



	Light	Premium	Advanced	Enterprise	Video
Total Cost	2,499 €	From 3,799 €	From 4,299 €	From 14,999 €	From 4,999 €
Clicks/Views	1,000 Clicks	From 1,000 Clicks	From 1,000 Clicks	From 4,000 Clicks	From 30,000 Views
Cost per Click/View	2€ per Click	3€ per Click	3.50€ per Click	3.50€ per Click	0.15€ per View

Targeting Criteria					
Industry	✓	✓	✓	✓	✓
Region	✓	✓	✓	✓	✓
Segment	×	✓	✓	✓	×
Function	×	×	✓	✓	×
Company Size	×	×	×	✓	×
Integration of Retargeting Pixel	×	×	×	✓	×

Advertising Networks					
Google Display Ads					
Static images	✓	✓	✓	✓	×
Animated GIFs	×	✓	✓	✓	×
HTML5	×	✓	✓	✓	×
Standard Brand Safety Categories from Google	✓	✓	✓	✓	×
3rd Party Brand Safety Categories	×	×	×	✓	×

Programmatic Display					
Up to five ads	×	×	×	✓	×
Static / GIF / HTML5	×	×	×	✓	×

Social Advertising					
Facebook	✓	✓	✓	✓	×
Instagram	×	✓	✓	✓	×
LinkedIn	×	✓	✓	✓	×
Lead Ad Form	×	×	✓	✓	×
Posting on the Trusted Targeting channel	✓	✓	✓	✓	×
Posting via customer's channel	×	✓	✓	✓	×
Formats	<u>1 Ad</u> in the format 1000x1000	<u>2 Ads in the format</u> 1200x628 and 1000x1000 (Static/ GIF/ Video)		<u>Unlimited ads in</u> 1200x628 1000x1000 1080x1920	YouTube URL

Video Advertising					
YouTube In-Stream	×	×	×	×	✓



Add Ons and Support

Datastudio Dashboard	Basic	Advanced	Advanced	Advanced	Advanced
Support	Self-Service	E-Mail Support	Phone & E-Mail Support	Key Account Manager	Phone & E-Mail Support
Personalised Reports	✓	✓	✓	✓	✓
Communication via MS Teams Board	✓	✓	✓	✓	✓
Campaign live within	5 Working days	5 Working days	5 Working days	3 Working days	5 Working days
Banner creation	Upon request				

Pricing

Paket	Light	Premium	Advanced	Enterprise	Video
Clicks	1,000	From 1,000	From 1,000	From 4,000	From 30.000 Views
Cost per Click	2€	3€	3.50€	3.50€	0.15 € per View
Service Fee	499€	799€	799€	999€	499€
Total Cost	2,499 €	From 3,799€	From 4,299€	From 14,999€	From 4,999€

Kontakt Vertrieb

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