



Introduction 2025



SlopeLift is a DIGITAL MEDIA AGENCY for performance, paid, and data marketing, focusing on the DACH and CEE regions.

C-Level

Konstantin Kasapis
CEO & Founder



Florian Fischer
CRO



Richard Maurer
CTO



Carina Kaiser
COO



Anja Höbarth
CSO



Marietta Robitza
CKO





SlopeLift[®] auf einen Blick

71

Employees

~61 Mio

in guarded Mediabudgets

15+

Languages

4

BVDW Certificates



6

Locations

100%

Toolneutral

100%

Owner-operated

16

Years of experience



SlopeLift Service Landscape

DIGITAL MEDIA

Programmatic Ads
Retail Media
Digital Out of Home
DCO
Smart TV

SEA

Search
Shopping
DemandGen
SA360
International

SEO

On Page
Off Page
On Site
Content
International

DATA & AI

Analytics
Reporting
AI-First Marketing
Enhanced Data
Feed Optimization

SOCIAL

Content Creation
Photo & Video
Copy-Writing
Community
Management



Client Portfolio

Finance



Retail / POS



Brand & Industry



Special Interest



Energy & Sustainability



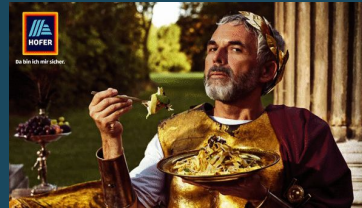
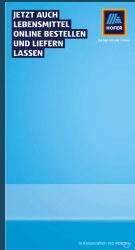
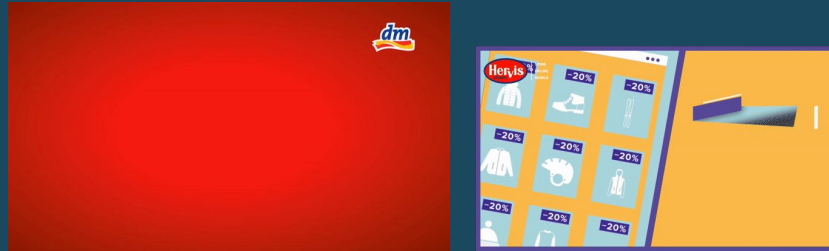


Marketing Service Portfolio

Programmatic Approach

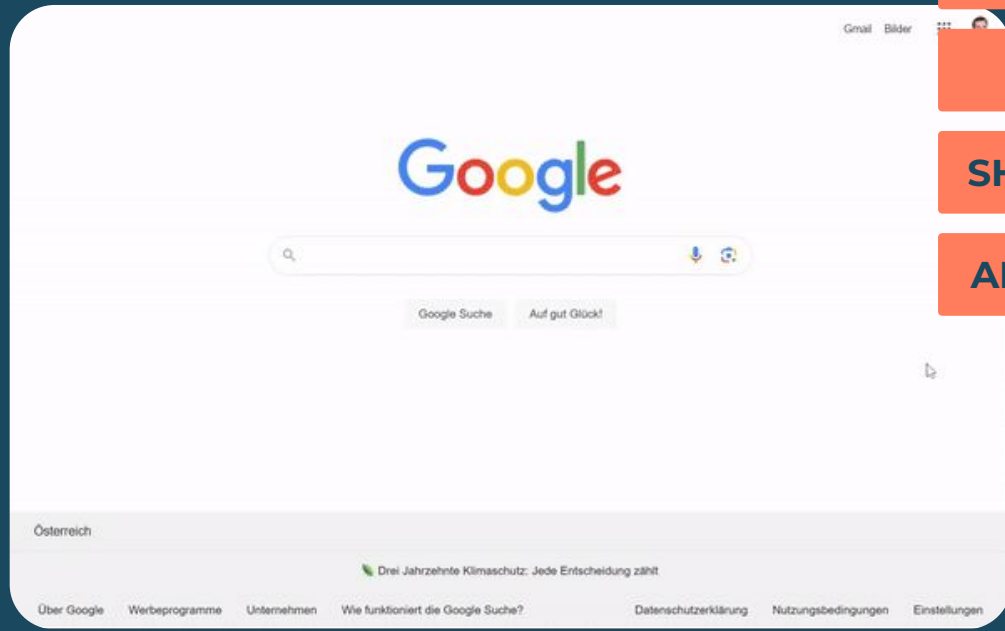
DIGITAL MEDIA

Programmatic Ads
Retail Media
Digital Out of Home
DCO
Smart TV



We want to activate and motivate customers.
This is how we generate demand.

