

A solid pink circle is positioned to the left of the letter 'B' in the word 'Bilendi', partially overlapping its left edge.

Bilendi

Media Pack 2022

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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

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- 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

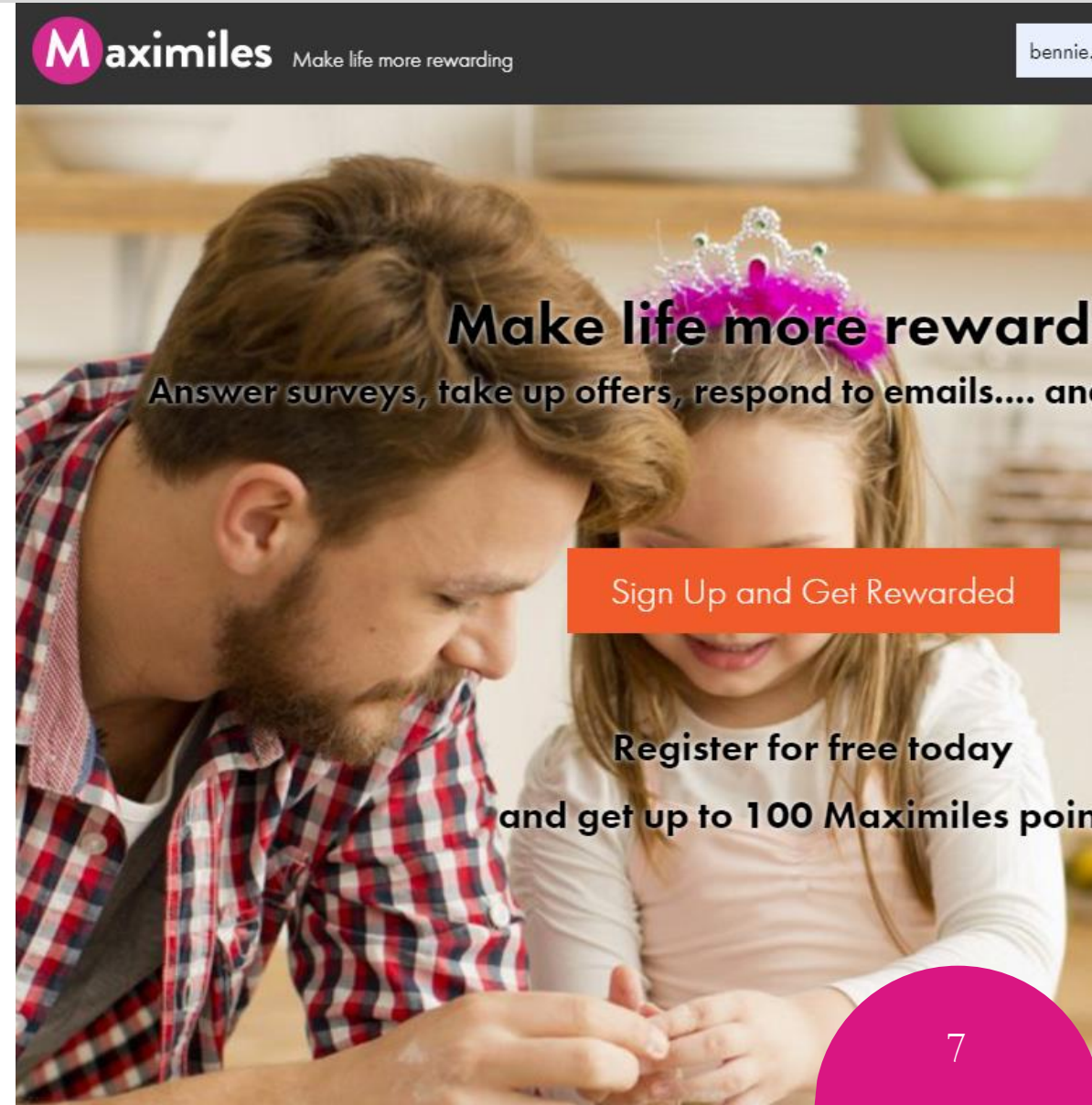


Our propriety UK site [Maximiles](#) has around 900,000 impressions and 300,000 clicks per month. The site and programme have been available to the UK public for over 20 years.

