across Europe & the US



UK	750,000
France	960,000
Spain	160,000
Italy	127,000
Other	803,000

...and 100+ million more globally through a network of reliable long-term partners

Maximiles

Our UK site [Maximiles](#) receives 224,000 visits from our users who create 2.3m page views per month. The site and program have been available to the UK public for over 20 years.

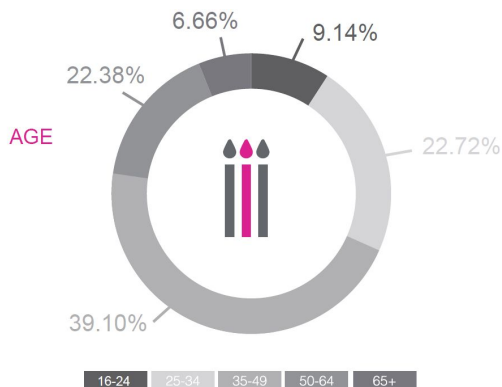
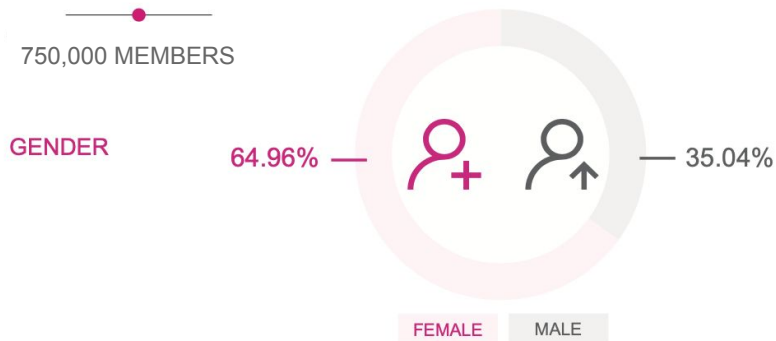
Maximiles enables Bilendi to reach 2.8 Million consumers across Europe & the US. This includes both B2C & B2B data which can be targeted using over 300 profiling criteria including demographics, insurance renewal dates, interests, health concerns, and more.

Advertising Opportunities

Email Solus, Display, Newsletter, Mobile Alerts and Social Posts



United Kingdom



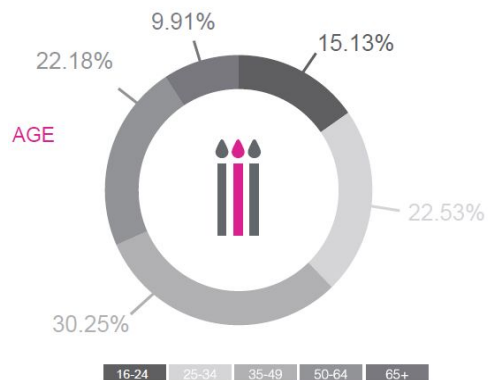
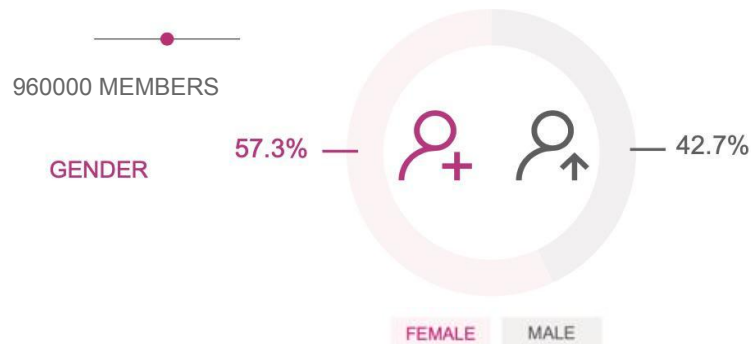
Income

£0-12k	20.73%
£12k - £20k	22.81%
£20k - £40k	29.95%
£40k - £50k	16.29%
£50k - £75k	6.61%
£75k - £90k	1.76%
£90k+	1.77%

Home Status

I am living for free (with my family, friends, etc.)	21.30%
Sharing a flat with roommates	2.06%
Sharing a house with roommates	3.52%
Own a flat	2.55%
Own a house	22.86%
Rent a flat	19.32%
Rent a house	28.40%

