

Mehr Wirkung, weniger Standard:

Wie Marken in Österreich mit  
Spotify, Snapchat & Microsoft  
mehr aus ihrem Media-Mix holen

25.09.25





# Christopher Ruzicka

*Managing Director  
Austria, Switzerland & Belgium*

## Hardfacts

- Seit 2013 bei Httpool / Aleph
- Campaign Management
- Account Management
- Business Development
- Meta, Spotify, LinkedIn, Snapchat, Microsoft, TikTok, Reddit ...

# Agenda

- Aleph - Who we are

- Microsoft

- Spotify

- Snapchat

- Reddit

- Fazit

The background is a dark blue gradient with a large white circle in the center. A smaller dark blue circle is nested within the white circle. Four colorful, pill-shaped decorative elements are positioned around the circles: a blue one at the top left, an orange one at the top left, a pink one at the bottom right, and a green one at the bottom right. A thin white line with a dot at its end curves around the left side of the white circle.

Our purpose is to make  
the world of digital more  
accessible so all  
economies can thrive.



# We are a crucial link connecting all players in the digital ecosystem



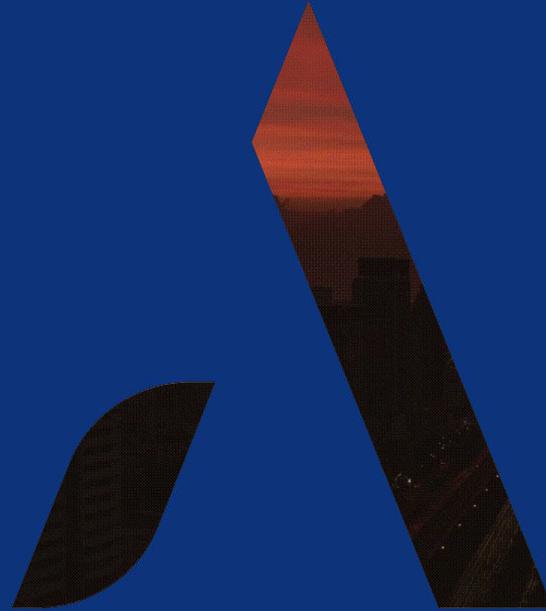
Note: "Digital ecosystem" means the global network of stakeholders, including but not limited to digital media platforms, performance and branding advertisers of all sizes, advertising agencies, and consumers, involved in the creation, procurement, management, delivery and consumption of digital advertising.

<sup>1</sup> Considers advertisers served in the past twelve months as of December 31, 2022

<sup>2</sup> Considers monthly active users by leading digital platform as of December 31, 2022



Our  
solution





# Aleph is the one-stop digital solution for the world's leading digital platforms and advertisers in growth markets



Global platform partners  
representing 60+ digital platforms



Local market experts  
in 140+ growth markets



Access to all ad solutions  
with localized solutions



Payments  
simplifying financial complexities



Digital media education  
Certifying the industry for free



Microsoft

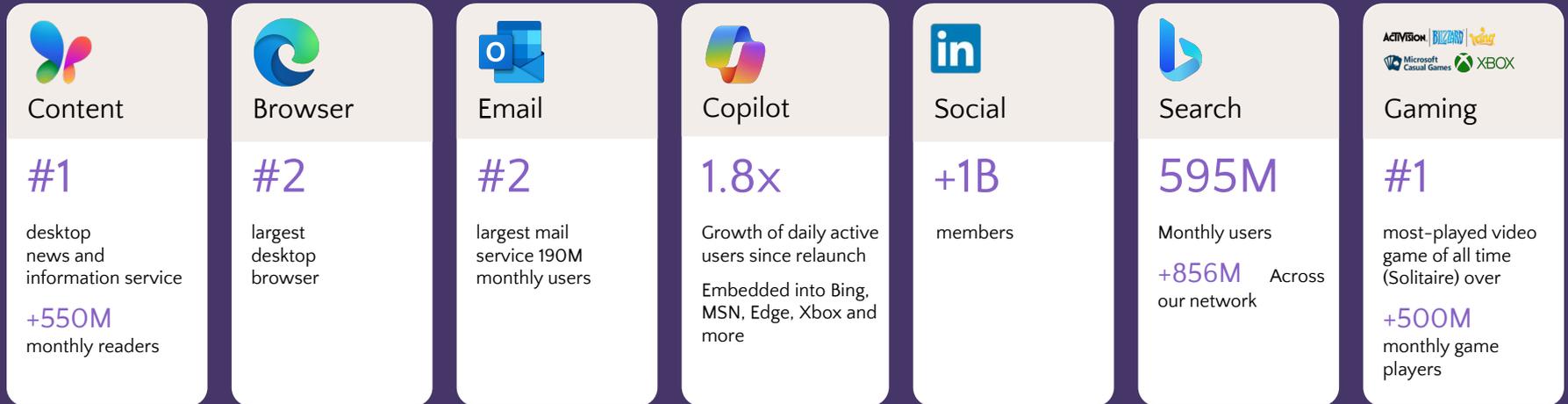


Alph



We play an essential role  
in the lives of over a  
**BILLION**  
**CONSUMERS**

# Connect at every digital life moment, across work, life and play



MSN: ComScore, Global Data, Oct 2024. Edge: Statcounter, Global Data, 2024. Outlook: ComScore, Global Data, May 2024. M365: Microsoft internal data, FY24 Q4 earnings report, July 2024. Gaming: Microsoft internal data, FY24 Q4 earnings report, July 2024. LinkedIn: Microsoft internal data, FY24 Q2 earnings report, January 2024. Microsoft internal data, FY24 Q3 earnings report, April 2024.

# A new era of Copilot and PC

+1.4B

monthly active devices  
running Windows 10 or 11.<sup>1</sup>

4

hours per day on  
Windows devices.<sup>2</sup>



MSN  
Content



Microsoft  
Casual Games  
Gaming suite



Copilot  
AI companion



Edge  
Browser



Bing  
Search engine



Outlook  
Email application

People using Microsoft  
consumer services are...

