

REGIO TARGETING

	REGIO (FREE)	REGIO STANDARD	REGIO FLEX	REGIO PLUS
Precision	3. digit zip code precision	5. digit zip code precision	5. digit zip code precision	5. digit zip code precision
Provided by	Xandr	AdUp	AdUp	AdUp
Geographical unit	Zip code, cities, federal states	<ul style="list-style-type: none">• 80 biggest cities• all federal states	zip code areas X km radius	zip code areas X km radius
Example	Hamburg	Hamburg	20457 + 5 km radius	20457 + 5 km radius
Number of advertising media	1	1	1	unlimited
Price	free	10 €	20 €	30 €

REGIO STANDARD

Targeted, regionalized advertising control in predefined cities or one / more federal states

Non-Consent & Cookieless: Regional performance at high scale

Address up to the 5th digit zip code

Formats: freely selectable

Placement: ROP

Gross CPM : 10€¹ surcharge over the volume order

FINDS EVERYONE, NO MATTER WHERE



+80% CTR
Uplift
TO PEERS²



REGIO FLEX

Targeted, regionalized advertising control in predefined cities or one / more federal states

Non-Consent & Cookieless: Regional performance at high scale

Address up to the 5th digit zip code

Formats:

freely selectable

Placement:

ROP

Gross CPM:

20€¹ surcharge over the volume order

FINDS EVERYONE, NO MATTER WHERE



+100% CTR
Uplift
TO PEERS²



REGIO PLUS

Targeted, regionalized advertising control in any postcode area with a high number of individualized advertising media

Non-Consent & Cookieless: Regional performance at high scale

Address up to the 5th digit zip code

Formats:	freely selectable
Placement:	ROP
Gross CPM:	30€ ¹ surcharge over the volume order

FINDS EVERYONE, NO MATTER WHERE