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

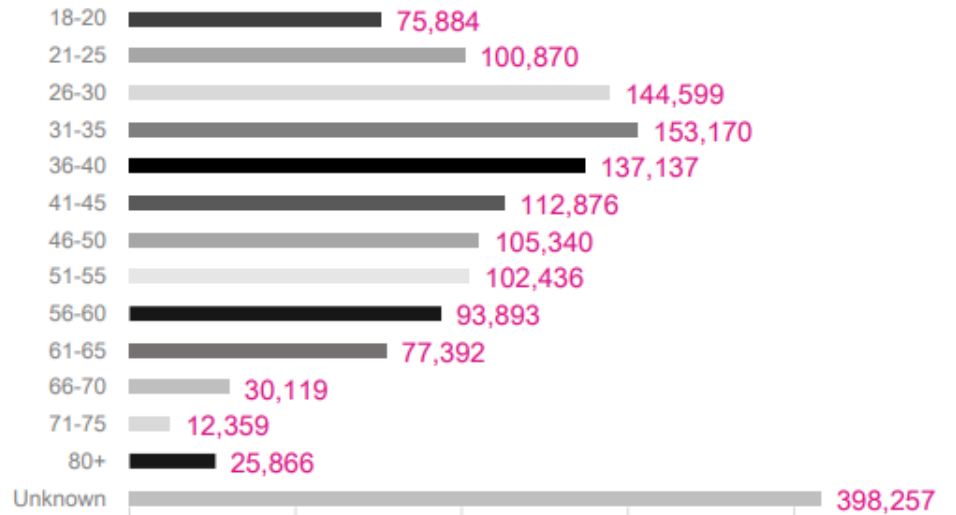


Total Maximail base  
1,570,198

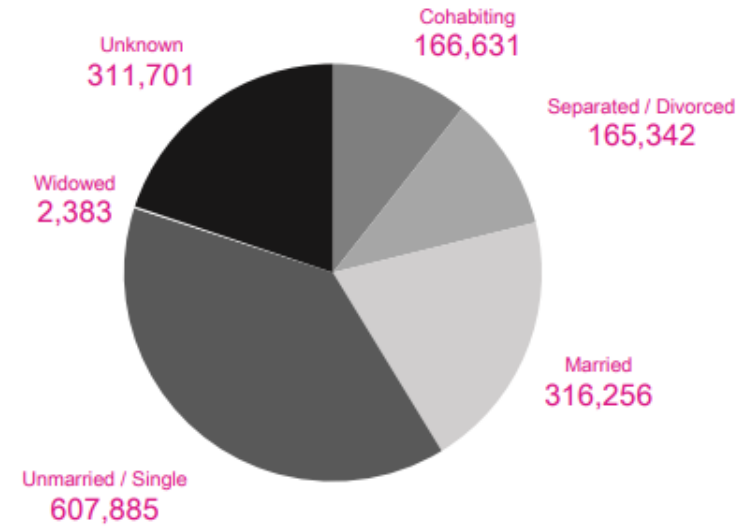
Homeowners  
312,251

Parents with children  
247,553

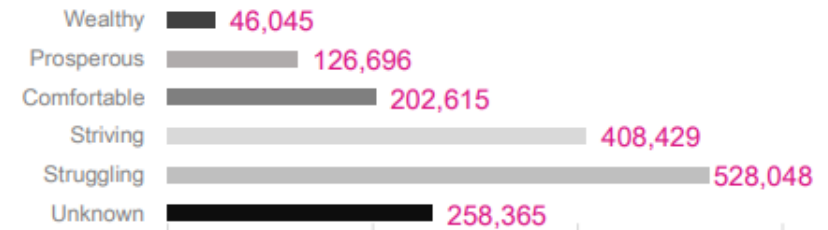
## Age



## What is your marital status?



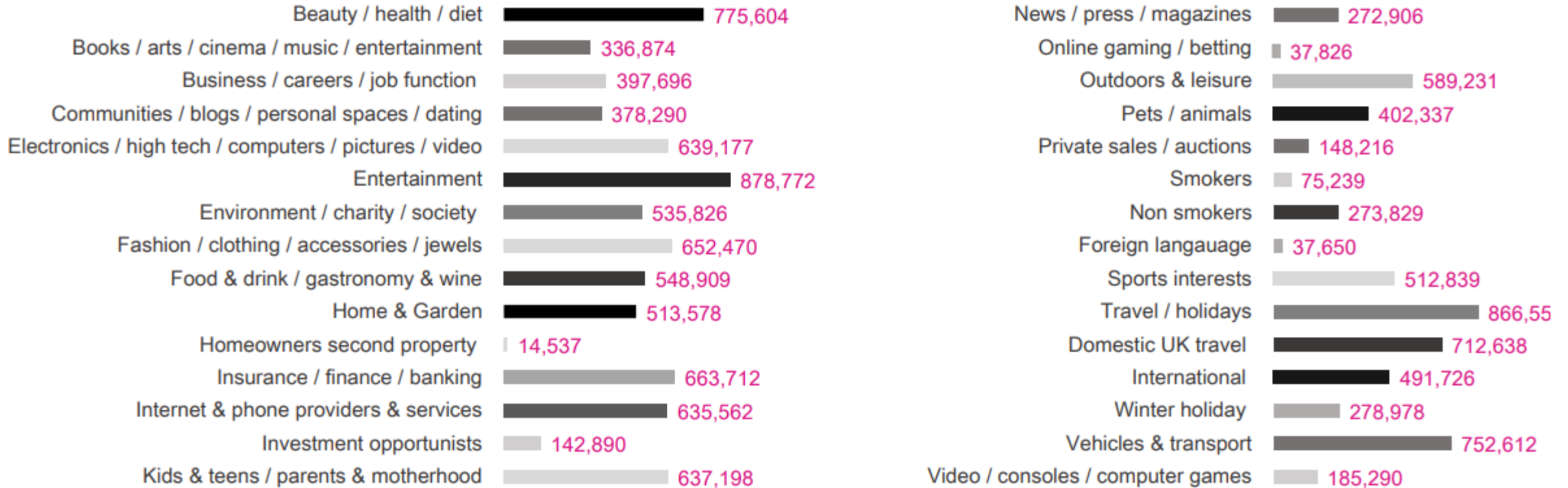
## Affluence





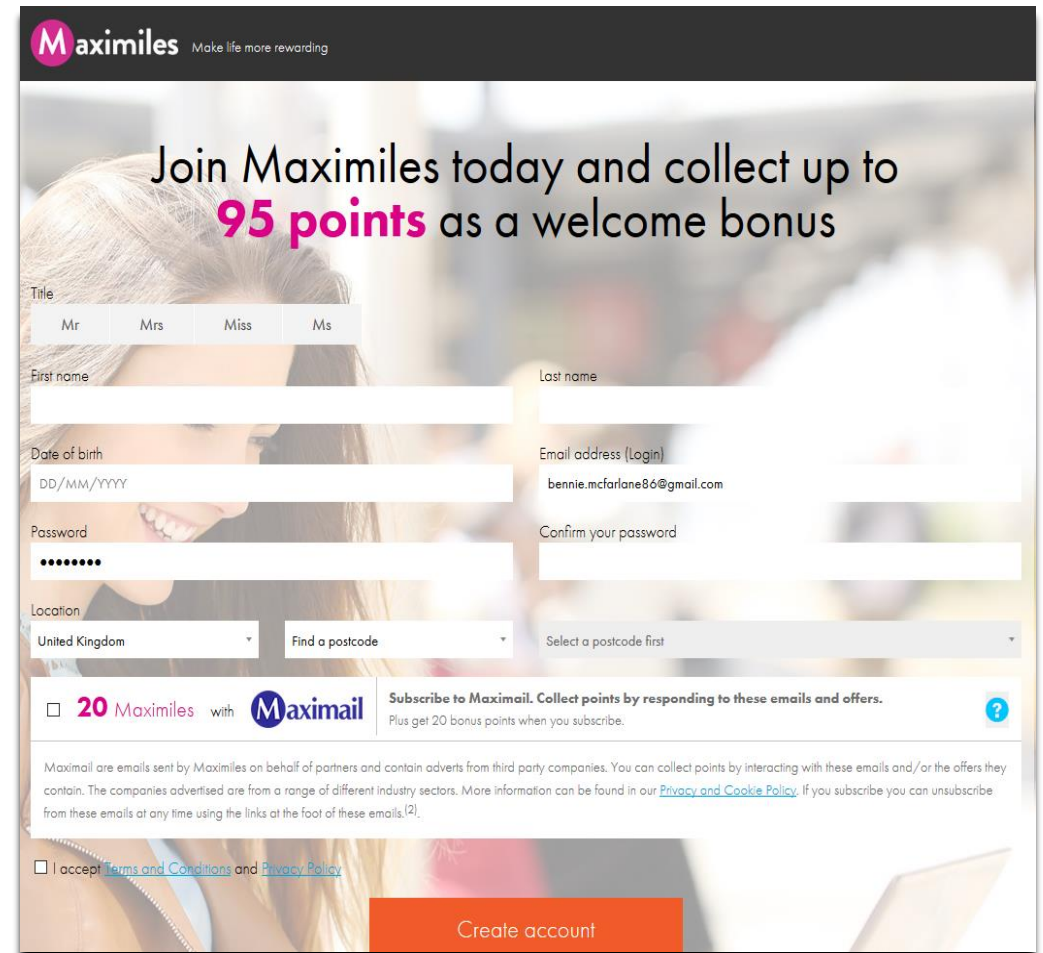
# Data Directory

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.