49% more likely to  
be high income.

19% more likely to  
click on an ad.

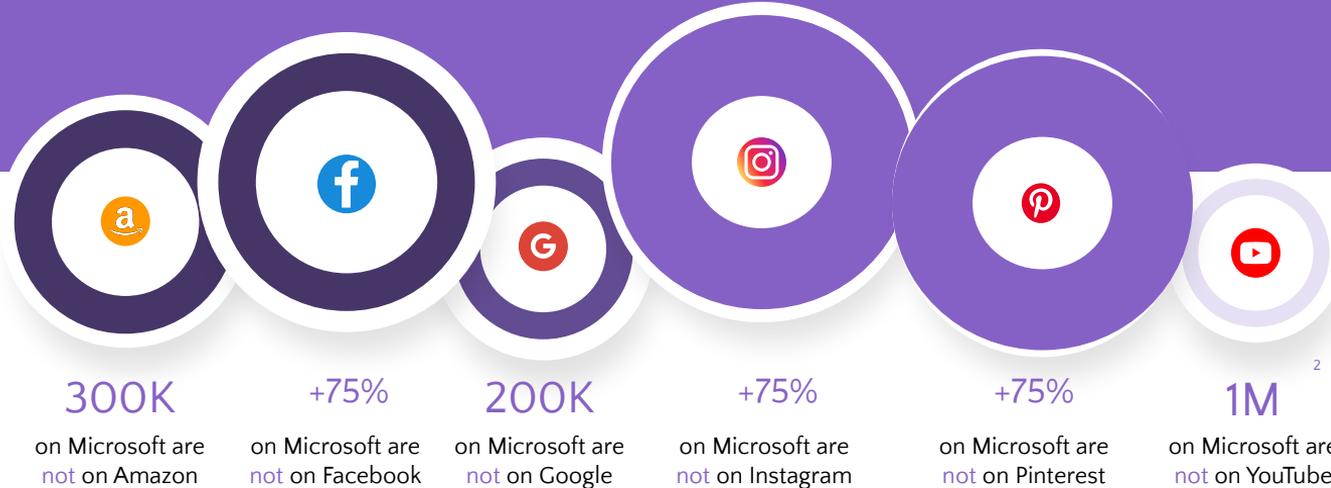
20% more likely  
to add to cart.



# With Microsoft, you're reaching a coveted audience

## 2 Million Users

A valuable, growing audience – including millions you're not reaching anywhere else.<sup>1</sup>





# Desktop Share since Copilot Launch in February 2023 vs February 2025

Austria Desktop	February 2023	February 2025	Change
Bing	11,54%	16,86%	+5,32pts
Yahoo	1,38%	2,16%	+0,78pts
Google	84,1%	77,62%	-6,48pts

Source: [gs.statcounter.com search-engine-market-share desktop Austria February 2023 vs. 2025](https://gs.statcounter.com/search-engine-market-share/desktop/Austria/February-2023-vs-2025)