Paid Search Approach



TEXT

MAPS

SHOPPING

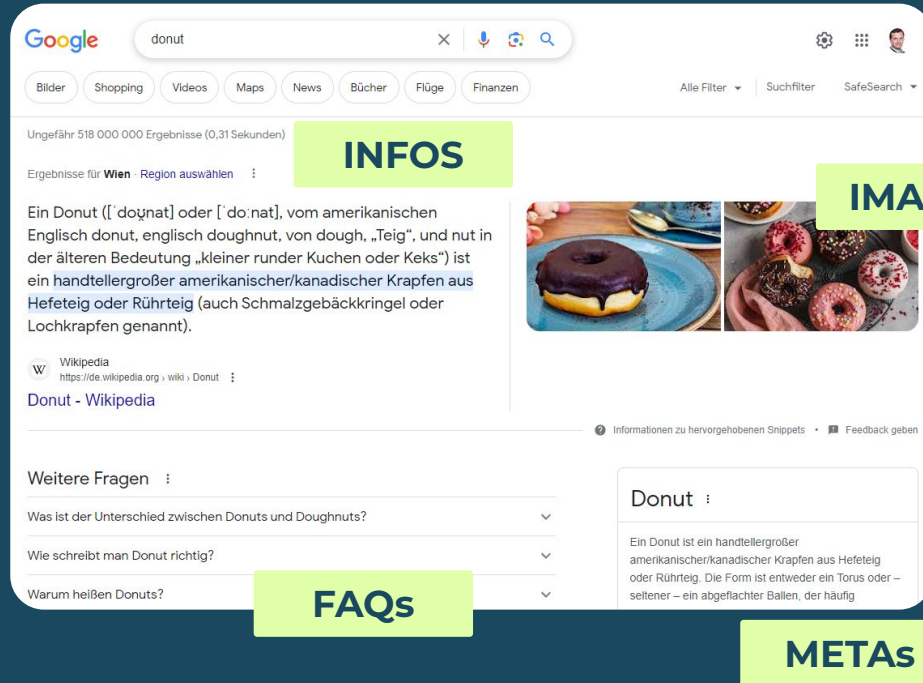
AI DRIVEN

SEA

**Search
Shopping
DemandGen
SA360
International**

We want to pick up and inform customers. In the right place, at the right time.

SEO Content Approach

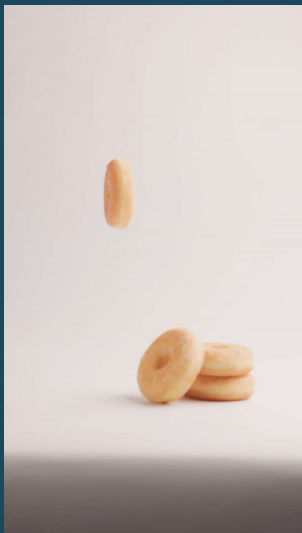


SEO

On Page
Off Page
On Site
Content
International

We want to confirm and
help customers.
This is how we create
trust.

Social Approach



Video



Reel



Post

SOCIAL

Content Creation
Photo & Video
Copy-Writing
Community
Management

We want to convince and encourage customers. This is how they become brand ambassadors.