The image shows a registration form for Maximiles. At the top, the logo 'Maximiles' is displayed with the tagline 'Make life more rewarding'. Below the logo, a large heading reads 'Join Maximiles today and collect up to 95 points as a welcome bonus'. The form includes several input fields: 'Title' (with options Mr, Mrs, Miss, Ms), 'First name', 'Last name', 'Date of birth' (DD/MM/YYYY), 'Email address (Login)' (example: bennie.mcfarlane86@gmail.com), 'Password', and 'Confirm your password'. There is also a 'Location' section with a dropdown menu set to 'United Kingdom', a 'Find a postcode' button, and a 'Select a postcode first' dropdown. A checkbox offers a '20 Maximiles with Maximail' bonus for subscribing to email offers. Below this, a paragraph explains that Maximail emails are sent on behalf of partners and contain ads, with a link to the 'Privacy and Cookie Policy'. At the bottom, another checkbox indicates acceptance of the 'Terms and Conditions' and 'Privacy Policy'. A prominent orange 'Create account' button is located at the bottom right of the form.

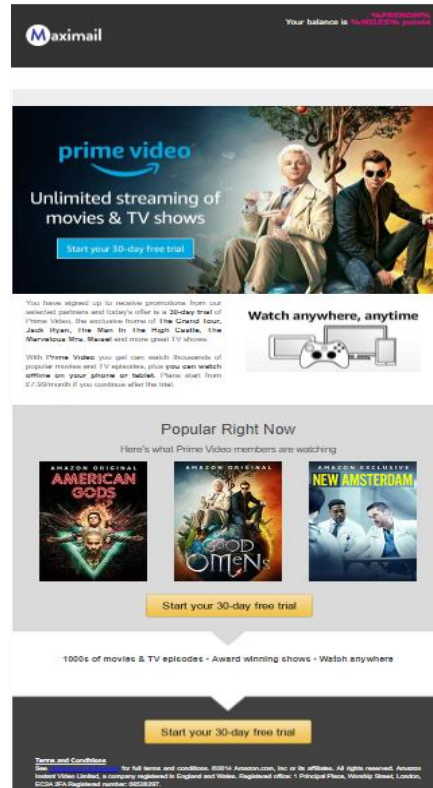
# Email Broadcasts

**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.

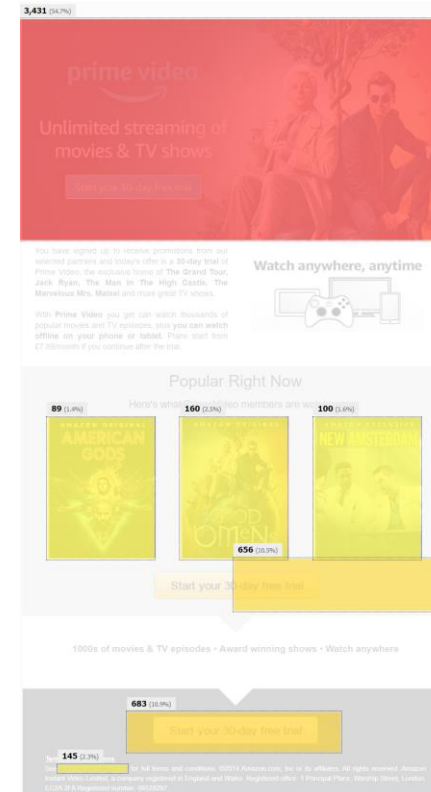
## Post Camping Reporting

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

## Email Html



## Heat Map



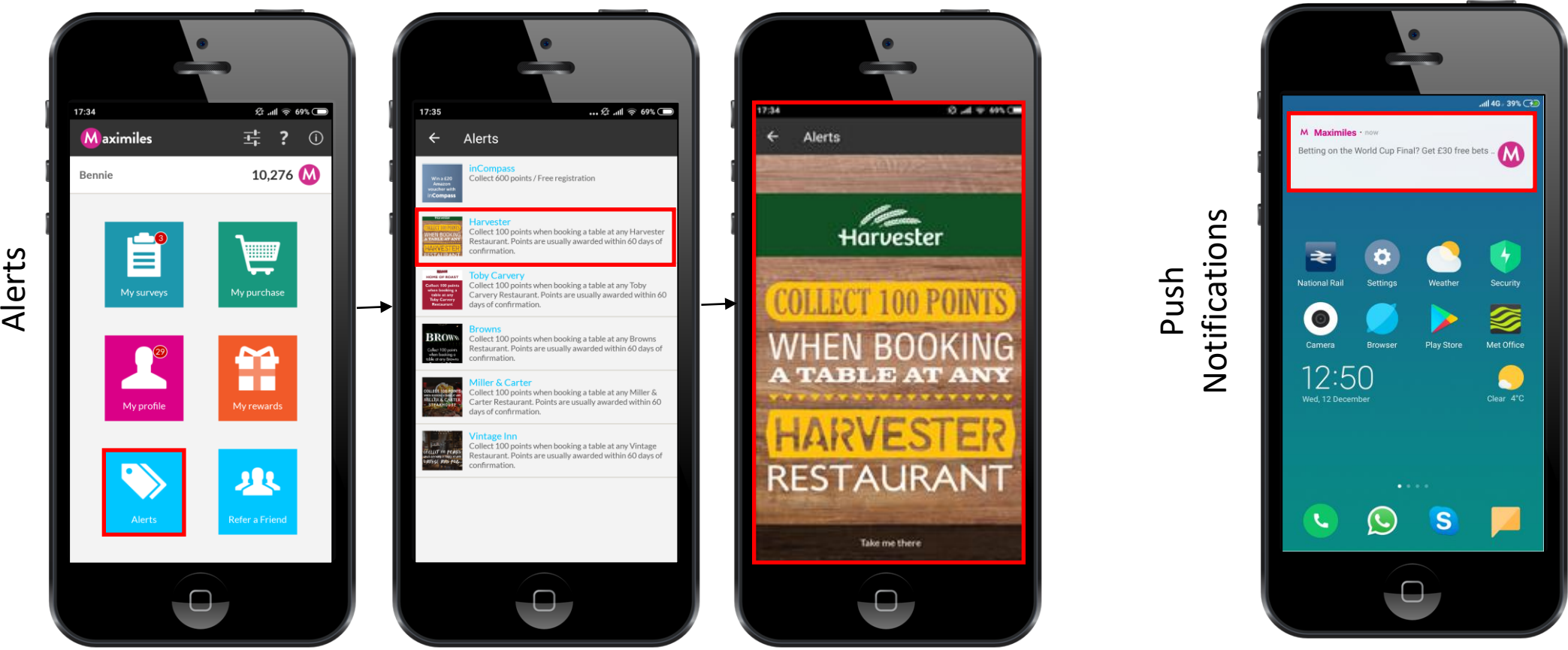
## Demog Reporting

Income	Respondents	Job Role	Respondents
<£10,001	0	Administration	24
£10,000 - £19,998	1	Architect	1
£20,000 - £29,998	3	Bricklayer	0
£30,000 - £39,998	53	Carpenter	0
£40,000 - £49,998	57	Clergy, member	0
£50,000 - £59,998	37	Craftsman/Artist	2
£60,000 - £69,998	15	Designer/Artist	2
£70,000 - £79,998	14	Doctor/GP	0
£80,000 - £89,998	5	Driver or logistic	2
£90,000 - £99,998	5	Electrician	0
£100,000 - £109,998	2	Engineer	3
£110,000 - £119,998	2	Farmer	0
£120,001	2	Finance executi	3
I prefer not to answer	39	Financial direct	1
unknown	420	Food service pr	5
		HR executive or	1
		Human resources	0
		Insurance exper	0
		IT-Admin	2
		IT-Consultant	0
		IT-director / CTO	0
		IT-executive or r	1
		IT-Project mana	1
		Journalist	0
		Legal profession	2
		Mechanic	1
		Member of the z	0
		Member of the e	0
		Non-skilled work	7
		Nurse/Therapist	4
		Office manager/y	27
		Pharmacist	0
		Plumber	0
		Sales/Marketing	2
		Sales/Marketing	7
		School teacher	4
		Scientist	1
		Shop assistant	4
		Shop assistant i	2
		Shopkeeper/Sto	0
		Skilled worker	16
		Software worker/C	6
		Supervisor/Fore	3
		Tax advisor	1
		Technician/Ope	2
			0
			518

