

# Press Release

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**Bonial International GmbH**  
**Hussitenstraße 32-33**  
**D-13355 Berlin**

**Press Contact**  
**Frank Ahnefeld**  
**+49 (0)30 609 8960 550**  
**frank.ahnefeld@bonial.com**

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**Bonial: First seasonal highlights with the "EASTER DEALS"**

**Own, seasonal shelf in the "Easter Look & Feel"**

(Berlin). With a new, seasonal highlight, Bonial International, Germany's leading partner for digital platform-driven trade communication, is expanding its range of services. Just in time for Easter, top clients present themselves in their own, seasonal shelf in the "Easter Look & Feel". In Focus are products and offers for Easter.

From the 11th to the 21st of April - around the Easter Weeks - the companies exclusively place themselves with their Easter highlights on "kaufDA" and "MeinProspekt" in the specially designed "OSTER-DEAL-SHELF" by Bonial, providing additional inspiration and buying decisions offers.

Christoph Eck-Schmidt, Managing Director of Bonial, one of the largest shopper platforms in Germany, sees this first-time, seasonal and event-related highlight as another service for retailers and customers. "With this action, we also want to show how much our platform has evolved - from static to dynamic, innovative offerings and solutions. With the "EASTER-SHELF" a limited number of products of our retail customers are advertised and selectively promoted from the broad range - and brought closer to the users. We thereby create maximum attention for local offers around the Easter time. More than 10 million users use these offers every month. They expect personalized, customized content and individual products - also with regard to special seasonal events. We were able to win absolute top customers of the German retail trade for the "EASTER-DEAL-SHELF" and are all very excited about their special offers".

Christoph Eck-Schmidt continues: "In terms of attention, Bonial offers Champions League level digital commerce marketing, making us the ideal partner for national and local retailers. We achieve the right target group for every business without wastage and with our "Easter Look & Feel" set up for the first time, users who are exactly interested in the Easter offers of the shops in their catchment area. At the same time, we provide our dealers with comprehensive usage analyzes that provide elementary insights for offer planning, goods control and CRM measures. "

**More information:**  
**[www.bonial.com](http://www.bonial.com)**

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**18.04.2019** This first time offered "EASTER-SHELF" is the start for further own, seasonal shelves in the course of the year.

About Bonial:

More than 1.500 of the largest retailers and brands rely on Bonial's Drive-to-Store solutions. Bonial, part of Axel Springer SE, with more than 280 employees from over 40 nations, is the innovation leader and absolute market leader for digital retail marketing in Germany. The company with its "kaufDA" and "MyProspekt" platforms inspires millions of shoppers every month and connects them to their favorite stores and brands.



**Jetzt Oster Angebote finden!**

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