Data & AI Apporach

DATA & AI

Analytics
Reporting
AI-First Marketing
Enhanced Data BEN
Feed Optimization

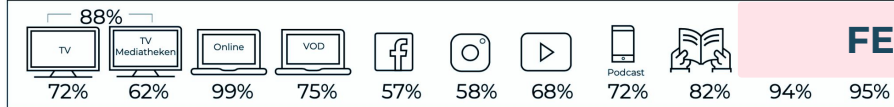
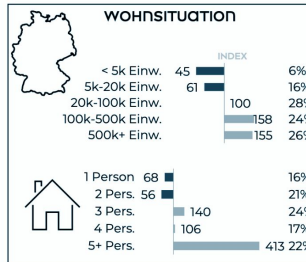
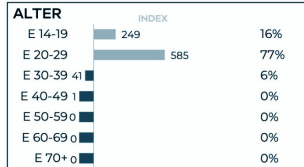
TRAFFIC

CONSENT

REMARKETING

LIVE REPORTS

FEEDS



We want to get to know and understand customers.
This is how we create added value.

Certificates & Tec-Partners



Trello



DoubleVerify



Partners



MARKETING
PARTNER



reddit



exactag



Spotify

amazonadvertising



etracker®

IAS

zapier



Webtrekk
a tripplix company



matomo

Special Asset Social Media Marketing & Content production



In 2024 SlopeLift acquired the 10 head count social agency imbasto in Vienna.

Imbasto is specialized in providing social media and performance services for their clients:

- High level photo & video production in house
- Community management
- Social Content Creation
- Copy Writing

Imbasto operates as individual entity but highly cross-connected with SlopeLift's infrastructure, management and Know-How.

[Press Release](#)



Imbasto CEO Alexander Raab & SlopeLift CEO Konstantin Kasapis



Recent Developments

Participating in Google ACCELERATE for Agencies

In 2024 SlopeLift reached the pinnacle of the Google Partnership status.

Additional to the Google Premier Partnership and the CSS Premium Badge, SlopeLift was invited to the Google ACCELERATE for agencies program (form. Top Partner Program). A year long program, where only exclusive agencies from all over Europe are participating and work together forming the Google product landscape of tomorrow.

[Press Release](#)



Artificial Intelligence applications by SlopeLift



In 2019 SlopeLift established a dedicated technical team in order to be able to operate developments of recent years more intensively and independently. This led to the launch of SlopeLift AI Applications (Aia) – products that can help SlopeLift's clients optimizing their campaigns one step further. SlopeLift bases their R&D on Google Cloud Services and OpenAi. Two products/applications are launched so far, two more are in development:

PAULA – Media Evaluator LAUNCHED 2021
a solely inhouse used tool to evaluate media bookings and results to suggest further media planning

BEN – Conversion Amplifier LAUNCHED 2024
a data and conversion enrichment application to feed more relevant signals in ad platform algorithms

FRIDA – Target Communicator IN DEVELOPMENT
a communication service for marketers to chat with Austrian Target groups – based on real research data

KARL – Asset Creator IN DEVELOPMENT
an image assets creating / combining application for dynamic generated Display Ads Assets.

[Press Release BEN Launch](#)





Cases

CASE . Shop internationalization with dm

In its efforts to expand online activities in the CEE area, drugstore retailer DM Austria relies on SlopeLift to design an internationalization strategy.

The Challenge

DM plans the digital expansion into 5 new markets and the launch of the respective online shops in existing stationary trade and infrastructures in very different markets:

- Country size, economic development, purchasing power
- digital development
- Competitiveness online vs. offline | High vs Low
- Google Products | Shopping not possible in all countries
- language and culture
- Different brand awareness

Target markets are Bulgaria, Bosnia, Italy, Serbia and Romania. Based on benchmarks, SlopeLift identified Italy as the country for the first launch

The Approach

SlopeLift has professionally competent employees with native language of the target countries and can therefore carry out these analyzes very accurately and authentically. A budget recommendation is prepared using benchmarks and forecasts, and suitable channels are defined.

SlopeLift has developed a phygital approach: on the one hand, PUSH measures have been implemented to reach target groups with interests related to special offers, promotions and new products on a monthly basis and remarketing. On the other hand, PULL measures influence the user's decision in different phases of the customer journey and ensure that the DM range is presented to the users at different points in time.

The Client



DM Austria is a drugstore chain based in Austria and part of the German DM-Drogeriemarkt GmbH & Co. KG. The company was founded in 1973 and today operates over 400 branches throughout Austria. DM Austria offers a wide range of products including beauty and personal care products, health products, household goods and organic food.

