we

Advertising on WeTransfer

Our Media Kit

WeTransfer Advertising

Pioneers of fullscreen advertising

Advertising on WeTransfer is a unique opportunity to reach a huge global audience in a creative and compelling way.

We present your brand's message in a bigger, bolder and more beautiful way than any other online platform.
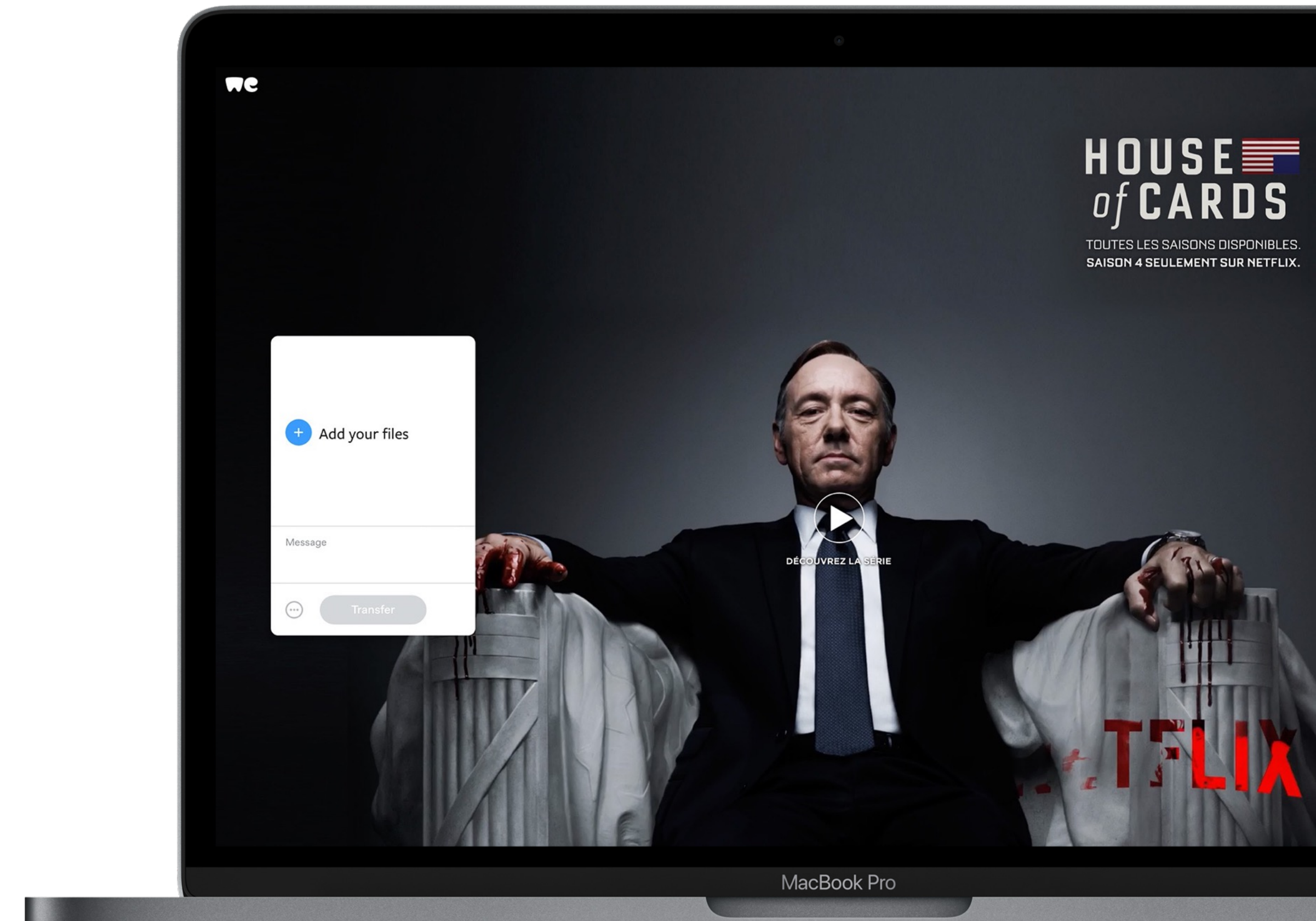

Dynamic - Animated Elements

Being Big and Beautiful is a Proven Success

Size does matter!

