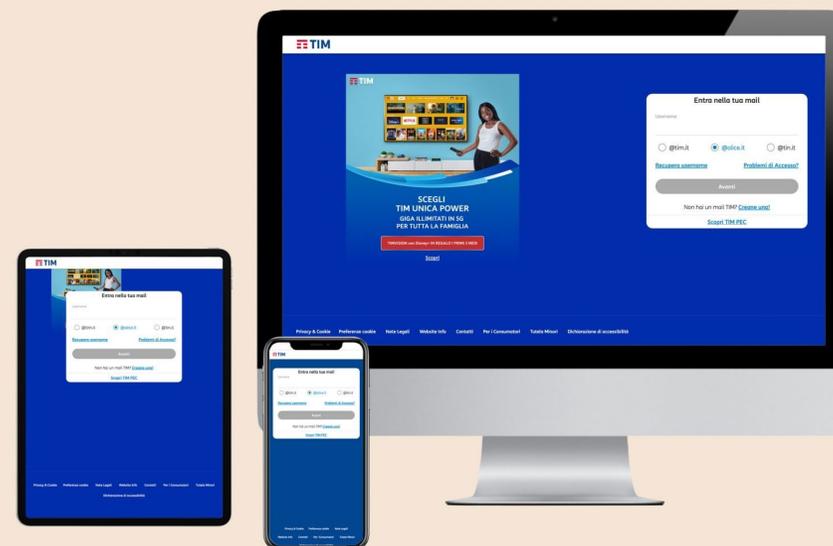


THE TIM WORLD



INDEX

1. OVERVIEW TIM MAIL OVERVIEWS
2. COMPETITORS
3. PROFILE
4. TIM WORLD: THE PROPERTIES
5. ADV FORMATS IN THE PROPERTIES
6. BLACKLIST CATEGORIES

TIM MAIL

Tim mail.it is the webmail service offered by TIM for its consumer customers' email and constitutes one of the most significant customer bases in the Italian email market.

The screenshot shows the TIM website with a BMW advertisement. The BMW logo is in the top left. The text reads: "Piacere di guidare", "NUOVA BMW SERIE 5 CON PACCHETTO BUSINESS POWER. SCOPRI LE FORMULE DI NOLEGGIO DEDICATE AL TUO BUSINESS, VALIDE FINO AL 31 DICEMBRE." Below the car is a blue button "Scopri di più". At the bottom, there is a footer with links: "Privacy & Cookie", "Preferenze cookie", "Note Legali", "Website Info", "Contatti", "Per i Consumatori", "Tutela Minori", "Dichiarazione di accessibilità", "Digital Services ACT (Reg UE 2022/2065)". On the right, there is a login form titled "Entra nella tua mail" with fields for "Username" and radio buttons for "@tim.it", "@alice.it", and "@tin.it". There are links for "Recupera username" and "Problemi di Accesso?". A button "Avanti" is below. At the bottom of the form, it says "Non hai una mail TIM? [Crea una!](#)" and "Scopri TIM PEC".

The screenshot shows the TIM website with a Skoda advertisement. The Skoda logo is in the top left. The text reads: "NUOVO ŠKODA KAMIQ SENTI IL FEELING CON LA CITTÀ", "Da 149€ al mese", "TAN 5,99% - TAEG 7,34%". There is a white button "SCOPRILO". On the right, there is a login form titled "Entra nella tua mail" with fields for "Username" and radio buttons for "@tim.it", "@alice.it", and "@tin.it". There is a "Password" field with an eye icon. There is a checked checkbox "Ricordami". A button "Entra" is below. At the bottom of the form, it says "Non sei ancora registrato? [Registrati](#)" and "Recupera username e password".

TIM MAIL

The e-mail of the business community

WIDE REACH



TIM Mail ranks 2nd among its main competitors in terms of unique users and page views:

176 mio PV/month

2.5 mio UU/month

The overlap of unique users with respect to competitors is on average 10%.

TARGET BUSINESS



TIM MAIL positions itself on the market as the email service for the business community:

37% of unique users are **managers, professionals, self-employed workers** (875,000) and more than **54% are men over 35 (1.2 million)**.

LA MAIL DELLA BUSINESS COMMUNITY

PROFESSIONALS



With a monthly reach of 2.5 million users, including **775,000 managers and professionals**, TIM MAIL positions itself on the market as the email service for the business community

MEN OVER 35



More than 56% of unique TIM Mail users are **men over 35 (1.4 million)**

DECISION MAKERS



The TIM MAIL target is made up of **decision makers** responsible for purchasing cars (I.C. 129), a product for which they are usually more willing to spend (I.C. 138)*

AUDIWEB PROFILE

GENDER	59% men 41% women
AGE	35-44 anni 118 C.I. 45-54 anni 172 C.I.
EDUCATION	Laurea magistrale: 112 C.I.
OCCUPATION	Manager 149 C.I. Professional 133 I.C Employee 126 C.I. Entreperneur 124 C.I.
MONTHLY NET INCOME (€)	From 3.251 to 3.850 euro > 118 C.I.