# 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.

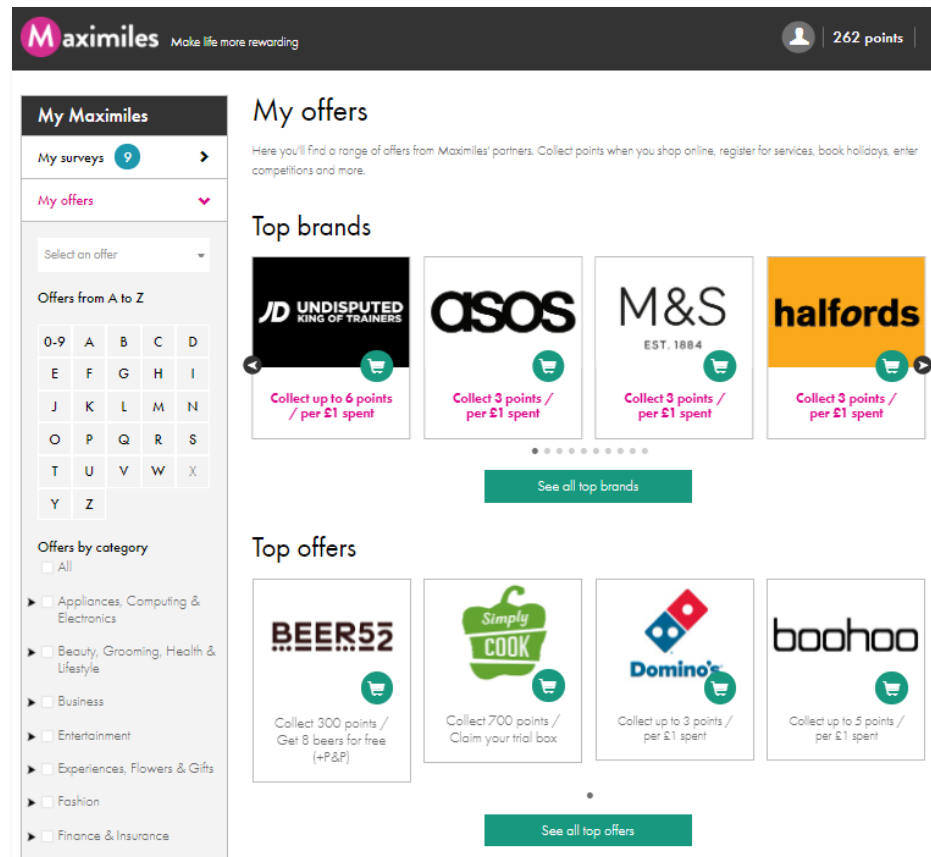
Choose from surveys, interstitial display, in-app alerts and push notifications.



# Onsite Display

Maximiles has several regular offer placements onsite to further enhance the offer performance. Including;

- Top Offers
- Top Brands
- A-Z Offers
- Carrousel
- Logged out page



## Your opinions rewarded

Make your voice heard and get free products. Collect points by answering market research surveys that help shape future products and services.

## Benefit from being online

Collect points with hundreds of partners when you shop, complete offers, enter competitions and more. You can even collect points by responding to emails, playing games and telling your friends about Maximiles.





# 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

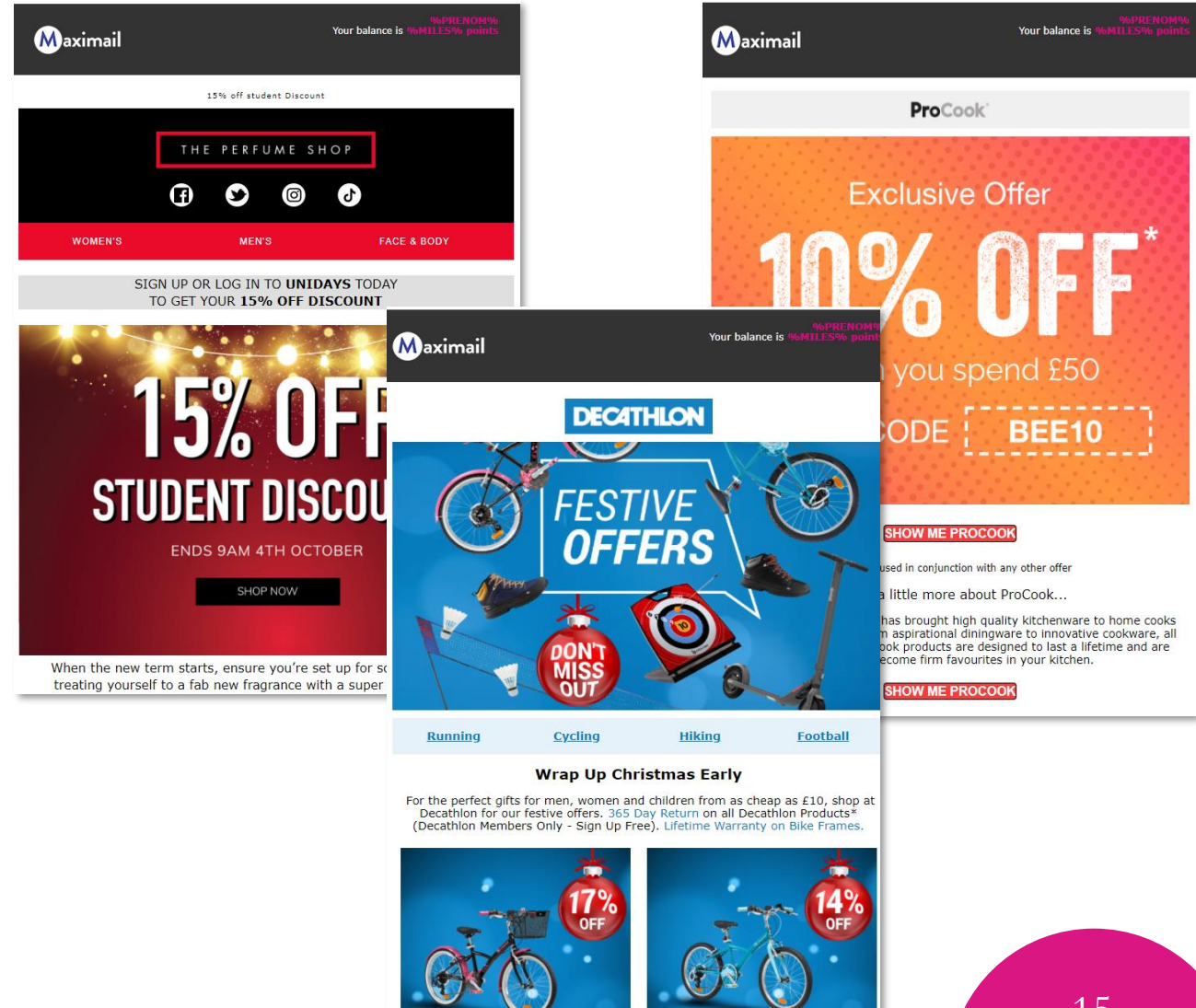
Performance: **17,000+ clicks** - 108,000+ opens - **no. sales 102**