# Microsoft Desktop Search Engine Market Share Österreich – August 2025

**Gesamtanteil 21,3%**

Bing	Yahoo	DuckDuckGo	Ecosia
14,5%	2,8%	3,3%	0,7%

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**Google**

76,6%

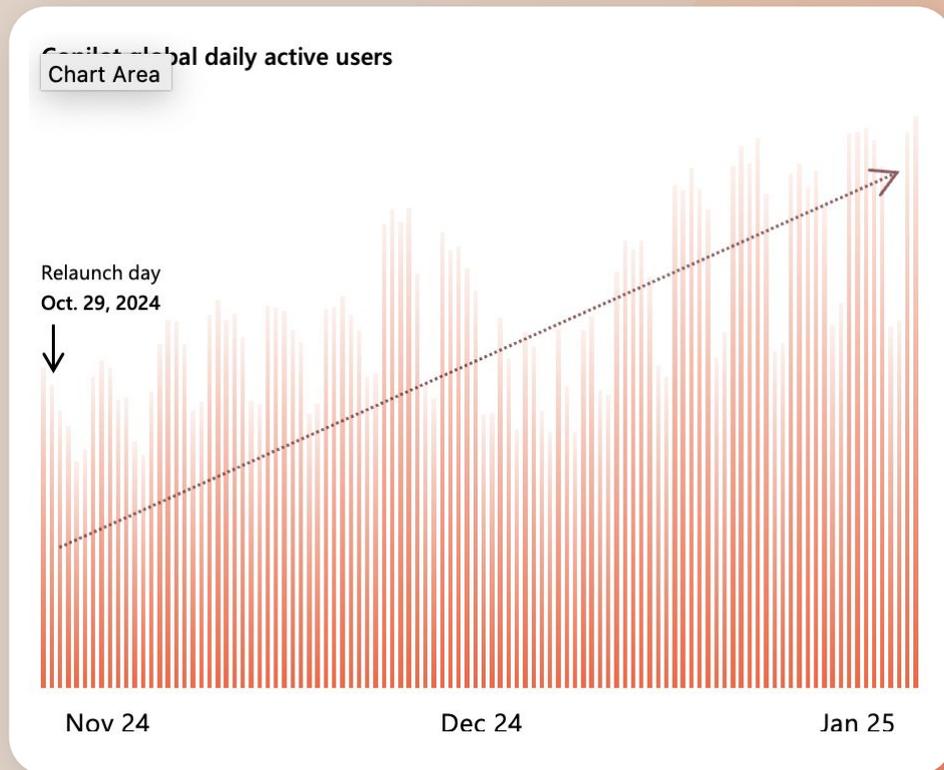
**Yandex**

1,8%

# Copilot's improved user experience attracts more daily users

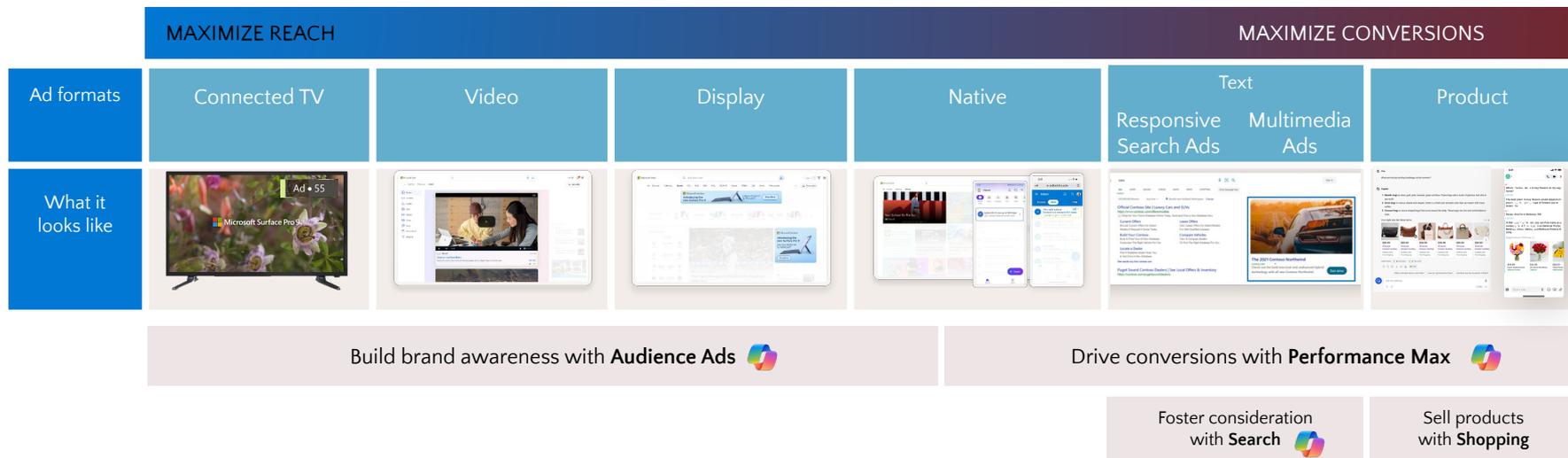
Strong growth of daily active users.

Accessible on phones, Windows, Edge, and any web browser.



# Reach customers with multiple ad formats

Customize your strategy to meet your marketing objectives and optimize your campaigns.



# Our audience intelligence connects you to an audience with intent

Leverage billions of permissioned first-party data points, combined across multiple properties, to reach your best customers.





# Woom Case Study

## Ziel:

Steigerung der Markenbekanntheit zur Produkteinführung der neuen woom go Kinderfahrradlinie.

## Herausforderung:

Familien effektiv und wirkungsvoll in digitalen Kanälen erreichen.

## Lösung:

- Einsatz von **Connected TV Ads** via Microsoft Audience Ads
- Zielgenaues Targeting über **In-Market Audiences**
- **Kurze, visuell ansprechende Videos** in lean-back Umgebungen (z. B. Smart TVs)

## Ergebnisse:

- **46 % Video Completion Rate** – hohe Relevanz und Engagement
- **500.000+ abgeschlossene Videoansichten** im Launch-Zeitraum
- Starke **Kosteneffizienz** bei hoher Reichweite

*„Microsoft Advertising’s Connected TV solution helped us reach families in premium streaming environments [...] with impressive cost efficiency.“ – Patrick Paluch, woom bikes*





