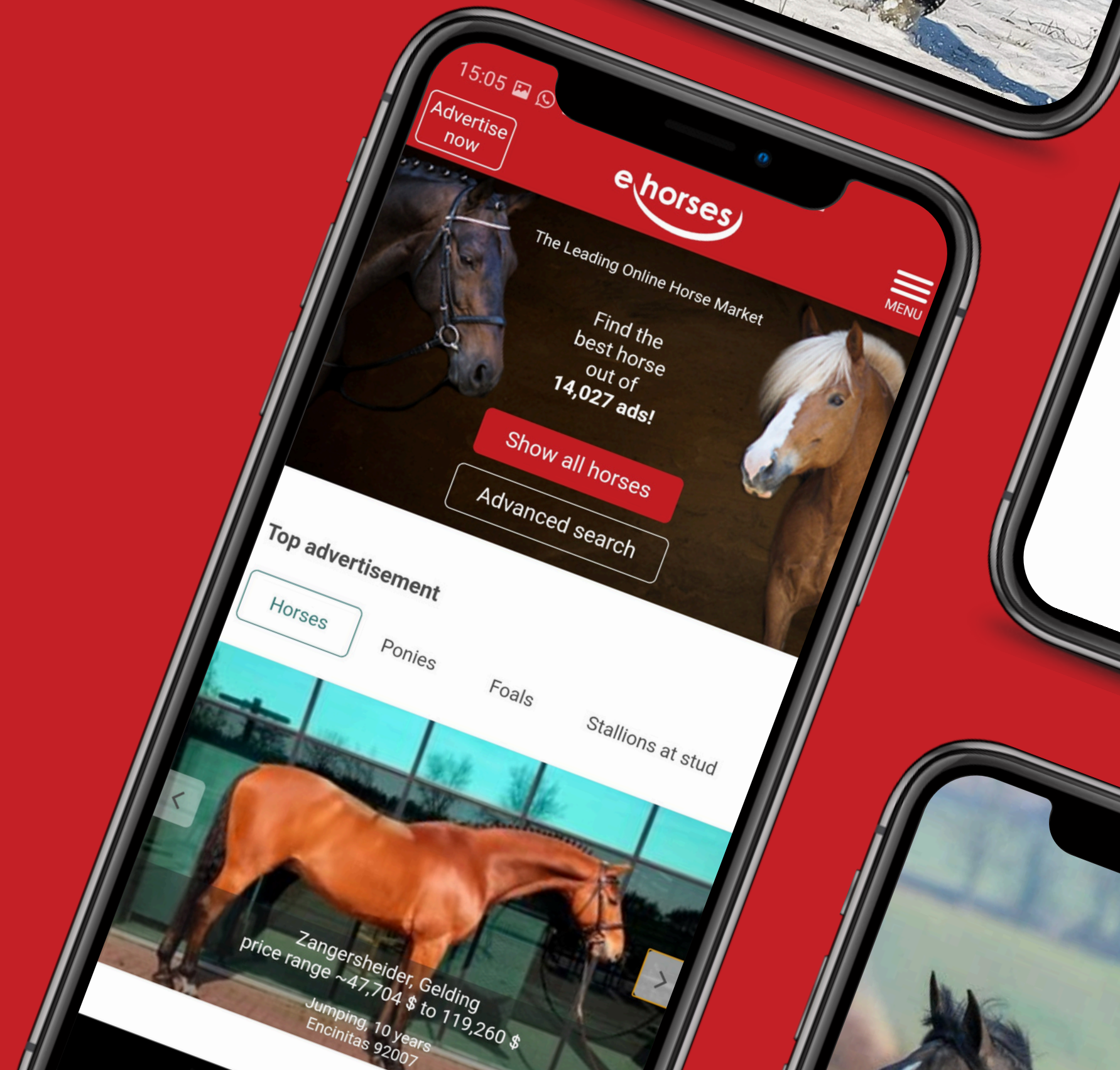


DIGITAL GALOPP – ONLINE MARKETING IN THE MODERN HORSE WORLD

AI and Digital Transformation in the
Equestrian Industry



WBFSH



ABOUT ME

- 2013 - present CEO ehorses GmbH & Co. KG
- 2011 - 2013 Marketing Manager ehorses GmbH & Co. KG
- 2009 -2011 Leadership trainee at the German Equestrian Federation (FN)
- 2008 - 2009 Project Manager Van Hall Larenstein University of Applied Sciences, NL
- Studies**
- 2004 - 2008 Bachelor Equine Management, VHL, NL
- 2012 - 2014 MBA General Management, University of Wales



Lena Büker

AGENDA

01 ehorses Overview

Introduction to ehorses - The world's largest online horse marketplace and its transformative impact on the digital equine trade industry

02 Data & Market Development

Federation data on ehorses from 2021-2024 - Analysis of market trends and trading volumes across breeding associations worldwide

03 AI Implementation Best Practices

How AI is leveraged at ehorses - Practical applications and implementation strategies that breeding federations can adopt in their daily operations

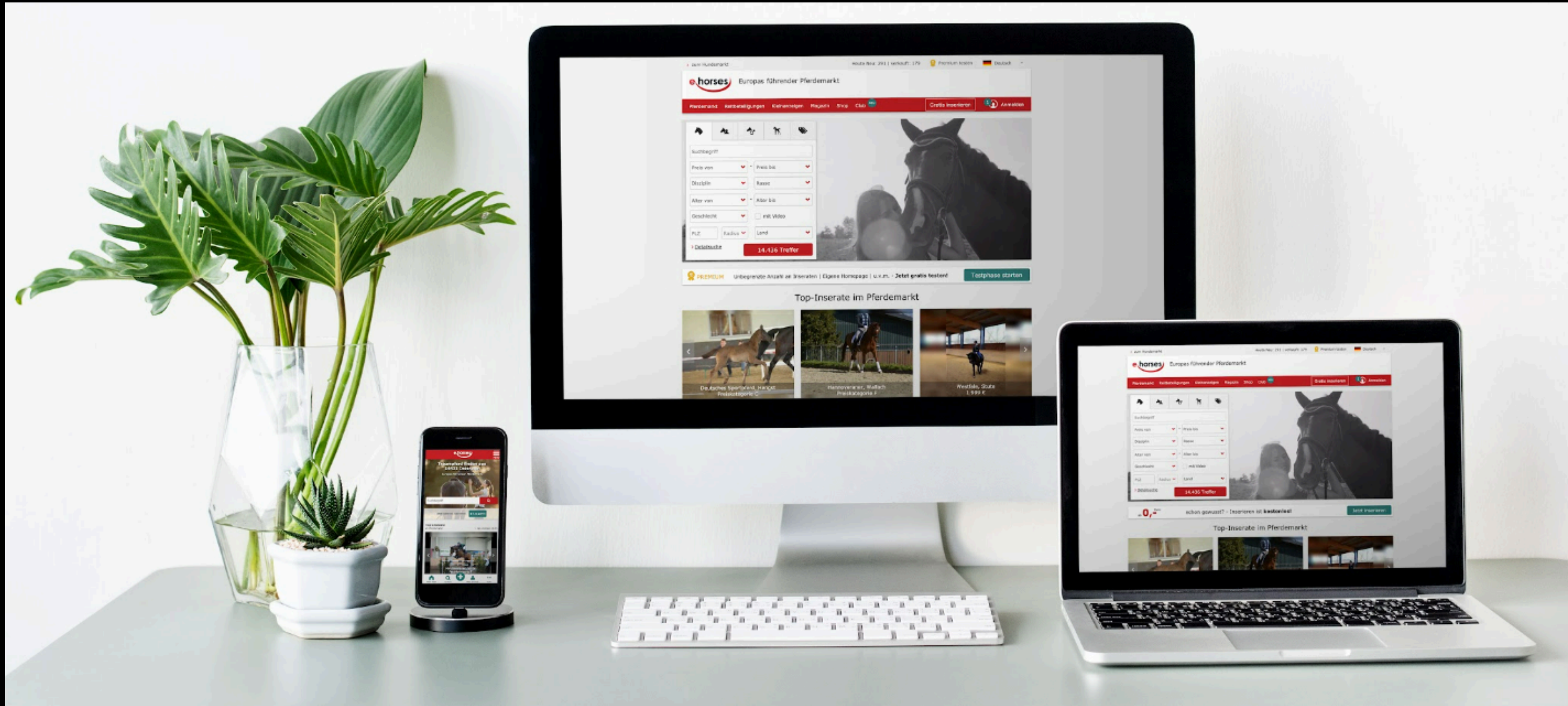


ehorses Overview

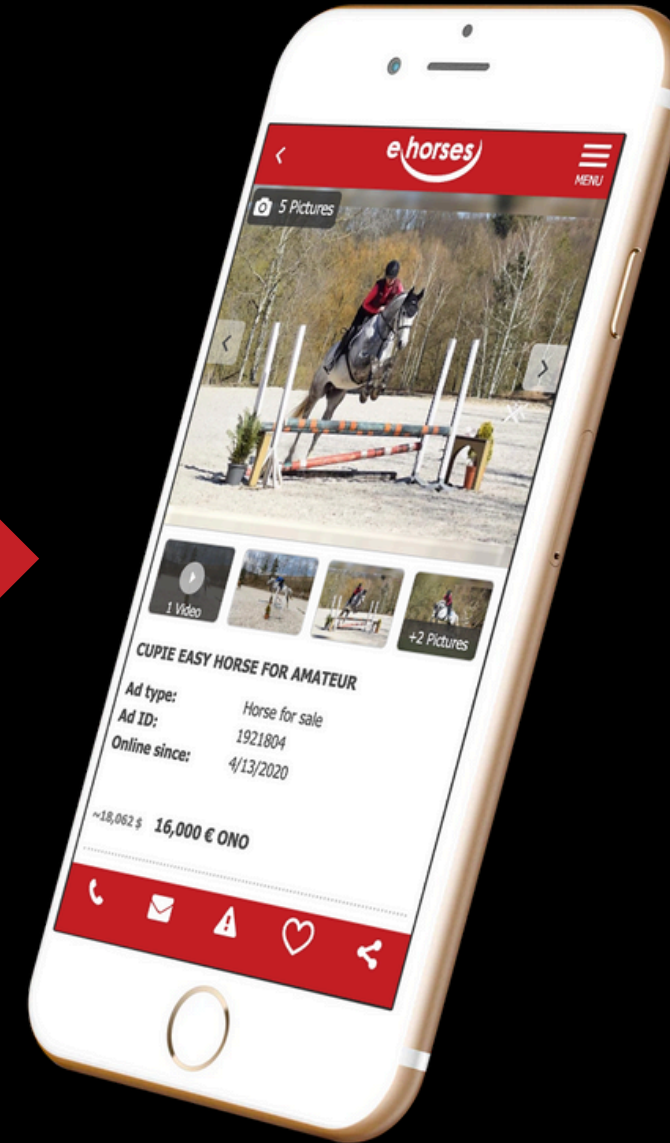
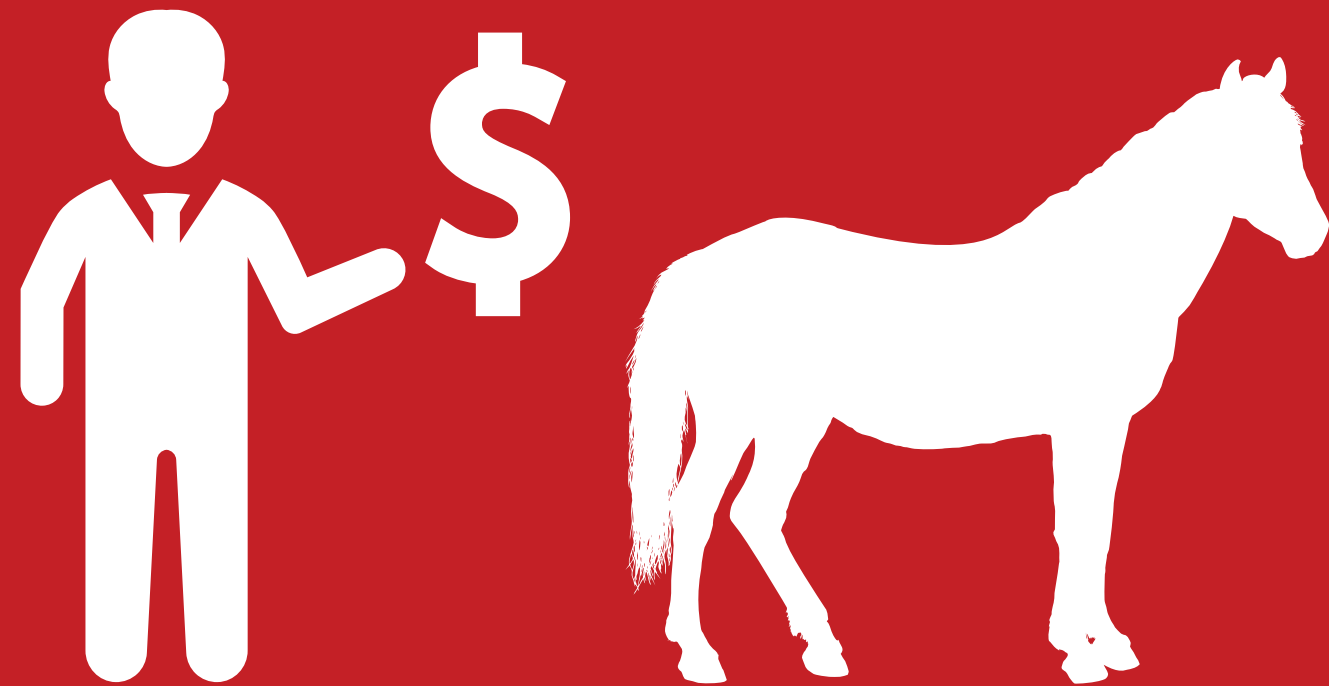
Introduction to ehorses - The world's largest online horse marketplace

Buyer

WORLD'S LARGEST HORSE MARKET



WE ARE A CLASSIC MARKETPLACE



- no commission or brokerage fee
- Seller advertises horses for sale & communicates directly with potential buyers
- ehorses is NOT involved in the purchase process

WHO IS BEHIND EHORSES?



NOZ MEDIEN

One of the top 10 largest regional media groups
3,000 employees



Ullrich Kasselmann

Internationally renowned horse breeder, organizer of the largest equestrian events and auctions (P.S.I. Auction, Horses & Dreams)



The ehorses team

A team of 30 digital and equestrian-savvy colleagues.