Research through DoubleClick, comScore and IAB shows clear correlation between advertisement size and campaign success. WeTransfer offers a click-through rate far beyond industry standards and more than double the industry standard engagement rate.

comScore shows that 52% of market share is attributable to creative quality. With our in-house creative studio, we will take your brand to the next level, and generate the highest possible return-on-investment.
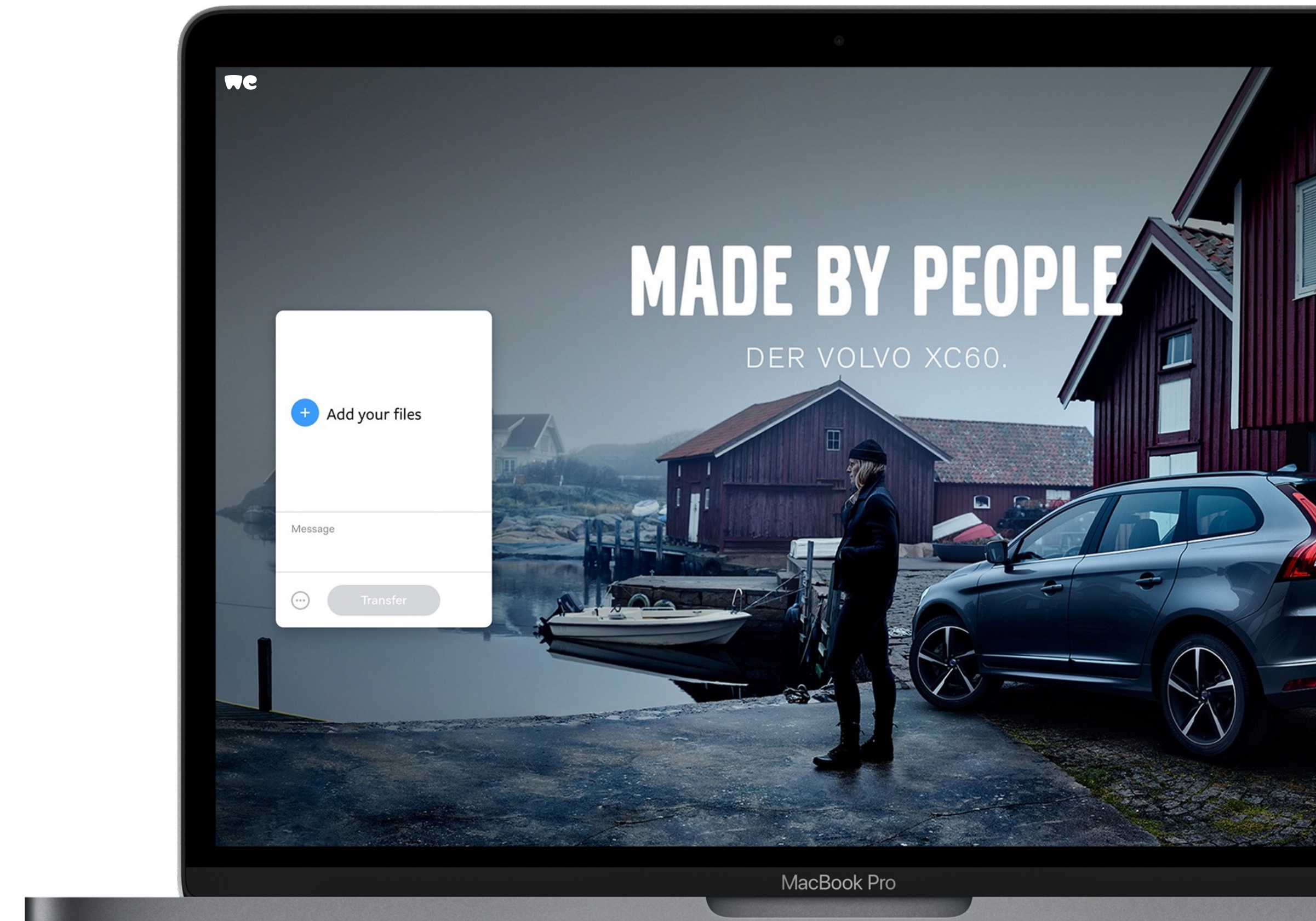

