



	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€
<b>Total Cost</b>	<b>2,499 €</b>	<b>From 3,799€</b>	<b>From 4,299€</b>	<b>From 14,999€</b>	<b>From 4,999€</b>

#### Contact Sales now

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