France



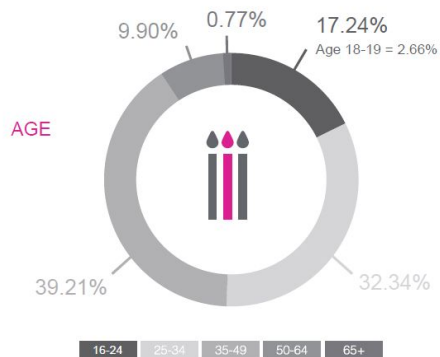
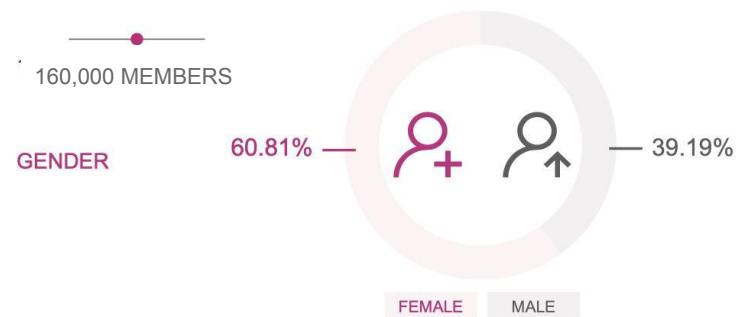
Income

£0-12k	24.09%
£12k - £20k	36.03%
£20k - £40k	23.11%
£40k - £50k	9.70%
£50k - £75k	5.20%
£75k - £90k	0.59%
£90k+	1.27%

Home Status

I am living for free (with my family, friends, etc.)	18.18%
Sharing a flat with roommates	1.47%
Sharing a house with roommates	0.71%
Own a flat	8.32%
Own a house	28.98%
Rent a flat	30.01%
Rent a house	12.34%

Spain



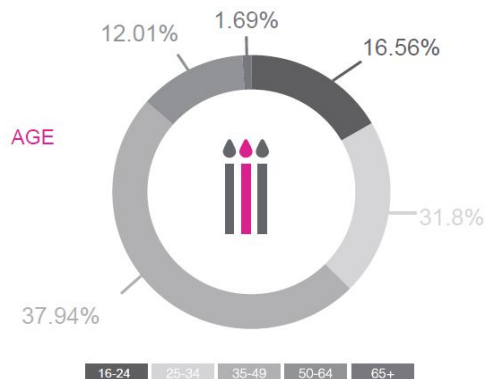
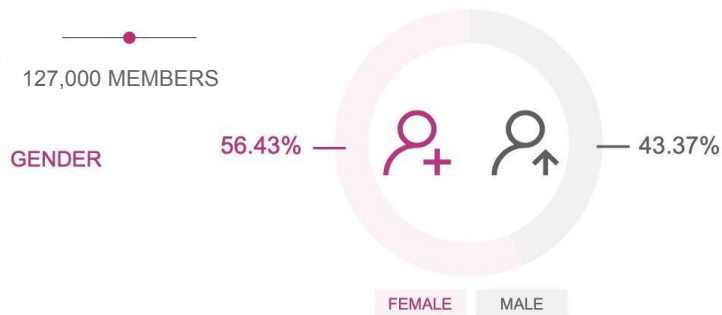
Income

£0-12k	34.99%
£12k - £20k	38.39%
£20k - £40k	16.04%
£40k - £50k	6.23%
£50k - £75k	2.39%
£75k - £90k	1.18%
£90k+	0.78%

Home Status

I am living for free (with my family, friends, etc.)	3.06%
Sharing a flat with roommates	7.05%
Sharing a house with roommates	3.05%
Own a flat	23.28%
Own a house	28.88%
Rent a flat	24.03%
Rent a house	10.65%

Italy



Income

£0-12k	40.04%
£12k - £20k	22.37%
£20k - £40k	20.65%
£40k - £50k	9.46%
£50k - £75k	3.56%
£75k - £90k	1.87%
£90k+	2.05%

Home Status

I am living for free (with my family, friends, etc.)	1.21%
Sharing a flat with roommates	6.54%
Sharing a house with roommates	5.11%
Own a flat	27.60%
Own a house	21.93%
Rent a flat	28.10%
Rent a house	9.52%

Our Profiling

Our Maximiles databases are heavily profiled with over 300+ segmentation attributes

Automotive

- Daily used transportation
- Owned vehicles (incl. boat, bike, plane)
- Driving licence holder
- Car make and model
- Car class
- Car type
- Number of cars in household
- New car vs. used car
- Private vs. business car
- Car - year of purchase and manufacturer
- Car engine
- Motorcycle brand
- Motorcycle type
- Motorcycle - year of purchase