# Warum Microsoft Advertising?



## Perfekte Ergänzung zu Google

Mehr Reichweite & dupliziert in wenigen Klicks



## Innovative Formate

CTV & Co-Pilot Kampagnen



## Corporate friendliness

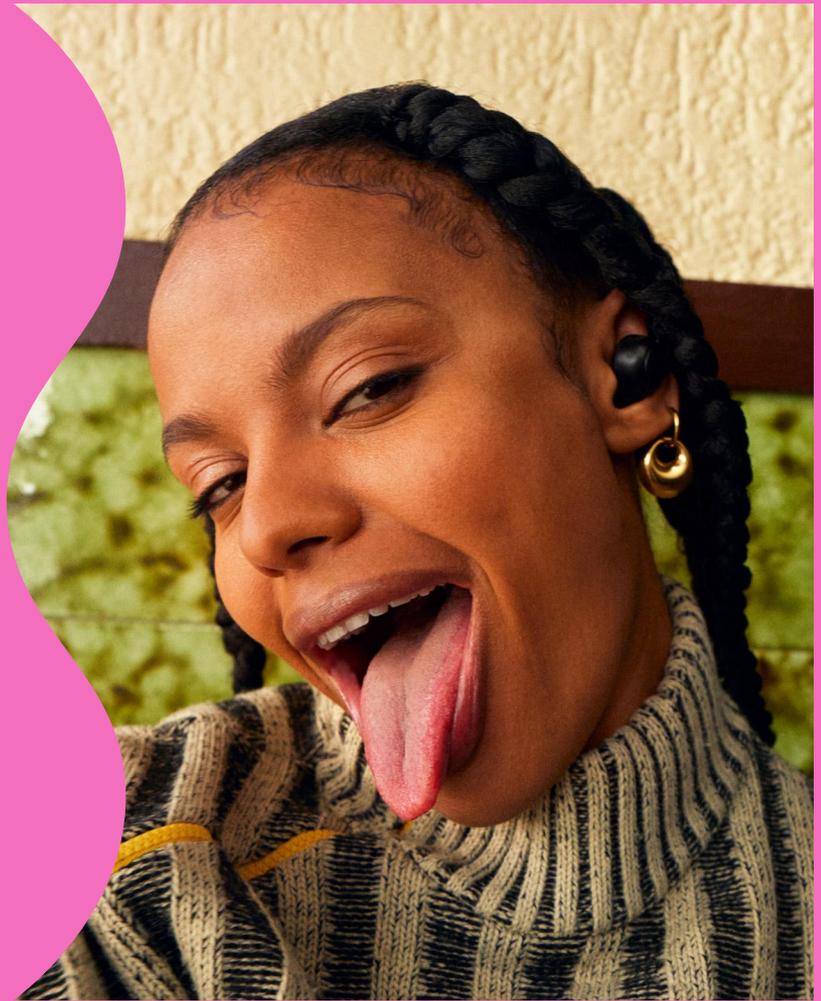
Dort werben, wo Google nicht kann



## LinkedIn Daten

Targeting durch LinkedIn-Verknüpfung verfeinern

# Why Spotify



# 2 hours per day

**study time** 🖋️

**pets** 🐶 🐱

**workout** 💪

**morning coffee** ☕

**chill time**

afternoon coffee

**concerts** 🌐

pre-dinner coffee 🌙 ☕

**roadtrip**

**glam** 💄

**cooking**

**dinner party**

**cleaning**

**commuting** 🚲 🌬️

**walking**

**break**

**me time**

**relax**

**bedtime** zzz

# +3.1M

## MAU Spotify Users in Austria

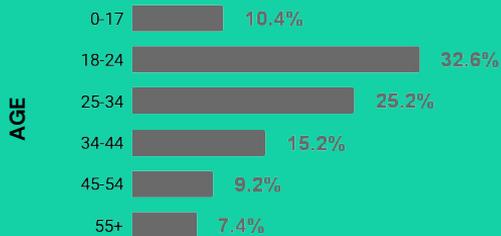
**55% Premium Users**

**45% Free Users**

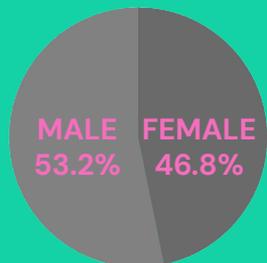
Impacted when they listen to music and podcasts.

