



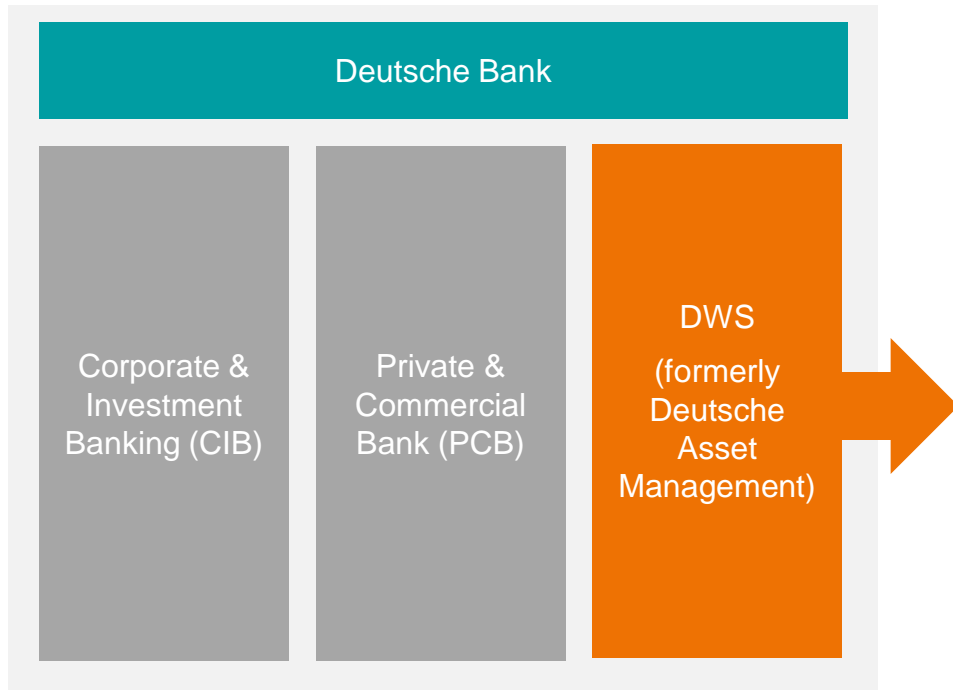
PROGRAMMATIC AT DWS GROUP

Global Digital Marketing | Digital Analytics

Anneke Jara Tietje 04/11/2018

As of April 2018

A CORE PILLAR OF DEUTSCHE BANK



EUR **700bn** invested assets¹



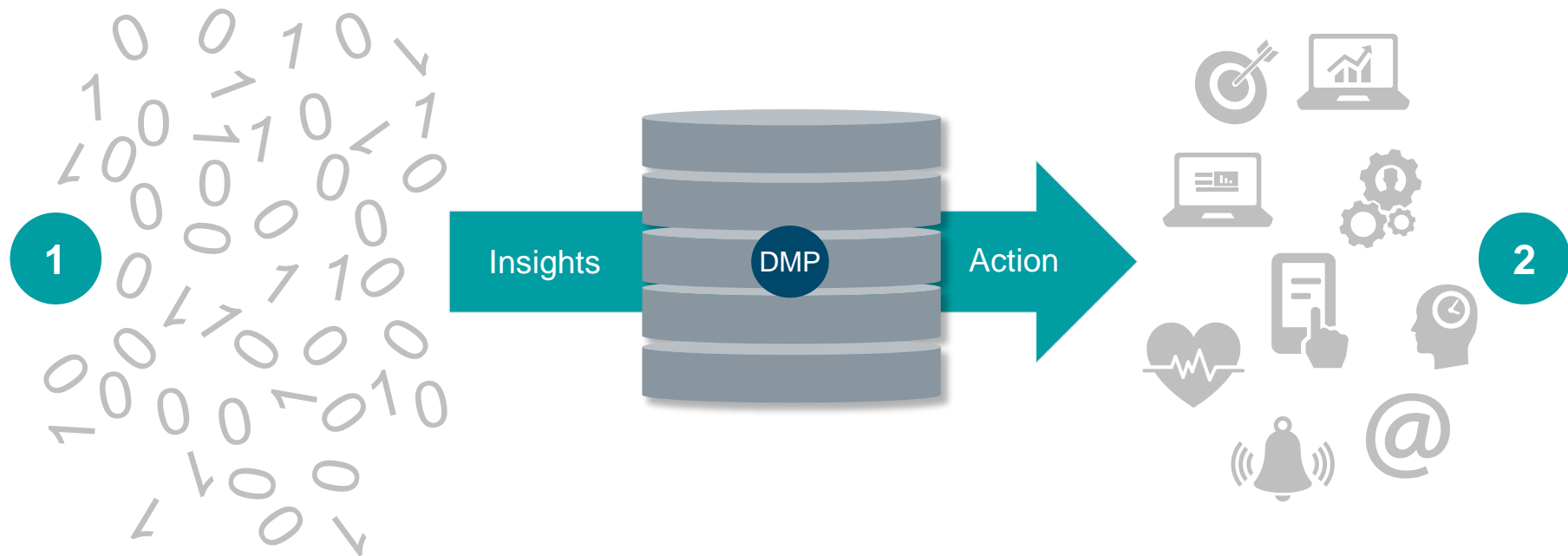
About **4,000** employees globally²



No.1 retail asset manager Germany³