Health

- Information about patient and carers
- Age
- Height
- Weight
- Diet
- Glasses/Contact lenses
- Health information sites visited
- 300 diseases across all major medical specialities

Environment

- Donations and charity
- Recycling
- Usage of organic and fair-trade products
- Place of purchase of organic and fair-trade products
- Eco-responsibility
- Energy saving installations at home

Our Profiling

Our Maximiles databases are heavily profiled with over 300+ segmentation attributes

B2B

- Employment status
- School type
- Subject of studies
- Educational qualification
- Type of employment contract (full-time, part-time)
- Yearly individual income
- Industry sector
- Job title/Position in the company
- Business unit (IT, sales, office, marketing, etc.)
- Number of employees
- Number of computers (laptops and workstations)
- Company revenue
- Personnel responsibility
- Work mobile phone (model, OS, type)
- Work mobile phone (subscription, provider)
- Company car fleet related decision-making
- Decision-making related to training on the job
- Office supplies related decision-making
- IT related decision-making (hardware and software)
- Office furniture and office space related decision-making
- Telecommunications related decision-making (products and services)
- Office equipment related decision-making (printers, fax, copying machines)
- Production machine related decision-making
- Financial products and services related decision-making
- Logistic suppliers related decision-making
- HR related decision-making

Our Profiling

Built on a variety of surveys, profilers, email responses and purchase histories

Household

- Marital status
- Relationship status
- Number of people in household
- Number of children
- Age/Gender of children
- First time/Second time mum
- Pregnancy
- Monthly household net income

Housing

- Living accommodation
- Type of house/flat
- Second/holiday home
- Garden, balcony, pool, etc.
- Electricity provider
- Heating
- Landlord

Internet

- Home internet service provider
- Internet connection type
- Package type (e.g. internet + telephone)
- Internet usage frequency
- Online shopping frequency
- Products bought online

Leisure

- Sports - regularly done
- Sports - occasionally done
- Sports - followed on TV, radio, etc.
- Social Networks
- Instant messaging

Media

- Electronic devices in household
- Fixed phone provider
- Tablet, mobile phone, smartphone - brand
- Tablet, smartphone - operating system
- Mobile service provider
- Mobile subscription - pre-paid vs. post paid
- Mobile internet subscription - 3G/4G, flat rate/limited, etc.
- Features used on smartphone
- TV connection
- Pay-TV providers
- Video game consoles and gaming platforms
- Favourite TV programme
- Cinema attendance
- Favourite radio stations
- Newspaper/Magazines
- VOD subscription types

Our Profiling

Built on a variety of surveys, profilers, email responses and purchase histories

Travel

- Holiday travel
- Trips per year
- Means of transportation
- Destination
- Time of the year chosen for holiday travel

Pets

- Pets in household
- Number of cats/dogs
- Age of cats/dogs
- Weight of dogs
- Cat and dog food
- Place of purchase of cat and dog food
- Responsibility for buying cat and dog food

Smoker

- Tobacco products
- Tobacco brands
- Frequency of smoking (regularly vs. occasionally)

Money

- Bank accounts
- Banking transactions
- Financial products in household
- Mortgage, car loan, personal loan
- Interesting banking products
- Credit cards
- Stock exchange
- Property value
- Value of liquid assets

Consumption habits

- Responsibility for grocery purchases
- Supermarkets
- Loyalty cards
- Beauty products used
- Online grocery shopping habits
- Luxury consumption

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.



Answer surveys and get free products!

Sign up for free

Registration = up to 60 points

Completed Profile = 325 points



The Maximiles community needs you!



2.8 million
Active members



4000 rewards
Claimed per month



3 million
Survey invites per week



1999
Programmes first launched

Up to 60 points offered by registering

Collect points by completing surveys. Exchange your points for over 100 rewards in our catalogue. Choose from vouchers, electronics, beauty and grooming products, homewares, food, wine, experiences

Title*
Mr Mrs Miss Ms

First name* Last name*

Date of birth* Email address*

DD MM YYYY

Password* Confirm password*

Postcode* Find address

Postcode

☐ Get 20points with Maximail

Subscribe to emails from us containing ads from other companies. Collect points by interacting with the offers they contain. Unsubscribe at any time. Click ? for more details.