# WHO THEY ARE AND HOW THEY STREAM

## WHO THEY ARE



## GENDER

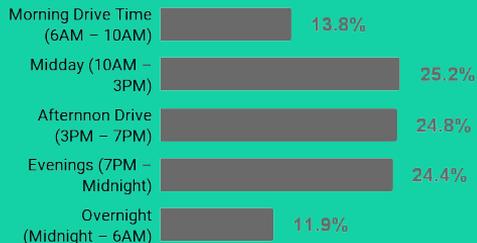


## HOW THEY STREAM

### DISTINCTIVE PLATFORMS

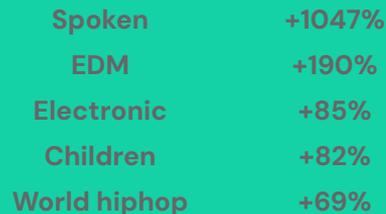


### DAYPARTS

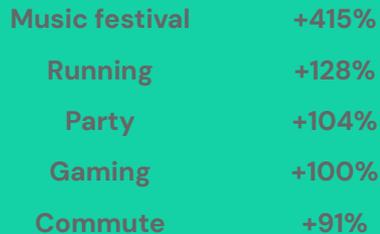


## WHAT THEY LISTEN TO

### DISTINCTIVE GENRES



### DISTINCTIVE MOMENTS



# Video consumption is rapidly growing on Spotify

+44%

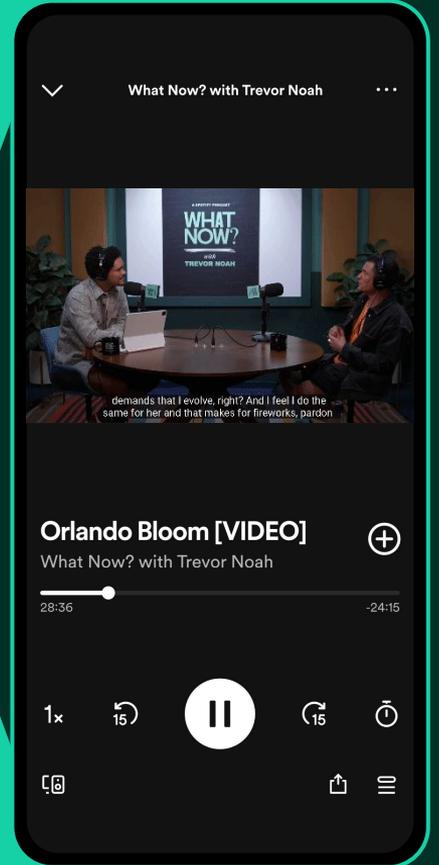
increase in  
Video streams

Over 70%

of users who consume  
video podcasts watch  
them in the foreground

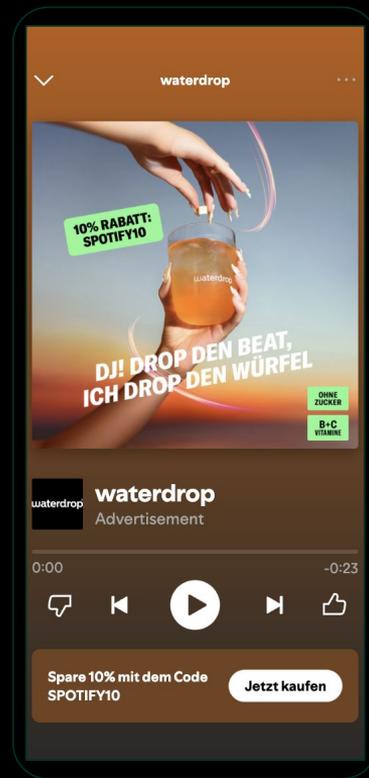
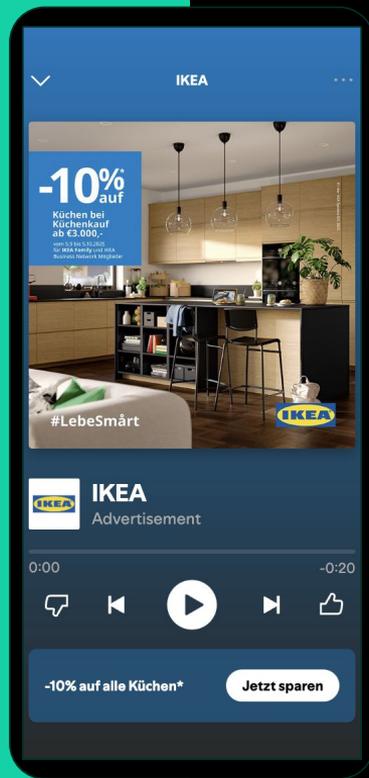
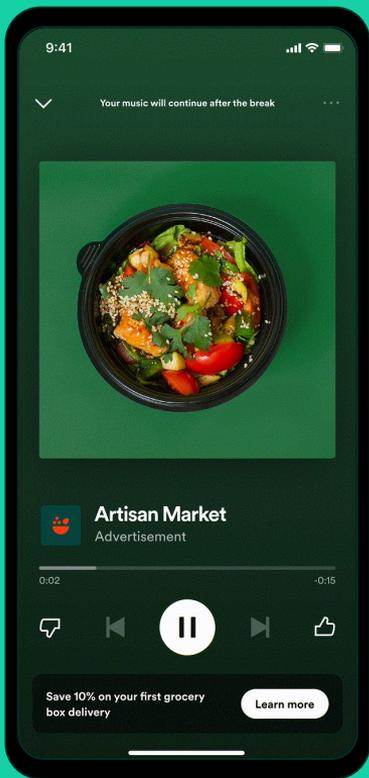
+170M

users have watched a  
video podcast on Spotify

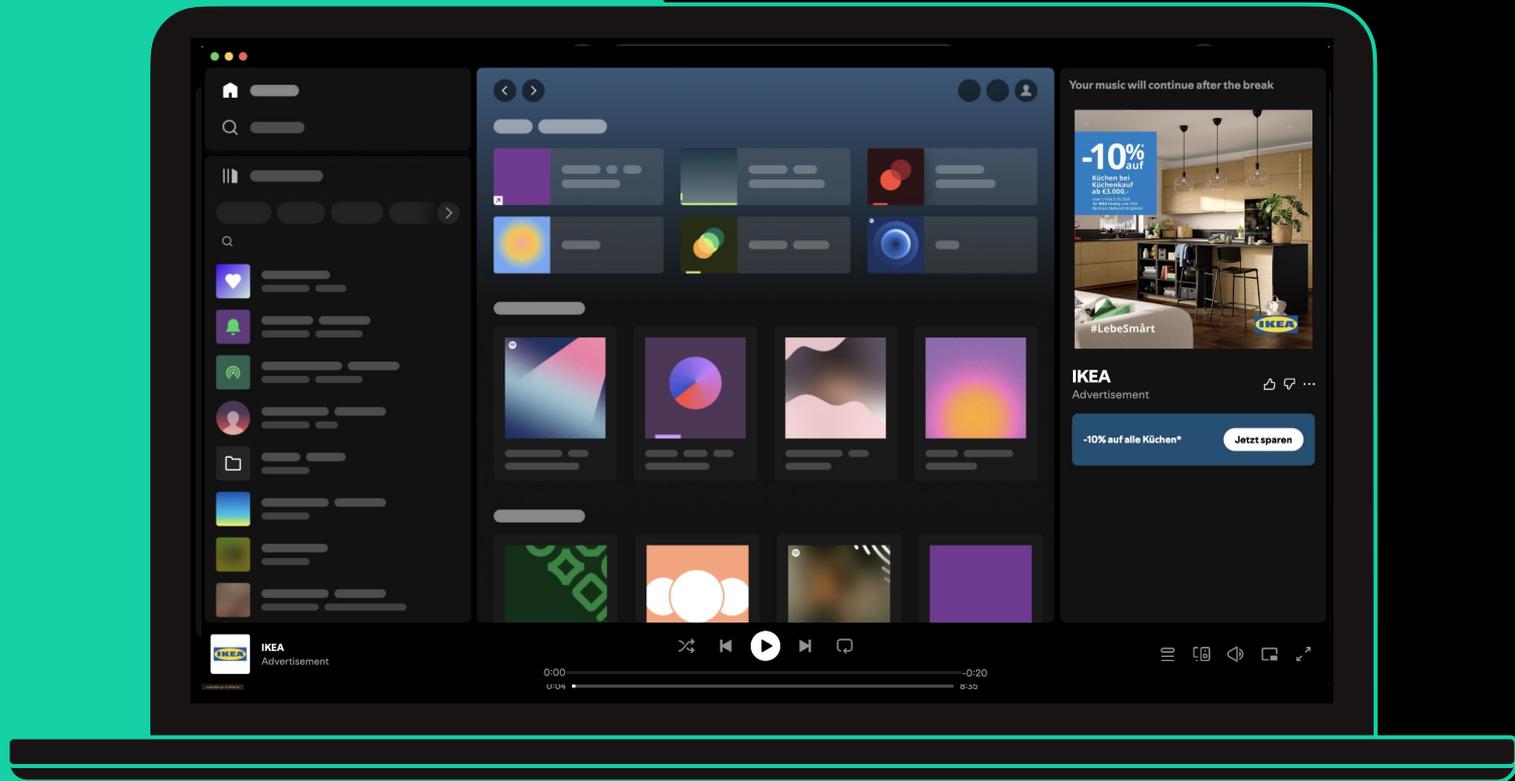


# How to advertise on *Spotify*



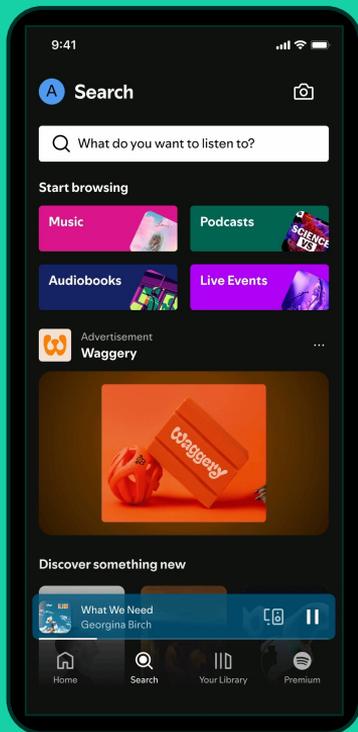


Audio Everywhere  
(Mobile)