MacBook Pro

▶ Click to Play Video / Animated
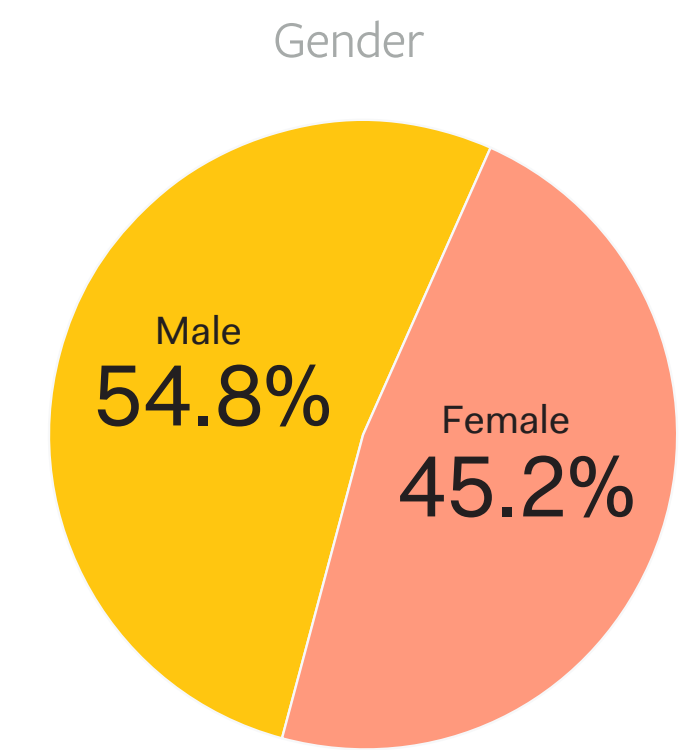