COMPETITORS COMPARISON

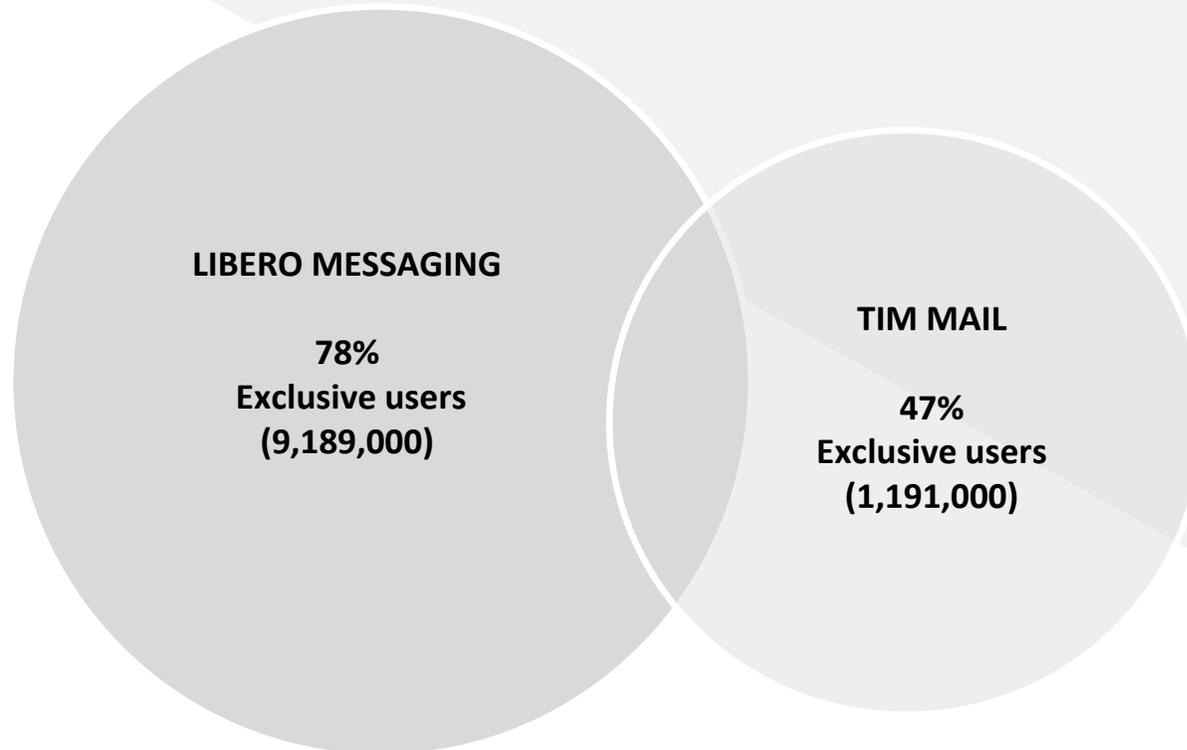
	PAGE VIEWS
Libero Messaging	971.729.103
TIM Mail	232.610.439
Virgilio Mail	180.802.901

2° RANKING FOR PAGE VIEWS

COMPETITORS COMPARISON

TIM MAIL vs LIBERO MESSAGING

TOTAL LIBERO MESSAGING
10,524,000 unique audience



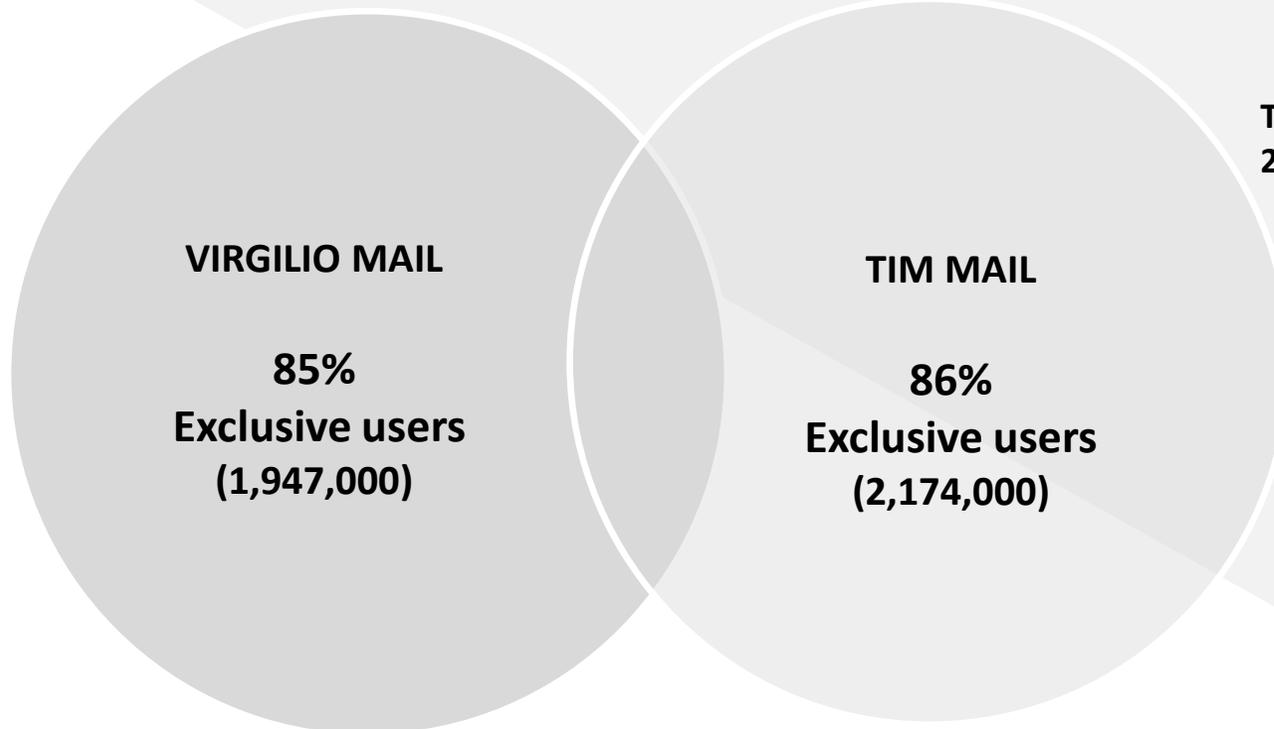
TOTALE TIM MAIL
2,526,000 unique audience

TIM MAIL, if planned in addition to **LIBERO MESSAGING**, allows you to reach 1,335,000 more exclusive users with only **12% overlap** (common users)