☐ I accept the [Terms and Conditions](#) and [Privacy Policy](#)*

* Required

Anti-Robot Verification

Register





03

Advertising Opportunities

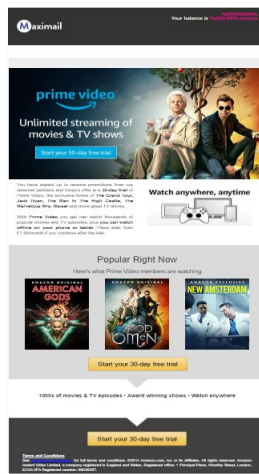
Email Broadcasts

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's also Return Path certified, guaranteeing your emails reach your chosen targets inboxes.

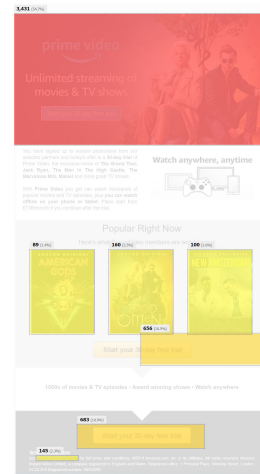
Post Camping Reporting

- Opens, Clicks, CTR
- Heat Maps
- Gender
- Social Grade
- Age
- Geo
- No. Children
- Occupation
- (Bespoke Request)

Email Html



Heat Map



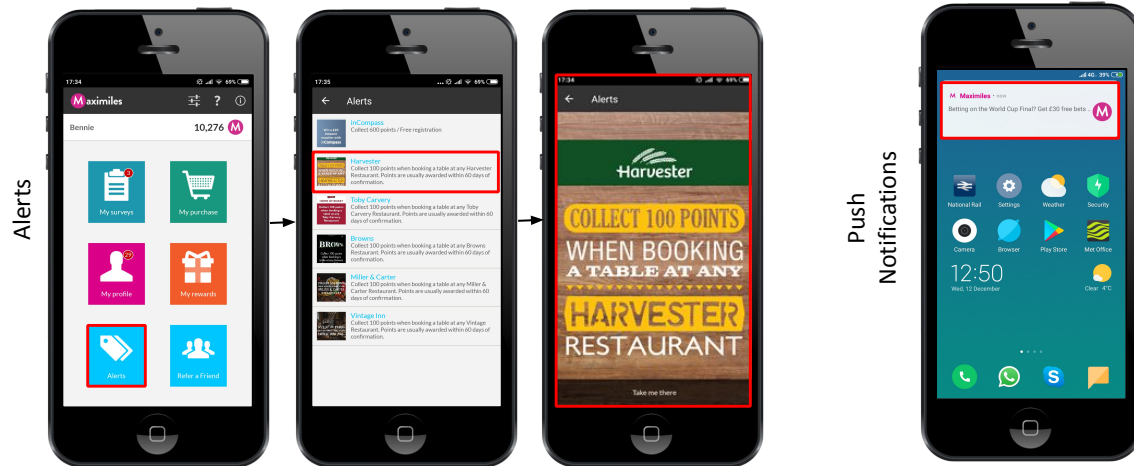
Demog Reporting

Income	Respondents	Job Role	Respondents
<£10,000	0	Administration	24
£10,000 - £19,999	1	Architect	1
£20,000 - £29,999	3	Bricklayer	0
£30,000 - £39,999	13	Carpetlayer	0
£40,000 - £49,999	37	Chaplain	0
£50,000 - £59,999	37	Chartered Accountant	2
£60,000 - £69,999	35	Designer/Artist	2
£70,000 - £79,999	14	Electrician	0
£80,000 - £89,999	5	Finance Analyst	2
£90,000 - £99,999	5	Financial	0
£100,000 - £109,999	2	Highway	3
£110,000 - £119,999	2	Partner	0
£120,000 - £129,999	2	Physician (MD/DO)	2
>£130,000	39	Financial Director	1
Unsure/Not Discussed	420	Food Service Prep	1
		Officer/Manager	1
Marital Status	Respondents	Human Resources	0
Unmarried	88	Insurance Broker	0
Married	77	IT Admin	2
Partner Not Set	24	IT Consultant	0
Separated/Divorced	1	IT Director/CTO	0
Unmarried	522	IT Executive or IT	1
Unemployed	5	IT Project Manager	1
		Journalist	0
		Legal Professional	2
		Medic	1
Children	Respondents	Member of the x	0
0	236	Member of the x	0
1	50	Non-qualified work	7
2	48	Non-qualified work	4
3	16	Office manager	27
4	4	Physician	0
5 or more	3	Plumber	0
Unsure/Not Discussed	298	Sales Representative	2
		Self-employed	7
Gender	Respondents	School Teacher	4
Female	455	Self-employed	4
Male	234	Shop Assistant	2
Age	Respondents	Shopkeeper/Shop	0
20-29	161	Self-employed	16
30-39	189	Self-employed	0
40-49	116	Self-employed	0
50-59	88	Self-employed	1
60-69	71	Self-employed	2
70+	30	Self-employed	0

Mobile App

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.

