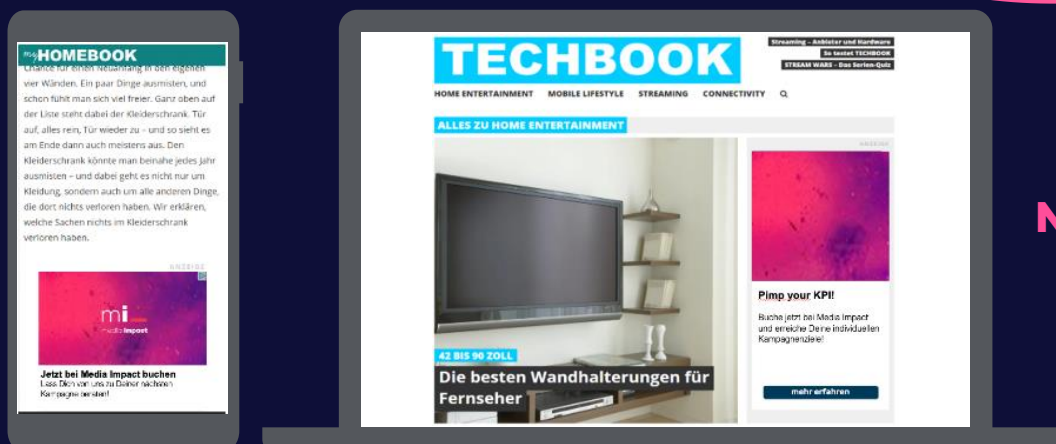


JUST CLICKS



**NATIVE
ADS**

THE EASIEST WAY TO GUARANTEED CLICKS!

How it works:

Reach your target audience in Media Impact's premium portfolio and get guaranteed Native Clicks on your advertising materials.¹

- The creation of suitable and high-performing advertising materials for your campaign can be optionally booked.²
- The campaign delivery works simply and uncomplicatedly without pixel integration.

We achieve **NATIVE CLICKS** with dynamic image-text³ ads that automatically adapt to the respective website. Two options are available:

- 1. Just Clicks without Targeting:** Native Teasers are played out across our entire portfolio (ROP) without specific targeting.
- 2. Just Clicks Regio:** Native Teasers with postal code targeting are played out in different regions across our entire portfolio.

Package ⁴	CPC	Budget-Range
„Just Clicks“	0,99€ CPC (Q4: 1,04€) Duration: Min. 2 weeks	2,500 – 14,999 € NN2
	0,92€ CPC (Q4: 0,97€) Duration: Min. 4 weeks	15,000 – 29,999 € NN2
	0,88€ CPC (Q4: 0,93€) Duration: Individual arrangement	30,000 + € NN2
„Just Clicks Regio“	Individual, depending on targeting (min. CPC of 0,92€ (Q4: 0,97€)) Duration: individual arrangement	Individual arrangement

¹ CLICKS WILL BE DELIVERED DURING THE WHOLE DURATION OF THE CAMPAIGN WITH THE GUARANTEED CLICKS.

² CREATION COSTS FOR THE DEVELOPMENT OF ADVERTISING MATERIALS: €1.000 NET.

³ A MINIMUM OF 2 VISUALS AND TEXT TEASERS PER FORMAT MUST BE PROVIDED.

⁴ ONLY AVAILABLE AS A ROP BOOKING; NO COMBINATION WITH MI DATA PRODUCTS IS POSSIBLE.

SOCIAL ENGAGEMENT ADD-ON



LEVERAGE THE POWER OF SOCIAL MEDIA!

- In addition to your branding initiative in the premium portfolio of Media Impact, we offer the perfect complement to guarantee the achievement of your target KPI.
- For maximum interaction with your campaign, we can guarantee various KPIs:

1. Clicks: We drive traffic to your landing page using Social Media Ads under your brand.

2. Engagements: We generate clicks, likes, and shares for your Social Media Ads across various platforms under your brand.

3. Completed Views: We ensure maximum attention for your message through guaranteed completed views for your videos on all Social Media platforms under your brand.