## 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

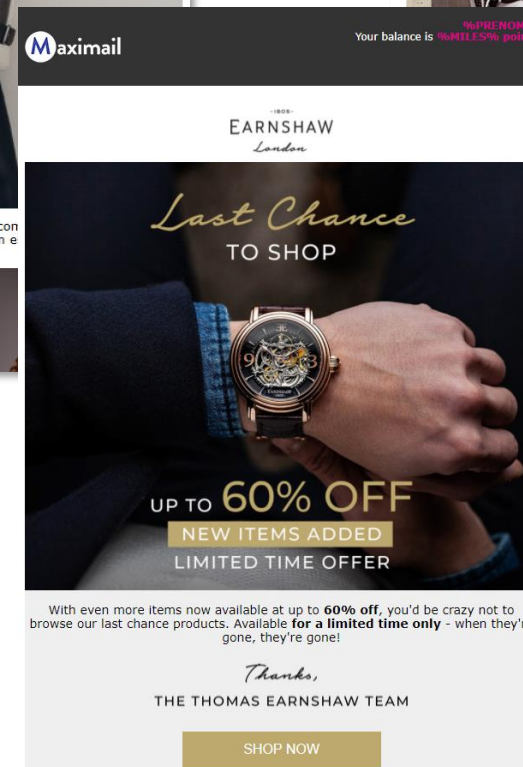
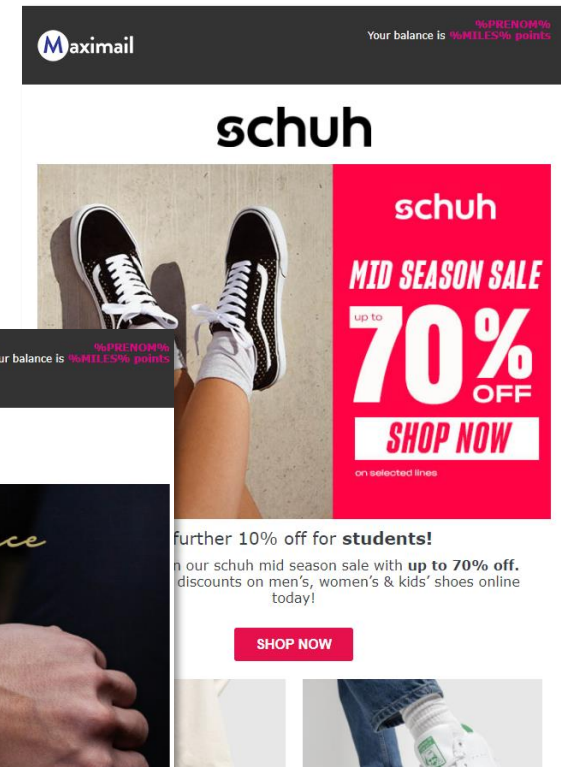
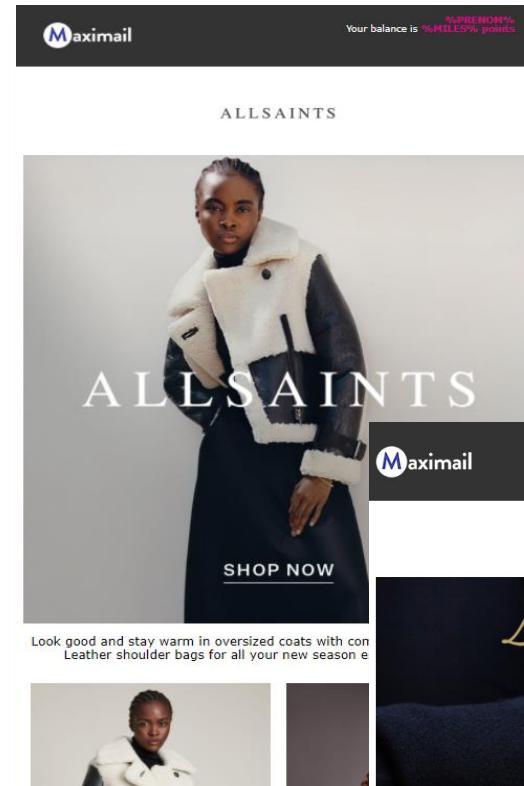
*Performance:* **14,000+ clicks** - 85,000+ opens - **no. sales 52**