OUR MISSION

WE CONNECT THE RIGHT HORSES
WITH THE RIGHT PEOPLE

-

WORLDWIDE



300
NEW HORSES PER DAY

100.000
HORSE LISTINGS p.a.

Every 20
minutes a
horse is
successfully
sold

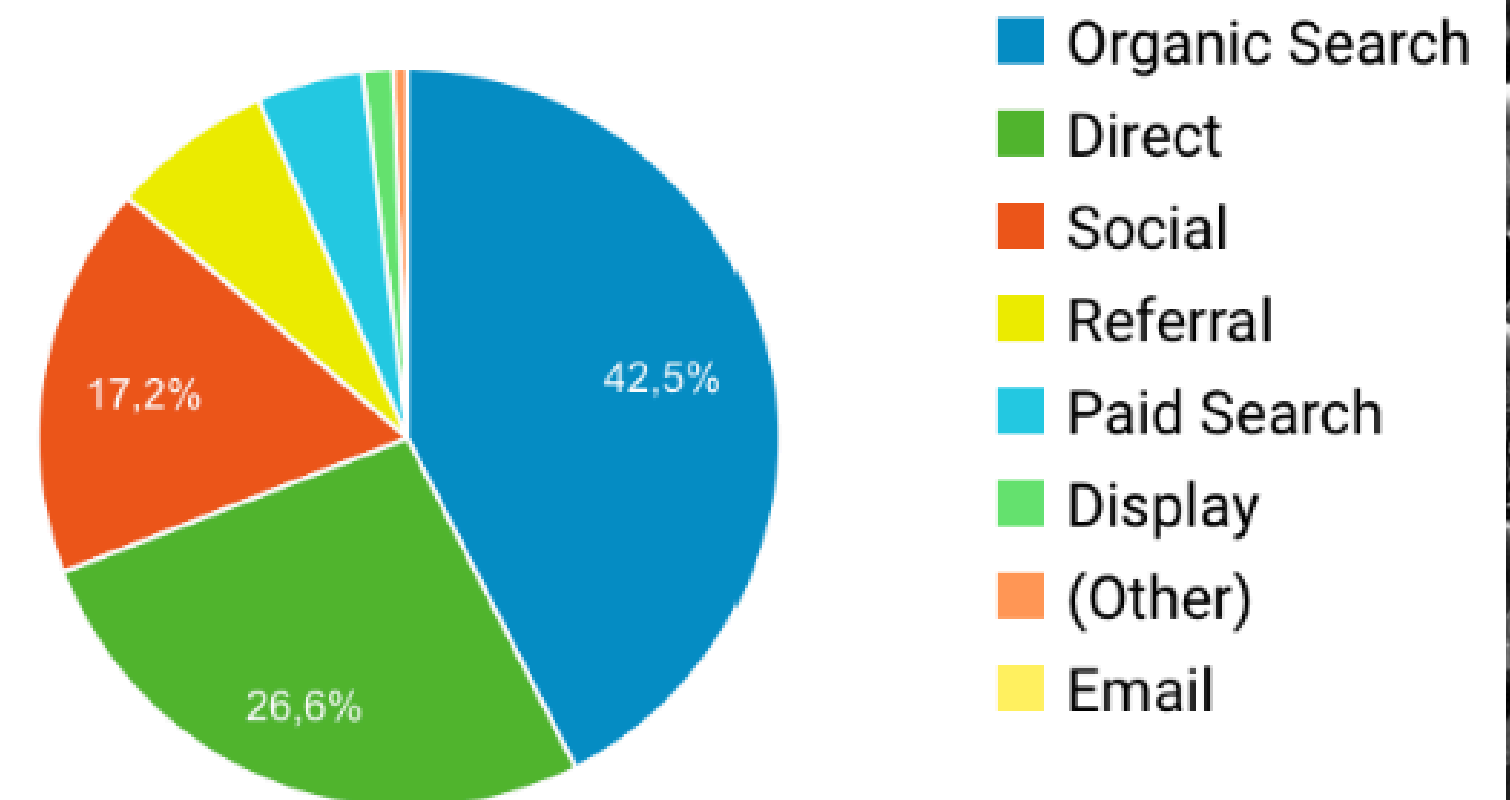




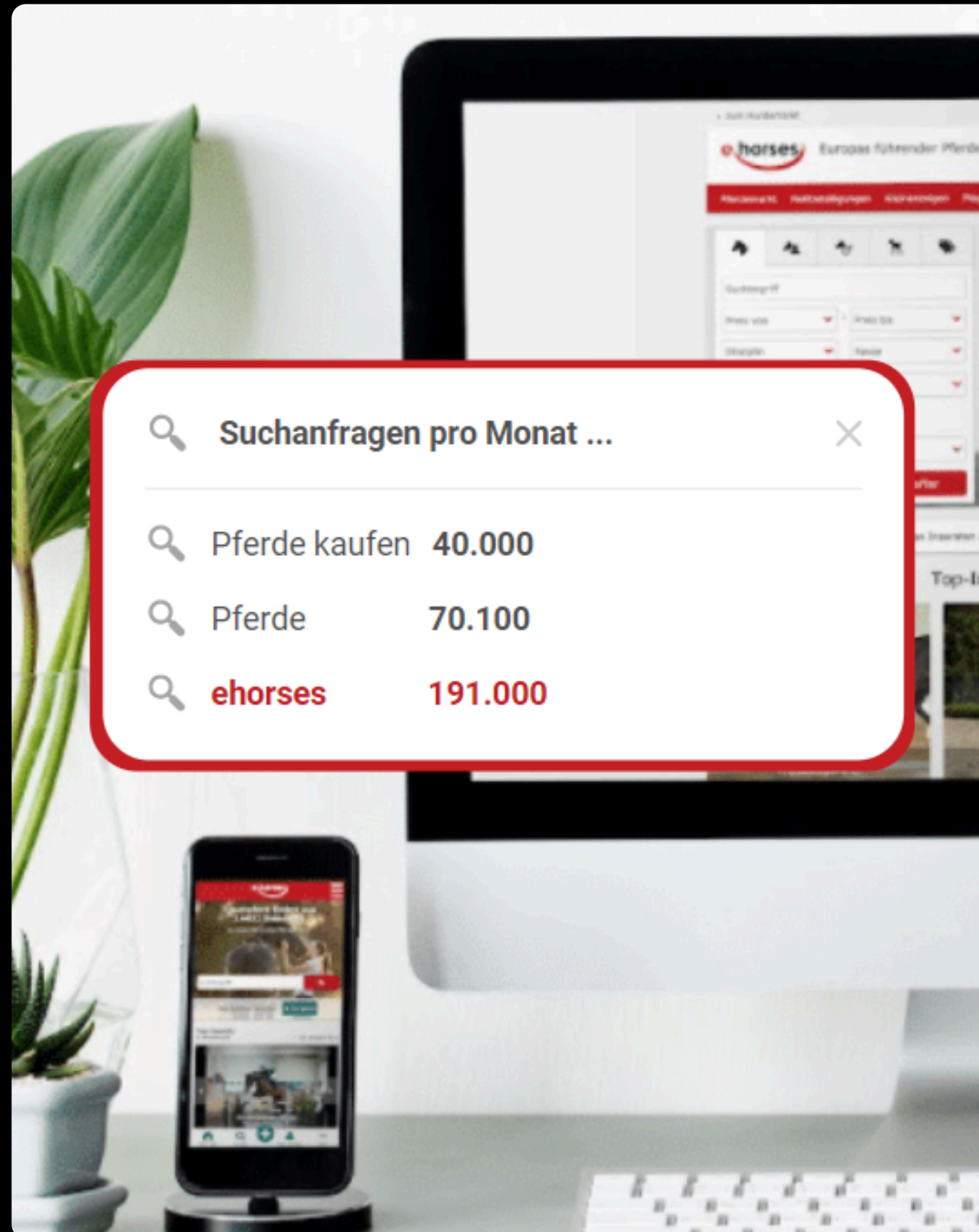
Total trading volume of
€343.000.000 p.a.

2,4 Mio. VISITS / MONTH

Top-Channels



A UNIQUE PLATFORM



“EHORSES ADICCTED” COMMUNITY

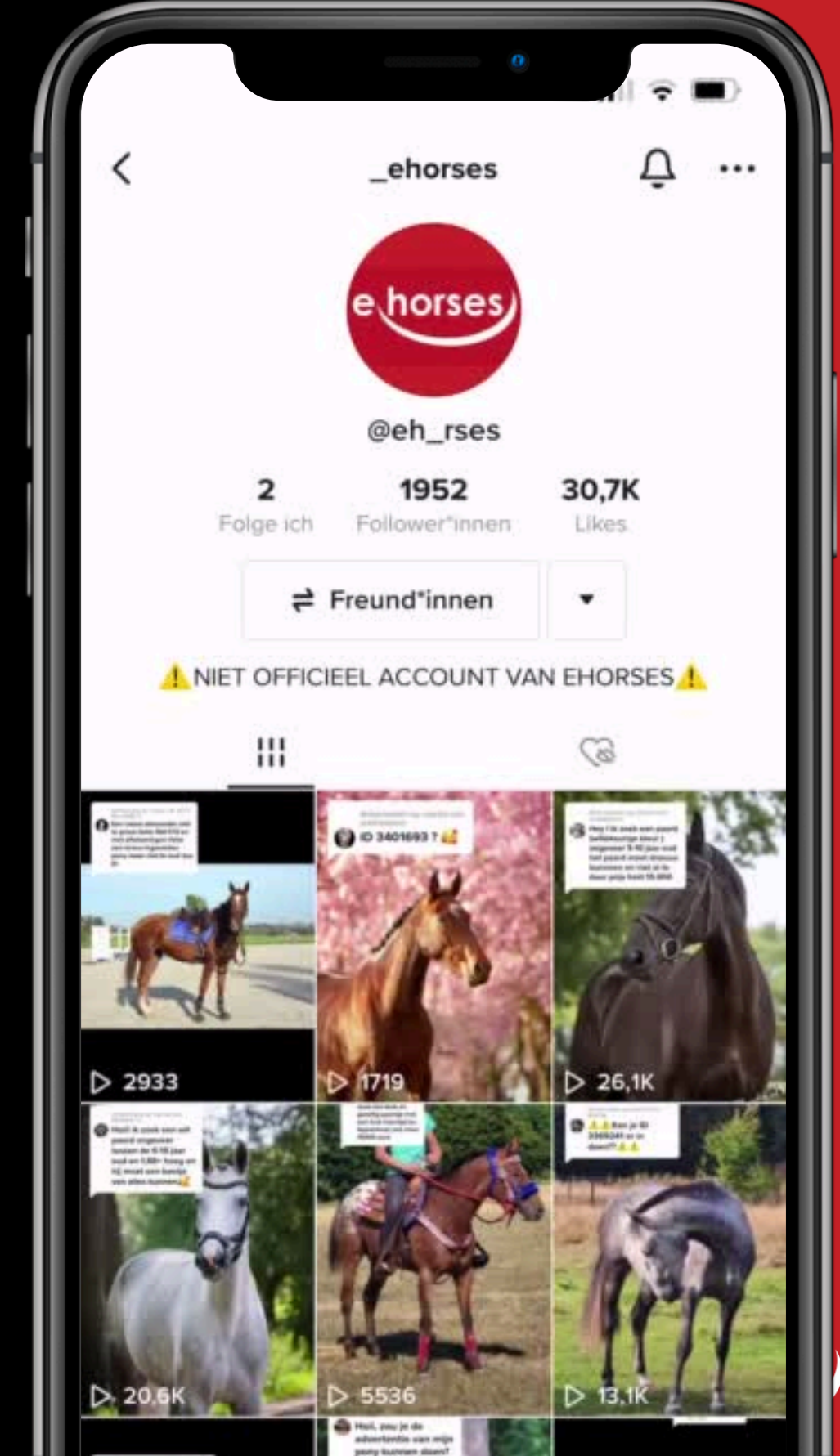
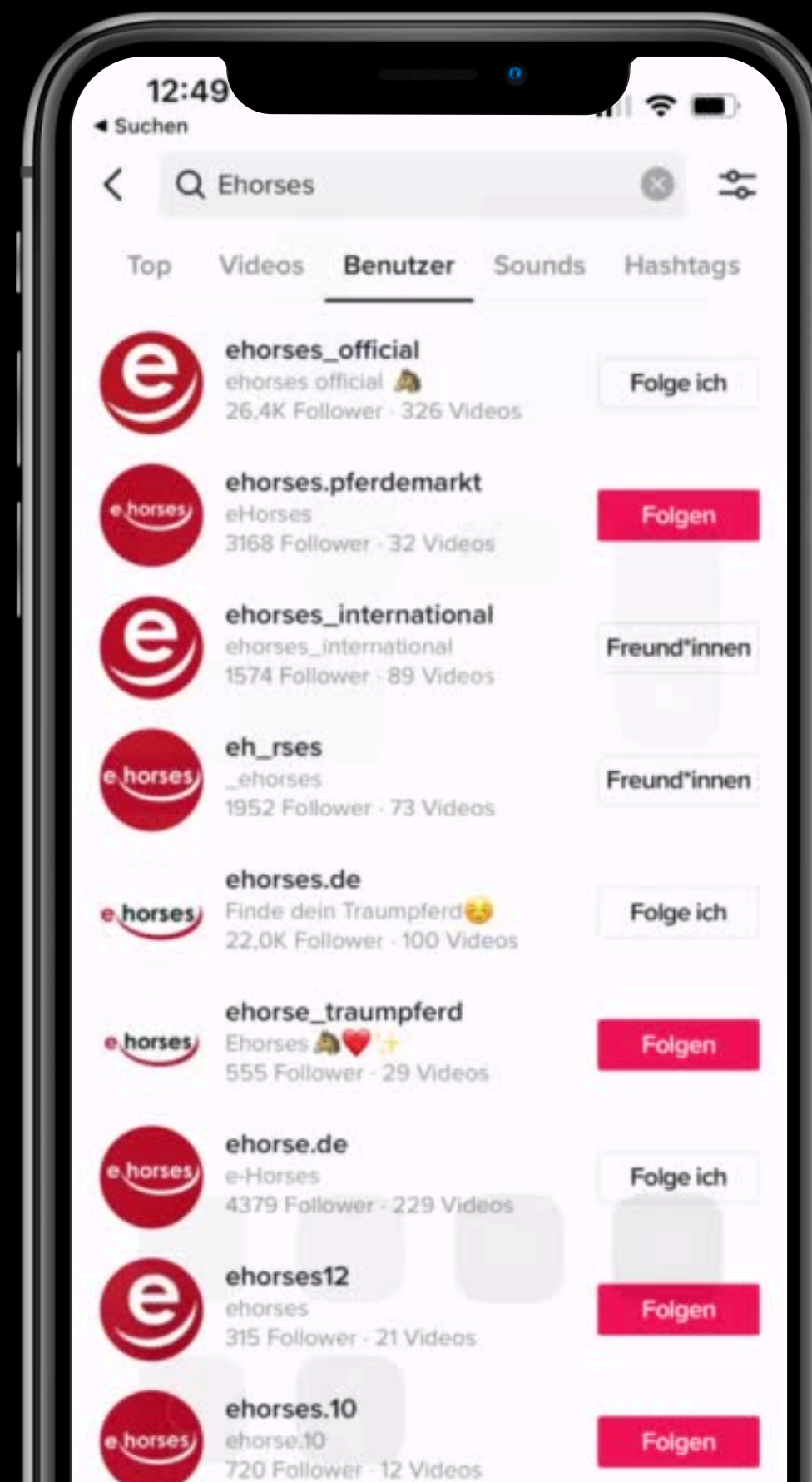
Our users love ehorses.

They are active multipliers and share advertisements daily, post foal videos and celebrate their favorite horses on TikTok & Co.