COMPETITORS COMPARISON

TIM MAIL vs VIRGILIO MAIL

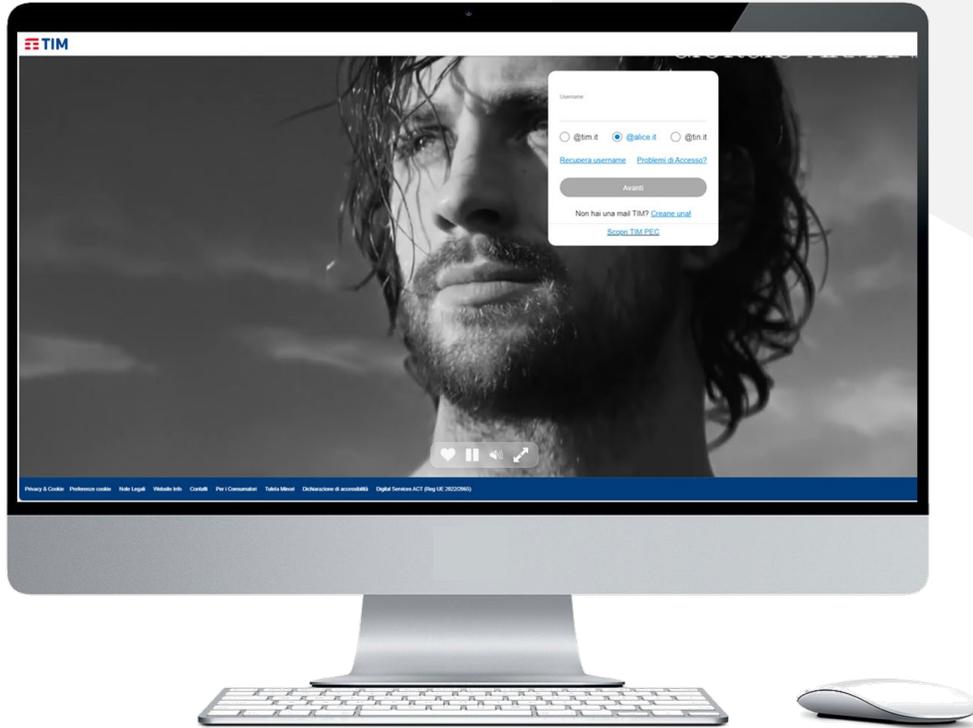
TOTALE VIRGILIO MAIL
2,300,000 unique audience



TOTALE TIM MAIL
2,526,000 unique audience

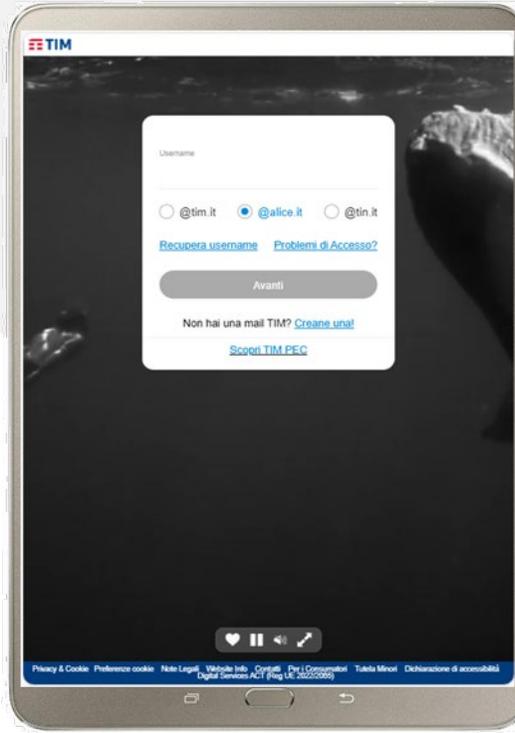
TIM MAIL, if planned in addition to **VIRGILIO MAIL**, allows you to reach **2,209,252 more exclusive users** with only **8% overlap** (common users)