## Audio Everywhere (Desktop)

Browse Display  
Search (mobile)



In-feed Display  
skippable while streaming



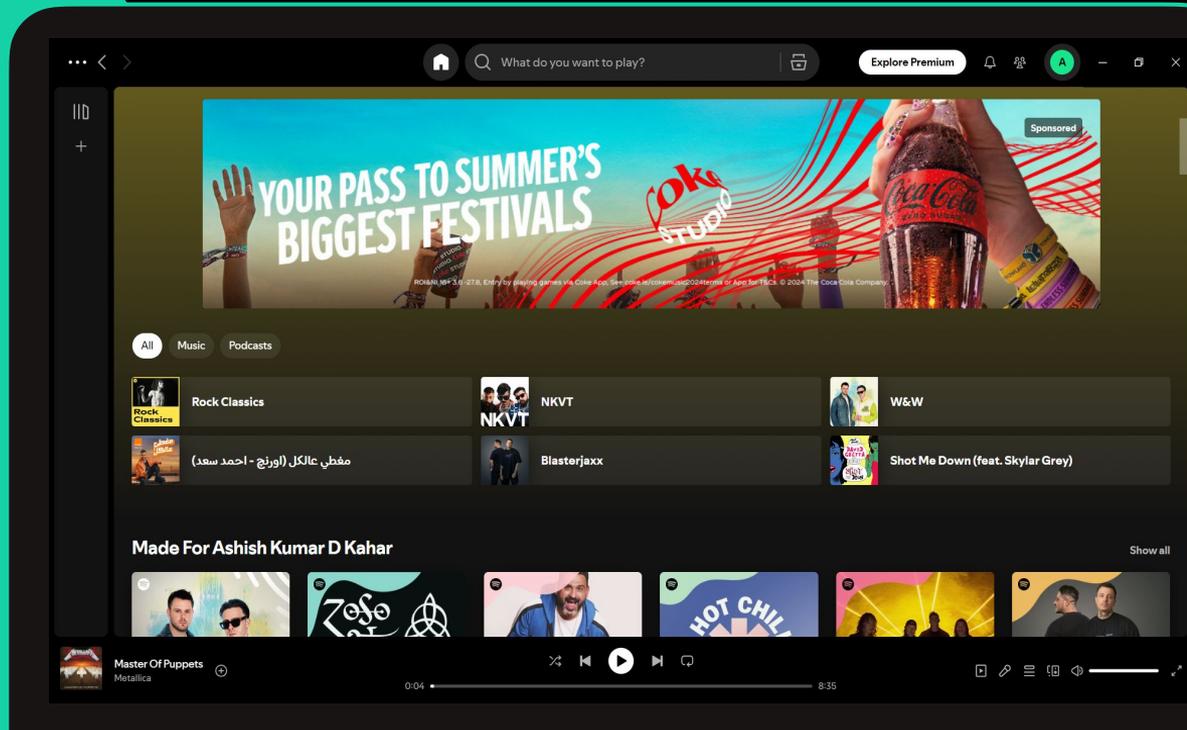
NEW Display Formats



Video Everywhere

# Homepage Takeover

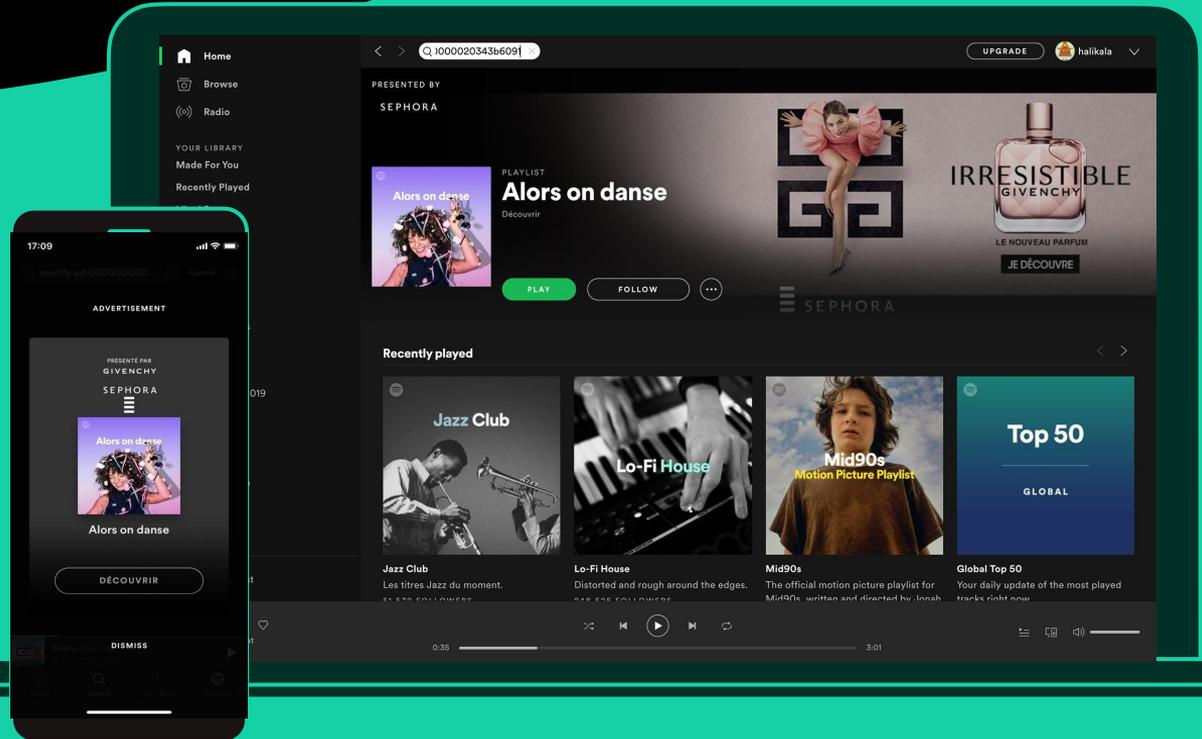
Benefit from an exclusive sponsorship of the homepage for a day. This will enable engagement with users through a visually appealing banner in an interactive environment, leading to increased traffic to your campaign or product.