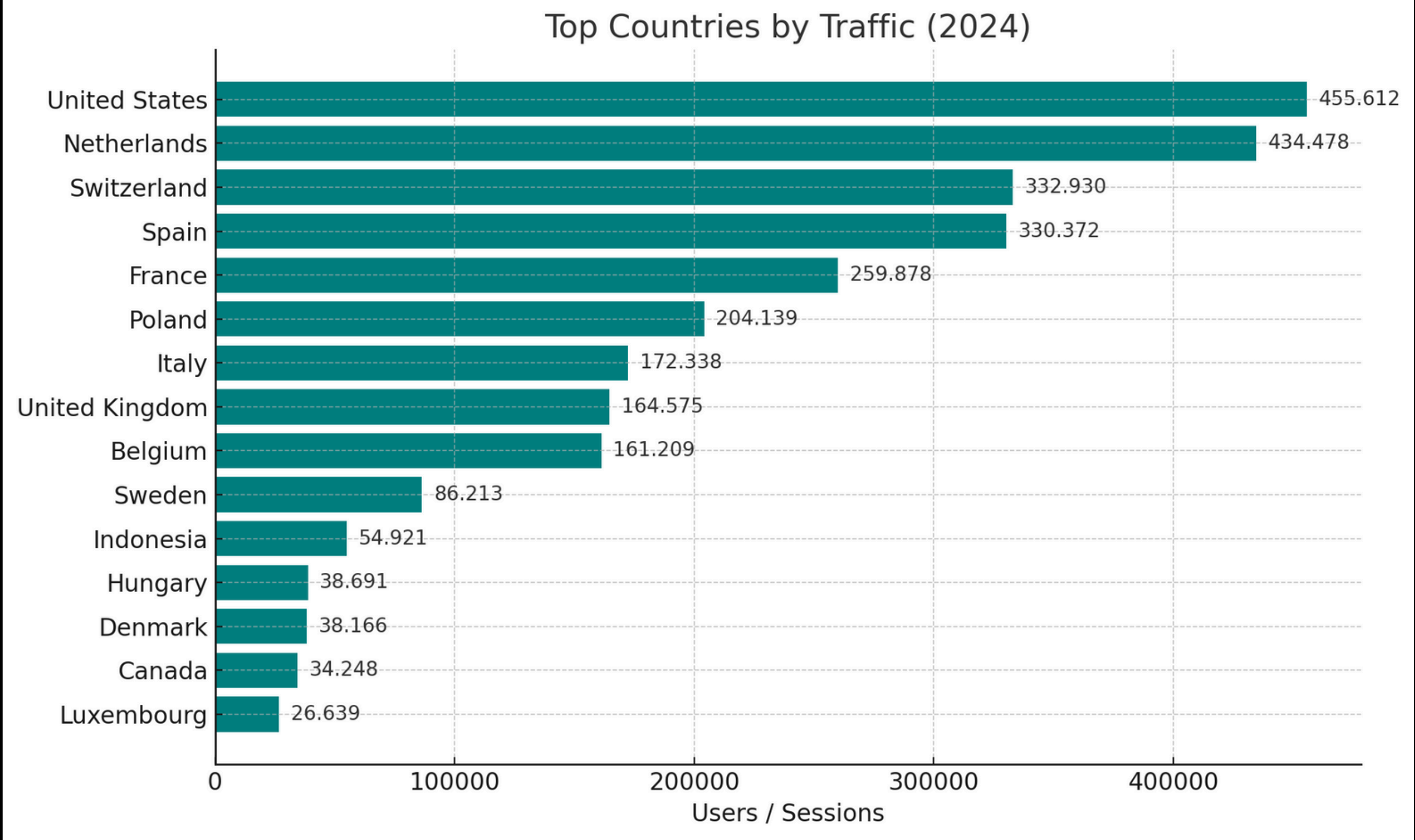
“I check ehorses more often than WhatsApp.”

Organic reach, trust, and brand power – without a media budget.

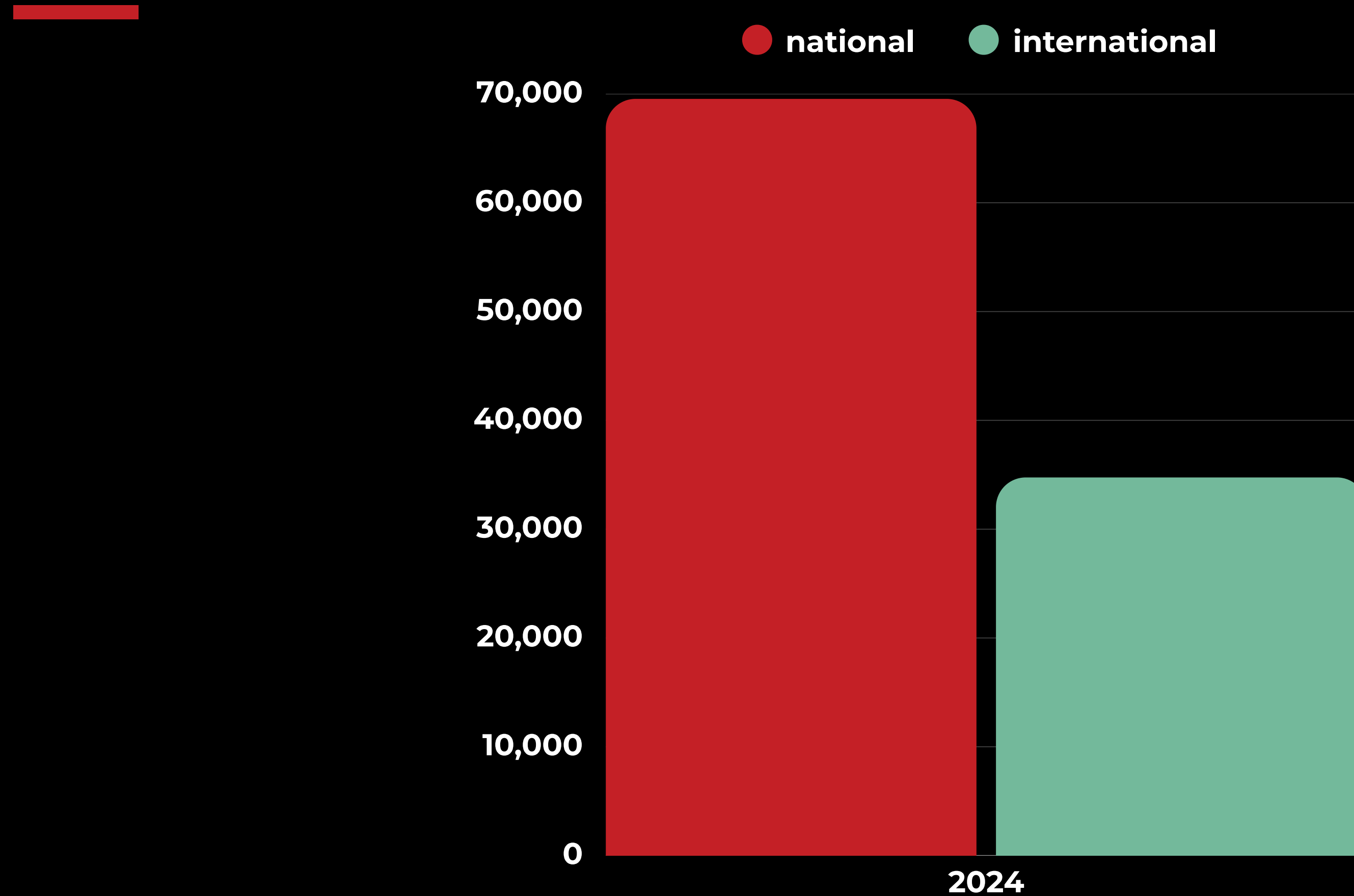
**That's not a target group.
This is fanbase!**



