



**Media Kit**  
2016



# About WeTransfer

A FREE file transfer service. Enabling 40 million people per month to make more than 4 million transfers per day to send up to 2 GB per transfer to anyone. The service is powered by full screen, clickable wallpaper advertising.

WeTransfer launched on December 2009. Our mission: To be the best file transfer service in the world.

## It's free

- Send files up to 2 GB per transfer
- No registration
- Files available for 1 week

## Stunning billboard advertising

- Download confirmation
- Wrong email notification
- Available in 8 languages
- Premium account possibilities
- Free mobile app available



# Global Growth

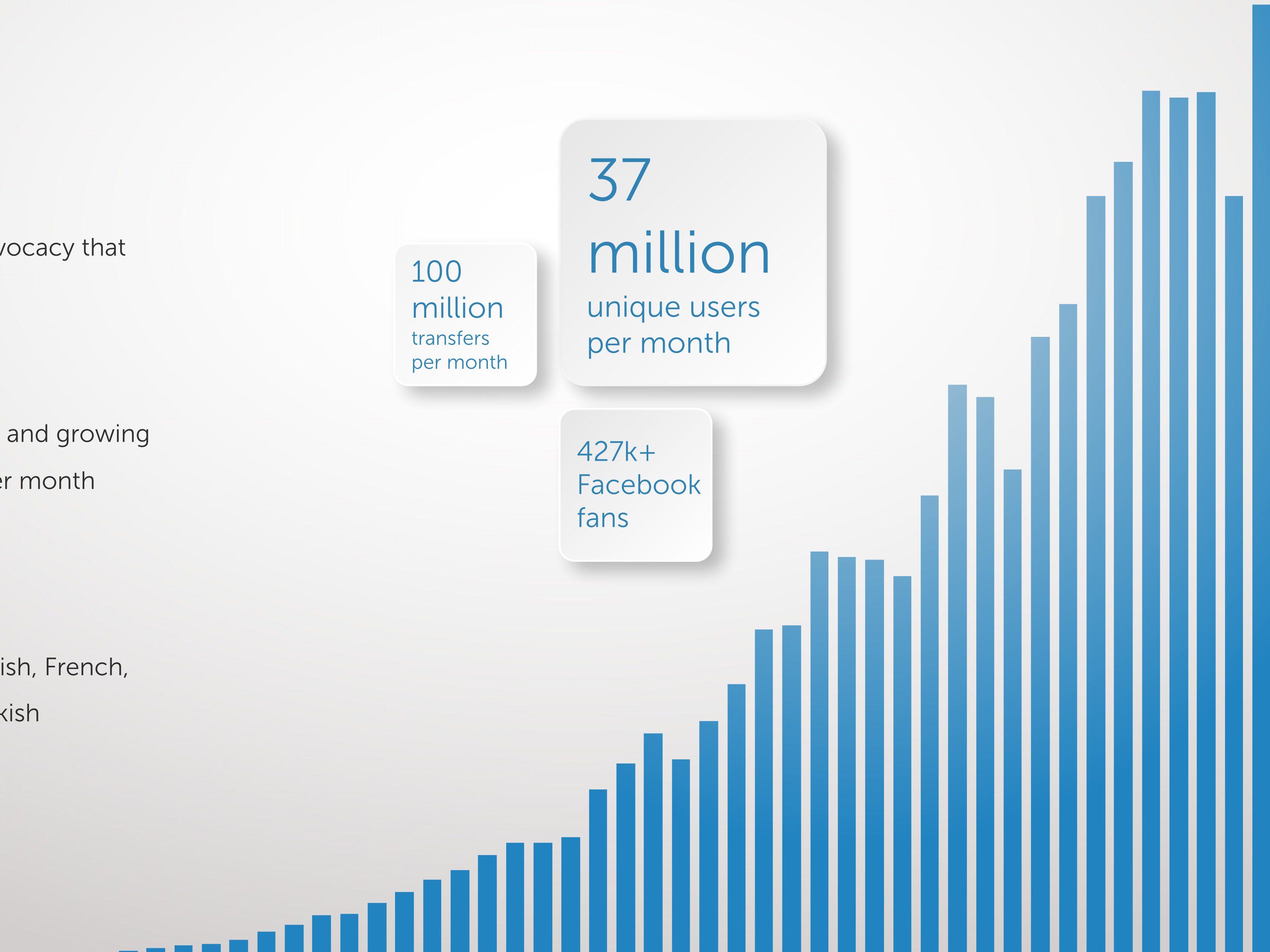
We have a great customer loyalty and advocacy that caused fantastic growth. Some figures:

- Almost 100 million transfers per month
- Over 37 million unique users per month and growing
- Transferring 20.000 terabytes of data per month
- Doubled visits in the last year
- Used in ALL countries worldwide
- More than 427.000 Facebook fans
- Translated in 8 languages: English, Spanish, French, Italian, German, Dutch, Portuguese, Turkish

100  
million  
transfers  
per month

37  
million  
unique users  
per month

427k+  
Facebook  
fans





# Our Reach

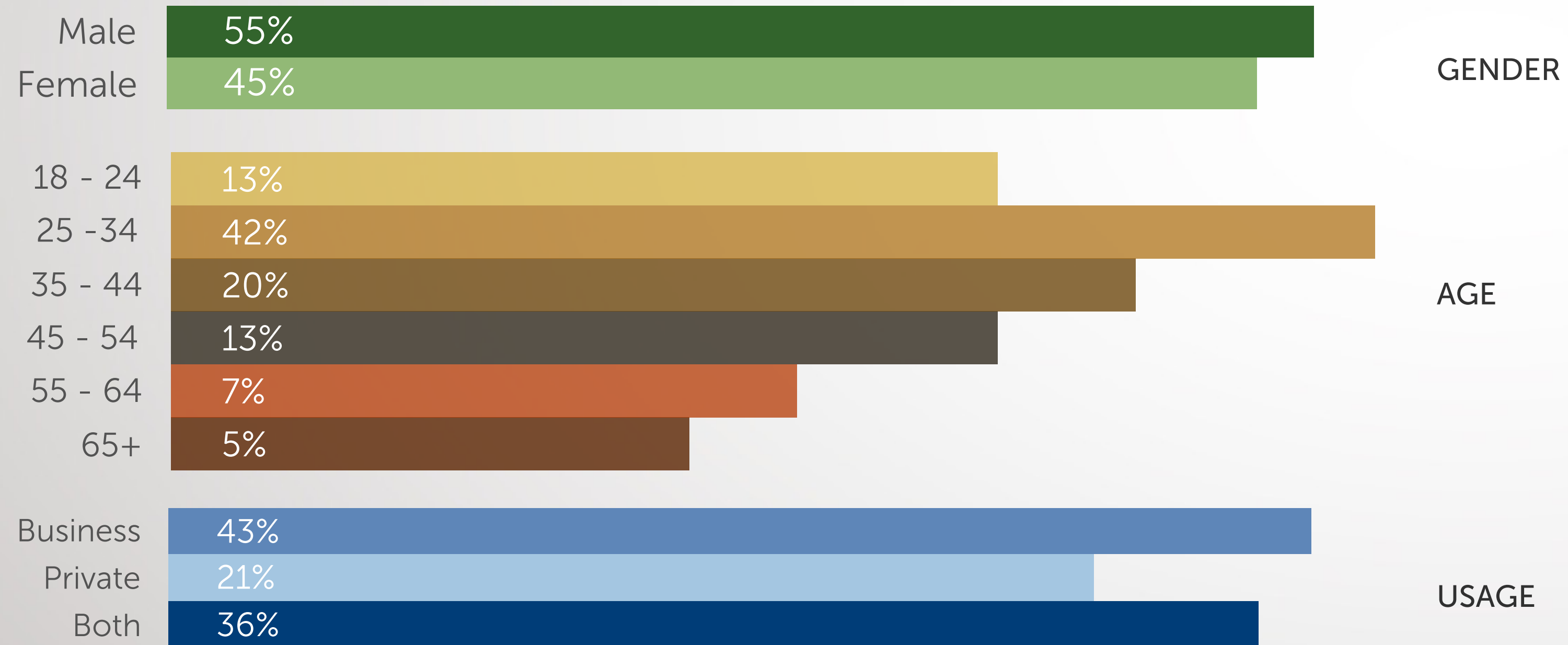
WeTransfer is founded in the Netherlands and operates in a global market. The service is used across all countries in the world and is currently the largest file transfer service. Being the market leader in Europe WeTransfer is increasing its market share in the rest of the world.