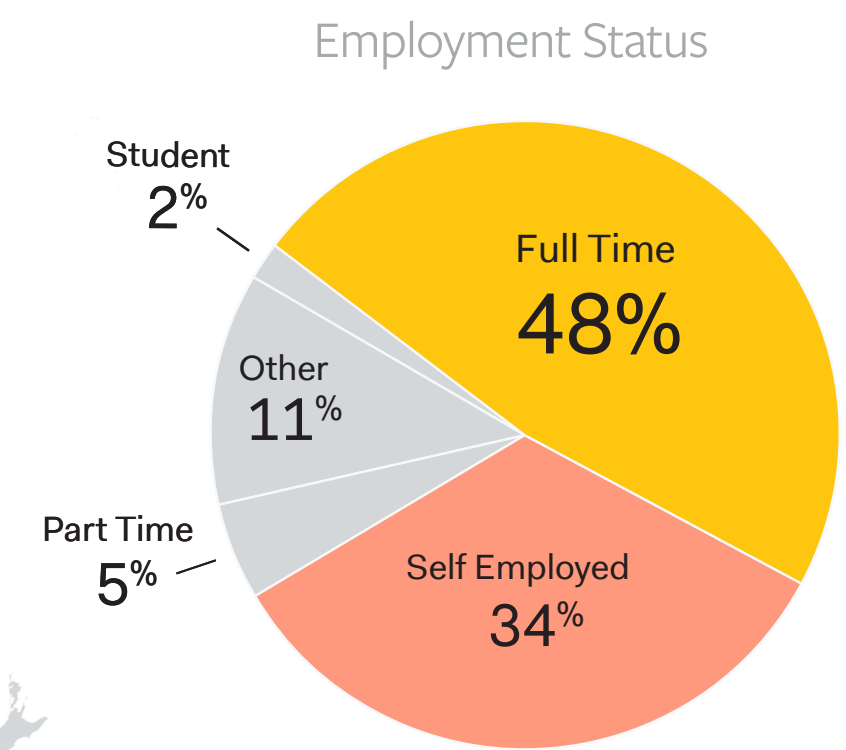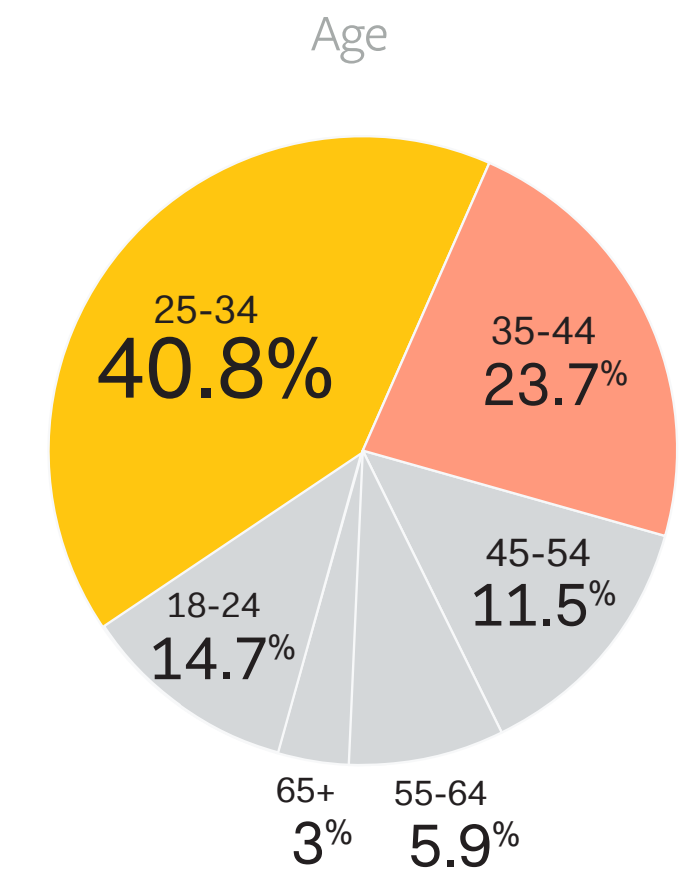