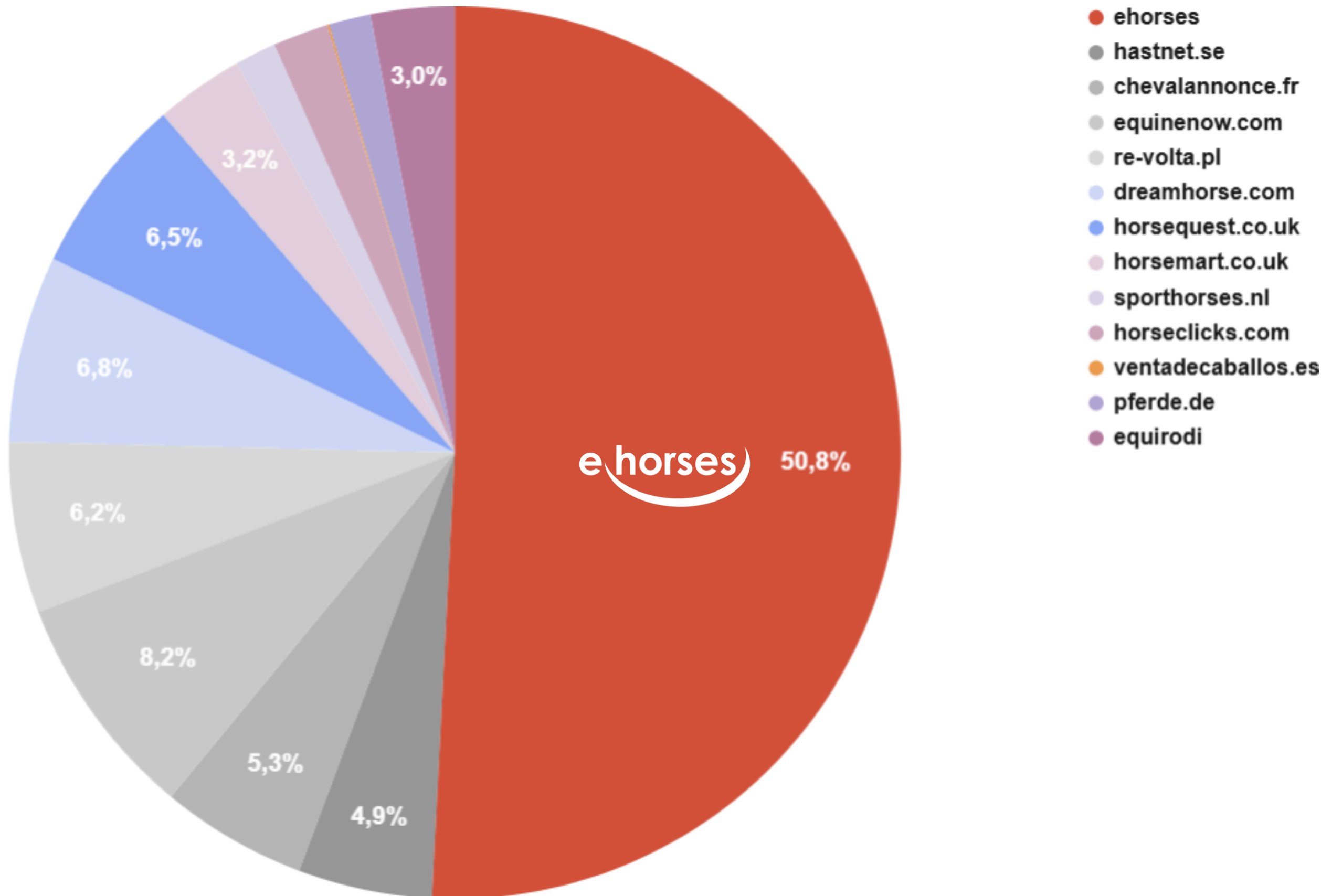
INTERNATIONAL USERS



NATIONAL & INTERNATIONAL LISTINGS



MARKET SHARE REACH WORLDWIDE



Measured by the monthly number of visits, based on Similarweb, as of July 2025





Data & Market Development

Analysis of federation data and market trends from 2021 to 2024 on ehorses

Buyer

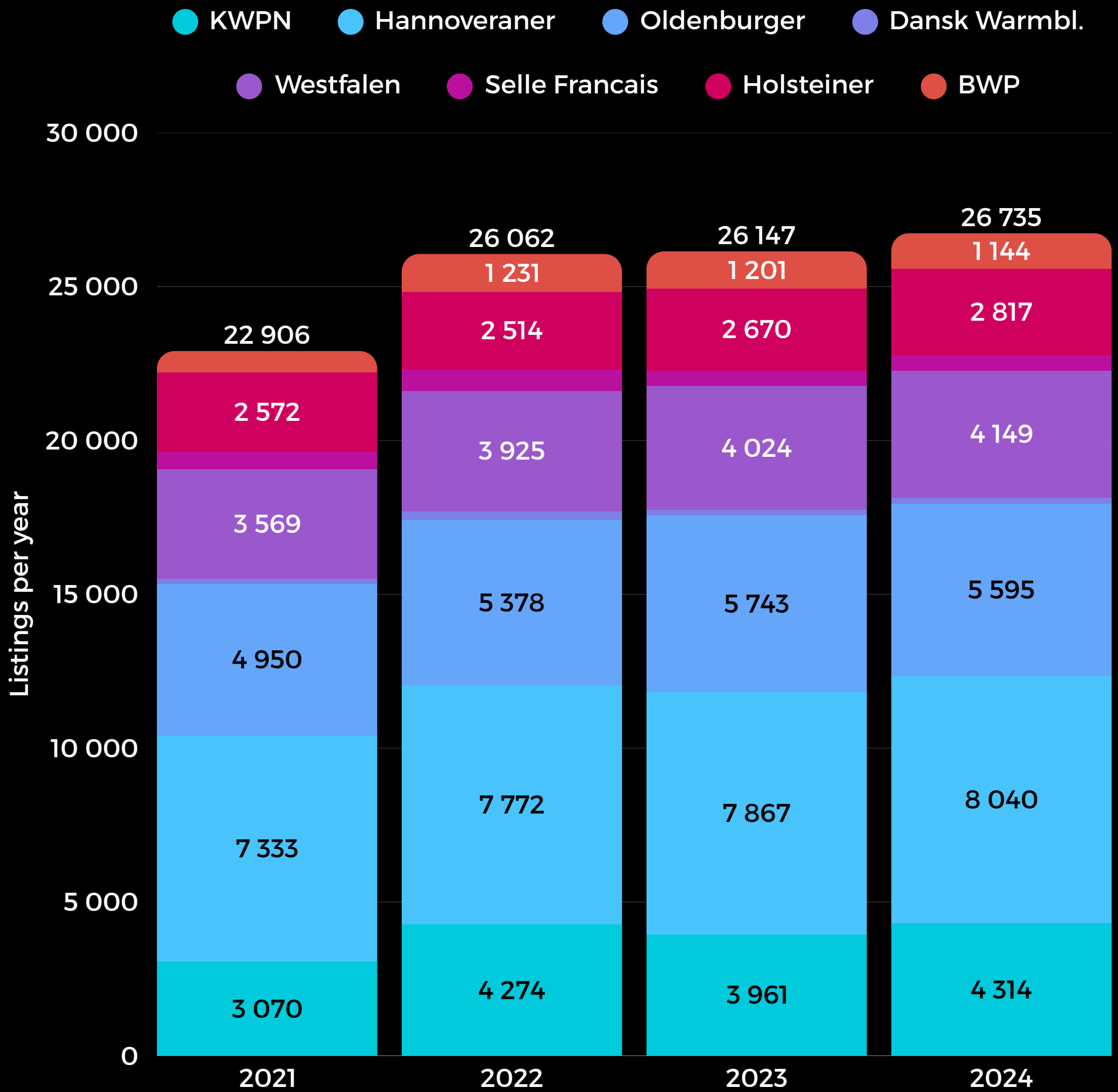
LISTED HORSES

Key Insights

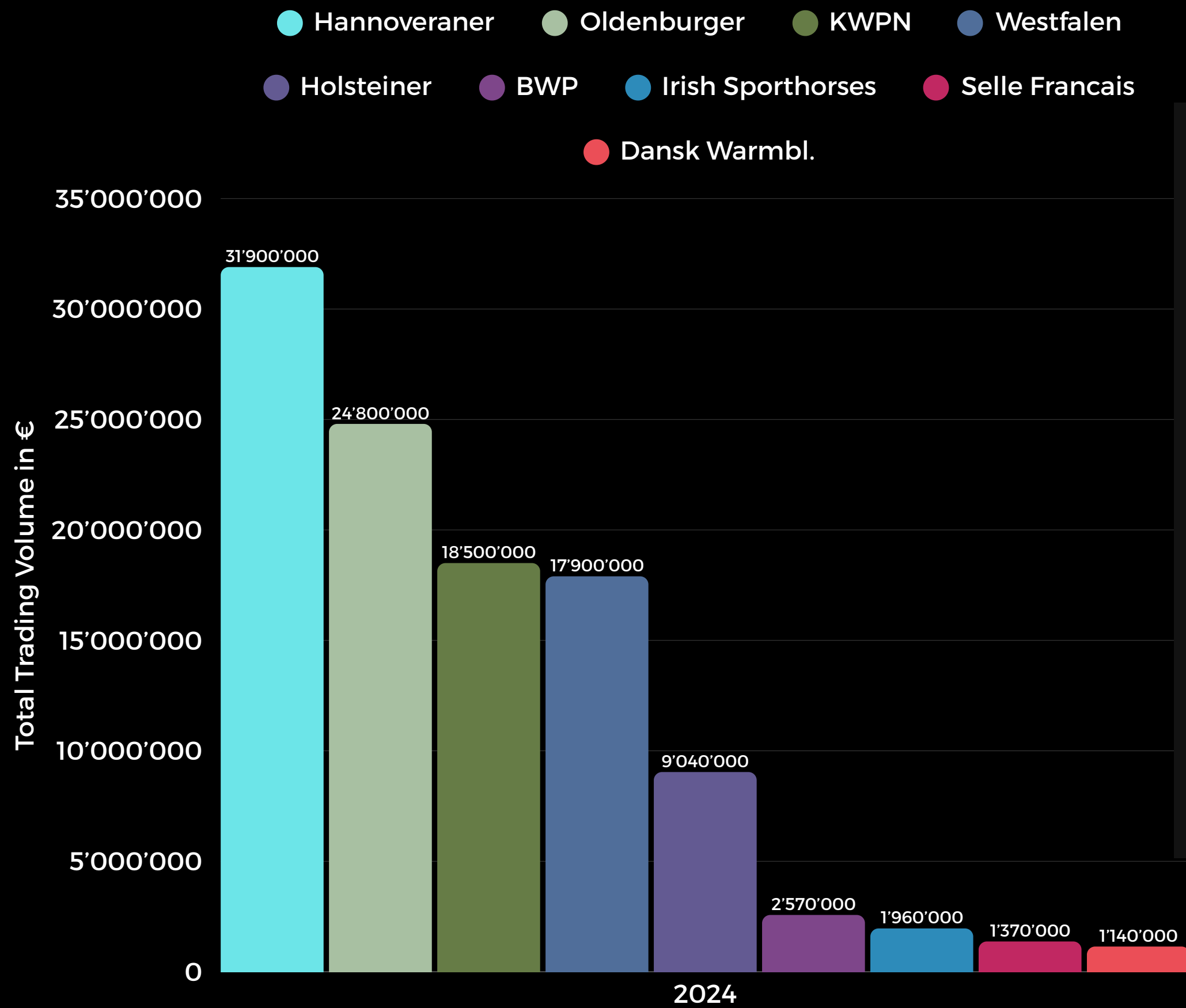
- Hannoveraner** dominates with 8,040 horses listed in 2024
- Oldenburg** follows with 5,595 listings, showing consistent volume
- KWPN shows **40.5% growth** from 3,070 (2021) to 4,314 (2024)

Market Analysis

- Top 3 breeds (Hannoveraner, Oldenburg, KWPN) account for **68%** of all listings
- Significant disparity between leading breeds and smaller ones (**8,040** vs **186** listings)
- BWP shows **67% growth** from 2021, indicating emerging market potential



TRADE VOLUME ON EHORSES BY BREED 2024



Key Findings

- Hannoveraner leads with €31.9M trading volume
- Oldenburger secures second position with €24.8M
- KWPN (€18.5M) and Westfalen (€17.9M) are close competitors

International Reach

- €108.8M combined volume across top 9 federations
- German breeds account for 76.6% of the top 9 trading volume
- International breeds gaining traction with €5.2M from Selle Francais, Irish & BWP

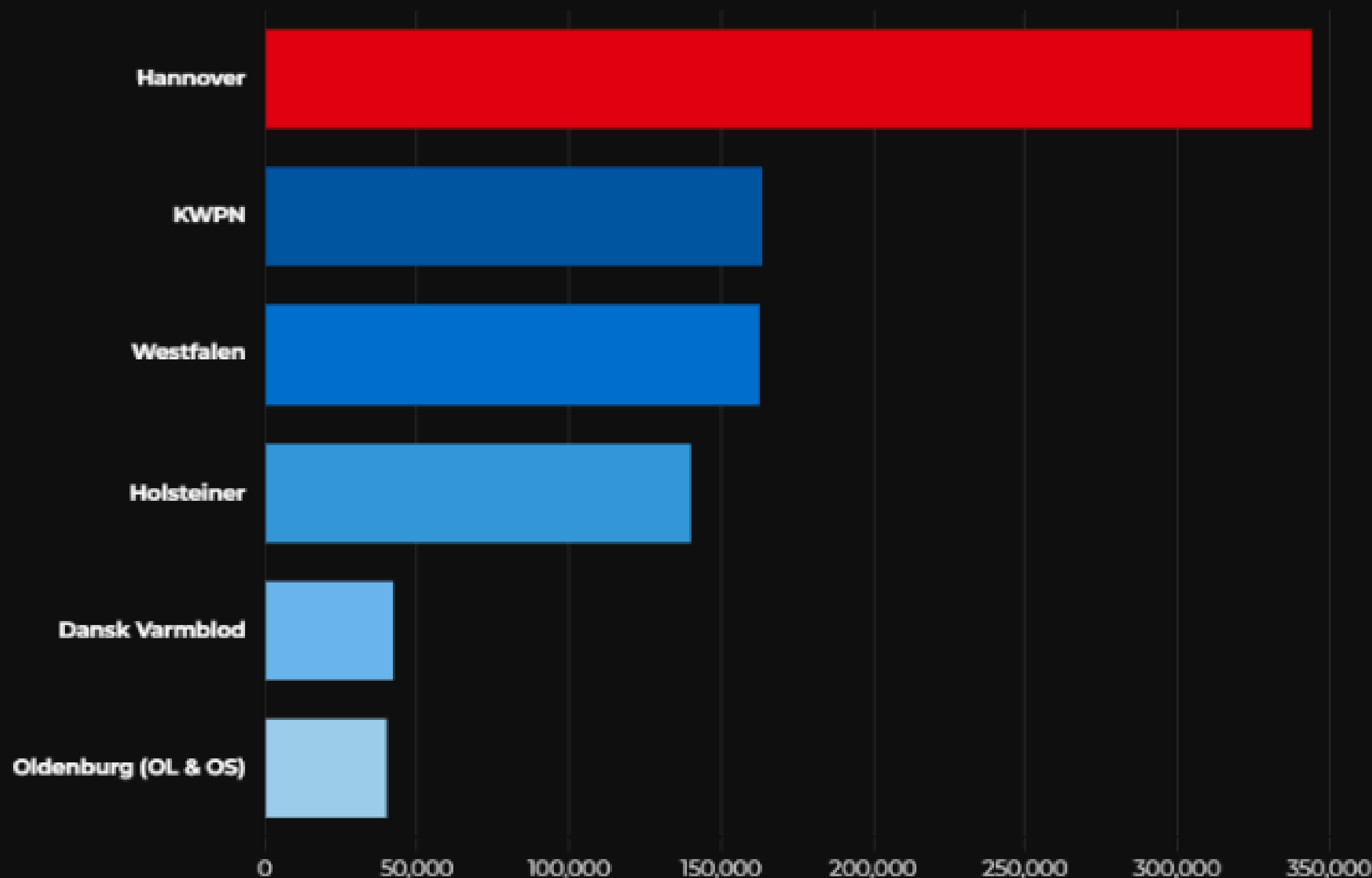
FEDERATION SEARCH QUERIES ON EHORSES (2024)

Key Insights

- ✓ 344,258 searches for Hannover - leading all federations
- ✓ KWPN and Westfalen nearly tied with 160,000+ searches each
- ✓ German federations dominate with 3 of top 4 positions
- ✓ Significant interest in Scandinavian breeding (Dansk Varmblod)
- ✓ Search volume correlates with market presence and global reach

Data represents exact search volume for federation names on ehorses platform in 2024.

Search queries indicate buyer interest and market potential for each breeding federation.

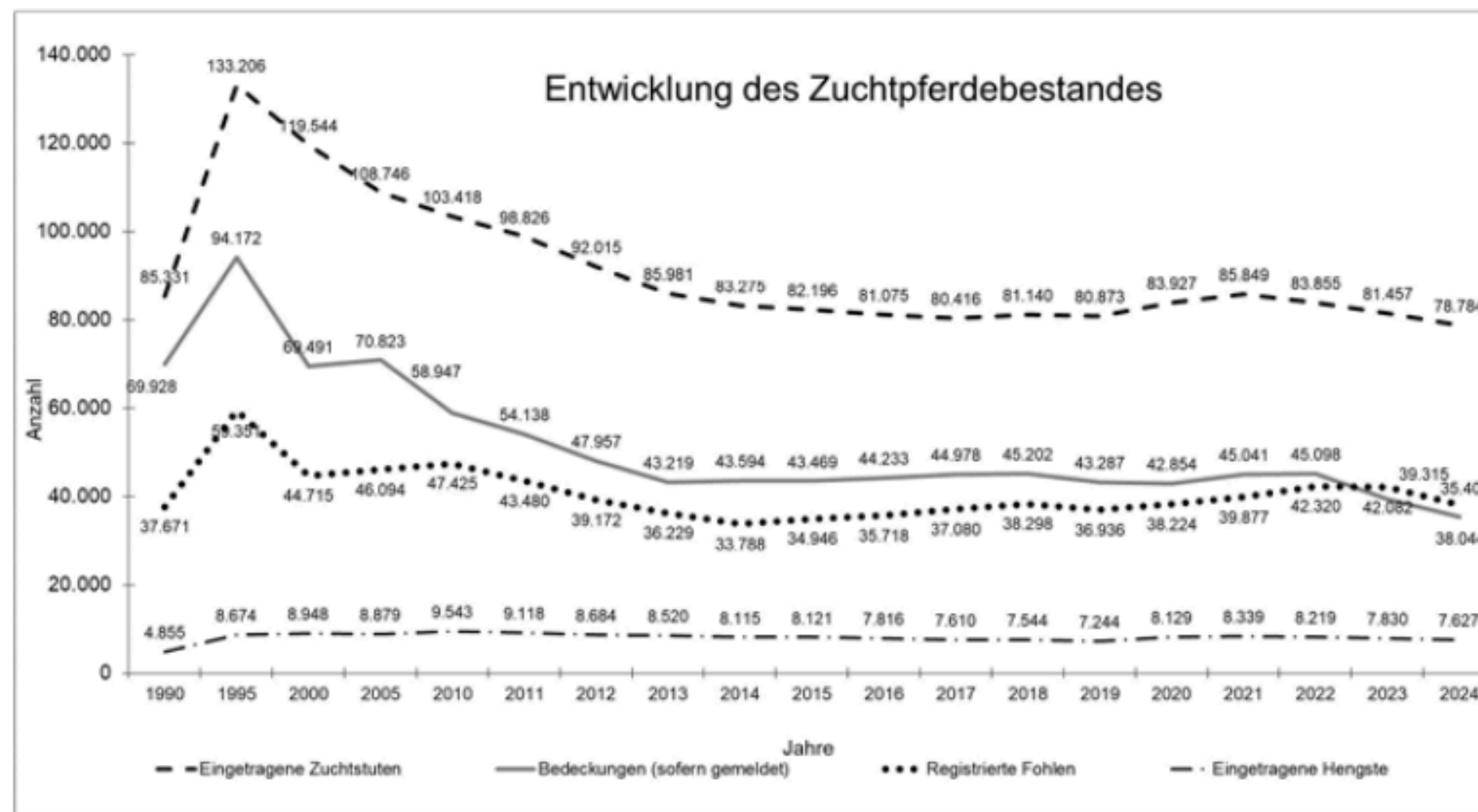


BREEDING HORSE POPULATION DEVELOPMENT (1999-2024)