## 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

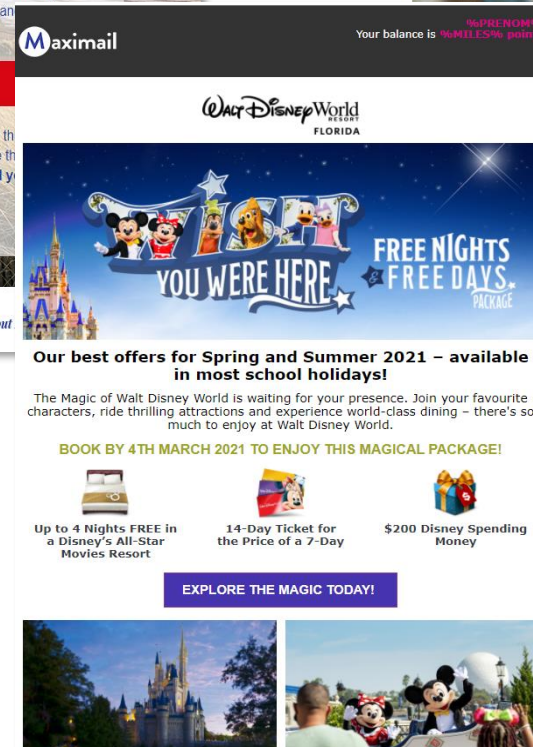
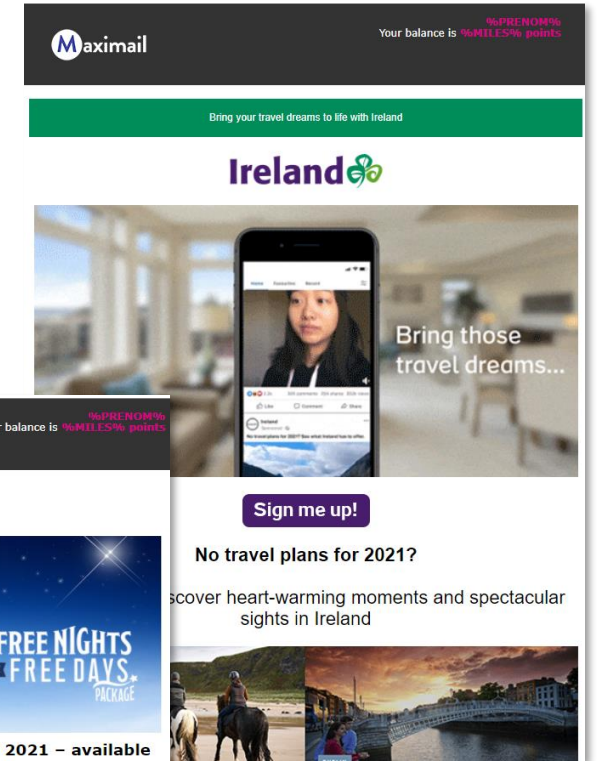
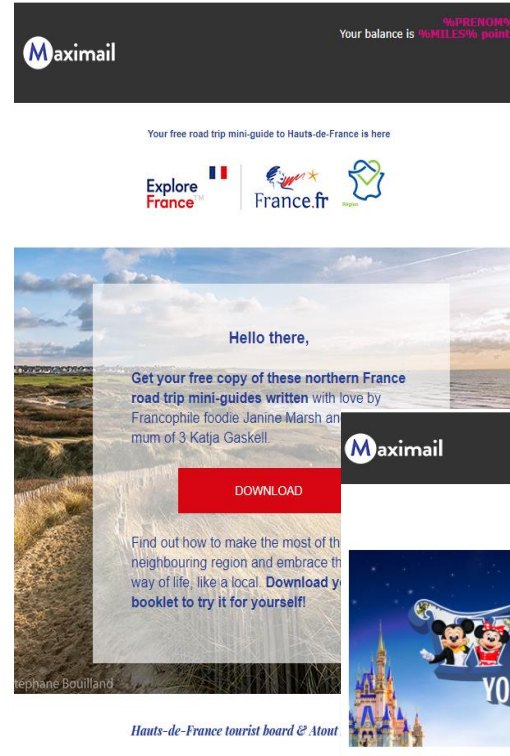
*Performance:* **13,000+** clicks - 138,000+ opens - **no. bookings 22**

## 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

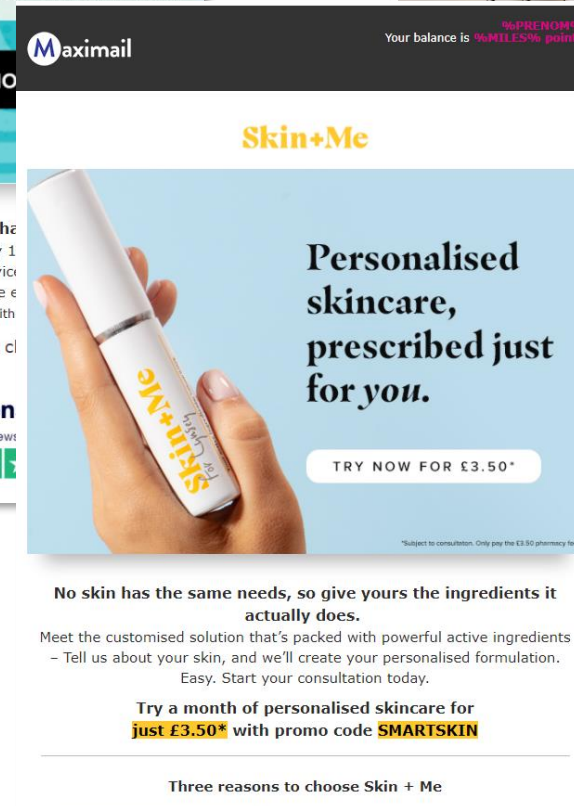
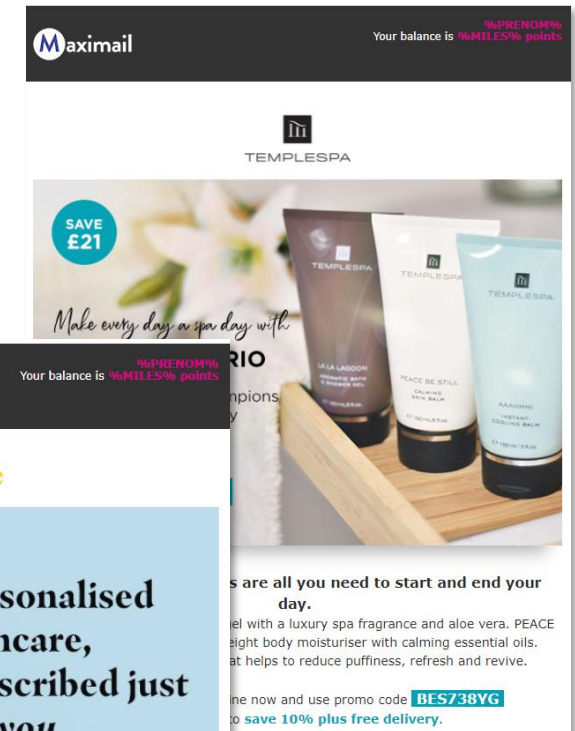
*Performance:* 3,000+ clicks - 31,000+ opens - **no. sales 85**

## 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 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:* 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+**

The image displays five distinct email marketing banners. The top-left banner is for LloydsDirect, featuring the company logo and a green badge that says 'FREE delivery or collection'. The top-right banner is for Maximail, showing a grid of TV show posters including 'The Morning Show', 'The Night Sky', 'Malaman', 'Servant', and 'Defending Jacob'. The middle-left banner is for Acorn TV, promoting a '30 Day Free Trial' with 'No Adverts. No Contract.' and listing shows like 'London Kills', 'Agatha Raisin', 'None', 'Queens Mystery', and 'Acorn TV'. The middle-right banner is for Apple TV, stating 'Only on the Apple TV app' and 'Start your free trial\*'. The bottom banner is another Maximail banner with the text 'Stuck for something to watch?' and a 'Your balance is %MILES% points' indicator.

# 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**

Maximail Your balance is %PRENOR% %MILE5% points

**tastecard**

SIGN UP IN JUST MINUTES. NO CONTRACT. CANCEL ANYTIME.

Turn moments into memories with tastecard.

TRY A FREE 90 DAY TRIAL

2 for 1 meals or 50% off food | 50% off pizza delivery | Up to 30% off cinema tickets

We're much more than just di  
With tastecard, you can tuck into 2 for 1 meals or favourite chains and thousands of independent res into super savings on cinema tickets, cheap celebrated attractions, discounts on takeaways with our exclusive Memt

So if it's entertainment you're after, we

Here's what you get with

Maximail Your balance is %PRENOR% %MILE5% points

Virgin Wines

JUST £4.99 A BOTTLE!

CLAIM YOUR £3 TRIAL BOX

Tired of cooking the same midweek meals? Discover exciting new dishes with SimplyCook!