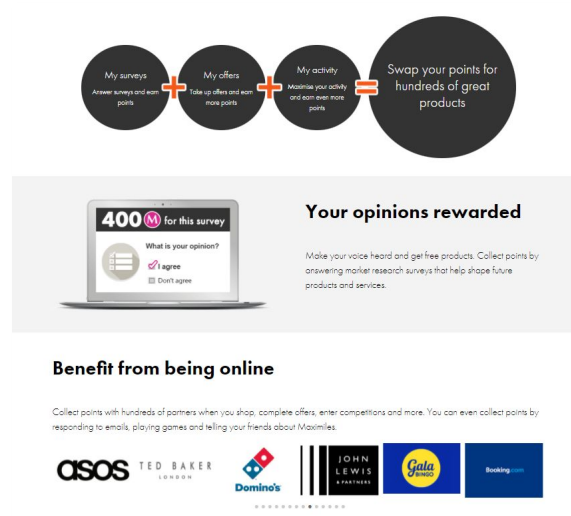
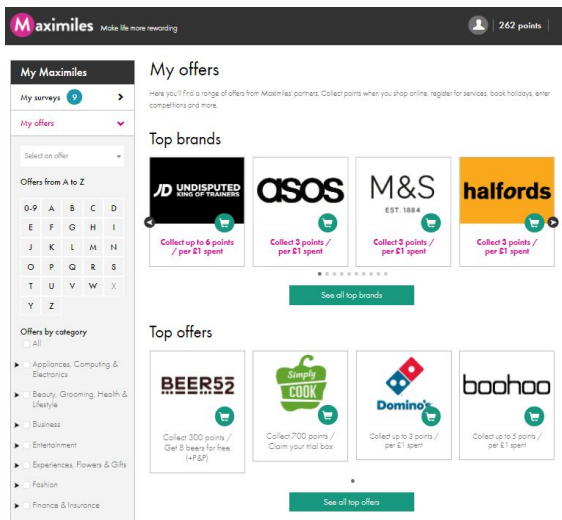
Choose from surveys, interstitial display, in-app alerts and push notifications.



Onsite Display

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





04

Case Studies Maximail

Retail

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

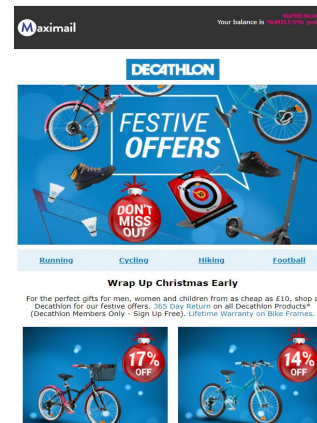
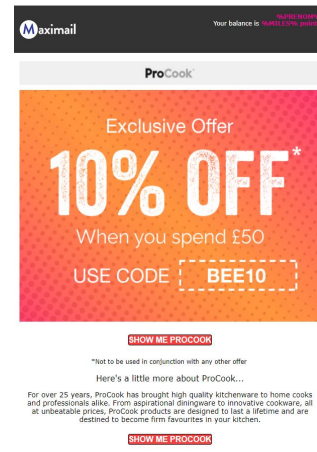
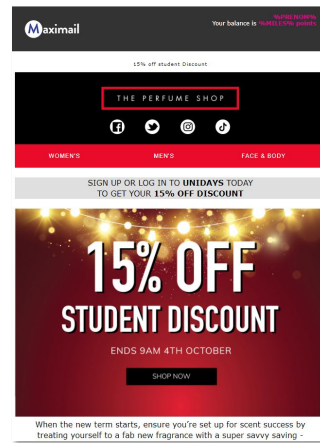
Performance: 17,000+ clicks - 108,000+ opens - no. sales 102

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



Fashion

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

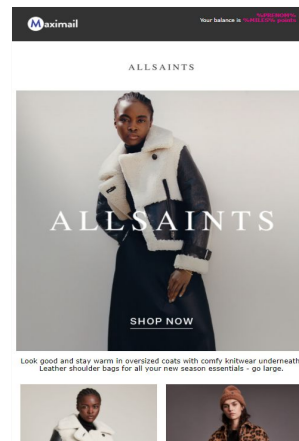
Performance: 14,000+ clicks - 85,000+ opens - no. sales 52

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



Kids & Parents

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

Typical Offer: Child sim deals. Peace of Mind.