Stand: 04. März 2025

Seite 4 von 33

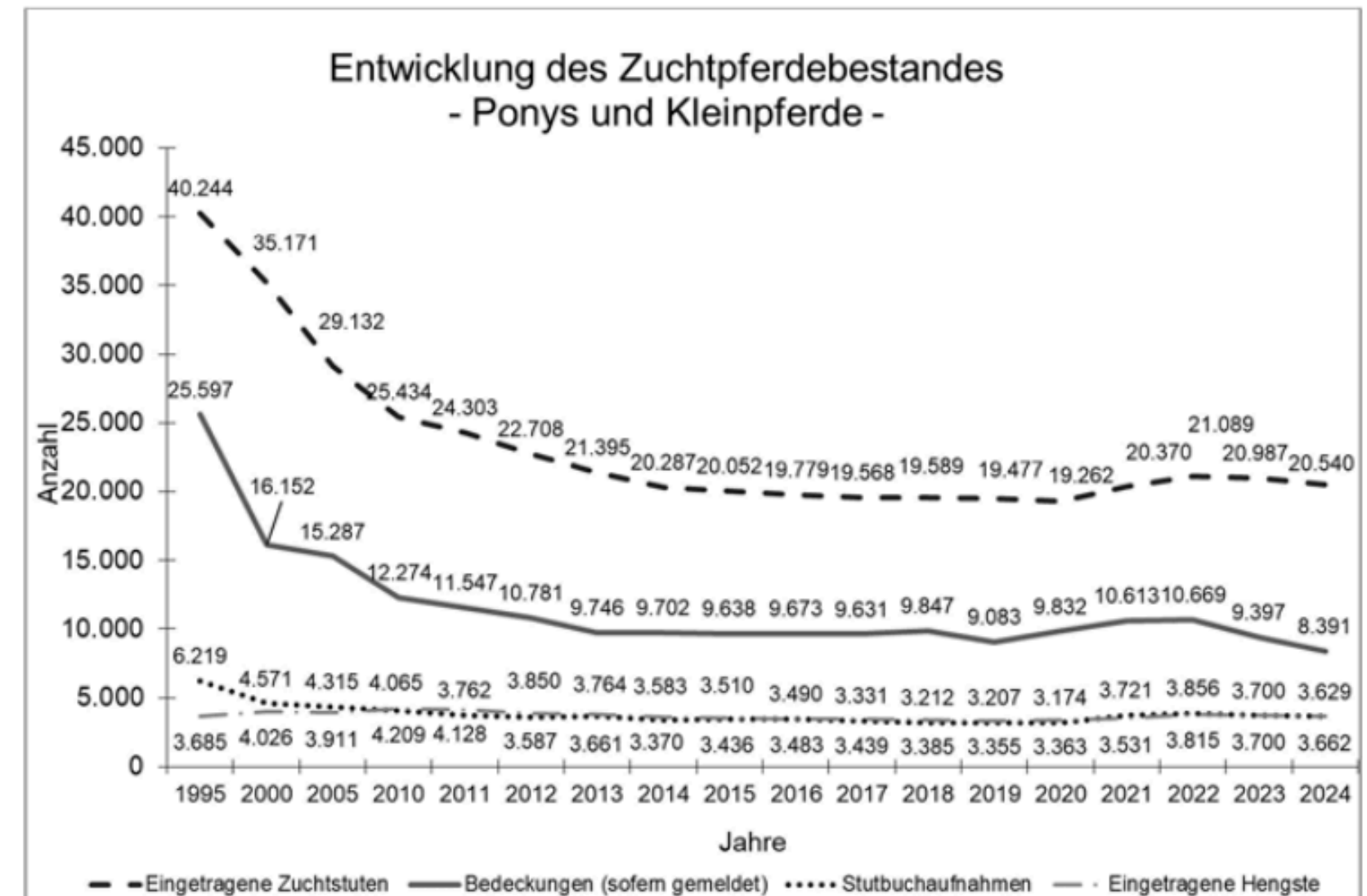
Entwicklung des Zuchtpferdebestandes



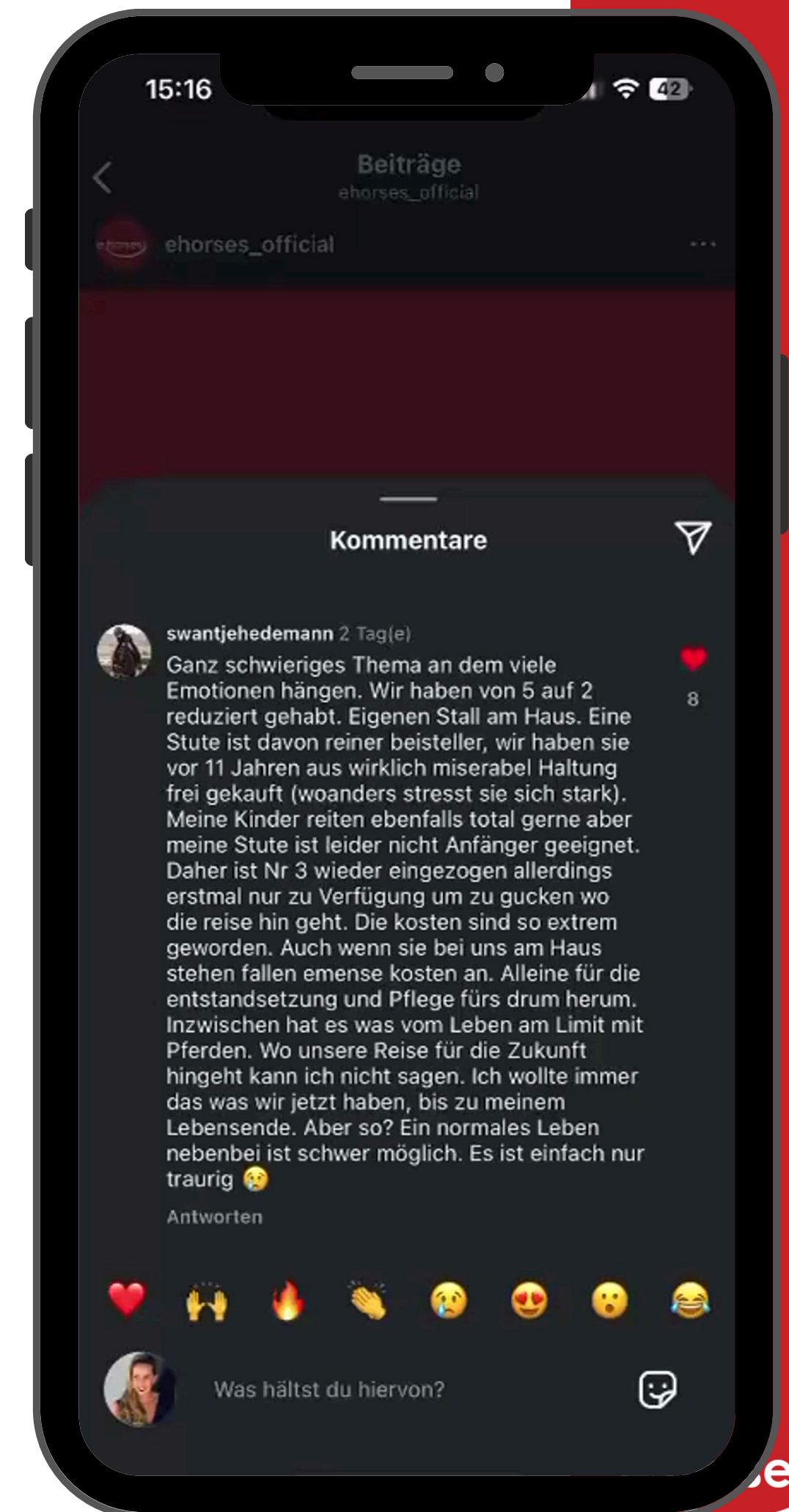
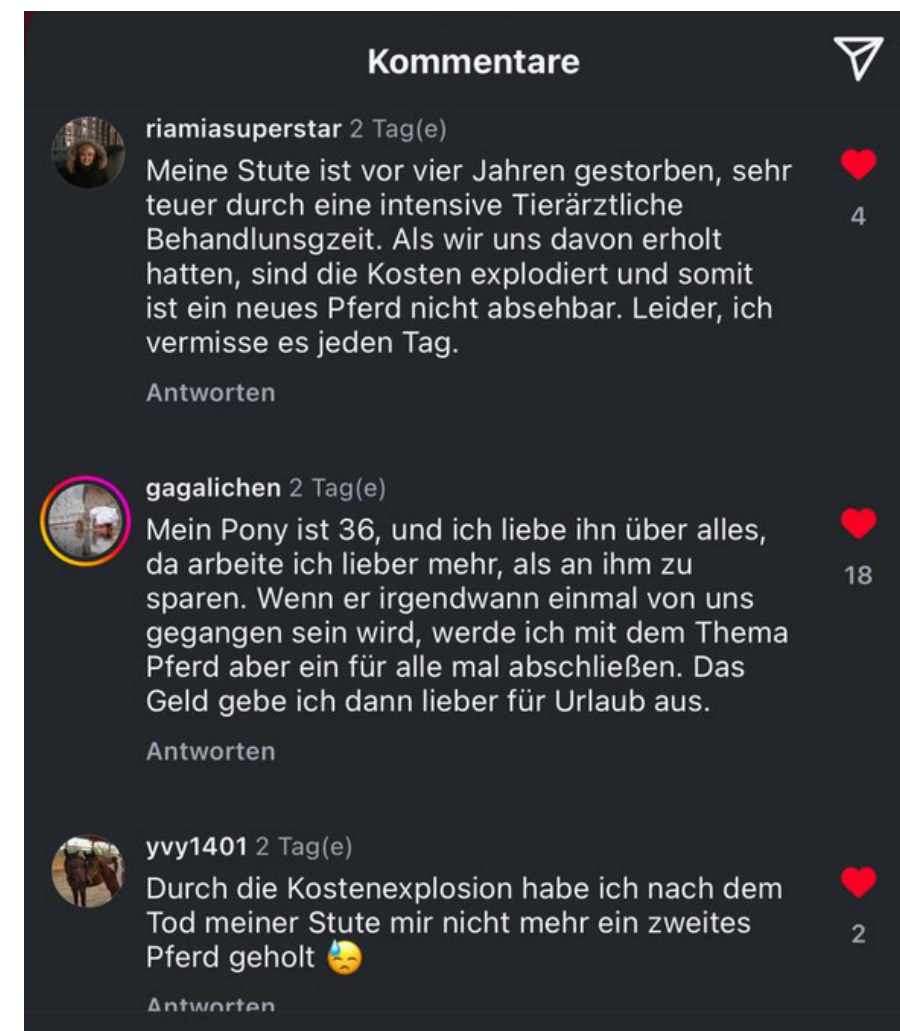
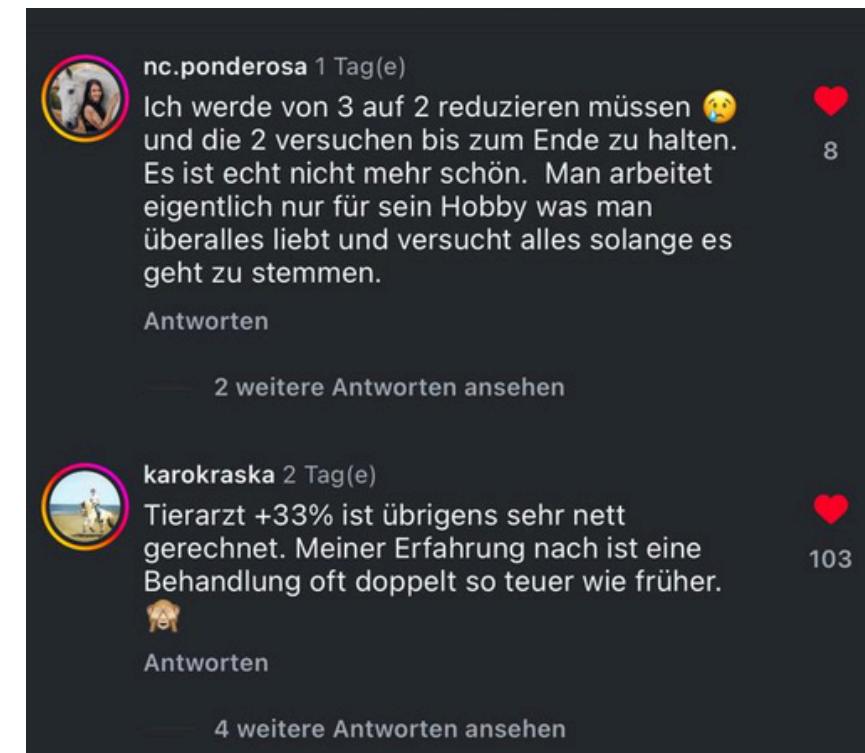
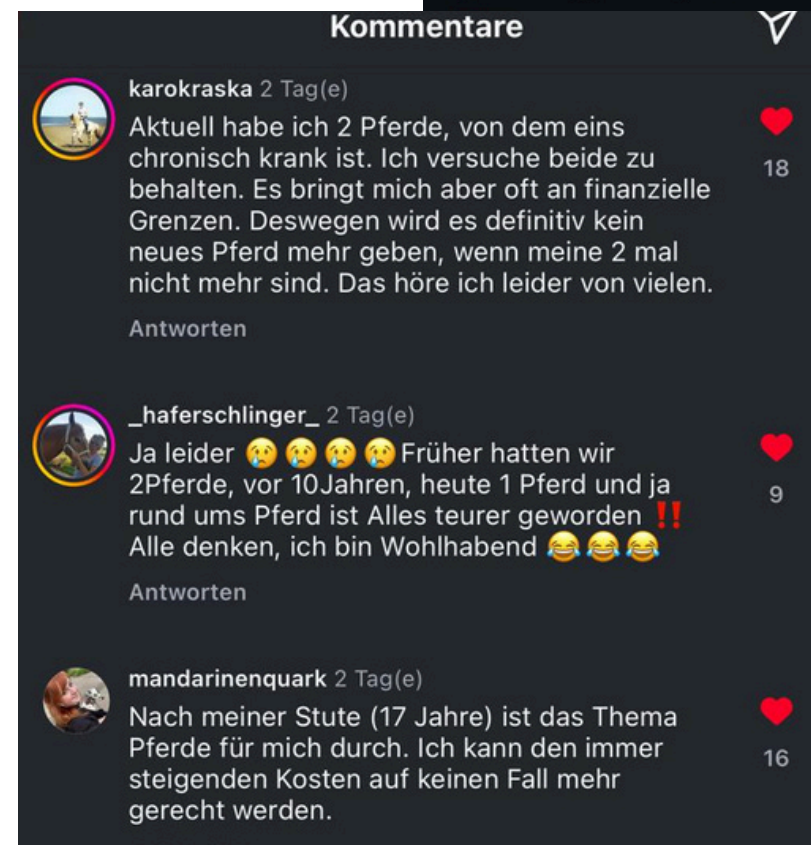
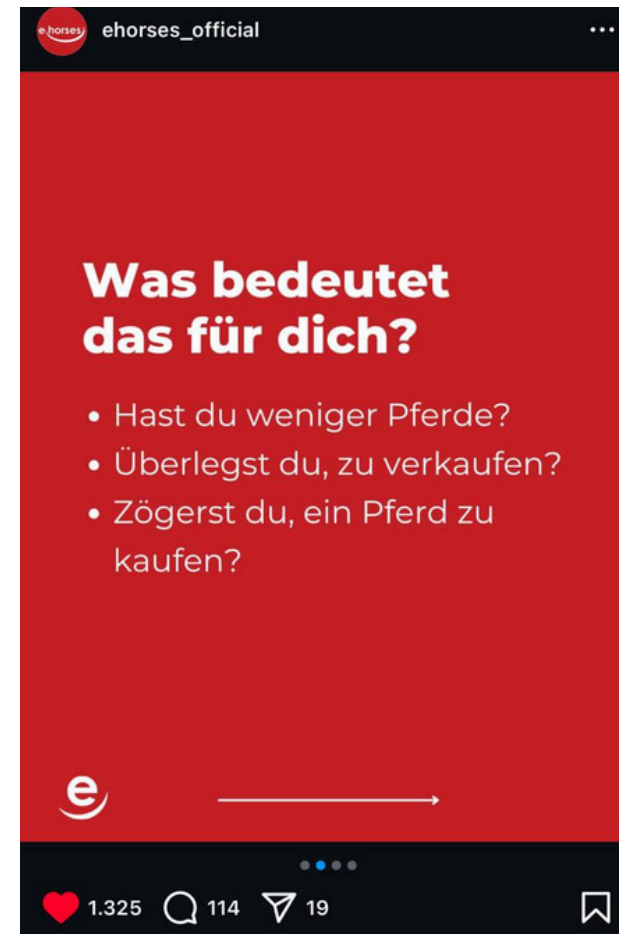
Stand: 04. März 2025

Seite 20 von 33

Entwicklung des Zuchtpferdebestandes - Ponys und Kleinpferde

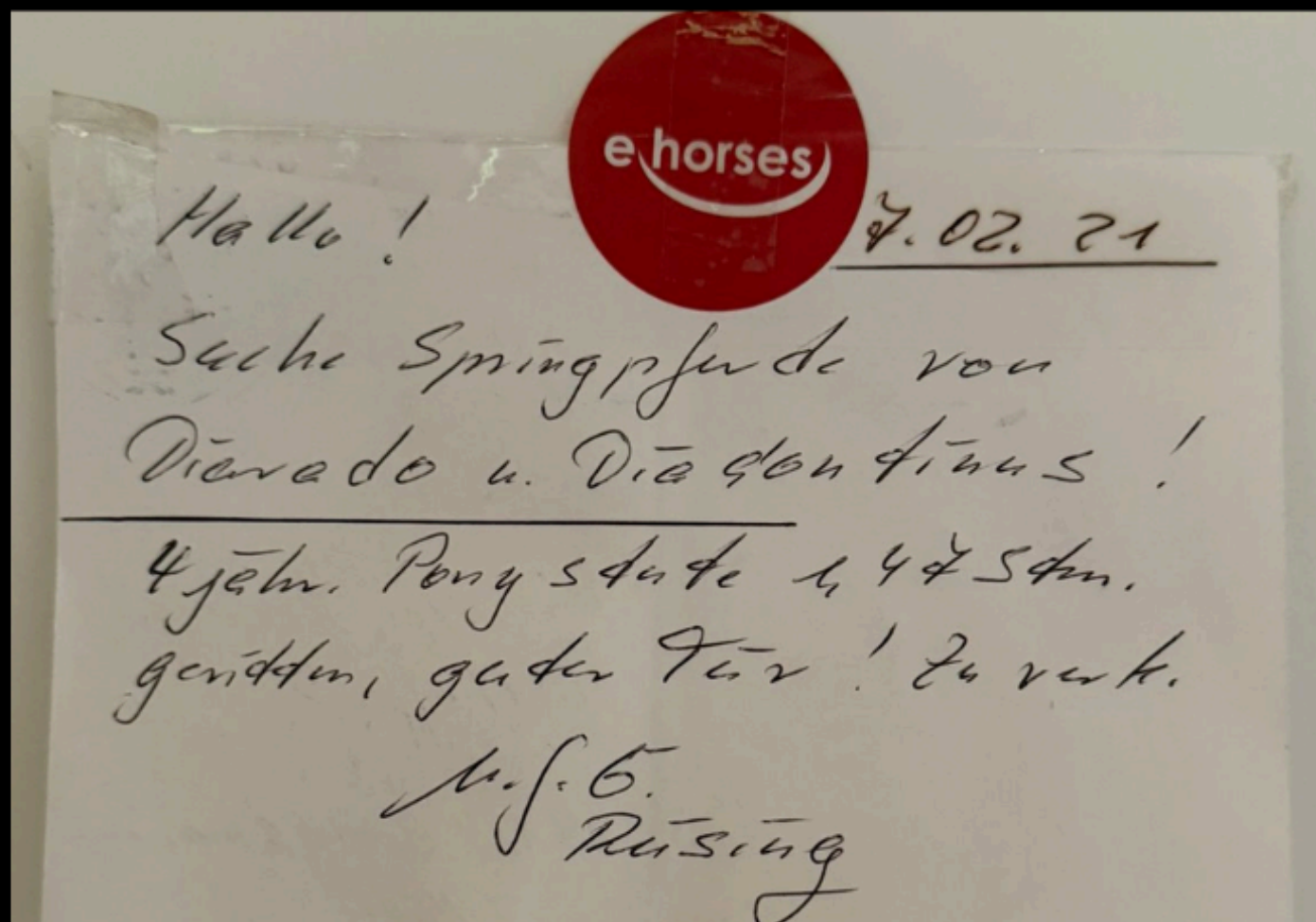


CLEAR SLOWDOWN IN BUYING BEHAVIOR



THE DIGITALIZATION GAP

Traditional Methods Still Prevail



- ❗ Many breeders **still use handwritten notes** to market their horses
- ❗ The market remains **severely under-digitized**
- 💡 A **generational shift** is coming, but breeders need support now
- 💡 Breeding federations must help **bridge the digital divide**
- ✅ Supporting breeders with digitalization is **crucial for continued breeding success**
- ✅ International buyers expect **digital access** to breeding stock

OUR MISSION: SUPPORTING BREEDERS

For us, it's our mission to support breeders. Not just with selling horses, but to help them keep going, keep breeding, and preserve the foundation of our sport.