Please have a look at the monthly reach within the top 10 countries:

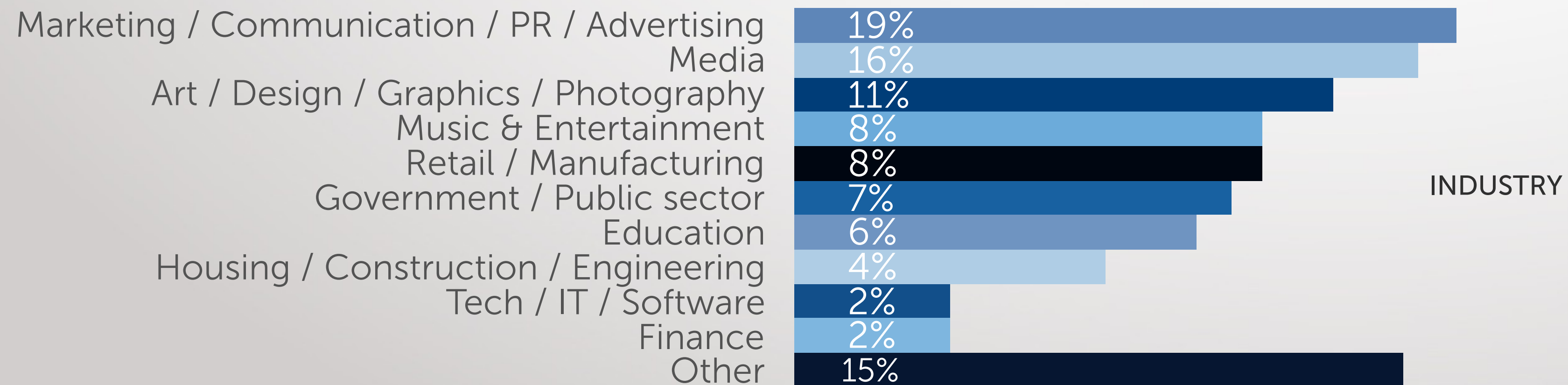
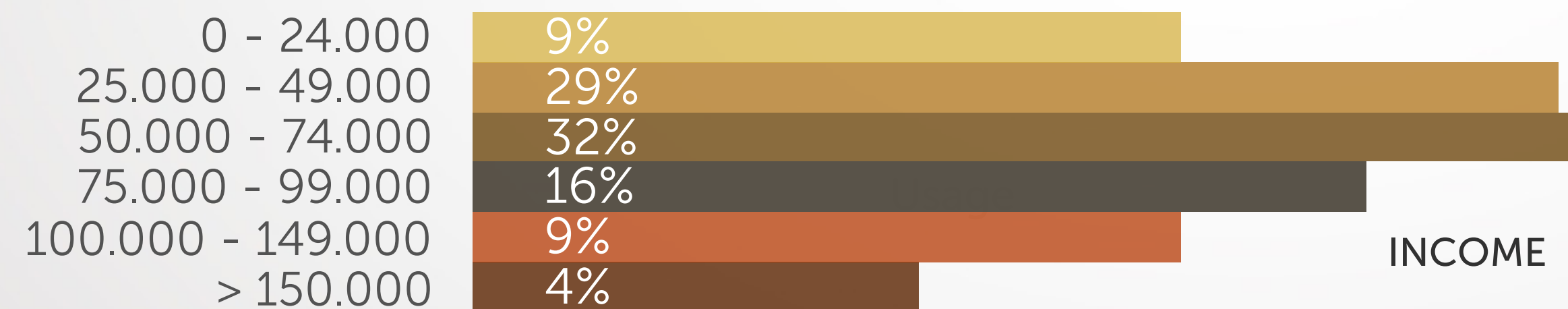
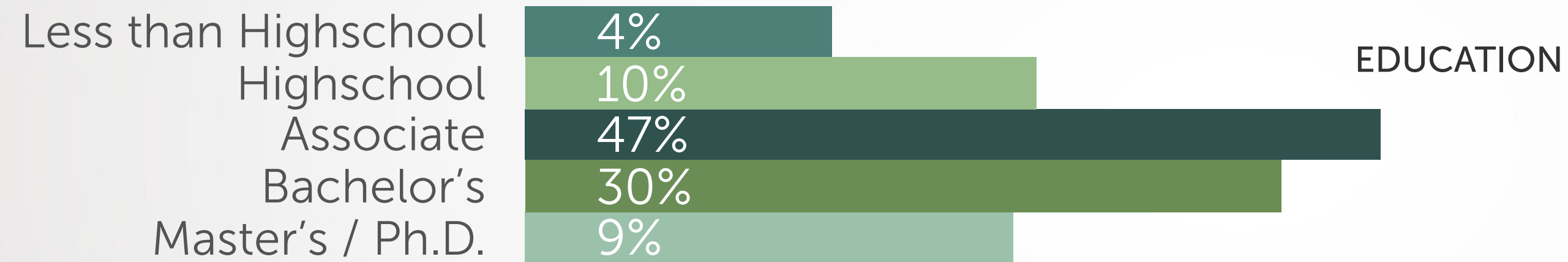
Country	Visits	Uniques
France	10.626.166	4.378.425
The Netherlands	6.423.127	3.174.477
Italy	6.257.972	2.548.570
United Kingdom	6.199.511	2.699.653
United States	5.799.778	2.682.579
Spain	5.594.065	2.301.934
Brazil	4.445.656	1.620.123
Germany	4.011.577	1.822.182
Mexico	3.031.976	973.024
India	2.945.380	1.055.897