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

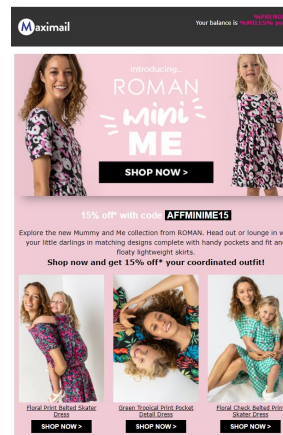
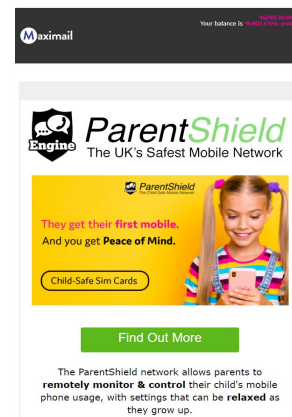
Performance: 12,000+ clicks - 72,000+ opens - no. sales 92

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



Travel

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

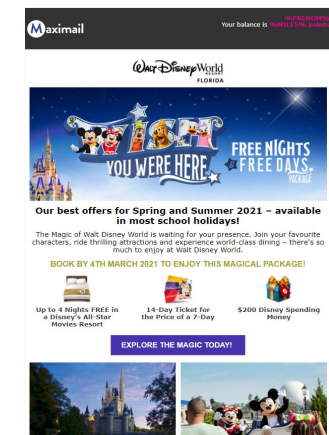
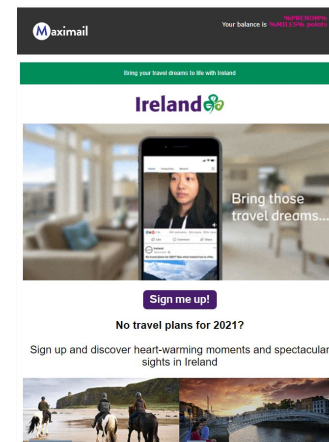
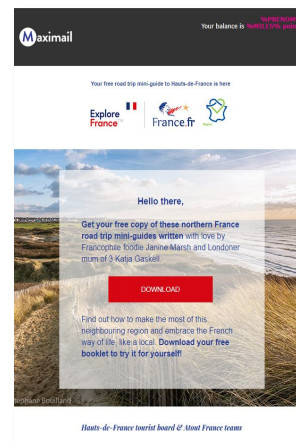
Performance: 13,000+ clicks - 138,000+ opens - no. bookings 22

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

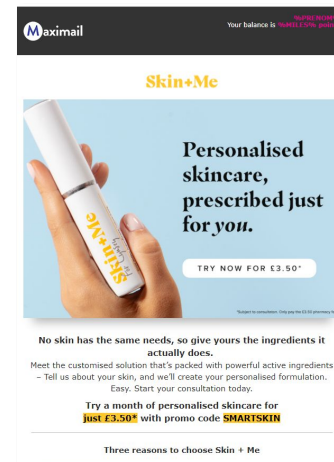
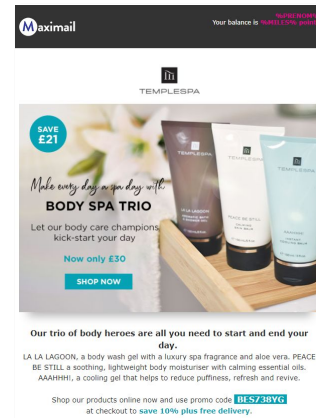
Performance: 3,000+ clicks - 31,000+ opens - no. sales 85

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 eager 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: 30day free trial

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

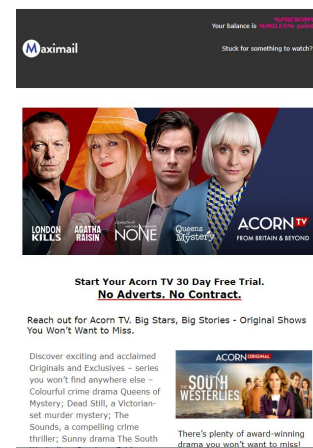
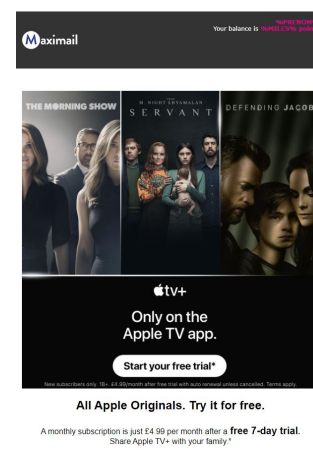
Performance: 187,000+ clicks - 845,000+ opens - no. subscriptions 9,800+