— Lena Büker, CEO ehorses



Our Commitment

- ♥ Creating sustainable partnerships with breeders worldwide
- 🌐 Providing global exposure for breeding programs
- 🏠 Ensuring the future of our sport through supporting traditional breeding

FEDERATION INTEGRATION PARTNERSHIPS

Technology Advantages & Benefits for Breeders

Expanded Global Reach

Access to 2.4M monthly visitors from over 30 countries through ehorses platform

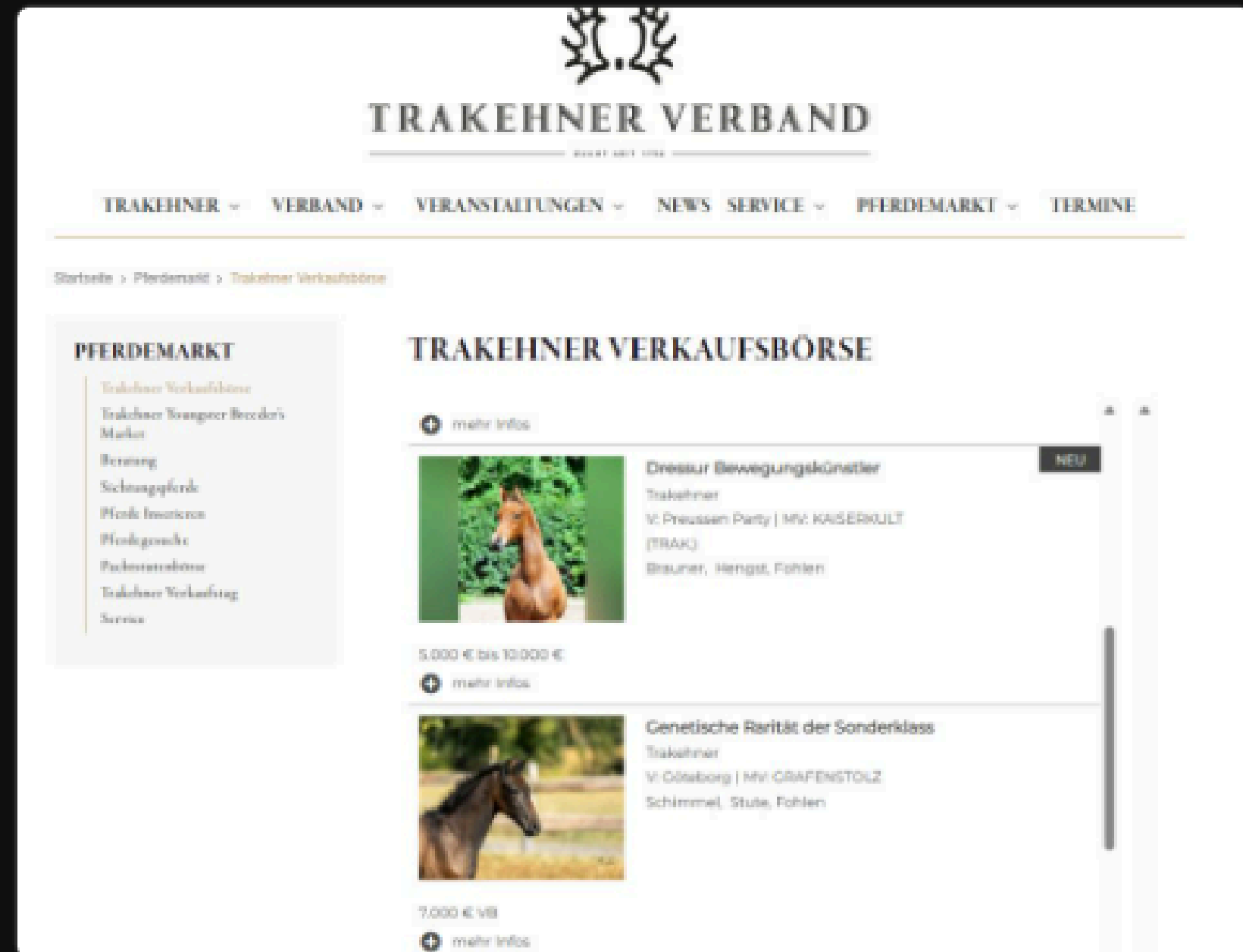
Seamless Technology Integration

Federation platforms connect directly with ehorses marketplace ecosystem

Enhanced Visibility

Federation horses gain exposure to international buyers beyond traditional channels

- ✔ Zero technical complexity for federation members
- ✔ Combined marketing power reaches broader audience
- ✔ Federation branding maintained within ehorses platform
- ✔ Integration with multiple breeding federations globally



Trakehner Verkaufsbörse Integration Example

Federation platforms maintain their brand identity while reaching ehorses' global audience



AI Implementation Best Practices

How ehorses leverages AI – Practical examples & strategies for breeding federations

Buyer

USECASE #1

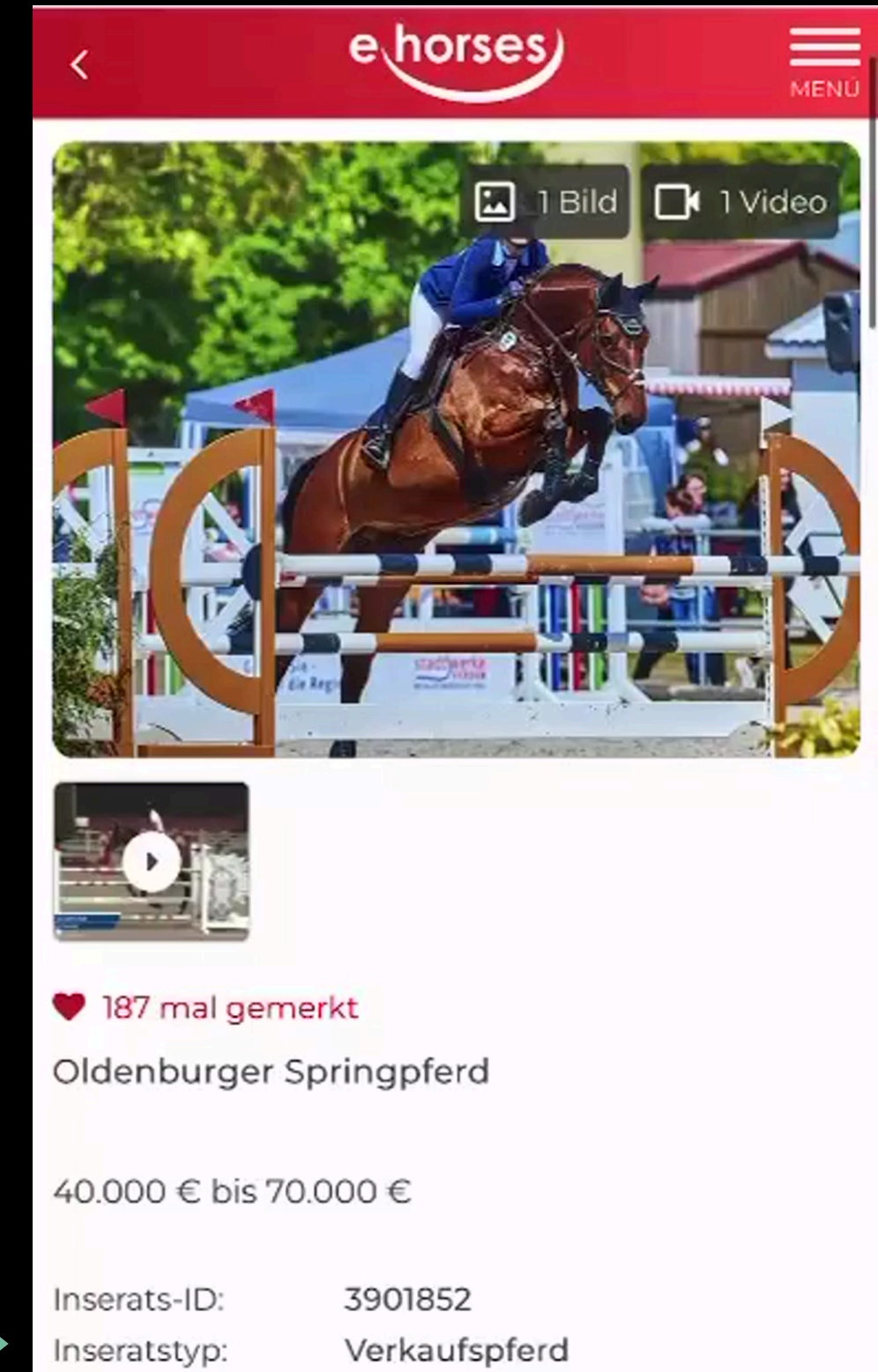
GENERATE DESCRIPTION TEXTS

Challenge when listing a horse

✗ Concise, poor texts

✗ Many typos, poor readability

✗ Less visibility – Short texts receive significantly fewer inquiries

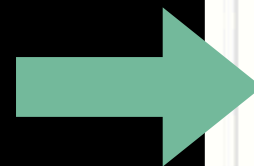


The screenshot shows a mobile app interface for e.horses. At the top is a red header with the 'e.horses' logo and a menu icon. Below the header is a large photo of a brown horse being ridden over a jump. To the right of the photo are icons for '1 Bild' and '1 Video'. Below the photo is a smaller video thumbnail. Underneath the video is a red heart icon followed by the text '187 mal gemerkt'. The horse's name 'Oldenburger Springpferd' is displayed in a bold font. Below the name is the price range '40.000 € bis 70.000 €'. At the bottom, there is a table with two rows: 'Inserats-ID:' with the value '3901852' and 'Inseratstyp:' with the value 'Verkaufspferd'.

Inserats-ID:	3901852
Inseratstyp:	Verkaufspferd

DESCRIPTION TEXTS AUTOMATICALLY

Just one click to generate a full description text



Beschreibung

Zeichenanzahl: 20 / 65

Titel *

Hannoveraner Wallach

Beispiel: Schöner Wallach mit hervorragenden Grundgangarten

Deutsch

Beschreibung* (mind. 10 Zeichen)

⚡ Text per KI generieren

Wesen. Er ist gut erzogen, brav im Umgang und zeigt viel Potenzial für die weitere Ausbildung. Mit seinem charmanten Charakter eignet er sich sowohl für den Freizeit- als auch für den Turniersport.

Er ist sowohl im Gelände als auch in der Halle gut zu reiten und zeigt bereits erste Fortschritte in der Dressurarbeit. Sein ausgeglichenes Temperament macht ihn zu einem idealen Partner für Reiter aller Erfahrungsstufen.

Wir wünschen uns für ihn ein liebevolles Zuhause, wo er gefordert und gefördert wird. Bei Interesse oder weiteren Fragen freuen wir uns über Ihre Nachricht!

* Diese Felder müssen ausgefüllt werden

Bitte beschreibe dein Pferd - je genauer, desto besser:

- Interieur (z.B. charakterfest)
- Ausbildungsstand
- Charaktereigenschaften
- Weitere Erfolge
- Besonderheiten zum Pferd

Abstammung

Kontakt

Veröffentliche dein Inserat

Mit dem Veröffentlichen eines Inserats erklärst du dich mit unseren AGB und unserer Datenschutzerklärung einverstanden.

DOUBLE THE SALES OPPORTUNITIES



Output:
4,000 descriptions per month



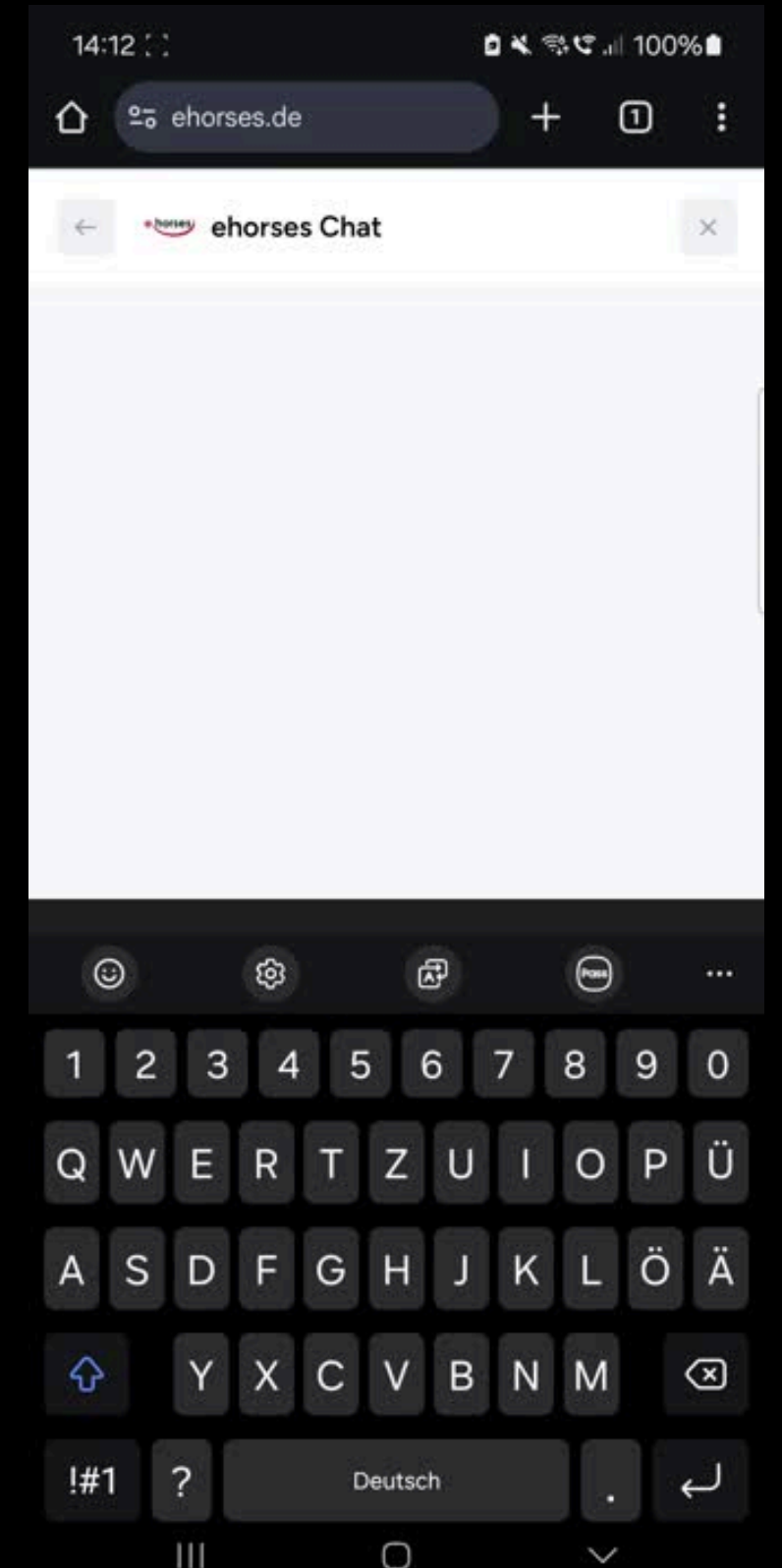
Time savings:
10 minutes per description text

Advantages:

- ✓ Finished description texts in 3 seconds instead of 10 minutes - Multilingual
- ✓ Significantly more inquiries
- ✓ Error-free, consistent wording and sales-promoting approach

USECASE #2: OUR CUSTOMERS ARE THERE. WE ARE NOT.

