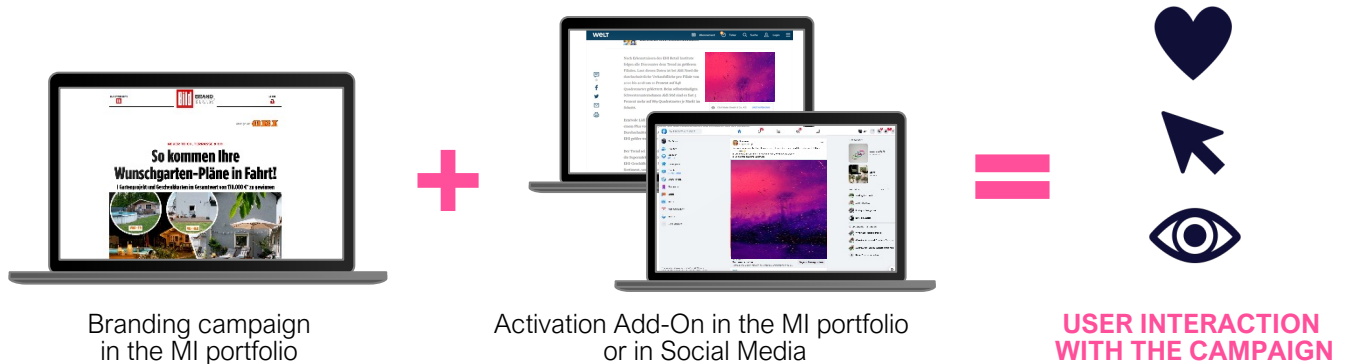




ACTIVATION ADD-ON



ACTIVATION AND INTERACTION WITH YOUR CAMPAIGN!

- In addition to your branding part in Media Impact's premium portfolio, we offer the right supplement to guarantee the achievement of your target KPI.
- For maximum interaction with your campaign, we can guarantee different KPIs:
 - 1. Clicks:** We send traffic to your landing page using display or native ads in the Media Impact portfolio or via social media ads (using your social handle).
 - 2. Engagements:** We generate clicks, likes, and shares for your social media ads across various platforms (using your social handle).
 - 3. Views:** We ensure maximum attention for your message through guaranteed completed views for your videos on all social media platforms with your brand name
- We create a forecast for your desired target KPI in advance.
- The campaign setup is simple and straightforward without pixel integration needed,
- Optional: We can take care of the creation of suitable and high-performance advertising material for your campaign.

PACKAGE	PERFORMANCE KPI	PRICING
Activation Add-On + Branding Campaign ² Minimum duration: 2 weeks	Clicks / Engagements / Views	Minimum 15.000€ N2 (fixed media budget)

¹ Additional charges for ad creation: Native: 1.000 € Net2, Display: 4.000 € Net2, Social: 3.000 € Net2. ² The offer must consist of at least 50% branding products in the Media Impact portfolio (HomeRun, Brand Story, Tiefenintegration, ROP bookings etc.). Can not be combined with any MI data products.