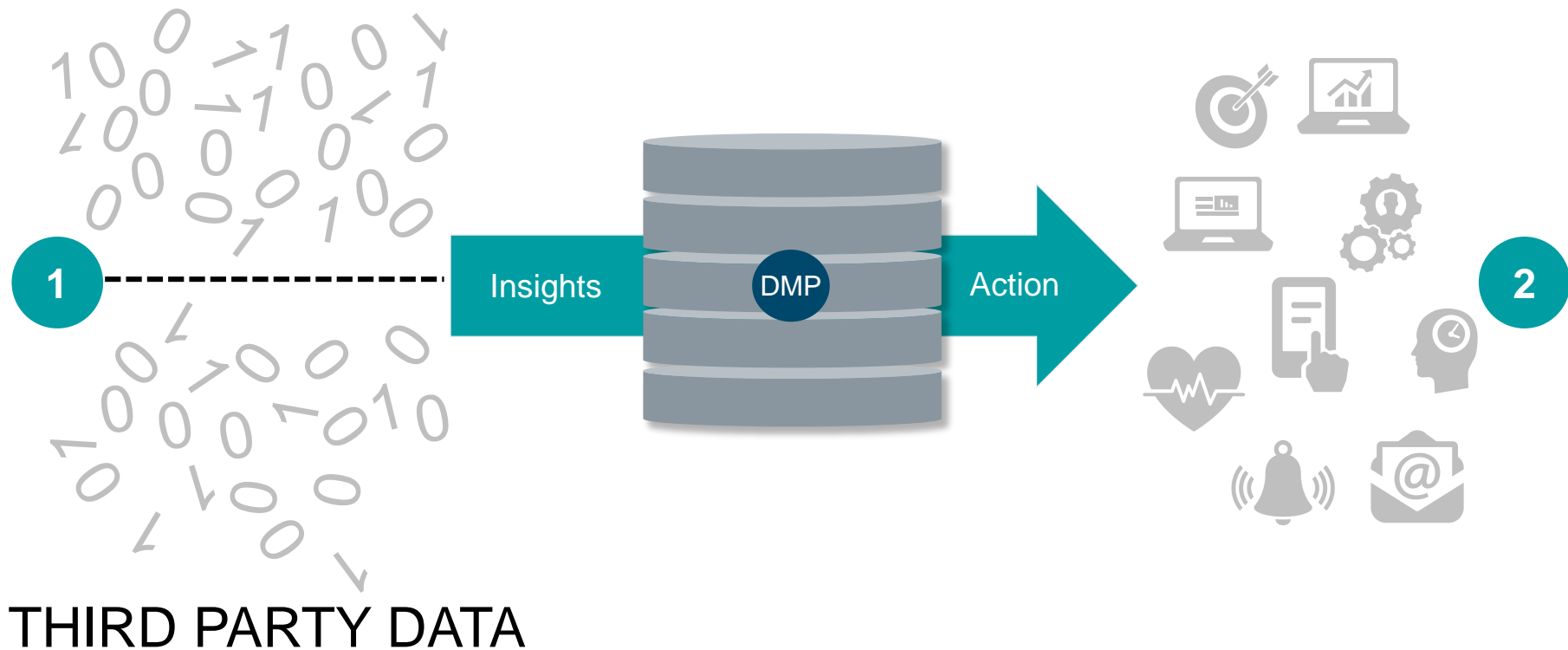
A conceptual image featuring a human hand on the left and a metallic, articulated robotic hand on the right, both reaching towards each other. The background is a solid teal color. The text 'MARKETING AUTOMATION AT DWS' is centered in white, bold, sans-serif capital letters, overlaid on the space between the two hands.