# Demographics



# Demographics







# Non animated

static advertising is more  
effective than dynamic

## Being big and beautiful is a proven success

From the research available through Google DoubleClick, Comscore and IAB, there is a clear correlation between the size of advertising and click-through-rates (CTR).

WeTransfer offers the advertiser best of both worlds. The backgrounds on WeTransfer reach a steady CTR far beyond industry standards and offers the advertiser a model which has a focus on CTR but also on branding. The advertiser can choose what he wants; clicks, branding or both.



# Find the differences...



All standard banner sizes together almost make a WeTransfer ad.



Do we have to say more about the difference in impact?



# Our native advertising format drives interaction

Research by ComScore ARS has quantified the relative impact of various campaign attributes. The analysis shows that 52% of market share are attributable to the quality of creative. These findings demonstrate the importance of focusing on the quality of creative as part of the ad-planning process.

When it comes to creative WeTransfer offers the advertiser the biggest space available to visualize everything their product or their corporate values stands for. This in order to get more revenue and to realize their ROI.

Make it  
**beautiful**  
and a bit mysterious

Don't advertise...

**pictures**  
say more than words



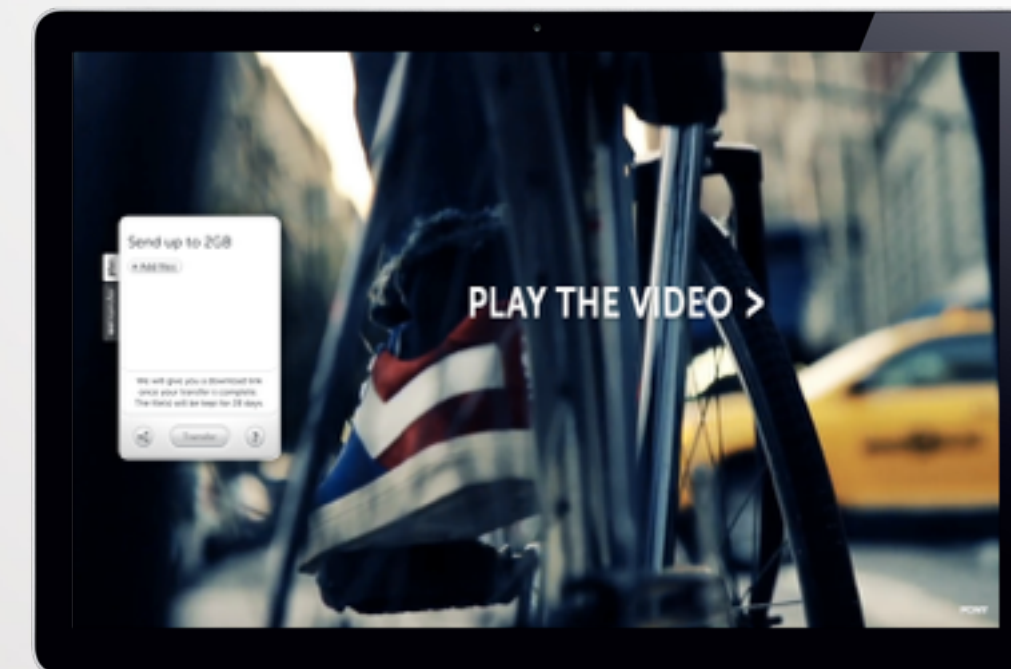
# A variety of formats designed for impact

In our [Advert Gallery](#) (click to view) we show the best of our commercial wallpapers.

Here you will find different format types; **static**, **video**, **dynamic** and **interactive** (on mouse over you'll see the category colors)



Static



Video



Dynamic



Interactive



# Advertising Options

## Premium

- Full screen ad placement
- 45 second ad impression
- Ad-serving by OpenX
- Static, dynamic, video and interactive wallpapers
- Positions 1-10