- The campaign delivery works simply and straightforwardly without pixel integration.
- For your desired target KPI, we provide you with a forecast with a KPI guarantee in advance.
- The creation of suitable and high-performing advertising materials for your campaign can be optionally booked.¹

Package	Performance	Price
Social Engagement Add-On Branding Component ² Minimum Duration: 4 Weeks ³	Clicks / Engagements / Completed Views	From €20,000 N2 (fixed media budget)

¹ CREATION COSTS FOR ADVERTISING MATERIAL: €3,000 NET.

² THE OFFER MUST CONSIST OF AT LEAST 50% (N2 REVENUE) IN BRANDING PRODUCTS WITHIN THE MEDIA IMPACT PORTFOLIO (HOMERUN, BRAND STORY, DEEP INTEGRATION, ROP BOOKINGS, ETC.). NO COMBINATION WITH MI DATA PRODUCTS IS POSSIBLE.

³ SOCIAL MEDIA TARGETING IS AVAILABLE.

LEAD ADD-ON



STEP 1

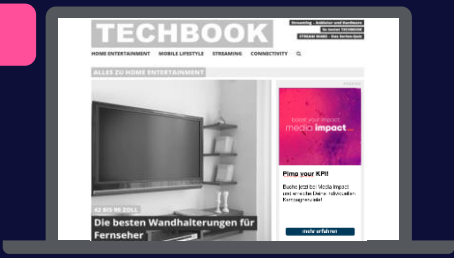


BRAND STAGING

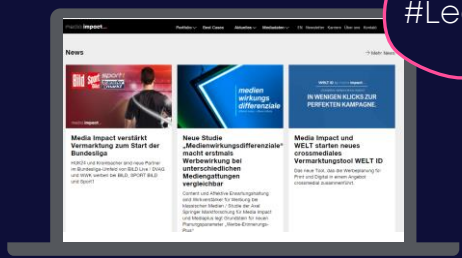
Choose one of our numerous branding products, such as a Brand Story or Deep Integration, and take advantage of the opportunity to bring your product and/or special offers closer to users.

During the branding presentation, valuable user data is collected, which will be utilized for later lead optimization.

STEP 2



NATIVE ROP MEDIA IMPACT



YOUR LANDING PAGE

WE GENERATE MEASURABLE LEADS!

- We develop a custom comprehensive concept tailored to your campaign goals, comprising a branding initiative in the premium portfolio of Media Impact and a lead add-on to achieve your target KPI.
- Lead generation is carried out through native advertising materials in the Media Impact portfolio.
- For your desired target KPI, we provide you with a forecast in advance¹.
- To ensure optimal campaign performance, pixel integration on your website is mandatory. The creation of suitable and high-performing advertising materials can be optionally booked.²

Package	Performance	CpL ⁴	Price
Lead Add-On Branding Component ³ Minimum Duration: 4 Weeks Pixel integration required	2nd Qualified Click	From 1,80€	From €20,000 N2 (fixed media budget)
	Duration (30s)	From 1,80€	
	Configurator Start	From 3,50€	
	App Installs	From 5,00€	
	Newsletter Registration	From 5,00€	
	Information/Insurance/Quote Request	From 20,00€	

¹ THE FORECAST SERVES AS AN ESTIMATE AND DOES NOT CONSTITUTE A GUARANTEE.
² CREATION COSTS FOR ADVERTISING MATERIAL: €1.000 NET.
³ THE OFFER MUST CONSIST OF AT LEAST 50% (N2 REVENUE) IN BRANDING PRODUCTS WITHIN THE MEDIA IMPACT PORTFOLIO (HOMERUN, BRAND STORY, DEEP INTEGRATION, ROP BOOKINGS, ETC.).
⁴ THE VALUES PROVIDED HERE ARE MINIMUM CPLs AND SERVE AS A GUIDELINE. THE ACTUAL CPL MAY VARY SIGNIFICANTLY DEPENDING ON THE PRODUCT AND TARGET KPI.

