



# LEAD ADD-ON

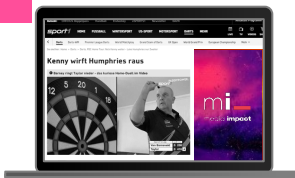
## STEP 1



BRAND STAGING

Choose one of our many branding products, such as a Brand Story or Tiefenintegration to give users an understanding of your product and/or special offers. Valuable user data is already collected during the branding campaign, which is then used for later lead optimization.

## STEP 2



DISPLAY ROP MEDIA IMPACT

or

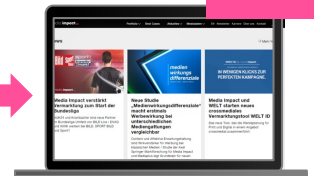


NATVE ROP MEDIA IMPACT

or



SOCIAL MEDIA



YOUR LANDING PAGE

## WE GENERATE MEASURABLE LEADS!

- We develop an individual overall concept to match your campaign goals, consisting of a branding measure in Media Impact's premium portfolio and a lead add-on to achieve your target KPI.
- Lead are generated via display or native advertising media in the Media Impact portfolio or via social media ads across various platforms (using your social handle).
- We create a forecast for your desired target KPI in advance<sup>1</sup>.
- In order to ensure optimal campaign performance, pixel integration on your website is mandatory. The creation of suitable and high-performance advertising material can be booked as an option.<sup>2</sup>

PACKAGE	EXAMPLE-LEADS	CPL <sup>4</sup>	PRICE
<b>Lead Add-On</b> + Branding Campaign <sup>3</sup> Minimum term: 4 weeks <b>Pixel integration necessary</b>	2nd Qualified Click	From 1,80€	<b>From 20.000€ N2</b> <b>(fixed media budget)</b>
	Configurator Start	From 3,50€	
	App Installs	From 5,00€	
	Newsletter subscription	From 5,00€	
	Information/insurance/q uotation request	From 20,00€	
	Test drive	From 70,00€	
	Travel booking	From 200,00€	

<sup>1</sup> The forecast serves as a guideline and cannot be guaranteed. <sup>2</sup> Creation costs for advertising media production: Native: € 1,000 net, Display: € 4,000 net, Social: € 3,000 net. <sup>3</sup> The offer must consist of at least 50% (N2 sales) of branding products in the Media Impact portfolio (HomeRun, Brand Story, Deep Integration, ROP bookings, etc.). <sup>4</sup> The values given here are minimum CPLs and serve as a guideline. The actual CPL can be significantly higher depending on the product and target KPI.