TIM WORLD: THE PROPERTIES



1

**TIM MAIL DESKTOP
IMPS MONTH: 122 MIO**



2

**TIM MAIL TABLET
IMPS MONTH: 135K**



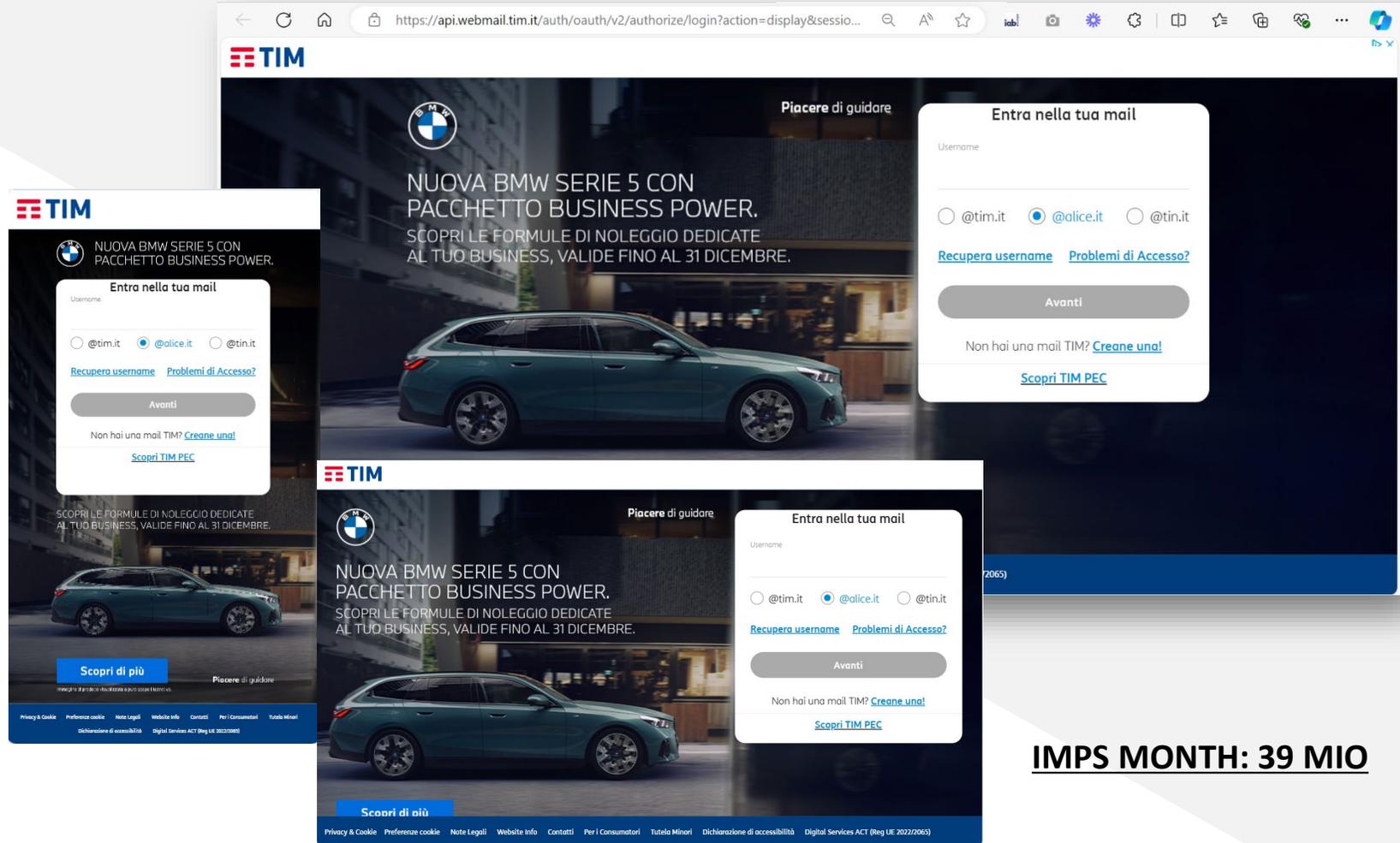
3

**TIM MAIL MOBILE
IMPS MONTH: 11K**

THE LOGIN PAGE CROSS DEVICE

- **Skin within the login page** (split authentication page for entering username and password)
- **Saleable by impressions**
- **High-impact look and feel**
- **Estimated CTR high** compared to standard formats

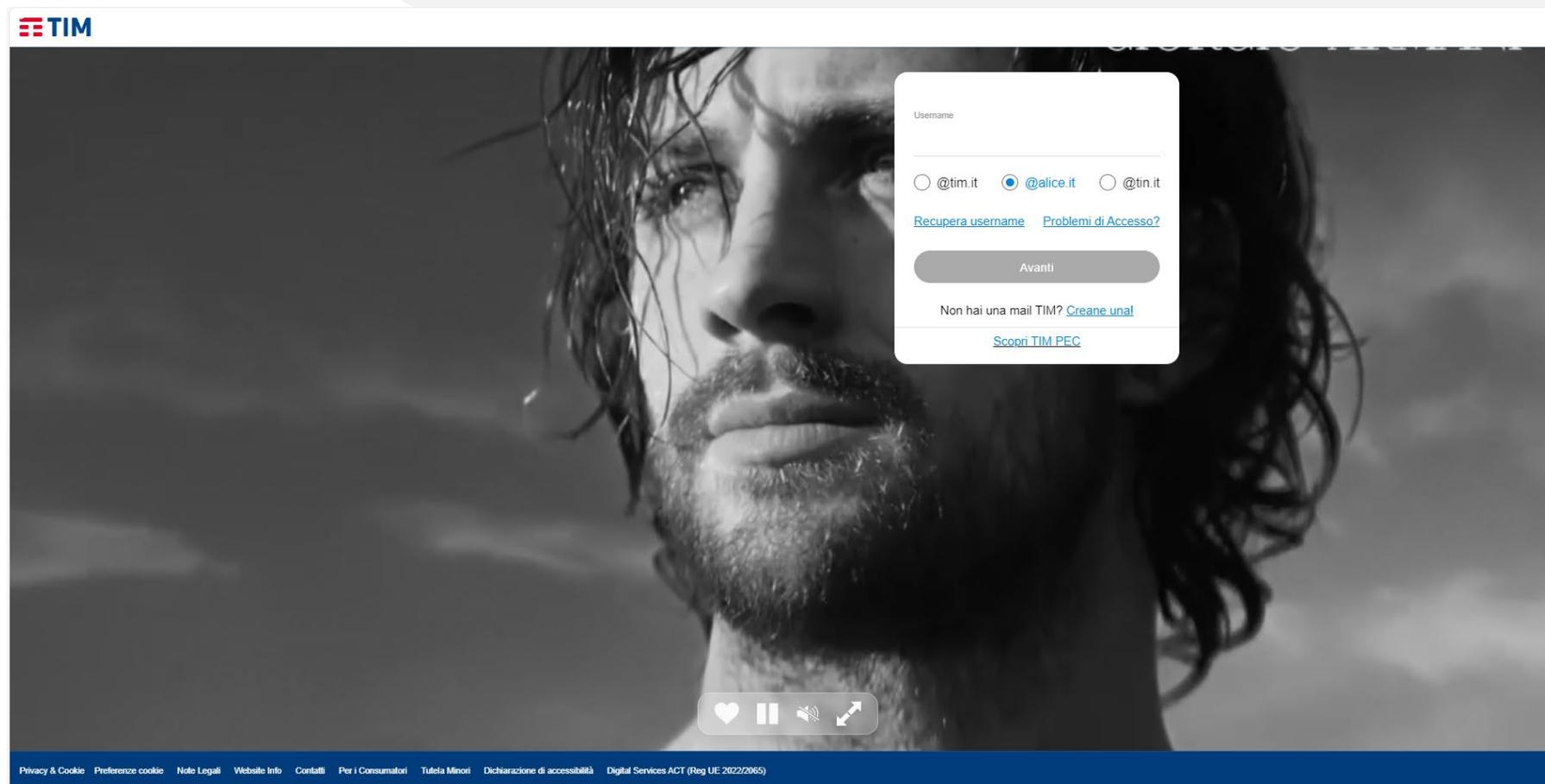
AVERAGE DAILY CAPACITY: 1.3 MILLION (MON-FRI – HALF THE CAPACITY AT WEEKENDS)