Each SimplyCook box contains 4 chef-designed recipe kits with authentic ingredient blends and easy to follow recipes to help you create some of the worlds most delicious dishes!

Following simple recipes, add a few basic fresh items from your fridge and cupboard and the SimplyCook flavour pots, and voila! You have an incredible dish for two to four people cooked from scratch in just 20 minutes.

Redeem this special offer today and get your first SimplyCook box for £3!

Claim your £3 Trial box

BUY NOW >>

FREE NEXT DAY DELIVERY!

# 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**

The image displays three overlapping email campaign screenshots from Maximiles. Each screenshot has a dark header with the Maximiles logo and a balance indicator: "Your balance is %PREBONUS% %MILES% points".

- Left Screenshot (Bug Bakes):** Features a brown dog's face. Text includes "BUG Bakes", "Eco Friendly Dog Food", "Sustainable Insect protein", "Wonky Fruit and Veg", and "Plastic Free Packaging". A Trustpilot rating of 4.5 stars is shown. A red button at the bottom says "50% OFF First Order". Below the button, it says "Don't Just Take Our Word For It".
- Middle Screenshot (Tails.com):** Features the Tails.com logo. Text includes "Try 1 Month Free Tailored Dog Food", "The taste they love, the nutrition they need", and "Over 20,000 positive reviews". A green button says "CONTINUE SIGNUP". Below this is a table:
 

8,000,000	145,000	21,000
Meals eaten every month	Happily fed dogs	Reviews on Trustpilot
- Right Screenshot (Your Dog):** Features the text "your dog Special Offer!". A red button says "FIRST 3 ISSUES JUST £3 (PLUS FREE GIFT)". Below this, it says "FREE Your Dog Membership Card with every order!". A green button at the bottom says "TRY NOW FOR FREE".

# Gaming

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.

The image displays a collection of promotional banners for Maxmiles Betting and its associated gaming products. Each banner includes the Maxmiles logo, a list of steps for users to follow, and a 'Take me there' button. The banners are arranged in a grid-like fashion, with some overlapping.

- Maxmiles Betting**
  - 1. Register a new account
  - 2. Deposit and wager the required amount
  - 3. Collect thousands of points

Please gamble responsibly. 18+. BeGambleAware.org. T&Cs Apply.
- Mecca Bingo**
  - Collect 4,000 points / Deposit & Wager £10

[Take me there](#)
- Mr Spin Casino**
  - Collect 3,500 points / Deposit & Wager

[Take me there](#)
- Buzz Bingo**
  - Collect 4,000 points / Deposit & Wager £10

[Take me there](#)
- M Fortune Casino**
  - Collect 4,000 points / Deposit & Wager

[Take me there](#)
- Lucky Pants Bingo**
  - Collect 3,000 points / Deposit & Wager £10

[Take me there](#)
- Ice 36 Casino**
  - Collect 5,000 points / Deposit & Wager £20

[Take me there](#)

# 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

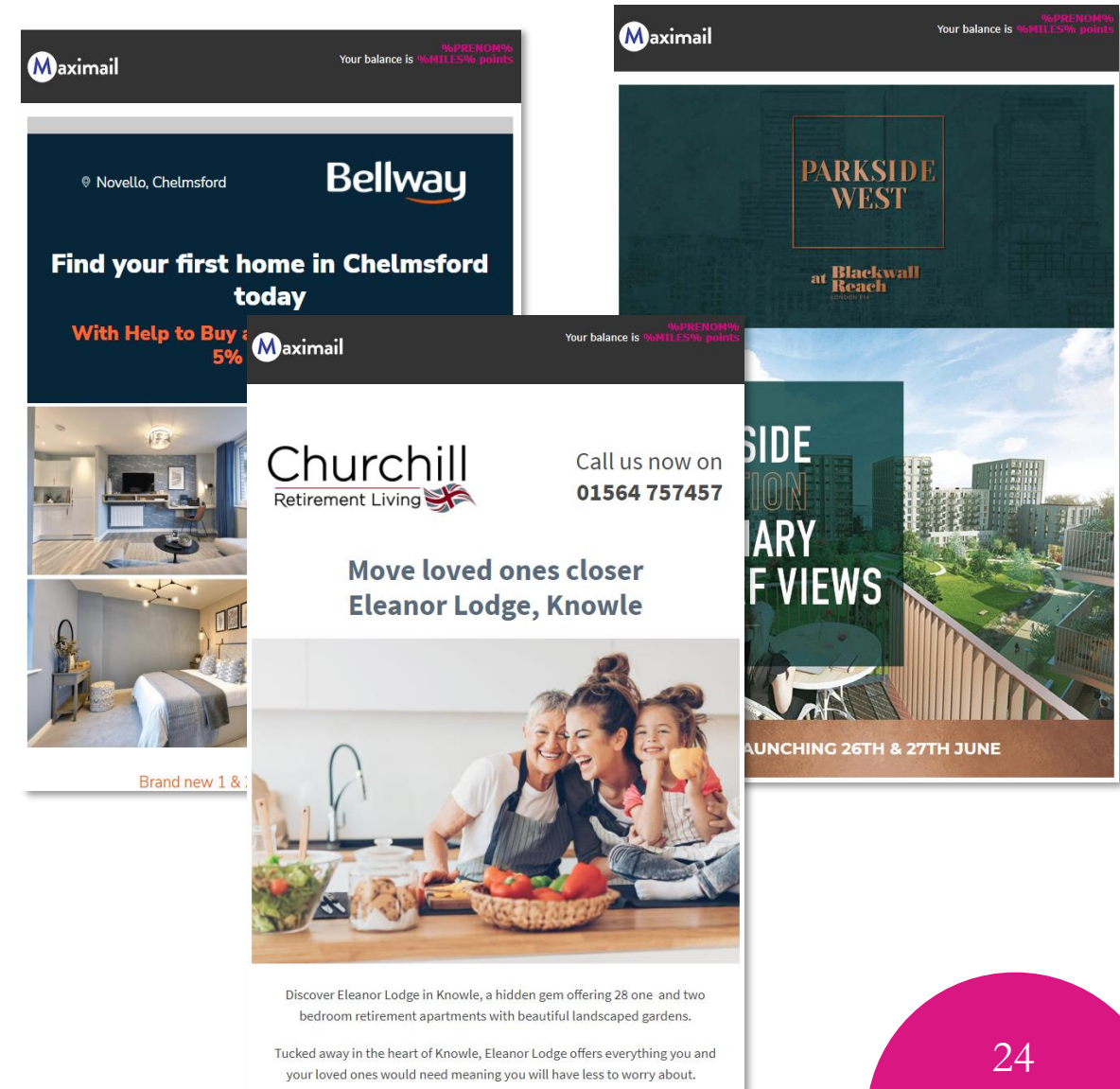
*Performance:* **547 clicks** - 1,887 opens - **Vol booked 4,879**

