

# THE POWER OF THE SPLASH



The Daily Mail App Splash is a high-impact format that puts your brand front and centre the moment users launch the Daily Mail app - capturing immediate attention before they dive into the day's headlines.

We've enhanced the format to offer even more creative real estate, giving advertisers greater space to communicate their message to our most attentive users. It now includes a 3-second countdown timer, guaranteeing your ad is 100% in view for 3 seconds.

This unmissable format delivers results and places your brand at the heart of our most engaged audience.

## THE DAILY MAIL APP AUDIENCE ARE HIGHLY ENGAGED AND HIGHLY VALUABLE

**900K**

Unique daily users

**20 MINS**

Spent on the app per day

**x 3**

Visits per day on average

**2.5M**

App splash screen loads per day

**85%**

Are main shoppers (vs. GB 76%)

**67%**

ABC1 (vs. GB 61%)

## MAKING A SPLASH: UNMISSABLE, UNIQUE AND EFFECTIVE

**100%**

VIEWABILITY OF THE APP SPLASH FORMAT

**60%**

AGREE THE APP SPLASH IS A UNIQUE FORMAT

**+64%**

AVERAGE UPLIFT IN CONSIDERATION

## TO SUIT A RANGE OF CAMPAIGN BUDGETS AND OBJECTIVES, WE'VE CREATED THREE COST-EFFECTIVE PACKAGES

**£25,000**

Per day

App splash sponsorship

**£100,000**

Per week

App splash sponsorship

**£60,000**

Per day

App splash & App TO

Speak to your MMM sales contact today for the best deals and to find out how you can

**make a SPLASH!**

## APP SPLASH & APP TAKEOVER

Estimated daily impressions

**40.34M**

EST APP TAKEOVER IMPRESSIONS

**2.7M**

EST APP SPLASH IMPRESSIONS



**43.04M**

Total estimated impressions