IMPS MONTH: 39 MIO

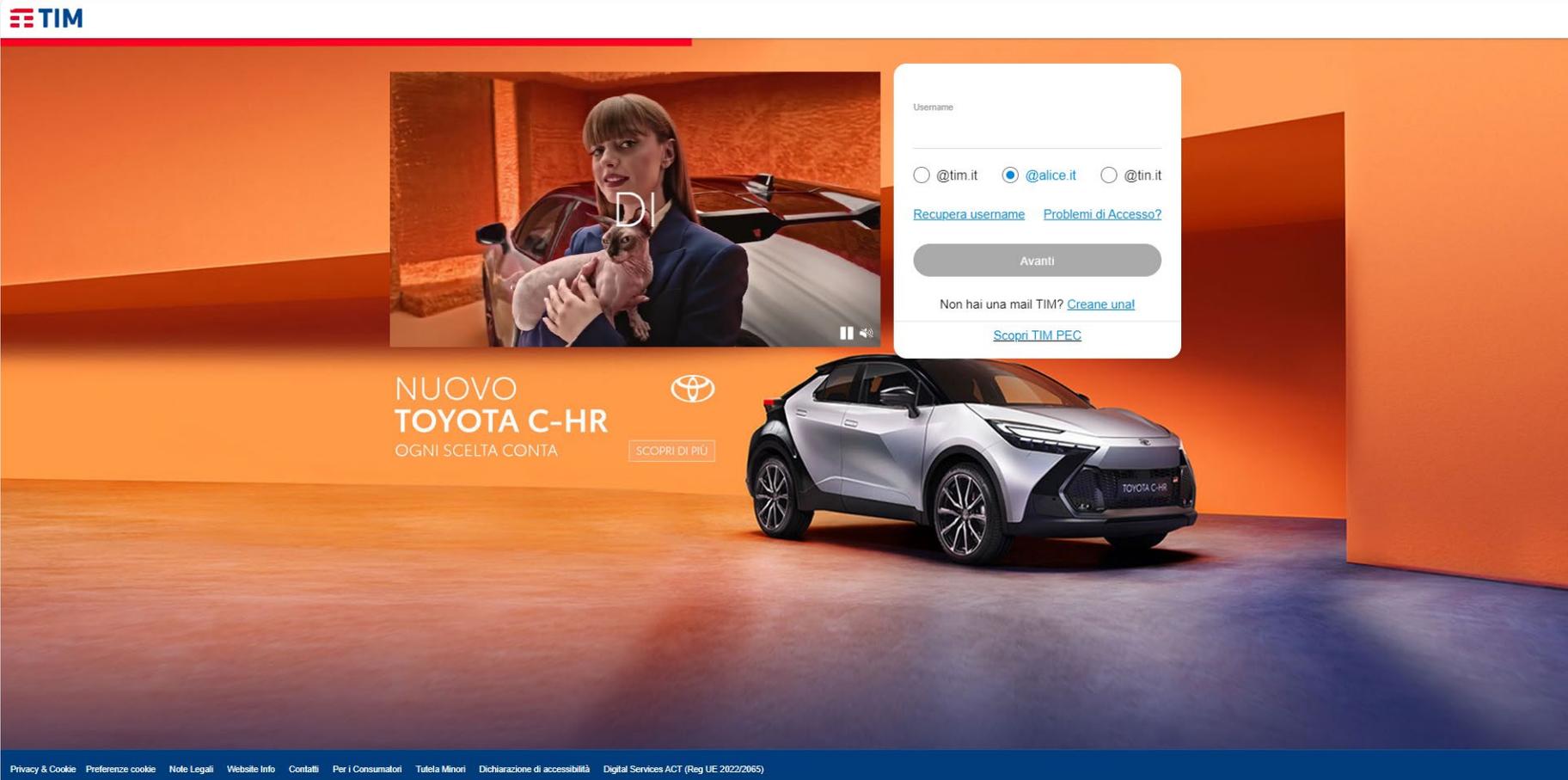
THE LOGIN TIM VIDEO

INTERACTIVE VIDEO



THE LOGIN TIM VIDEO

VIDEO CARD



TIM

DI

Username

@tim.it @alice.it @tin.it

[Recupera username](#) [Problemi di Accesso?](#)

Avanti

Non hai una mail TIM? [Crea una!](#)

[Scopri TIM PEC](#)

NUOVO
TOYOTA C-HR
OGNI SCELTA CONTA

SCOPRI DI PIU

TOYOTA C-HR

Privacy & Cookie | Preferenze cookie | Note Legali | Website Info | Contatti | Per i Consumatori | Tutela Minori | Dichiarazione di accessibilità | Digital Services ACT (Reg UE 2022/2065)

CLICK
HERE PER
DEMO

CLICK
HERE PER
SPECS

MOBILE
DEMO

ADV FORMATS

TIM MAIL DESKTOP

After authentication, the welcome page and front-end are where the user lands to access the various features of Tim Mail.

WELCOME PAGE AND FRONT-END (post-authentication pages):

Welcome page:

➤ 300x250 box in WELCOME PAGE: 6.8 MIO

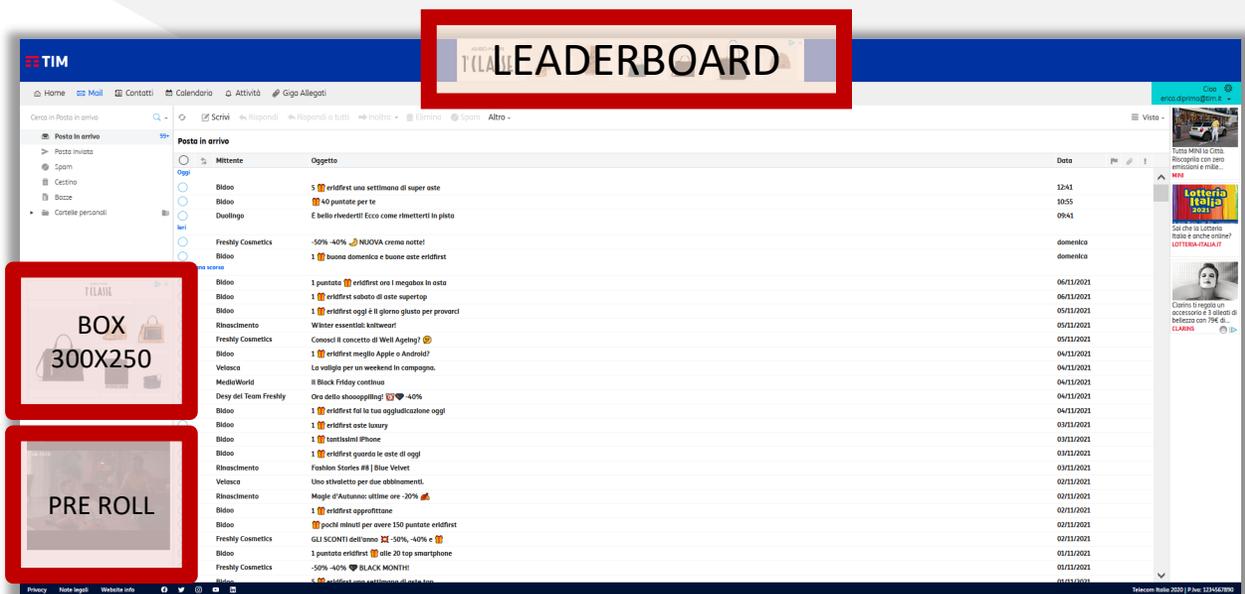
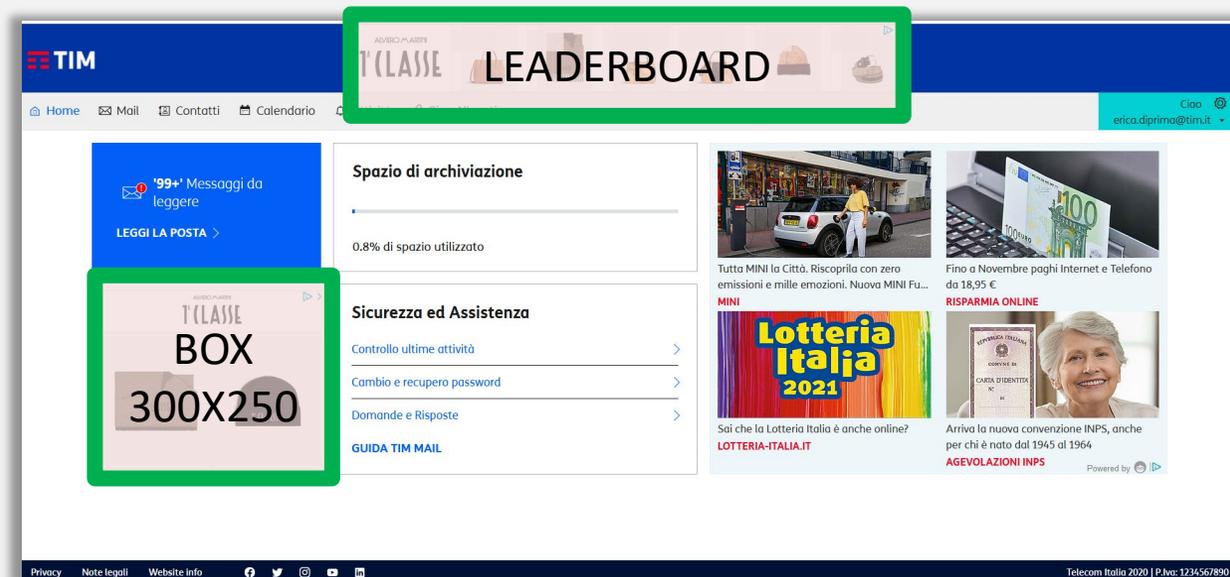
➤ Frontend:

300x250 box on the left side: 35 MIO

Pre-roll on the left side: 36 MIO

➤ Welcome page and Front-end:

728x90 leaderboard: 40 MIO

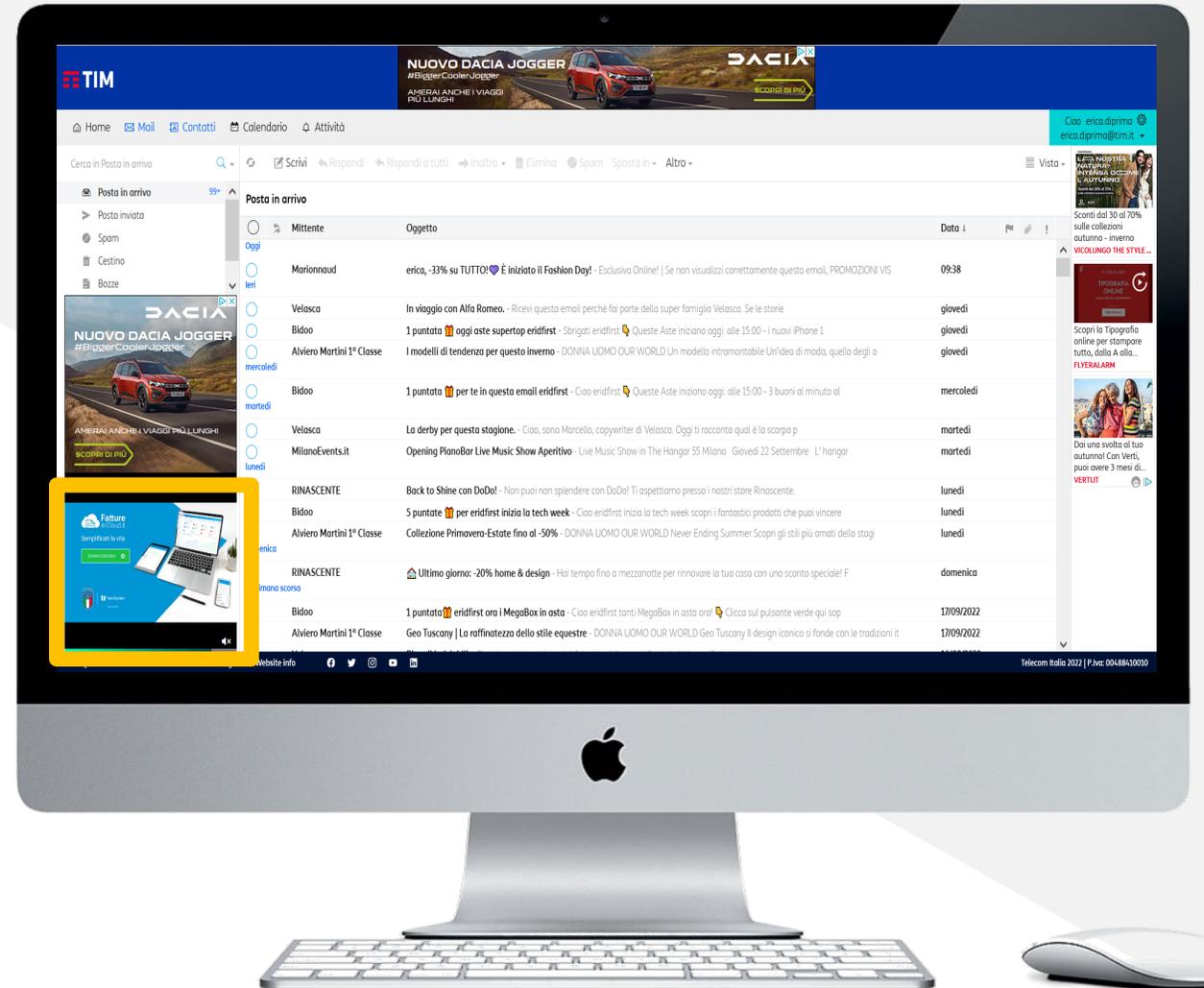


ADV DESKTOP FORMATS

THE PREROLL

Outstream format positioned within the email reader frontend, on the **left sidebar**. Visible only with PC resolutions that allow the pre-roll to be seen below the 300x250 box.