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+



Food & Drink

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

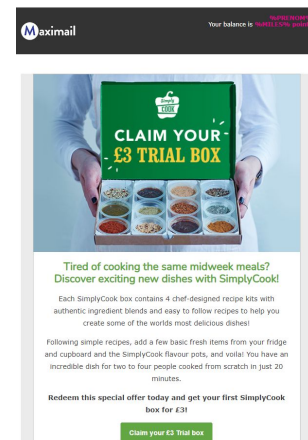
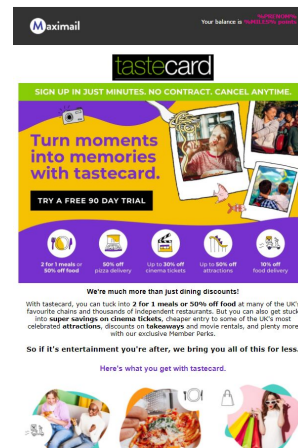
Performance: 133,000+ clicks - 895,000+ opens - no. subscriptions 4,021

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



Pets

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 bio monthly email sends for the 2 years. New subscriptions

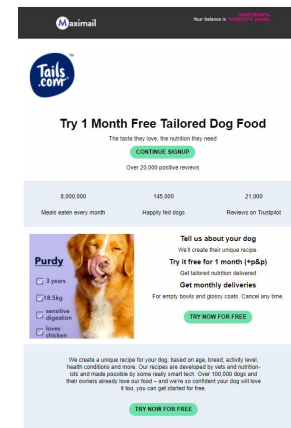
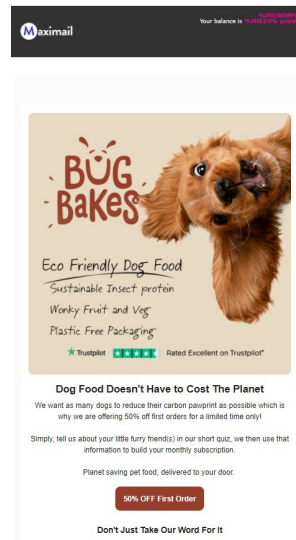
Performance: 40,200+ clicks - 252,100+ opens - no. subscriptions 203

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

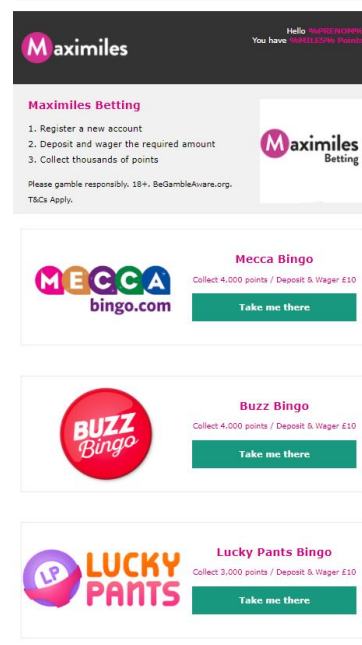
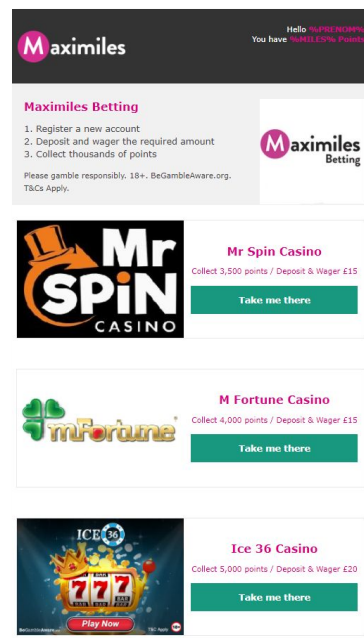
Performance: 62,500+ clicks – 610,000+ opens - no. subscriptions 421



Betting

Maxmiles has a pool of just over 38,000 members who are happy to receive gambling offers. These members have explicitly told Maxmiles they want to receive these offers. Other members have been identified as enjoying betting through behaviour engagement without onsite betting pages.