- Geo-targeting country and city level
- Browser- / ISP- / OS-targeting
- Daytime targeting
- Up- or Downloads targeting

## Platinum

- Full screen ad placement
- 45 second ad impression
- Ad-serving by OpenX
- Static, dynamic, video and interactive wallpapers
- Positions 1-5
- Geo-targeting country and city level
- Browser- / ISP- / OS-targeting
- Daytime targeting
- Up- or Downloads targeting

## Take Over

- Full screen ad placement
- 5 wallpapers in rotation
- 45 secs per wallpaper
- Run of site
- 100% SOV on a single weekday
- Ad-serving by OpenX
- Geo-targeting country



# Global Partners

## Media Agencies

OMD Worldwide  
PHD Network  
Maxus Global  
Mindshare  
MEC Global  
MediaCom  
Zenith Optimedia  
Carat  
Vizeum  
Universal McCann  
Starcom Mediavest  
Initiative Media  
Havas Media

## Corporate Partners

Amazon WS  
Adyen  
DYN dns  
ABN Amro bank  
Adfactor  
Ad2One  
Hi-Media  
Fluiddo Interactive  
Ströer Interactive  
OpenX  
JustPremium

## Advertisers

Nike  
Lexus  
Audi  
Ford  
Mercedes-Benz  
Samsung  
Bose  
Jaguar  
Canon  
Nikon  
Hewlett Packard  
Shutterstock  
G-Star  
Squarespace  
Getty Images  
Levi's  
Heineken  
Booking.com  
Zalando  
Nespresso  
Emirates Airlines  
Qatar Airways  
Google  
HTC  
Red Bull  
Vodafone  
British Telecom  
Turkish Airlines  
Paramount Pictures  
Universal Music  
Adidas  
Ray-Ban  
Diesel





# Contact Details

## Office

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WeTransfer European HQ  
Oostelijke Handelskade 751  
1019 BW Amsterdam  
The Netherlands

## Links

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[wetransfer.com](https://wetransfer.com)  
[wetransfer.info/advertgallery](https://wetransfer.info/advertgallery)  
[wetransfer.com/advertise/requirements](https://wetransfer.com/advertise/requirements)  
[wetransfer.info/editorials](https://wetransfer.info/editorials)

## Email

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[advertising@wetransfer.com](mailto:advertising@wetransfer.com)