## 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

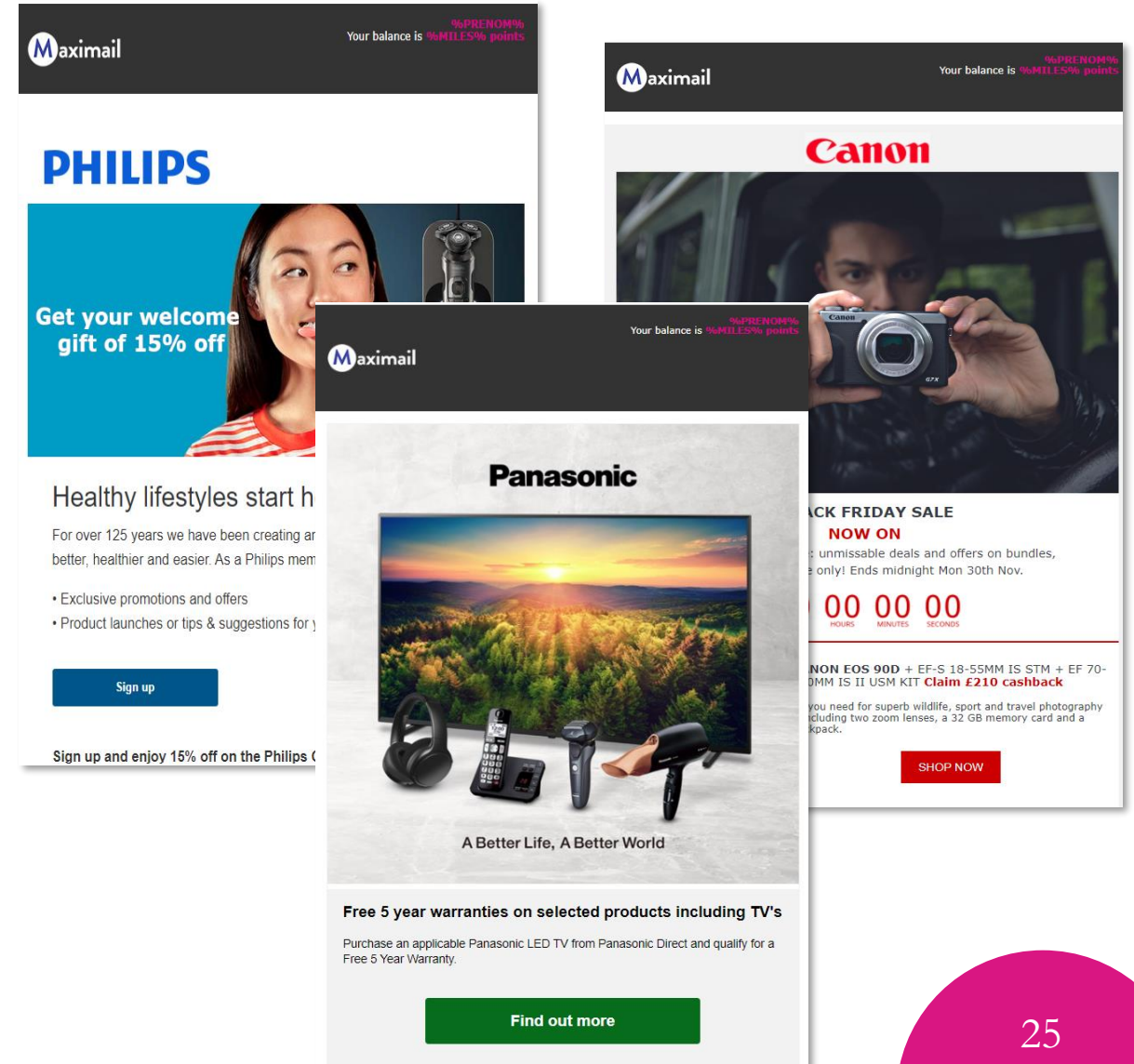
*Performance:* **3,400+ clicks** - 25,300+ opens - **no. sales 28**

## 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

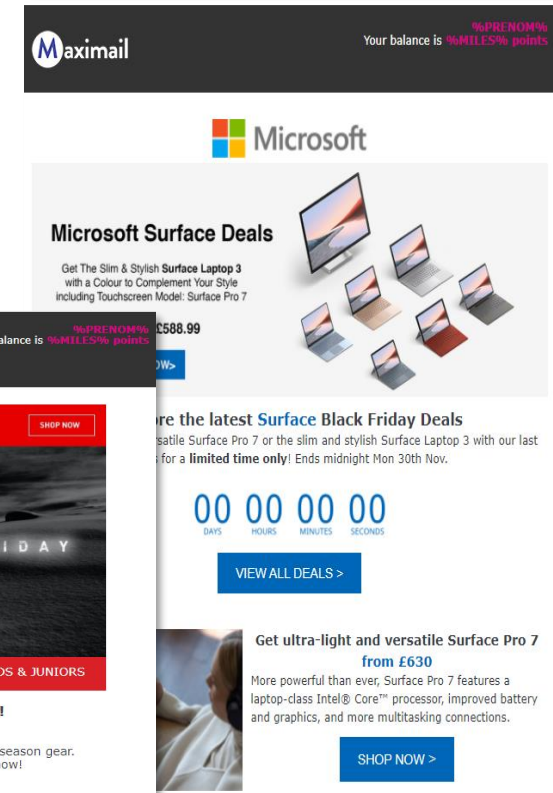
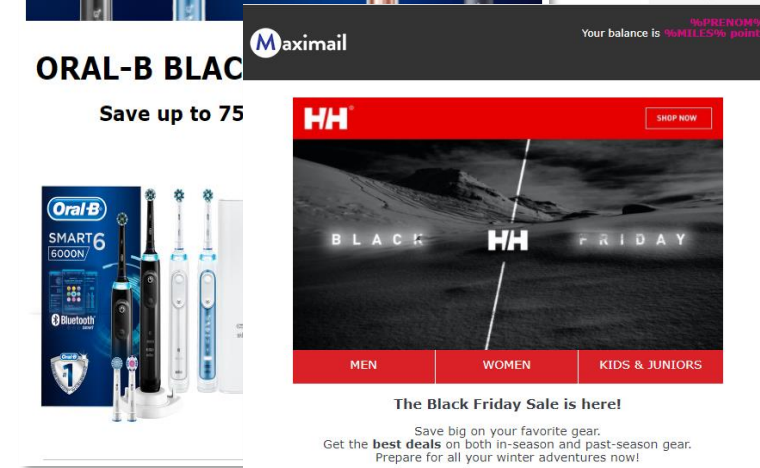
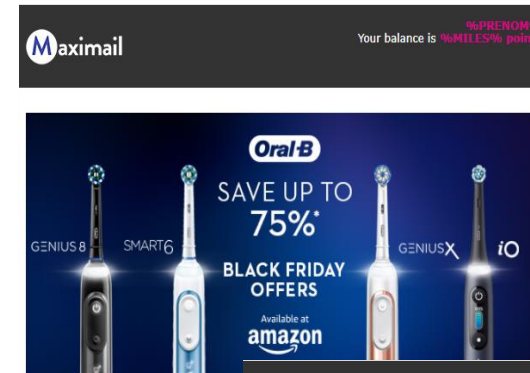
*Performance:* **4,800+** clicks - 27,700+ opens – **no. sales 37**

## 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

## Contact

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