- ✗ Peak time without staff Sunday 8 pm is prime time at ehorses – but no one is in the office
- ✗ Language barriers
40% International customers
- ✗ Manual repetitions the same questions over and over again – by email, telephone, social media



24/7 SUPPORT FOR BUYERS AND SELLERS



Tools:
**Superchat + internal
data source**



Output:
**~520 resolved user
requests per month**



Time savings:
**approx. 40 hours
per month**

Advantages:

- ✓ 24/7 support without waiting times, user requests are resolved in real time
- ✓ Scalable, Multilingual
- ✓ Large knowledge database - no loss of knowledge when employees change

USECASE #3: CREATING NEWS ARTICLES

✗ extremely high manual effort

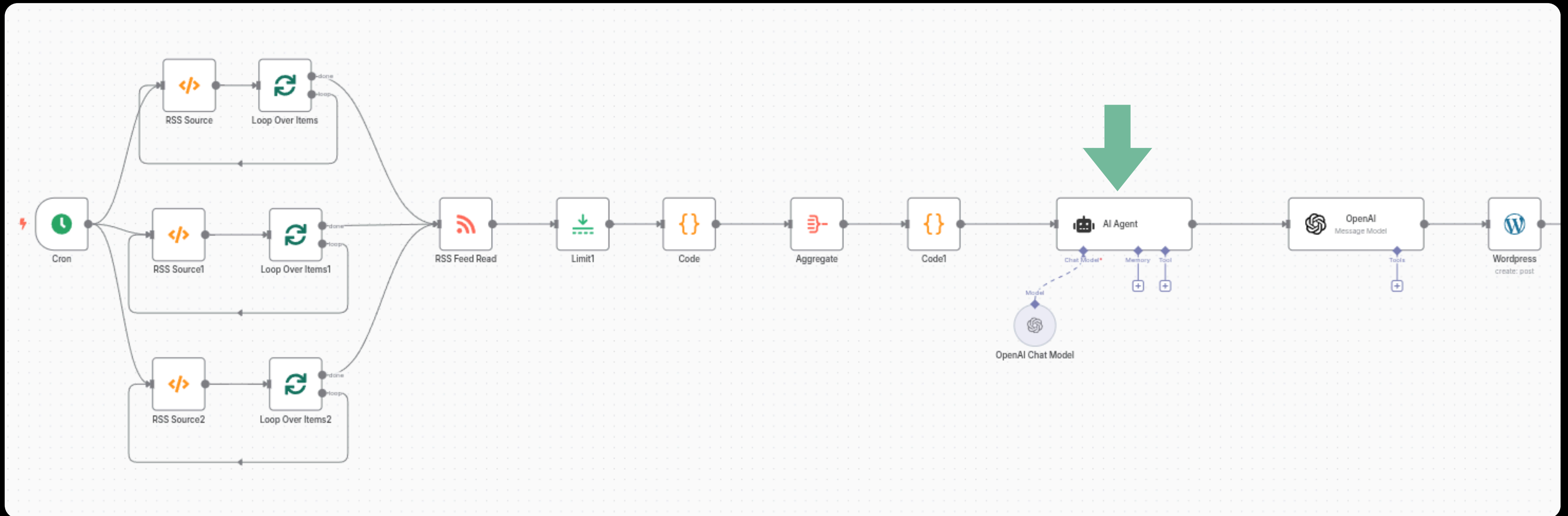
✗ Inconsistent Style

✗ Slow release

💡 Conclusion:

News production is slow, expensive and not scalable - so we have not yet had any news

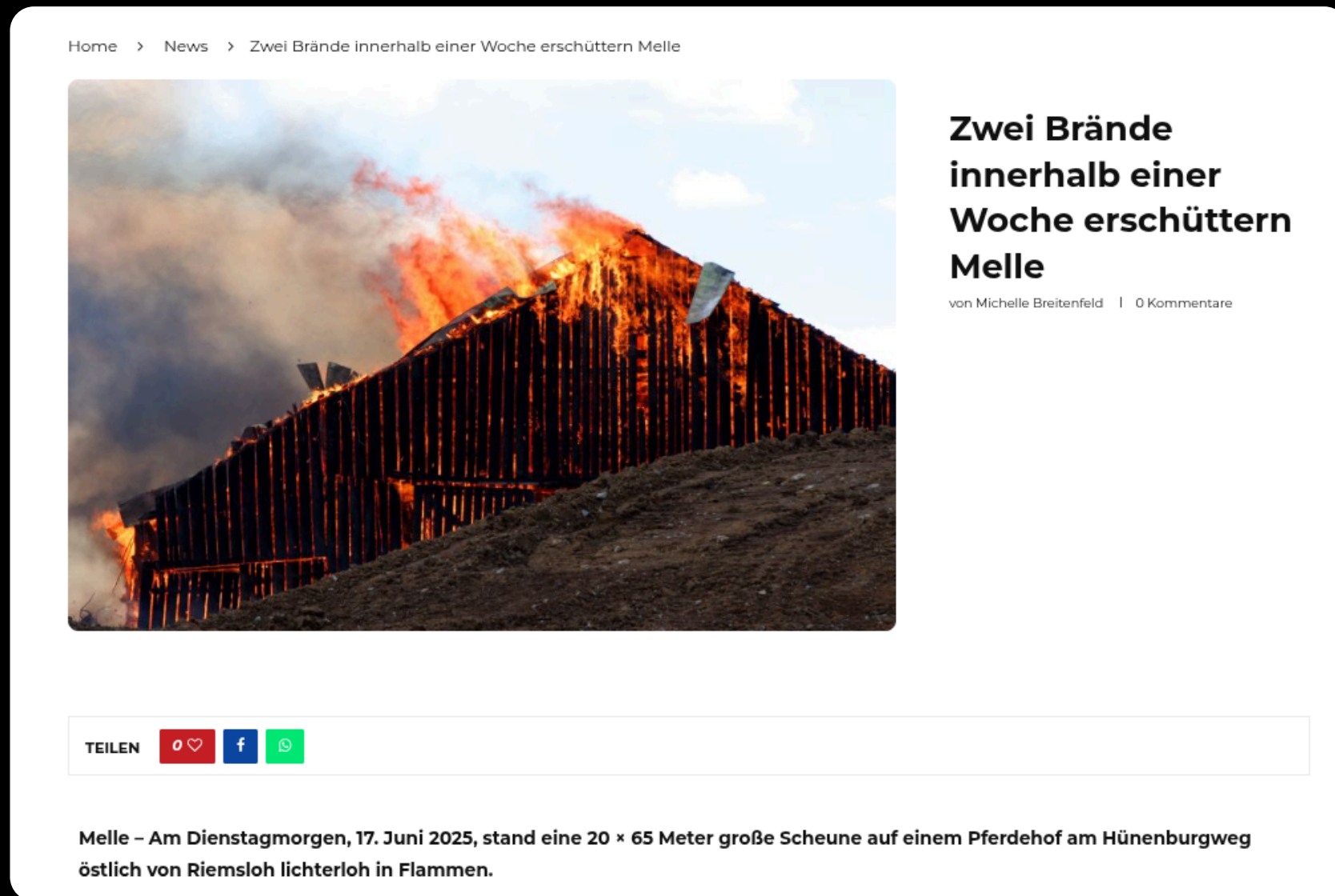
NEWS ARTICLE - COMPLETELY AUTOMATED



From research to publication in the CMS (WordPress)

NEWS ARTICLES AUTOMATICALLY ON SOCIAL MEDIA

Complete news article,
automatically
integrated into the CMS



Automatic
publication on
social media



FULLY AUTOMATED NEWS ARTICLES



Advantages:

- ✓ Uniform style and quality standards
- ✓ Publish news in real time, without manual research
- ✓ Editors focus on strategy instead of routine
- ✓ exciting content for our users

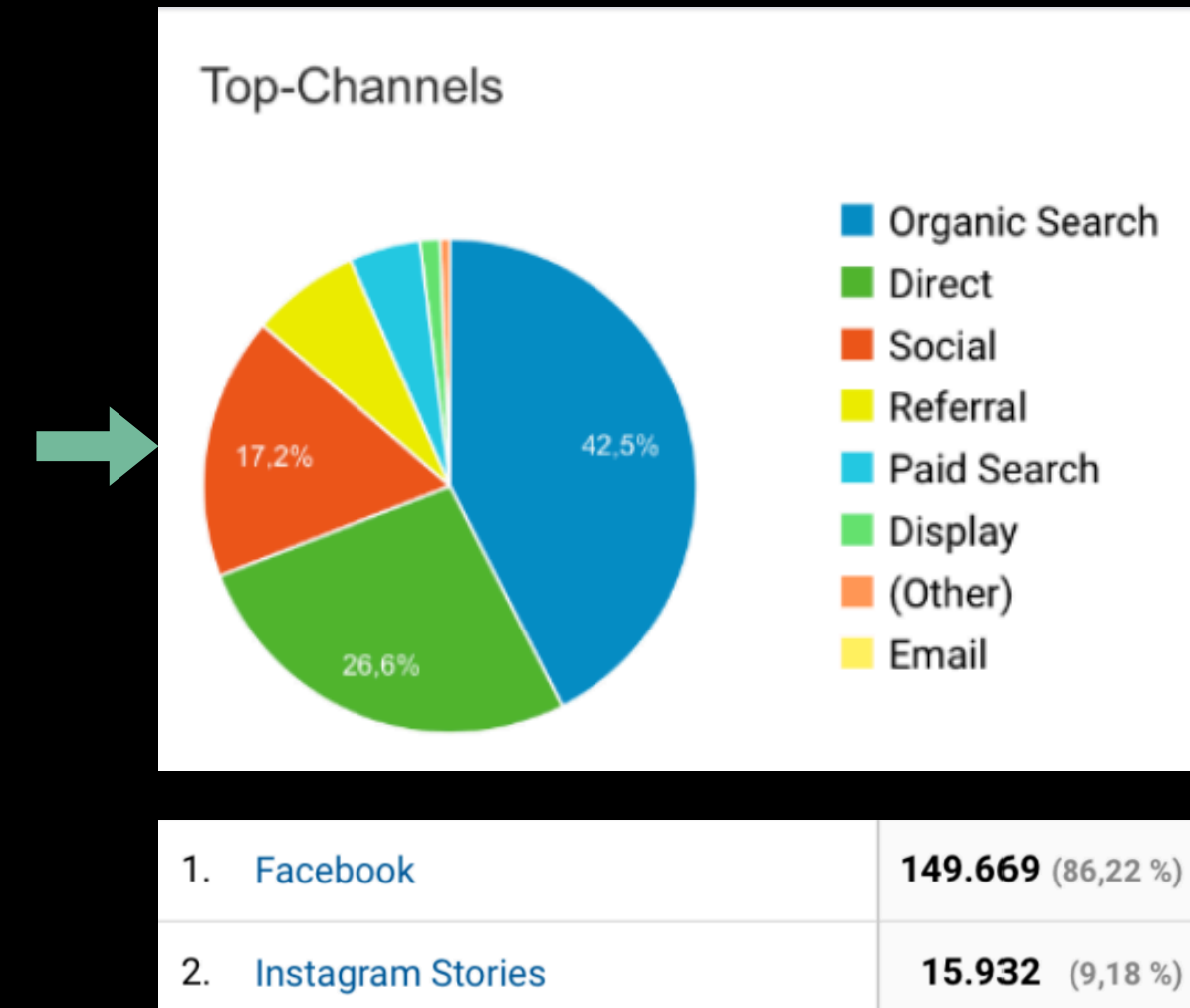
USECASE #4: SOCIAL MEDIA MANUELL = NO LONGER FEASIBLE

✗ Extremely high effort

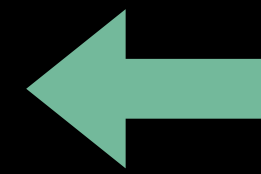
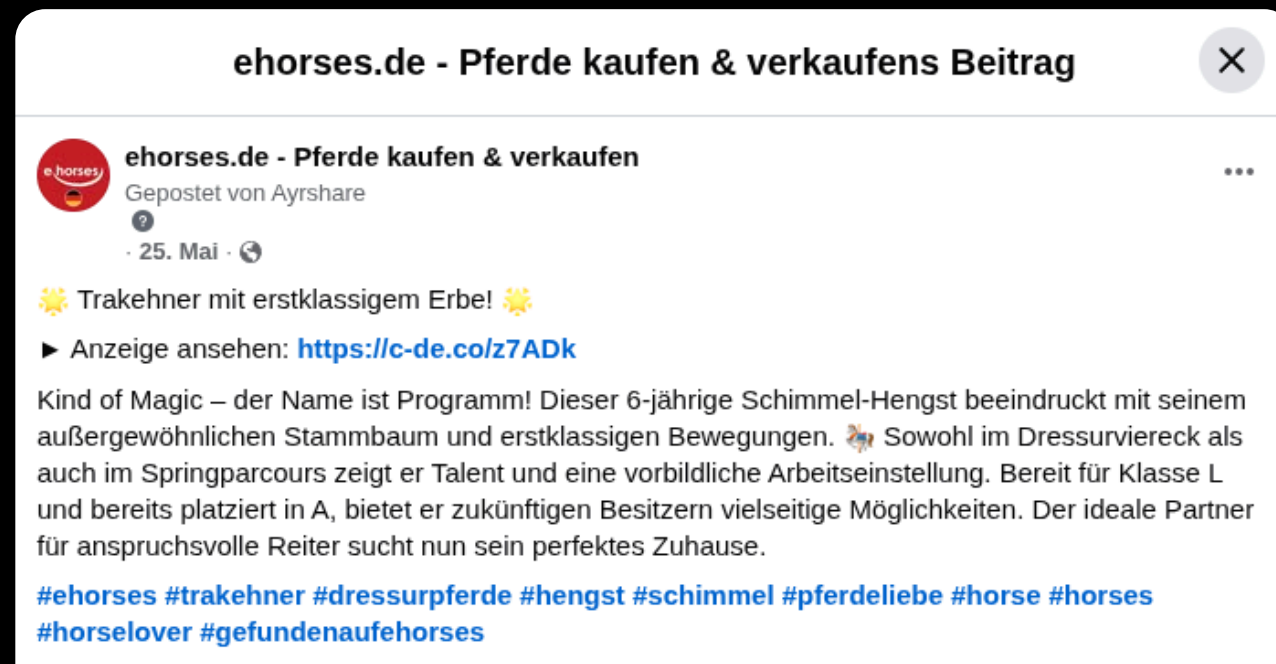
16 profiles in 8 countries, 12 horses per day – not possible manually

✗ Chaos in implementation planning, texts, translations – too many tools, too many hands

 Facebook:
very important channel, many potential buyers



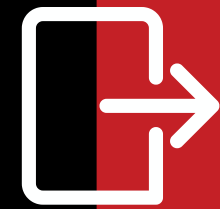
HORSES ARE POSTED AUTOMATICALLY



Automated creation and publication of social media posts for 8 countries and 16 social media profiles

AUTOMATIC CREATION & POSTING ON SOCIAL MEDIA

 Tools:
CDE + ChatGPT






Output:
Social Media Postings
16 profiles in 8 countries



Time savings:
approx. 160 hours
per month

Advantages:

-  International scalability without additional staff
-  Content can be efficiently controlled & adapted to specific countries
-  High international visibility & inquiries for horses for sale

USE CASE #5: TOO MUCH CONCEPT – TOO LESS TIME FOR CUSTOMERS

✗ Manual effort each pitch must be created and agreed upon individually

✗ Less customer time advice and individual needs are neglected

✗ Internal coordination needs consume time that is missing in direct contact

PitchPilot [ehorses & edogs]

PitchPilot ist dein smarter Sales-Assistent, der in wenigen Sekunden ein maßgeschneidertes Marketingkonzept für unsere Werbekunden erstellt.