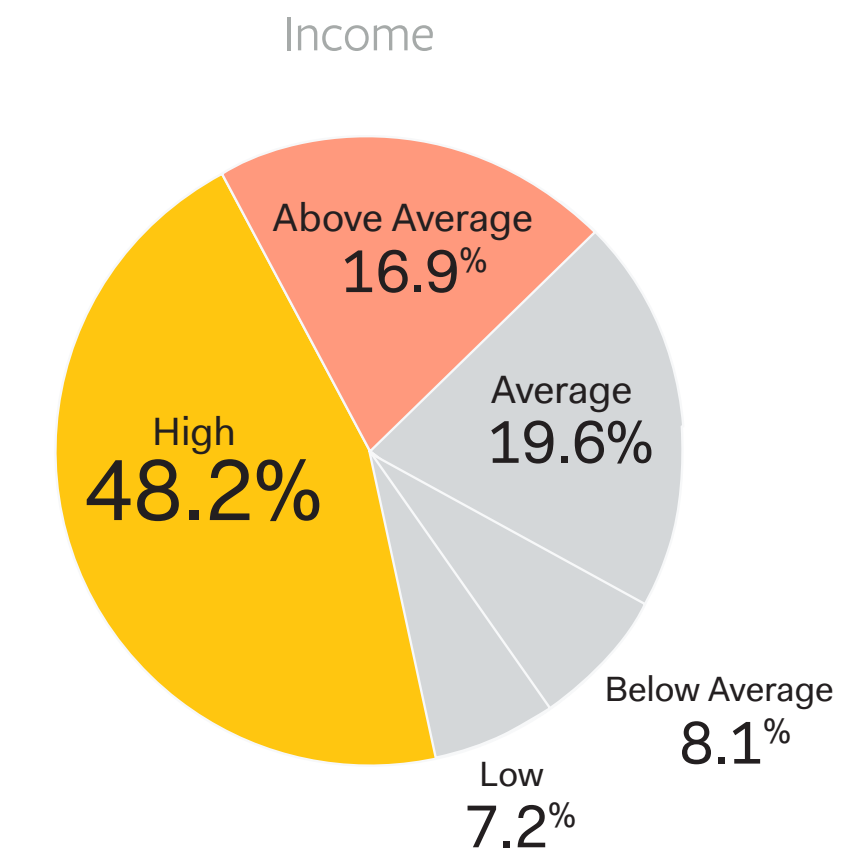
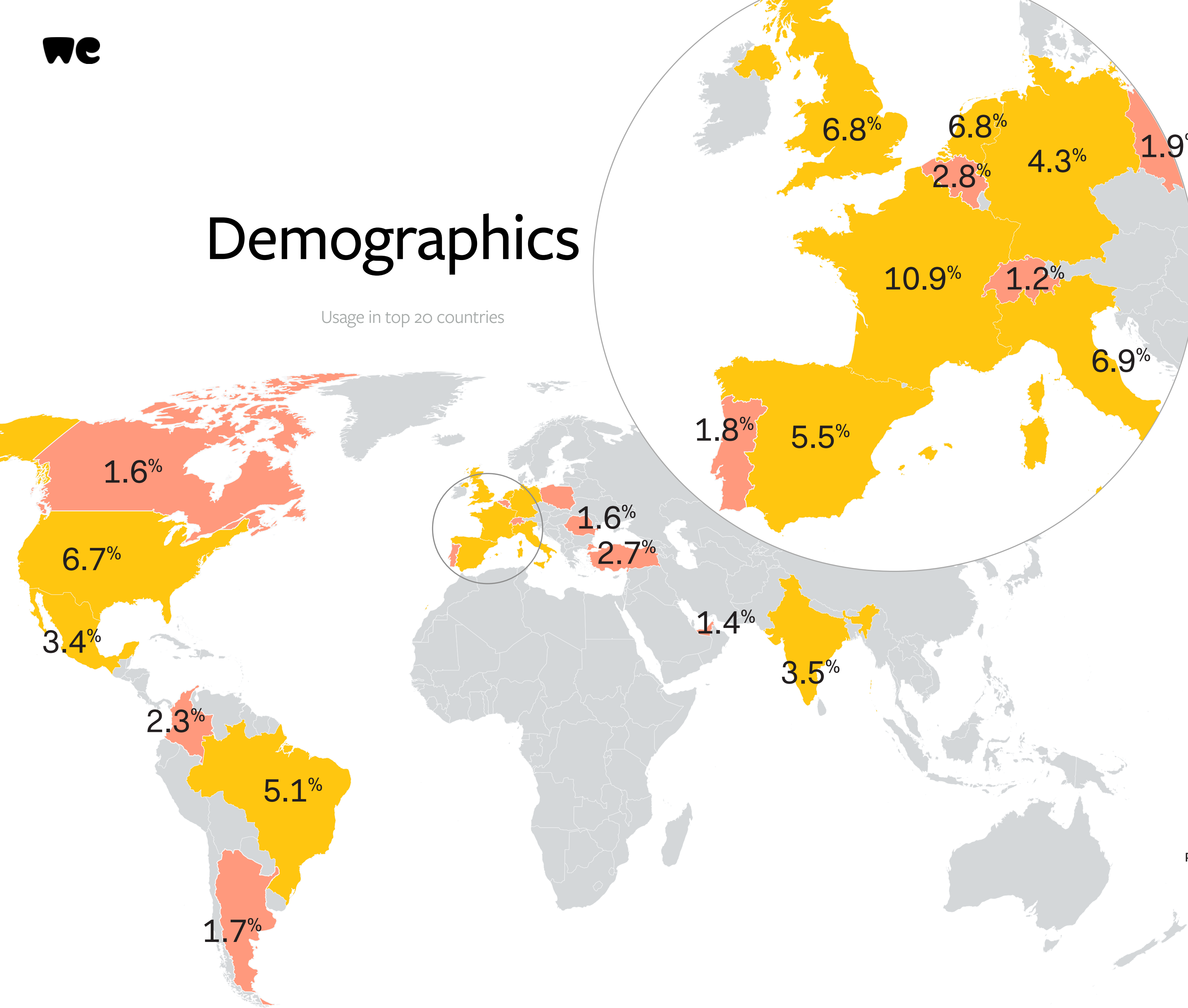And We're Only Getting Bigger