We send our Maxmiles 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

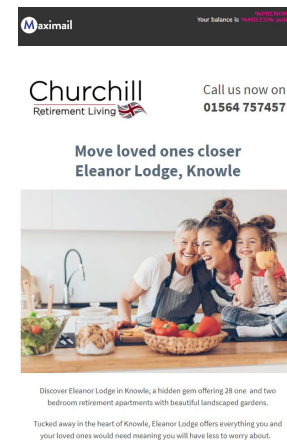
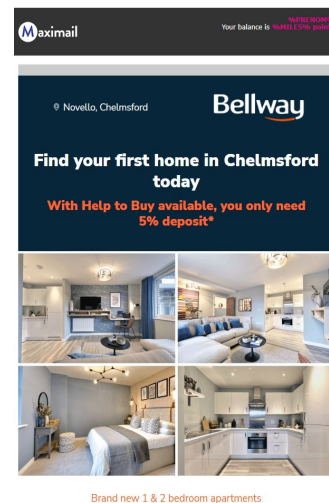
Performance: 547 clicks - 1,887 opens - Vol booked 4,879

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 offer: on selected TVs

Overview: Booked a single large email send. New Sales

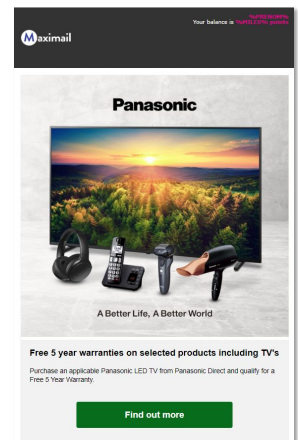
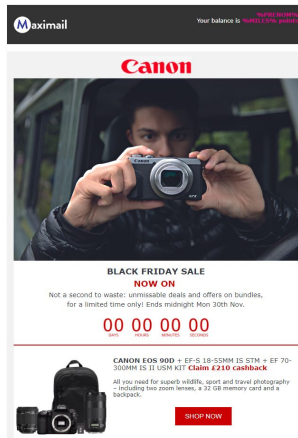
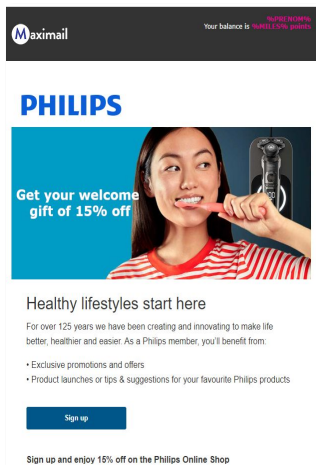
Performance: 3,400+ clicks - 25,300+ opens - no. sales 28

Canon

Typical Offer: Black Friday sale now on

Overview: Booked 2 email 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

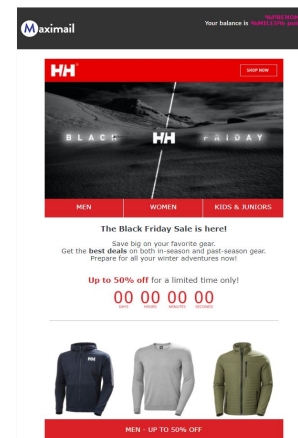
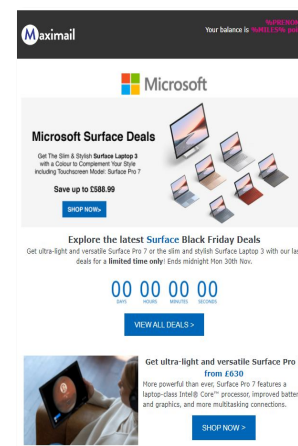
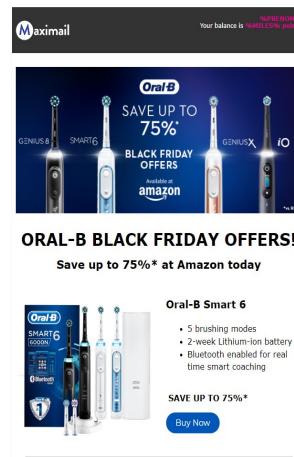
Microsoft

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



Thank you!



Contact

Bennie McFarlane | Director of Media Sales

Bilendi UK, 8 Holyrood Street, London, SE1 2EL

Tel +44 (0) 2078192857

Mob +44 (0) 7928618542

E-Mail: b.mcfarlane@bilendi.com