MARKETING AUTOMATION AT DWS

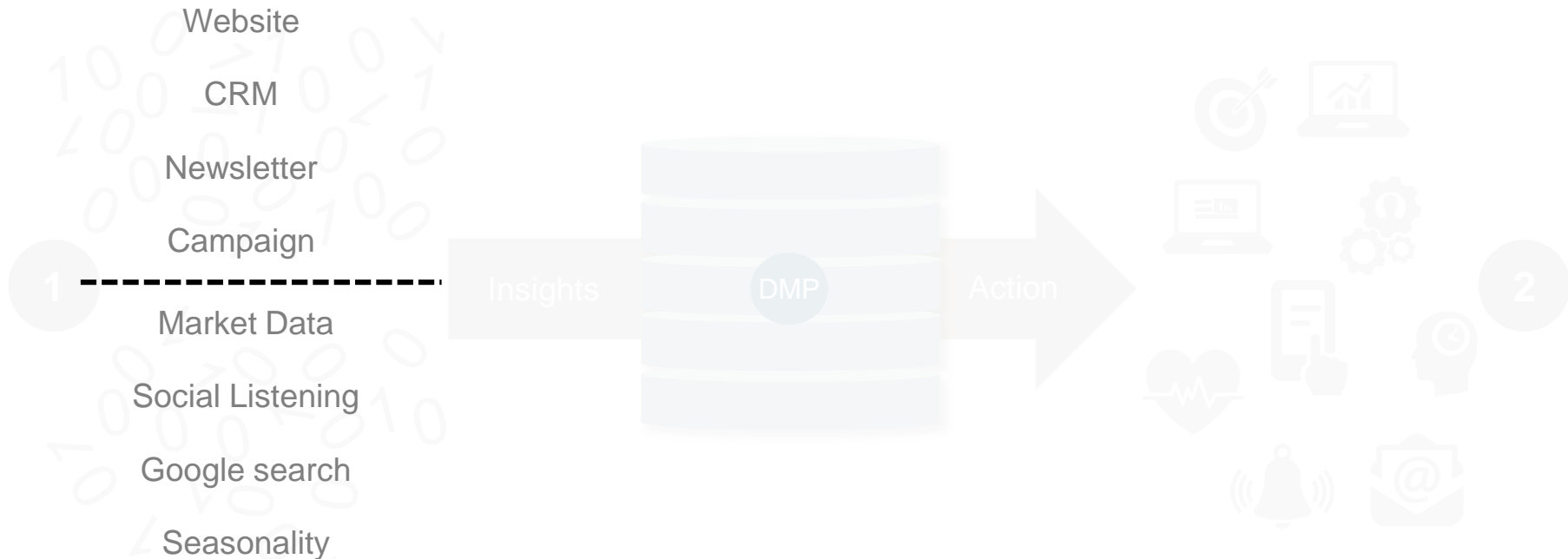




FIRST PARTY DATA



FIRST PARTY DATA

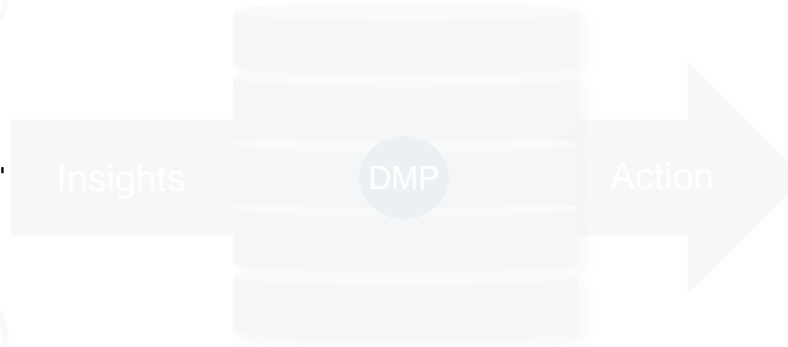


THIRD PARTY DATA

FIRST PARTY DATA



THIRD PARTY DATA



EXAMPLE



A conceptual image featuring a globe constructed from interlocking puzzle pieces. The globe is rendered in a teal color with a glossy, reflective surface. One puzzle piece is missing from the upper-left quadrant, revealing a solid teal background behind it. The word "RELEVANCE" is centered in white, uppercase, sans-serif font over the globe.

RELEVANCE

...FOR ONE



...FOR ALL



...FOR ONE



...FOR ALL



A person is standing on a rooftop, looking out over a city skyline at night. The person is silhouetted against the bright lights of the city. The city skyline is filled with many tall buildings, some of which are brightly lit. The sky is dark, and the overall scene has a blue and teal color cast. The word "SUMMARY" is written in large, white, capital letters across the center of the image.

SUMMARY

BE NICE TO YOUR USERS. TREAT ADVERTISING AS A SERVICE!



..CLIENT-CENTRIC



..RELEVANT



..SCALABLE



THANK YOU!



<https://dws.com>



anneke.tietje@dws.com



[@annekejara](https://twitter.com/annekejara)