VISITORS

Meet the most relevant business audience in industry:
like no other event DMEXCO offers the highest density of executives and decision-makers – the fuel for your growth.

DMEXCO is the key hub for the digital economy

40,000
marketing executives & digital experts

2,200
brands

15%
attendees with commerce background

DMEXCO underlines its business relevance

65%
of DMEXCO visitors have purchasing power

+11% vs. 2025↑

30%
of DMEXCO visitors hold C-level roles

DMEXCO is international

80 countries



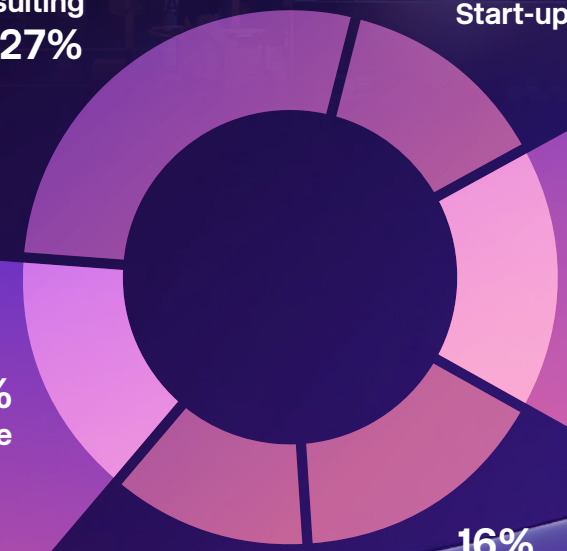
international national visitors

Top 10 countries:

01 Germany
02 UK
03 Netherlands
04 Austria
05 Switzerland
06 USA
07 France
08 Israel
09 Spain
10 Poland

VISITORS

DMEXCO covers all relevant industries & brands



Agency / Consulting 27%

12% Start-ups & others

Advertisers / Brands 18%

23% Online Media
18% FMCG
13% IT and Services
13% Telecommunications
11% Finance
7% Automotive
6% Travel
5% Pharma
3% Transport

16% Media / Publisher

12% MarTech / IT / Software

15% Commerce

19% B2B Commerce, Wholesale & Industrial Trade
18% Fashion, Apparel & Accessories
17% Food, Beverage & Grocery
16% Home, Living, Furniture & DIY
16% Beauty, Health & Personal Care
14% Consumer Electronics & Consumer Goods

VISITORS

Top 10 visitor interests

01 Content Marketing & Storytelling
02 Performance Marketing
03 B2B
04 Social Media
05 Video Advertising
06 Commerce & Retail
07 Ad Networks
08 Artificial Intelligence
09 Display
10 TV | CTV | ATV | VOD

Job profiles

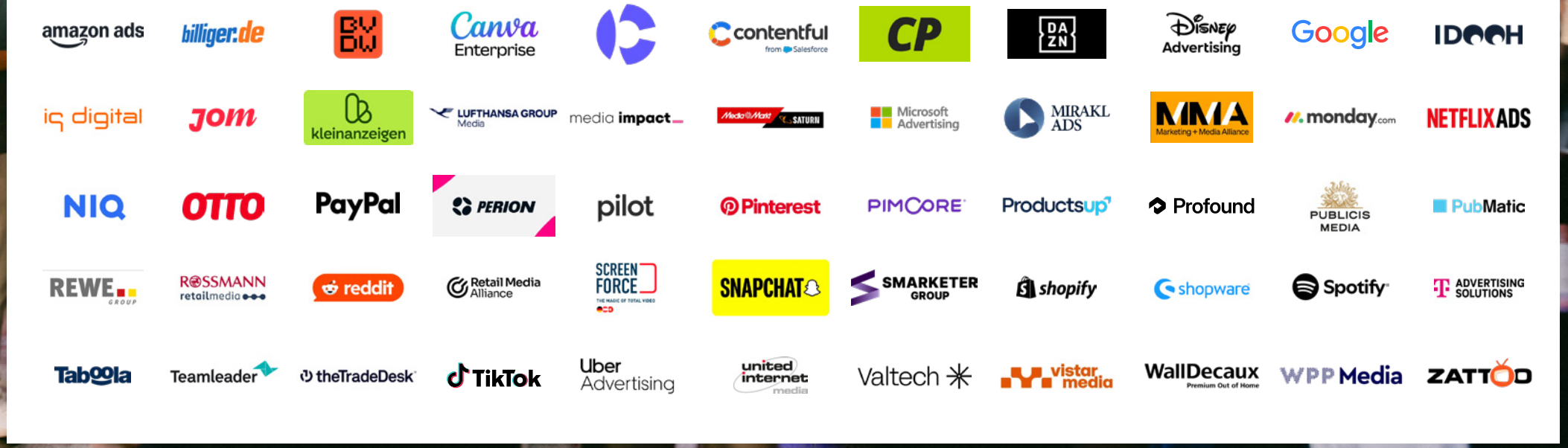
Executive Management / CEO
Chief Marketing Officer, Head of Marketing
Chief Commerce Officer, Head of Commerce
C-Level, Head of Digital / Technology /Data
Other C-Level Executive
Other Department / Division Head
Marketing Management
Commerce / Shop Management
Digital / Technology / Data Management

EXHIBITORS & PARTNERS

DMEXCO stands for business first. Each year, global tech companies, international brands, agencies, SMEs, and start-ups attend DMEXCO to boost their sales, network, and present leading-edge innovations.

700
exhibitors and partners

36
countries



Excerpt

MEDIA

An outstanding partner network of leading industry associations and international media players as well as hundreds of international accredited media representatives on-site attract maximum attention and high-value contacts to DMEXCO.

Online: 102,000,000
Print: 2,300,000
Radio: 2,600,000
TV: 152,000

290
media representatives

49
partners & associations

107,000,000*
media reach

Adformatie · Admanager forum · bizibl marketing · Business Punk · brandeins · DIGIDAY · DIGITAL BASH · ESM European Supermarket Magazine · Frankfurter Allgemeine Premium · Focus Business · m&k · Händlerbund · Handelsblatt KI circle · heise online · Horizont · Horizont · KI Marketing Magazin · marketing Börse · MEEDIA · MKD MarketingDirecto.com · Online Marketing .de · Ps Programmatic Spain · smartville digital Newsroom For The MICE World · Startup Valley news · Startup Insider · STRIVE · t:n digital pioneers · tech eu · VIDEOWEEK · W&V

Excerpt

*September 2026

CONFERENCE

On the stages of the DMEXCO Conference, digital visionaries, marketing leaders, and creative master-minds discuss the most important topics of today's and tomorrow's digital agenda.

17
stages

1,000+
speakers

250
hours of program

535
sessions