The Result

The results of the campaign speak clearly for the Phygital strategy.

There was a very positive development of the KPIs
An increase in store visits of 42% per week was measured (comparison: campaign start vs. last months). In a broader context, offline sales were maximized.

The reputation of dm as a drugstore offering products for well-being and everyday use was supported.

POS Visitors

+7,53%

POS Visitors / Week

+40%

In the future, DM Austria plans to replicate this model in other countries with SlopeLift. Meanwhile, several branches in other countries have implemented similar best practices to meet the needs of the customer.

CASE . Delivery service launch with HOFER

The discount retailer HOFER is planning the introduction of an online delivery service and needs a strategy for successful implementation for the market launch.

The Challenge

For the launch of its new delivery service, HOFER would like to run a multimedia online campaign to support analogue media planning. The delivery service is only offered in Vienna. Therefore, a media strategy only had to be developed for Vienna, which should include all digital channels. Not only were ads placed on Meta, Google and various other platforms, but it was also possible for the first time to convince large Austrian media companies to only sell their homepage for one region.

HOFER is one of the largest food retailers in Austria, but not known for its delivery service. New competitors such as Curkerl.at appear in the delivery area, which is why HOFER decided to start its own delivery service.

The Approach

HOFER itself owns a license for the DV360, on which SlopeLift carried out various activities during the campaign period. Among other things, the wide range of private deals from SlopeLift and HOFER was used to address the target group individually with tailor-made advertising material. Based on the sporting KPIs, which were crucial for the success of the project, an intelligent media plan was developed along the entire customer journey.

Geo-targeting to Vienna and a HOFER-affine target group were important, so a broad campaign was first run and the resulting results reused to address particularly interested users again.

The Client



HOFER is an Austrian supermarket chain that was founded in 1968 and is now part of the international Aldi group. HOFER operates more than 500 stores across Austria and offers a wide range of products at great prices, including groceries, beverages, household goods, electronics and clothing.

The Result

There was a strictly defined business case for this campaign, which included the number of orders per day. Therefore, the focus was always on the customer's transaction in the web shop. The lower funnels in particular were therefore given a lot of attention.

Thanks to a joint effort and close cooperation between the customer and SlopeLift, the ambitious goals have always been achieved!



CASE . Creative Test with Red Zac

Electronics retailer Red Zac is looking for new ways to position its messages appealingly on META.

The Challenge

Red Zac has been running paid social on Meta and other channels for a long time. During the measures, Red Zac renewed its CI and brought fresh approaches to the company presentation.

Now the old subjects, creatives and above all the advertising format carousel ads no longer fit the Red Zac CI.

SlopeLift should find new ad formats, test them and then make a recommendation as to which formats are suitable for the "Catalogue sales" campaign type.

The Approach

At the same time, Red Zac is running a "Nespresso" promotion that will secure a €60 voucher with the purchase of a new machine.

This action and the key visuals were chosen as the ideal test environment. Collection ads were created with manufacturer images, and carousel ads in the second phase.



The Client



Red Zac is an Austrian electronics retail chain with more than 170 locations throughout Austria. The company was founded in 1995 and has since grown into one of the leading suppliers of electronic and household appliances in Austria. Red Zac offers a wide range of products including TVs, refrigerators, washing machines, computers, smartphones and accessories.

The Result

The Collection Ads were able to generate very good CTRs, but the conversion performance fell short of expectations. In a direct comparison, carousel ads were also placed, which had a lower CTR but were clearly stronger in terms of sales.

A recommendation was made for an ad sequence based on prospecting with Collection Ads and using carousel ad formats for final generation.

Collection Ads

CTR 2,43%

Carousel Ads

CTR 0,85%



CASE . SEO for easybank

The offers and appearances of the direct bank easybank of the BAWAG Group are to be merged with the discontinued Hello Bank. At the same time, BAWAG wants to do SEO for the brand for the first time.

The Challenge

easybank.at was migrated to a new CMS in June 2021; In the course of this relaunch, the website and URL structure was changed, but no SEO-related optimizations were carried out.

