

# automatica successes

June 27–30, 2023

## Social

over  
**213,000**

organic impressions  
on LinkedIn

more than  
**230,000**

reach on Instagram  
and Facebook

## Media

Around

**56 million**  
Als  
and **336,000**  
print reach

More than

**187,750**  
clicks

## Press work

Around

**4,000**  
posts

More than

**325 million**

overall reach

## Media channels



LinkedIn



Facebook



Instagram



YouTube



Google



Microsoft



Programmatic



Print & IO

## Media collaboration

- VDI Nachrichten
- mi connect
- Konradin Publishing House
- TeDo Publishing House
- Handelsblatt Media Group
- WirtschaftsWoche
- Automotive Manufacturing Solutions
- Mediabureau Leiden BV

## Mailings

delivered mails

**311,000**

effective click rate

**21.7 %**

