



| | Light | Premium | Advanced | Enterprise | Video |
|--|-------|---------|----------|------------|-------|
|--|-------|---------|----------|------------|-------|

| | | | | | |
|-----------------------|--------------|-----------------|-----------------|-----------------|-------------------|
| Gesamtpreis | 2.499 € | Ab 3.799 € | Ab 4.299 € | Ab 14.999 € | Ab 4.999 € |
| Klicks/Views | 1.000 Klicks | Ab 1.000 Klicks | Ab 1.000 Klicks | Ab 4.000 Klicks | Ab 30.000 Views |
| Kosten pro Klick/View | 2€ pro Klick | 3€ pro Klick | 3,50€ pro Klick | 3,50€ pro Klick | Ab 0,15€ pro View |

Targeting-Kriterien

| | | | | | |
|--|---|---|---|---|---|
| Branche | ✓ | ✓ | ✓ | ✓ | ✓ |
| Region | ✓ | ✓ | ✓ | ✓ | ✓ |
| Segment | × | ✓ | ✓ | ✓ | × |
| Funktion im Unternehmen | × | × | ✓ | ✓ | × |
| Unternehmensgröße | × | × | × | ✓ | × |
| Integration von Retargeting Pixeln auf Kundenwebsite | × | × | × | ✓ | × |

Werbekanäle

Google Display Ads

| | | | | | |
|---|---|---|---|---|---|
| Statische Werbemittel | ✓ | ✓ | ✓ | ✓ | × |
| Animierte GIFs | × | ✓ | ✓ | ✓ | × |
| HTML5 Werbemittel | × | ✓ | ✓ | ✓ | × |
| Standard Brand Safety Kategorien von Google | ✓ | ✓ | ✓ | ✓ | × |
| 3rd Party Brand Safety Kategorien | × | × | × | ✓ | × |

Programmatic Display

| | | | | | |
|-------------------------|---|---|---|---|---|
| Bis zu fünf Werbemittel | × | × | × | ✓ | × |
| Statisch / GIF / HTML5 | × | × | × | ✓ | × |

Social Advertising

| | | | | | |
|--|---|---|---|---|---|
| Facebook | ✓ | ✓ | ✓ | ✓ | × |
| Instagram | × | ✓ | ✓ | ✓ | × |
| LinkedIn | × | ✓ | ✓ | ✓ | × |
| Lead-Ad-Formular | × | × | ✓ | ✓ | × |
| Posting über den TrustedTargeting Werbekanal | ✓ | ✓ | ✓ | ✓ | × |
| Posting über Kundenkanal | × | ✓ | ✓ | ✓ | × |

| | | | | |
|---------|--|--|---|-------------|
| Formate | <u>1 Motiv</u> im Format 1000x1000 | <u>2 Motive</u> im Format 1200x628 und 1000x1000 (Statisch/ GIF/ Video) | <u>Beliebig viele Motive</u> in 1200x628 1000x1000 1080x1920 | YouTube URL |
|---------|--|--|---|-------------|

Video Advertising

| | | | | | |
|-------------------|---|---|---|---|---|
| YouTube In-Stream | × | × | × | × | ✓ |
|-------------------|---|---|---|---|---|



Add-Ons und Betreuung

| | Basic | Advanced | Advanced | Advanced | Advanced |
|-----------------------------------|--------------|----------------|------------------------|---------------------|------------------------|
| Datastudio Dashboard | | | | | |
| Betreuung | Self-Service | E-Mail Support | Phone & E-Mail Support | Key Account Manager | Phone & E-Mail Support |
| Individuelle Reportings | ✓ | ✓ | ✓ | ✓ | ✓ |
| Kommunikation über MS Teams Board | ✓ | ✓ | ✓ | ✓ | ✓ |
| Livegang innerhalb von | 5 Werktagen | 5 Werktagen | 5 Werktagen | 3 Werktagen | 5 Werktagen |
| Erstellung von Werbemitteln | Auf Anfrage | | | | |

Pricing

| Paket | Light | Premium | Advanced | Enterprise | Video |
|--------------------|----------------|------------------|------------------|-------------------|------------------|
| Klicks | 1.000 | ab 1.000 | ab 1.000 | ab 4.000 | ab 30.000 Views |
| Kosten pro Klick | 2€ | 3€ | 3,50€ | 3,50€ | 0,15 € pro View |
| Service Fee | 499€ | 799€ | 799€ | 999€ | 499€ |
| Gesamtpreis | 2.499 € | ab 3.799€ | ab 4.299€ | ab 14.999€ | ab 4.999€ |

Kontakt Vertrieb

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