# Sponsored Playlist

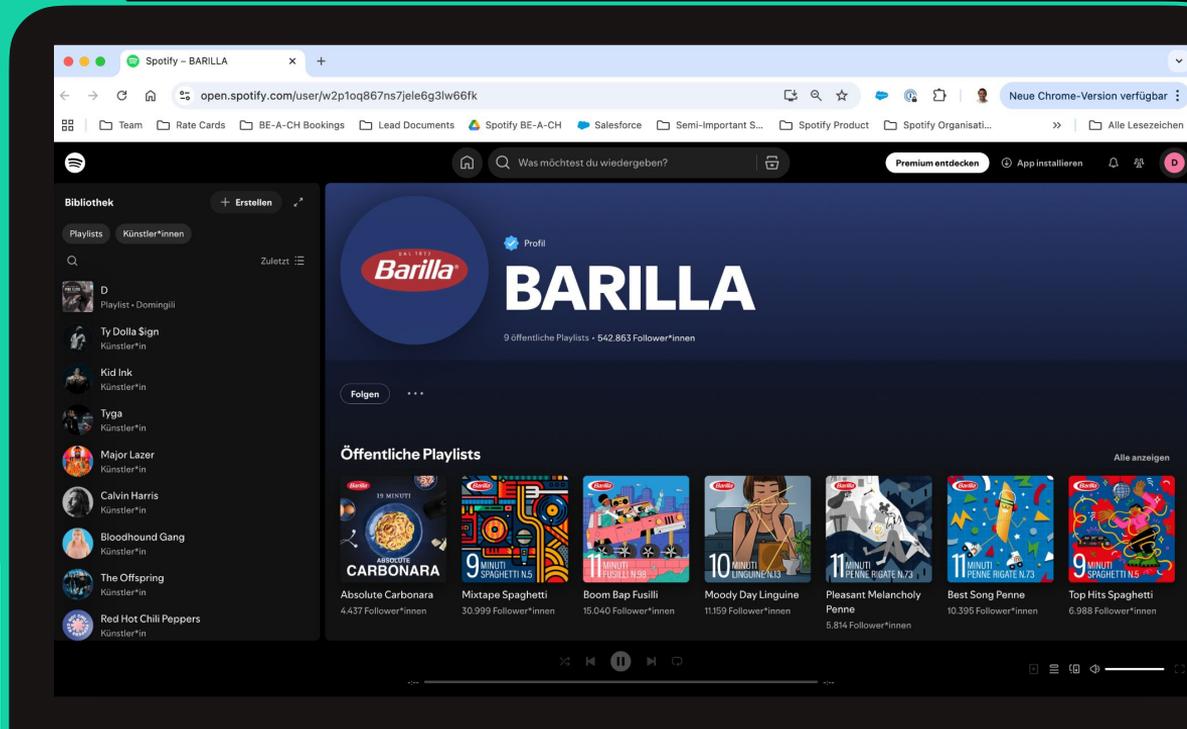
## Align your brand with Spotify's top franchise playlists

- Maximize brand awareness with your target audience
- Build a connection with your audience on their favorite playlist
- Amplify your brand's message with exclusive in-playlist media



# Verified Page + Spotify Codes

Create your own verified Spotify Profile and use your Spotify Code to print on your packages, billboard or website.





# Warum Spotify Advertising?



## Emotionales Werbeumfeld

Spotify ist der tägliche Begleiter in allen Alltagssituationen



## On- und Off-Screen werben

Mit Audio, Video und Display



## Neuer Ad Manager

Easy Access to Spotify Ads



## Ad Policy

Targeting ab 13 Jahren möglich inkl. Interessentargeting

Snapchat



Aleph





# Warum Snapchat Ads?



## Keine Sujet-Anpassungen

9:16 Format von Insta & TikTok Kampagnen nutzbar



## Engagement mit AR

Durchschnittlich 12 Sekunden Nutzung der Ads



## Brand Safety

Kein Community Management notwendig



## Ad Policy

Gambling und Alkohol Werbung erlaubt

Reddit



Aleph





# The Key to Context

All roads lead through  reddit

# Reddit's growth is a function of the **value of our communities**

**#1**

platform for community<sup>2</sup>

**+16B**

posts & comments<sup>1</sup>

**+100K**

communities<sup>1</sup>

**160M+**

US Weekly Average Uniques<sup>1</sup>

**+69%** YOY growth

r/Subreddit

r/Subreddit

r/Subreddit

r/Subreddit

r/Subreddit



# Reddit is where opinions are formed

r/creditcards

u/redditor1

**What single credit card would you recommend to the average spender?**

 **Vote**   Comment  Share

r/Sephora

u/redditor2

**Best shampoo and conditioner? (Sephora brands)**

 **Vote**   Comment  Share

r/caradvice

u/redditor3

**Need help finding the right car for me**

 **Vote**   Comment  Share

r/mattress

u/redditor4

**Someone just tell me which mattress to buy?!**

 **Vote**   Comment  Share



# Redditors are in the highest HHI tier, surpassing social competitors



**43%**

of redditors are  
"High-Earners"

*(have a high HHI\*)*



r/fatFIRE

# More than half of

high income shoppers  
*often-to-always* append  
“Reddit” to their search  
when researching for  
products/services on Google



Ads products

# Reddit Ads functionality at-a-glance

Free-form

9:41

Home

Vote

u/CampGlow Promoted

**Illuminate Your Adventures with Camp Glow: Lighting Solutions for Every Journey**

Camp Glow is your ultimate companion for all your outdoor lighting needs. From camping trips to off-trail adventures, our sustainable, impact-resistant, and stormproof lanterns and headlamps are designed to keep y...