- VIEWABILITY >90%
- VTR >80%
- Audio ON activates when the user clicks anywhere on the page.



CAPACITY > 30MIO IMPS MONTH

ADV DESKTOP FORMATS

NATIVE ADV

WELCOME PAGE

- BOX NATIVE: 14 MIO

FRONTEND

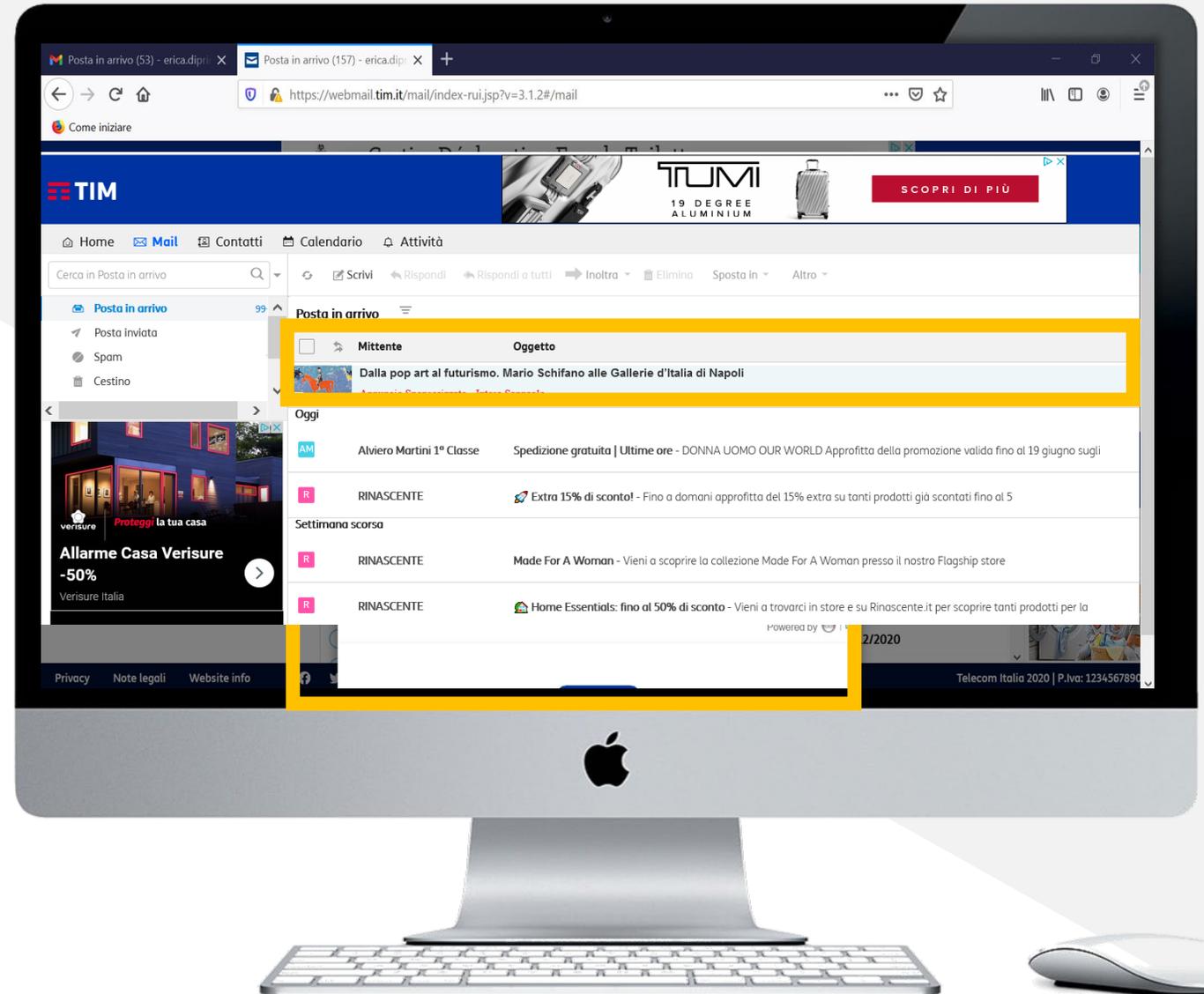
- SIDEBAR: 16 MIO

WHEN SENDING THE E-MAIL

- POP UP: 2 MIO

INSIDE THE E-MAIL:

- INLINE DESKTOP: 41 MIO
- INLINE MOBILE: 12 MIO
- INLINE TABLET: 378 K

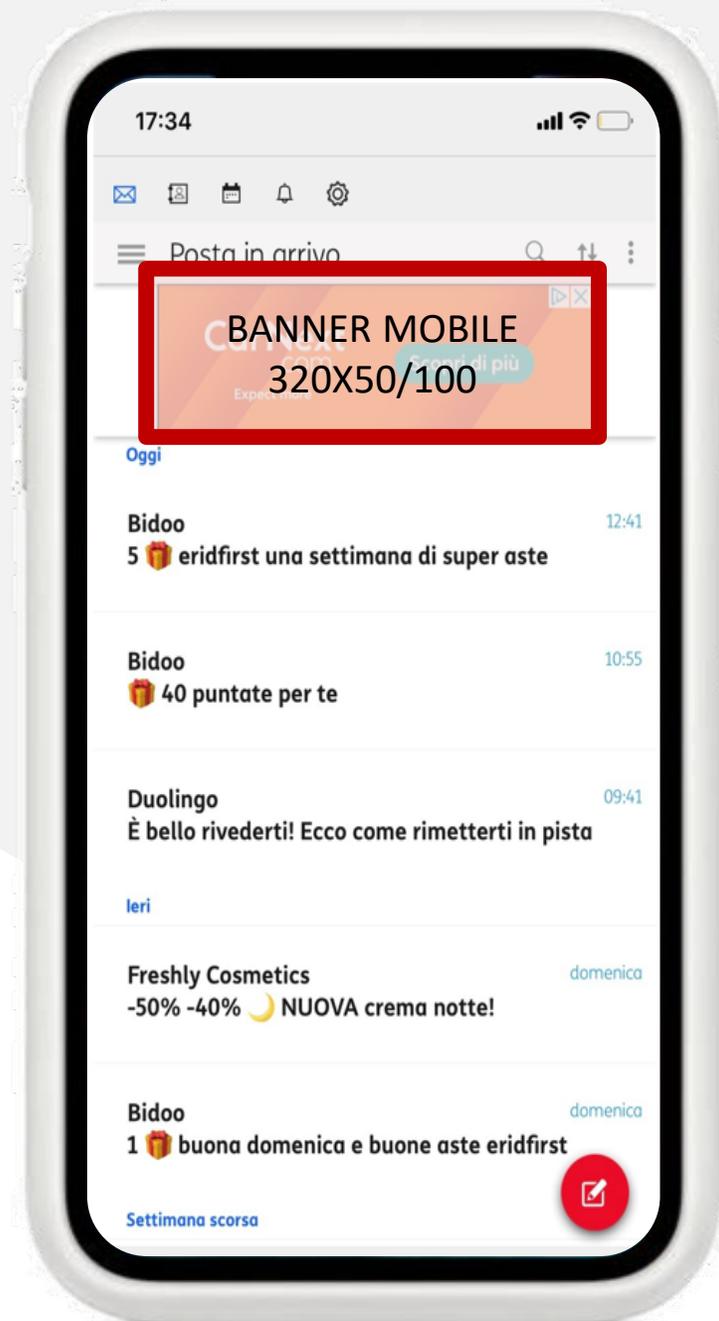


ADV MOBILE FORMATS

Mobile Mail is the optimised version of Tim Webmail for viewing and use on mobile devices.

FRONT-END (post authentication pages):

- Box 320X100
- Box 320x50



IMPS MONTH: 11 MIO

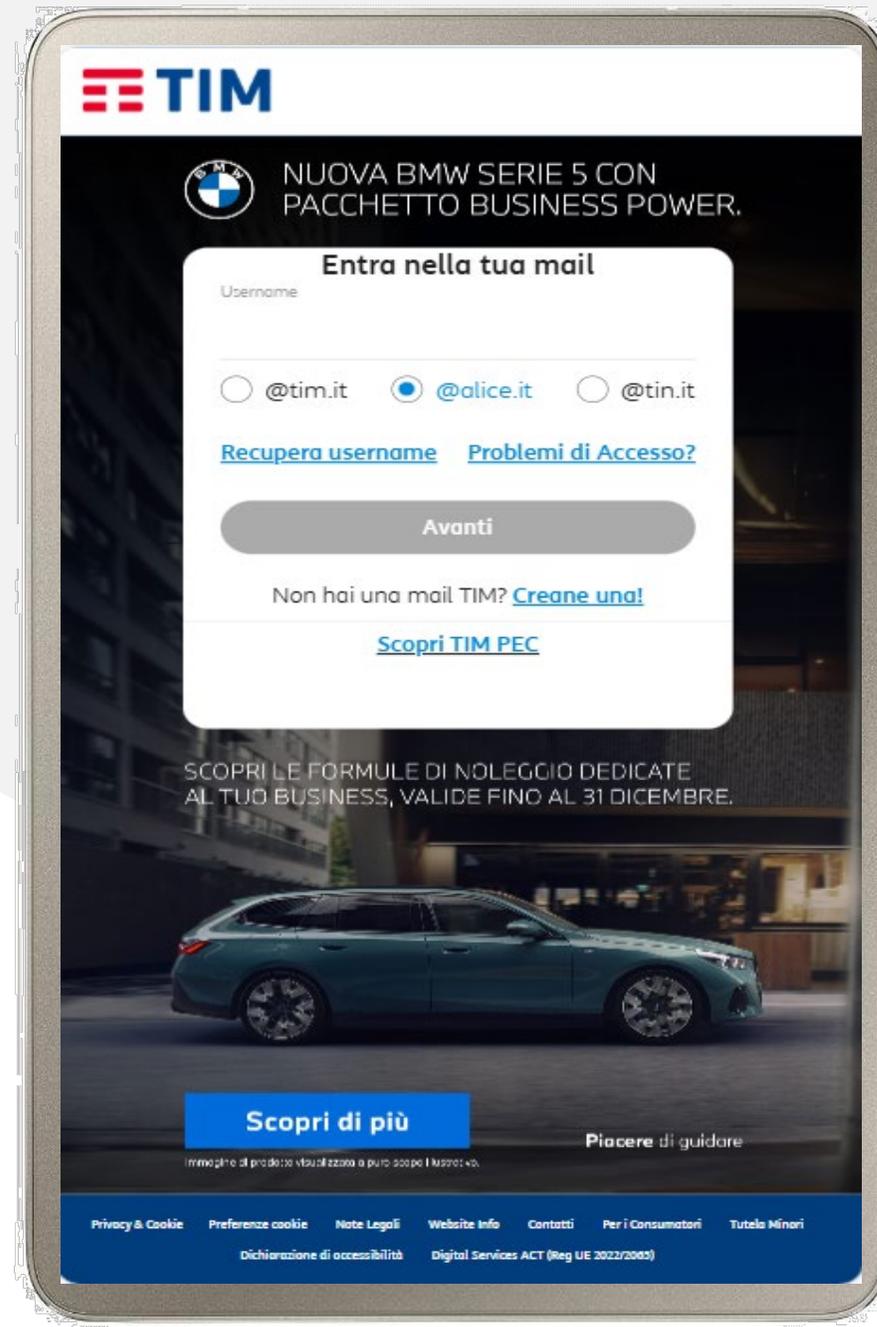
ADV TABLET FORMATS

It is the tablet version of Tim MAIL.

FRONT-END (post authentication pages):

- Skyscraper

IMPS MONTH: 135 K



BLACKLIST CATEGORIES

The following types of advertising are excluded from planning:

- casinos or gambling not approved under current law;
- lotteries;
- spirits;
- weapons;
- unions and associations;
- political parties;
- direct competitors;
- pornography;
- non-OTC medicines;
- religions and spiritual movements;
- energy (Enel, Sogrenia, Eni Plenitude, Lene, Nen, ACEA)
- Poste Italiane



THANK YOU