Name des Unternehmens *

URL der Startseite

URL (z.B. <https://www.ehorses.de/>)

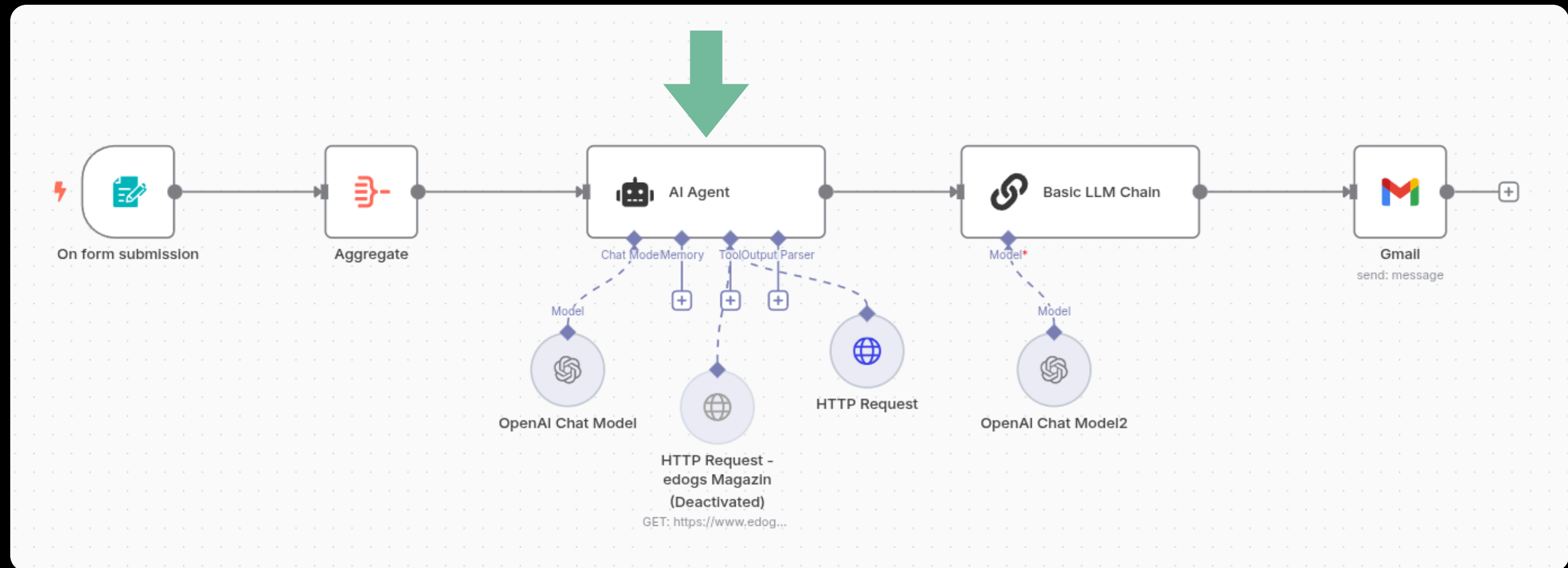
Marktplatz *

Select an option ...

Ziel der Kampagne

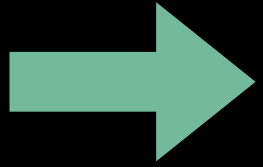
- ☐ Leads generieren
- ☐ Conversions erzielen (Performance-Kampagne)
- ☐ Reichweite generieren
- ☐ Markenbekanntheit steigern

PITCHPILOT FOR THE SALES TEAM



From the idea to the finished, individual marketing concept

Finished
concept



1. Unternehmensanalyse

- **Branche:** RidersDeal agiert im Reitsportsegment und bietet eine breite Palette an Reitbekleidung und -zubehör.
- **Website:** Die Seite zeigt eine klare, benutzerfreundliche Struktur mit einem Fokus auf hohe Rabatte und exklusive Deals.
- **Positionierung:** RidersDeal hat sich als kostengünstige Plattform für Reiter etabliert, die regelmäßig Zugang zu Sonderangeboten und Neuheiten bieten.
- **Stärken:** Starke Markenpartnerschaften, große Community, regelmäßige Sale-Aktionen und ein breites Sortiment.
- **Schwächen:** Die Abhängigkeit von den zeitlich begrenzten Angeboten kann zu einer geringeren Kundenbindung führen.

2. Zielgruppenansprache & Potenziale

- **Zielgruppen:**
 - ReiterInnen (Hobby- und Profireiter)
 - Pferdebesitzer
 - Eltern von reitenden Kindern
- **Potenziale über ehorses.de:**
 - Zugang zu einer engagierten Reiter-Community.
 - Nutze die Möglichkeit, über bildreiche Inhalte und Deals die Zielgruppe anzusprechen.
 - Erhöhung der Markenbekanntheit durch gezielte Kampagnen, die sich auf angemessene Preis-Leistungs-Verhältnisse konzentrieren.

3. Fragen an den Werbekunden

1. Welche spezifischen Produkte möchtest du hervorheben?
2. Welche Zielgruppe willst du primär erreichen?
3. Wie misst du den Erfolg der Kampagne (Leads, Umsatz, Reichweite)?
4. Gibt es saisonale Events oder Produkteinführungen, die wir berücksichtigen sollten?
5. Gibt es spezielle Angebote oder Rabatte, die für die Kampagne genutzt werden können?

4. Formate, Kanäle & Marketingstrategie

- **Formate:**
 - **Carousel Posts:** Mehrere Bilder, die verschiedene Produkte wie Reithosen oder Pflegezubehör zeigen. Inhalte könnten die Eigenschaften der Produkte, Anwendungstipps und aktuelle Rabatte umfassen.
 - **Advertorials auf ehorses.de:** Erstelle spannende Artikel, die die Vorteile von RiderDeal Produkten erläutern.
 - **Newsletter:** Informiere über saisonale Angebote, neue Produktreihen oder spezielle Schulungsangebote.
 - **Social Media-Reels:** Kurze, ansprechende Videos, die die Produkte in Aktion zeigen.
- **Storytelling:** Nutze die Geschichten von Reitern und deren positiven Erfahrungen mit RidersDeal Produkten.

5. Ideen für eine ganzheitliche Kampagne

- **Phase 1 - Vorbereitungsphase:** Erstellung ansprechender Inhalte und Kontaktaufnahme mit Kunden zur Übermittlung von persönlichen Geschichten.
- **Phase 2 - Launchphase:** Veröffentlichung des ersten Carousel-Posts und des Advertorials.
- **Phase 3 - Engagementphase:** Interaktion mit den Nutzern über Umfragen oder Gewinnspiele auf Social Media.
- **Phase 4 - Nachverarbeitungsphase:** Kunden zur Abgabe von Feedback auffordern und Analyse der Kampagnendaten zur Optimierung zukünftiger Kampagnen.

6. Wieso ehorses.de perfekt für RidersDeal ist

AUTOMATIC CREATION OF INDIVIDUAL MARKETING CONCEPTS



Advantages:

- ✓ Individual marketing concept tailored to customer needs within one minute
- ✓ More focus on sales while maintaining the same quality of advertising campaigns
- ✓ Less time spent coordinating between teams
- ✓ More time for the customer

THIS IS HOW MUCH TIME WE SAVE EVERY MONTH - THANKS TO AI

KI-Chatbot

= 40 hours

News Article

= 20 hours

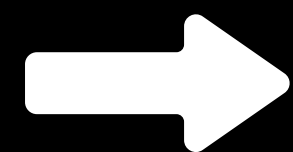
Social Media

= 160 hours

PitchPilot

= 8 hours

Monthly time
savings:



228 hours

28 working days

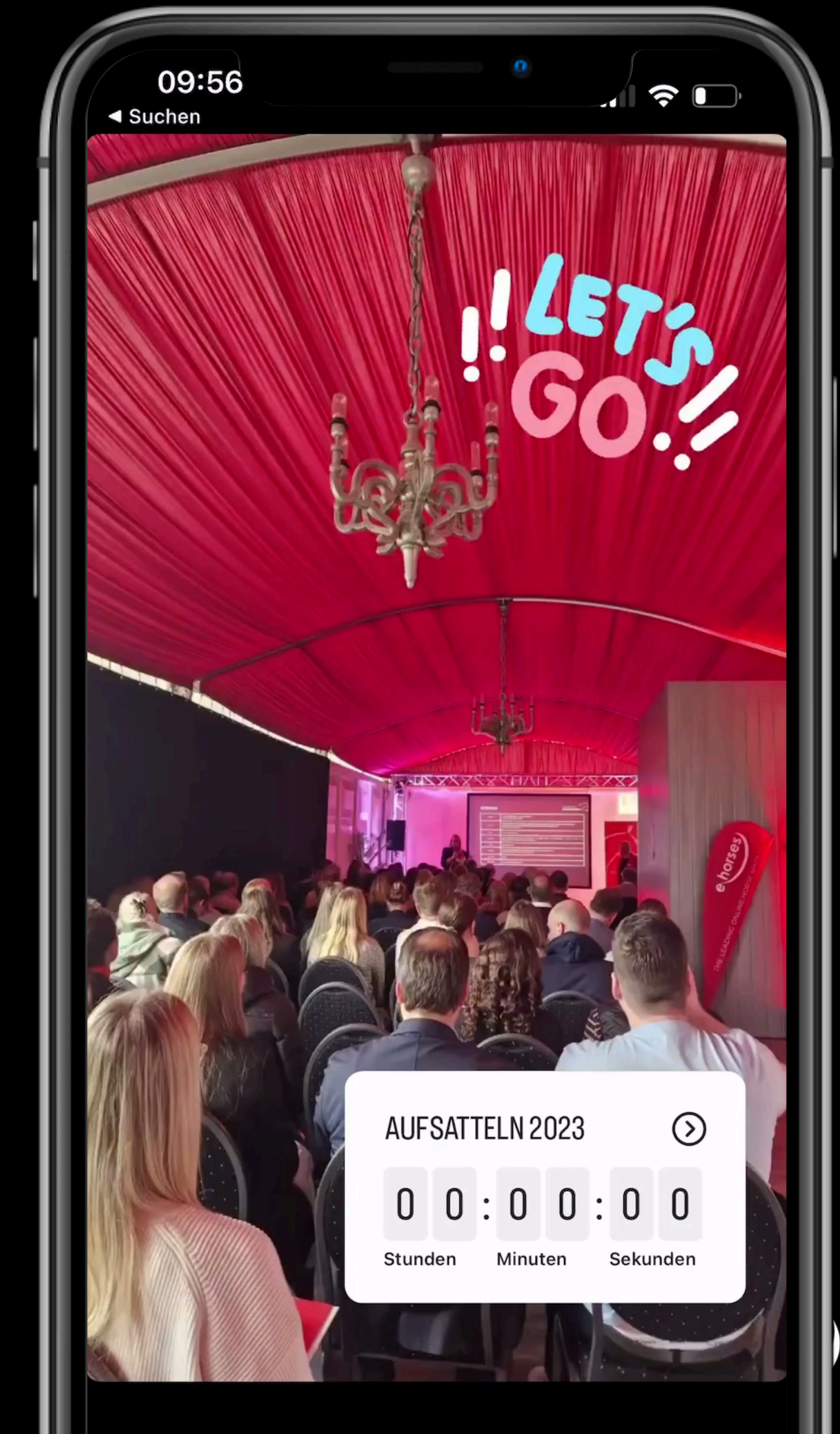
More time for what
matters:

Strategy, customer
benefit, innovation

SADDLING UP IN ONLINE MARKETING



- The most important online marketing event in the horse industry
- More than 180 decision-makers come together once a year to network and share knowledge
- Already the 9th edition
- Goal: We want to share our knowledge and thereby underline our pioneering role in the horse world



SADDLING UP IN THE NETHERLANDS

IN HET ZADEL MET
ONLINE MARKETING



Largest online marketing & networking event in the industry in the Netherlands

110 decision-makers from the horse industry

30.10.2025 - already for the 5th time



CONCLUSION & FURTHER POTENTIAL

USE AI LIKE AN EMPLOYEE!

You can treat AI like an employee:

- Ask: e.g., “Did you understand that correctly? What information are you missing?”

Iterative work - step by step towards the best result: "I'm not satisfied with the result yet. Ask questions to further improve the result."

TRASH IN = TRASH OUT

“... AI only generates superficial results.”

No wonder with 1-line prompts without context :)



OUTLOOK - WHAT ARE WE CURRENTLY WORKING ON

- ▶ Using avatars to create our complete text content in video - multilingual
- ▶ What will website usage look like in a few years?
- ▶ Scan horse passport → listing is ready

👉 **Our goal for 2026:**

More automation, more efficiency, more fun at work! 🚀

Culture comes before strategy

DEVELOPING A CULTURE OF
EXPERIMENTATION: LEARNING TO FAIL
YOUR WAY FORWARD.

GET STARTED NOW!

“... BEING WRONG MIGHT
HURT YOU A BIT.

BUT BEING SLOW WILL KILL
YOU!”

-Jeff Bezos-



LET'S STAY IN TOUCH!



l.bueker@ehorses.de



lena-büker



0049- 176 - 22 74 08 28



Stay in touch? Scan me!

TOOL-TIPPS vom e horses-Team

Es gibt viele Möglichkeiten immer up-to-date im Online-Marketing zu sein. Wir haben Dir unsere persönlichen Tipps und Tools zusammengestellt, die wir regelmäßig nutzen. Einfach googeln und ausprobieren.
Viel Spaß beim Eintauchen in die digitale Welt!
Ihr ehorses-Team



Hilfreiche Tools für die alltägliche Arbeit
Wir haben Dir einige Tools...



THANK YOU!