20 19 Share

This screenshot shows a free-form advertisement on the Reddit mobile app. The ad is titled "Illuminate Your Adventures with Camp Glow: Lighting Solutions for Every Journey" and includes a small image of a Camp Glow lantern. The text describes the product as a sustainable, impact-resistant, and stormproof companion for outdoor lighting. The ad is promoted by u/CampGlow and has 20 upvotes and 19 comments.

Image

Home

1.2k 82 Share

u/CampGlow Promoted

**With Camp Light, it's only lights out when you say it is. Lifetime LEDs never need replacing and produce up to 800 lumens.**

campglow.com Learn More

20 19 Share

This screenshot shows an image-based advertisement on the Reddit mobile app. The ad features a large image of a glowing tent at night with the text "Camp Glow+ R/BACKCOUNTRY JUST GOT BRIGHTER." The ad is promoted by u/CampGlow and has 1.2k upvotes and 82 comments. A "Learn More" button is visible at the bottom right of the ad.

Video

Home

1.2k 82 Share

u/CampGlow Promoted

**Looking for a dose of earth this weekend? You can see it in all its glory with the rechargeable Camp Glow headlamp.**

campglow.com Learn More

20 19 Share

This screenshot shows a video-based advertisement on the Reddit mobile app. The ad features a video thumbnail showing a person wearing a Camp Glow headlamp. The text reads "Looking for a dose of earth this weekend? You can see it in all its glory with the rechargeable Camp Glow headlamp." The ad is promoted by u/CampGlow and has 1.2k upvotes and 82 comments. A "Learn More" button is visible at the bottom right of the ad.

Carousel

Home

1.2k 82 Share

u/CampGlow Promoted

**For camping or glamping, Camp Glow lanterns are lit. Sustainable, impact-resistant, and stormproof. Swipe to see our newest drop!**

1/5

campglow.com Learn More

20 19 Share

This screenshot shows a carousel-based advertisement on the Reddit mobile app. The ad features a large image of a hand holding a Camp Glow lantern. The text reads "For camping or glamping, Camp Glow lanterns are lit. Sustainable, impact-resistant, and stormproof. Swipe to see our newest drop!" The ad is promoted by u/CampGlow and has 1.2k upvotes and 82 comments. A "Learn More" button is visible at the bottom right of the ad. The carousel indicator shows 1/5 slides.



# Warum Reddit Ads?



## Engagierte Community

Hohe Interaktion in authentischen Diskussionen



## Höchstes HHI

Durchschnittlich Nutzer mit höchstem HHI



## Weniger Werbeauslastung

Botschaften wirken glaubwürdig im Umfeld



## Präzises Targeting

Interessen- & Community-basiertes Targeting möglich

Fazit



Alph





# Warum?



## Reichweite vergrößern

Das volle Potential von Digitalkampagnen nutzen



## Kosten reduzieren

Durch kostengünstigere Plattformen im Media Mix



## Richtig diversifizieren

Dort werben, wo die Zielgruppe ist



## Ein Partner ....

Der Zugang gibt und Know How liefert!

# Plattformübersicht - Cheat Sheet

Plattform	Platzierungen	Reichweite/Market Share	Zusammenfassung
<b>Microsoft Advertising</b>	Search Ads Audience Ads (Display, Video)	21,3% Market Share	Ergänzt Google um zusätzliche Reichweite und einfache Kampagnenduplikation, bietet innovative Formate wie CTV und Co-Pilot sowie Werbemöglichkeiten in Bereichen, in denen Google nicht vertreten ist. Durch die Verknüpfung mit LinkedIn-Daten lassen sich Zielgruppen besonders präzise ansprechen.
<b>Snapchat</b>	Snap Ads Story Ads Collection Ads Snap Commercials AR Lens	2.7 Mio. MAU	Snapchat Ads ermöglichen die einfache Nutzung bestehender 9:16-Formate von Instagram und TikTok und bieten hohes Engagement durch AR mit durchschnittlich 12 Sekunden Interaktion. Snap ist brand safe ohne Community Management und erlaubt Werbung in Bereichen wie Gambling und Alkohol.
<b>Reddit</b>	Promoted Posts, Promoted Video, Carousel Ads, Conversation Ads, Takeover Ads	3.5 Mio. User	Zugang zu einer engagierten Community mit authentischen Diskussionen. Ermöglichen zielgerichtete Ansprache durch vielfältige Formate. Dank hohem Nutzer-Engagement, speziellen Targeting-Optionen und weniger Werbeauslastung lassen sich Botschaften glaubwürdig platzieren.
<b>Spotify</b>	Audio Video Display Sponsored Playlists Homepage Takeover	1.4 Mio. MAU	Ein emotionales Werbeumfeld mit Werbung sowohl On- als auch Off-Screen durch Audio, Video und Display. Durch den neuen Ad Manager ist der Zugang erleichtert, und Targeting ist ab 13 Jahren inklusive Interessensauswahl möglich.



*Plattformvielfalt ist keine Herausforderung – sondern eure größte Chance, Zielgruppen gezielter zu erreichen und Budgets effizienter einzusetzen.*

ProSiebenSat.1  
PULS4

belvedere



= Österreich Werbung

Magenta®

greentube



REWE

win2day

BILLA

Austrian



sky



FALKENSTEINER  
HOTELS & RESIDENCES

woom™  
pedal your planet



westbahn

Schlumberger  
SEIT 1842



HUMANIC

ALBERTINA



Thank you!



**Aleph**