Our reach

Users keep returning to our simple and reliable product monthly, constantly accelerating our global reach.

- 1 billion ad-views and growing....
- Over 40 million unique users
- 100 million transfers
- Used in all countries
- Translated to 8 languages

MADE BY PEOPLE

DER VOLVO XC60.

Add your files

Message

Transfer

MacBook Pro

< /> Static & Responsive

we

Demographics

Usage in top 20 countries

Map percentages:
- 6.8%
- 6.8%
- 4.3%
- 1.9%
- 2.8%
- 10.9%
- 1.2%
- 6.9%
- 1.8%
- 5.5%
- 1.6%
- 6.7%
- 3.4%
- 2.3%
- 5.1%
- 1.7%
- 1.6%
- 2.7%
- 1.4%
- 3.5%

Income

- Above Average 16.9%
- Average 19.6%
- High 48.2%
- Below Average 8.1%
- Low 7.2%

Age

- 25-34 40.8%
- 35-44 23.7%
- 45-54 11.5%
- 18-24 14.7%
- 65+ 3%
- 55-64 5.9%

Employment Status

- Student 2%
- Full Time 48%
- Other 11%
- Part Time 5%
- Self Employed 34%

Gender

- Male 54.8%
- Female 45.2%

Tailored to your needs

A world of possibilities

All positions come with a fullscreen ad-placement, optional targeting
and a minimum of 45 second view-time.
Our in-house design studio helps you design and build your
advertisement, and answer any creative questions.

Take Overs
- Fixed Price
- 100% SOV on a single day
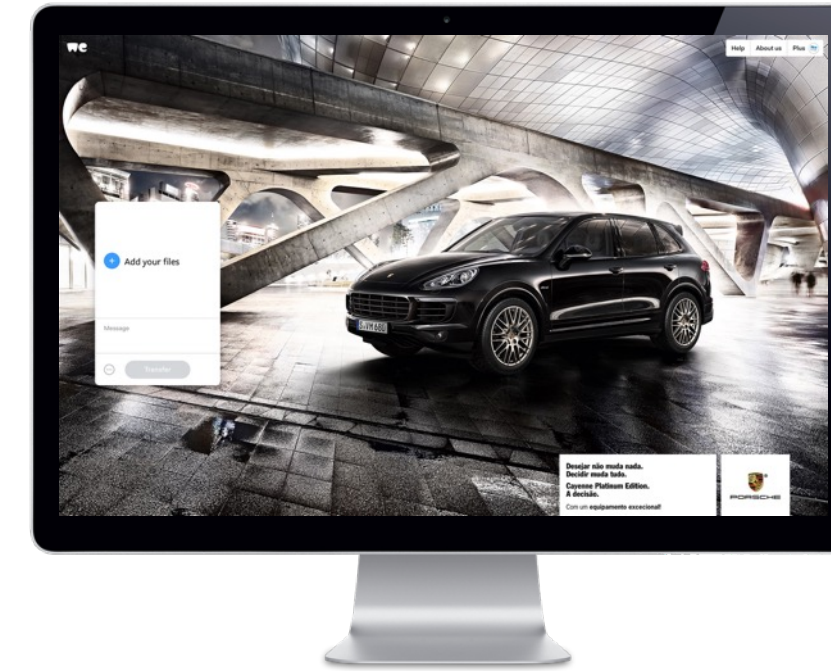- At least 3 different ads in rotation