After the relaunch, the website consisted of credit, account and savings products. However, the customer already informed SlopeLift at the start of the intensive cooperation in July 2021 that the domain hellobank.at should be integrated into the domain easybank.at at the end of April 2022.

Thus, the takeover of this domain was also taken into account in the SEO strategy. The focus should initially be on credit issues and later expanded to the savings area with the takeover of hellobank.at.

The Approach

SlopeLift has planned and implemented a number of OnPage measures. The comprehensive support of the SEO relaunch includes all core areas of careful SEO optimization:

- Index & crawl management
- Navigation & internal linking
- Content expansion: FAQs
- HTML optimization
- Load time optimization
- Rich snippets & snippet optimization
- Structured Data FAQs
- Special topics such as relaunch / system change, news optimization etc.: Redirect correction, canonical

The Client **easybank**

BAWAG Group AG is an Austrian bank headquartered in Vienna. The bank offers a wide range of financial services for individuals, companies and institutions. BAWAG has its own brand for an online direct banking service - easybank.

The Results

The SEO measures have led to real increases. The overall organic ranking was improved by approx. 145% and topic-relevant.

Ranking gain of target terms

+145% organic visibility

CTR increase from 9% to 19%

Mostly hard-fought keywords - e.g. "online credit", "apply for credit" or "securities account" could be significantly improved in the ranking.



Development Organic Visibility.

CASE . Germany as a travel destination for Austrian's

Deutschland
Das Reiseland



Der Kunde

The German National Tourist Board is an association that markets the travel destination Germany on behalf of the Federal Ministry of Economics and Climate Protection.

“In its efforts to position Germany as a travel destination for Austrians on Pinterest, the tourism association relies on SlopeLift to design a traffic campaign.”

Die Herausforderung

The tourism association is promoting 18 different cities throughout Austria as part of the campaign. Due to the composition of the association, an even promotion of the tourist destinations must be ensured, while the performance should be within the tourism benchmarks in Austria.

The Approach: SlopeLift develops a diversified campaign set-up for the client with a range of different targeting options for sufficient optimization options. To measure success, SlopeLift generates a real-time report to derive the even distribution across all ad groups.

Der Ansatz

SlopeLift develops a diversified campaign set-up for the client with a range of different targeting variants for sufficient optimisation possibilities. For success-oriented measurement, SlopeLift generates a real-time report to derive the uniform playout across all ad groups.

Das Ergebnis

The results of the campaign clearly speak for the strategy. There was a very positive development of the KPIs, the engagement rate remained in a good range due to the constant optimization of the campaigns, the distribution of the city pins was almost equal.



CTR
0,60%

CPM
1,89€

CPC
0,31€



CASE . Conversion rescue for HUMANIC with BEN

HUMANIC

WWW.SHOEMANIC.COM

The Client

Humanic is an Austrian shoe retail chain with stores in several European countries. The company was founded in Graz in 1872 and is part of Leder & Schuh AG, one of the largest shoe retailers in Europe.

The Challenge

There is still the problem of correct data processing for online campaigns. Up to 90% of website conversions are not attributed to the original traffic source due to long and complex customer journeys and cookie restrictions.

After switching to another consent mode tool, HUMANIC was faced with the problem that more than 40% of the traffic could no longer be allocated correctly.

Since this loss, which was due to the fault of the old tool provider, took place in the middle of a SALES phase of the shoe retailer, this caused additional problems.

The Approach

SlopeLift kam HUMANIC mit BEN zur Hilfe. BEN ist SlopeLift's in-house-built AI und wurde explizit entwickelt, um Datensignale zu deuten und dadurch Kampagnen Performances zu optimieren.

Dazu analysiert BEN Daten verschiedener Kanäle (Google, Meta, etc.), wendet machine-learning getriebene Algorithmen an, die Muster erkennen und dadurch Aussagen über die Kaufwahrscheinlichkeit treffen. Somit können fehlende Conversions modelliert werden und Reportings sowie Budgetentscheidungen optimiert werden.

Durch BENs Data Adaption gibt es zudem weitere Signale für Algorithmen von Meta & Co., wodurch diese auch auf Segmente mit niedrigeren Kaufabsichten bieten.