Platinum Positioning
- CPM based pricing
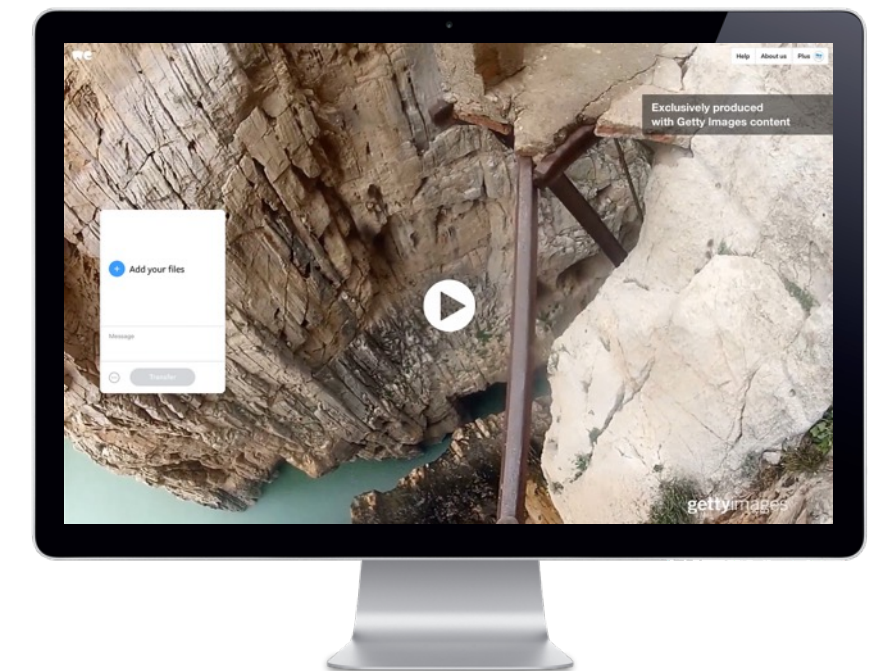- Display Positions 1-5
- Optional Targeting

Premium Positioning
- CPM based pricing
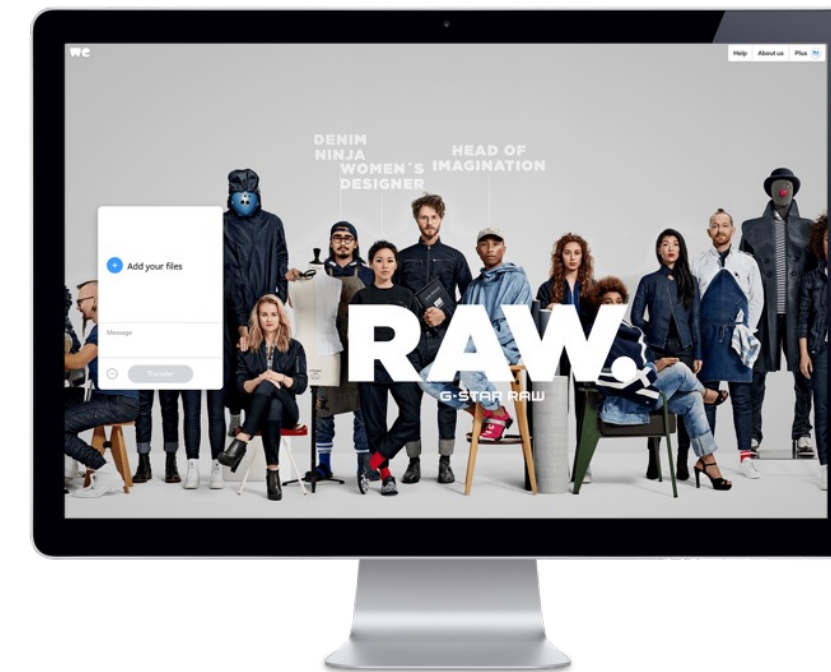- Display Positions 1-10
- Optional Targeting

Advertisement options

Simple, Static & Responsive

Looped Video or Click to Play

Dynamic - Animated Elements / Slider

Custom - Anything you can Imagine