So kann BEN dank seiner AI zielgerichtet und schnell neue Ansätze finden.

The Results

For HUMANIC, BEN was once again able to clearly identify which conversions are attributable to which channels and thus lead out of the black box. In addition, the use of machine learning has ensured that the performance of the HUMANIC campaigns has been optimized even further. To this end, further tests are now being carried out to determine whether BEN can also be used on a larger scale



Leads in Marketing Mix

+44%

Leads @ Google Ads

+66%

Conversion Rate @ Meta

x2,4

CPC @ Meta

-60%

CASE . Programmatic Audio mit **Forstinger**



In order to extend nationally played radio spots, auto parts dealer Forstinger relies on SlopeLift and programmatic audio.

The Challenge

Forstinger runs audio spots for a 20% special on tires, accessories and more. The audio spots have already been produced for the classic channels such as radio. The brief for SlopeLift was to recycle the existing material in the most efficient way. The goal was to get as many customers as possible into the POS. The existing audio inventory is quite limited, so ways have to be found to use the budgets wisely.

The Approach

Specializing in programmatic advertising, it was clear to SlopeLift to use programmatic audio to extend its commercials. Programmatic audio refers to the automated placement of advertisements in audio formats, such as music streaming services, podcasts, or internet radio. It allows advertisers to effectively target their target audiences and deliver personalized advertising messages. Programmatic audio is a complex process and requires expertise as well as careful planning. SlopeLift was able to help maximize the effectiveness of your campaigns.

The Client

Forstinger is an Austrian company specializing in the sale of car parts, accessories and bicycles. It was founded in 1962 by Johann Forstinger and has since had a long history in the automotive and bicycle industries.

The Result

The campaign ran from April to May 2023, and the renewal ran on Spotify, YouTube Music, and other generic inventory. Through clever budget splits between channels, SlopeLift was able to generate consistently good CPMs and keep the cost efficiency of the campaigns high.

Overall CPM € 2,10

Audio CPM € 1,89

CTR 0,11%

In the future, Forstinger plans to extend its regional and national radio spots with further programmatic audio campaigns in order to further strengthen the effectiveness of these advertising materials.

SlopeLift's Budget Strategy will continue to be used and further optimized by SlopeLift.

CASE . Mother's Day at dm drugstore

"dm Austria addresses its customers all year round via various channels, Pinterest is used more supply-related and focused, especially for important campaigns."

The Challenge

dm links Mother's Day with a wide range of topics or product groups (e.g. DIY, fragrances, private labels, etc.) All topics should run on Pinterest and on the one hand provide awareness as well as traffic that can be used through remarketing via other channels. Since the customer has little experience with the channel, SlopeLift wants advice on strategy and advertising material planning in addition to campaign support.

The Approach

Development of a campaign strategy to cover all topics and the decision to run several parallel campaigns with selective targeting
In order to create variety and optimization potential for the user despite the strong presence before Mother's Day, a broad advertising material set-up of carousel, static and video ads is recommended.

The Client



DM Austria is a drugstore chain based in Austria and part of the German DM-Drogeriemarkt GmbH & Co. KG. The company was founded in 1973 and today operates over 400 branches throughout Austria. DM Austria offers a wide range of products including beauty and personal care products, health products, household goods and organic food.

The Result

The defined campaign KPIs are a complete success and are above the average KPIs across all industries. Due to the range of targeting options that were initially set up, the relative campaign KPIs could be positively optimized over time. In addition, the variety of creatives used



CTR
0,59%

CPM
1,73€

CPC
0,29€

SlopeLift PM Media GmbH

Konstantin Kasapis

Geschäftsführer

konstantin.kasapis@slopelift.com

COPYRIGHT

Alle hier vorgestellten Ideen und Vorschläge sind geistiges Eigentum von SLOPELIFT PM MEDIA GMBH und unterliegen dem Urheberrecht. Jede Vervielfältigung im Ganzen oder in Teilen sowie die Weitergabe an Dritte ist nicht gestattet. Für den Fall, dass es nicht zur Auftragsvergabe an pilot kommt, dürfen die hier vorgestellten Ideen und Vorschläge nicht vom Kunden verwendet werden.