

# JUST CLICKS

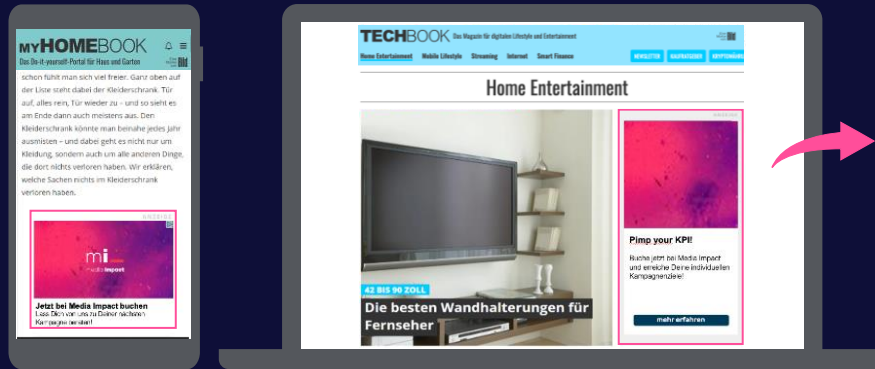


IMAGE AND VIDEO NATIVE ADS

## THE EASIEST WAY TO GUARANTEED CLICKS!

Reach your target audience with native advertising formats in Media Impact's premium portfolio and benefit from a guaranteed number of clicks.<sup>1</sup>

### How it works:

- **Relevant target audience:** Use native image and video ads<sup>2</sup> that fit seamlessly into the editorial environment and engage your audience across the MI portfolio.
- **Simple processing:** The campaign runs without any technical effort – no pixel integration necessary.
- **Optional advertising materials:** On request, we can create your visual ads, tailor-made for the best performance.<sup>3</sup>

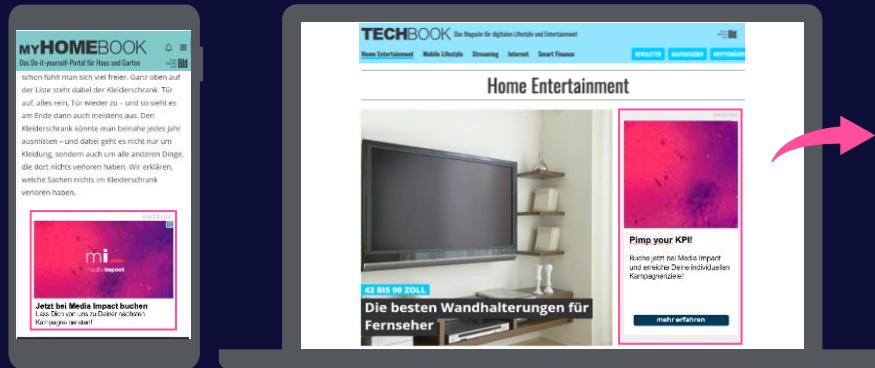
### Our Just Clicks packages:

- **Just Clicks:** A lot of reach without targeting, across our entire portfolio (ROP).
- **Just Clicks Regio:** Regional targeting by postcode.
- **Just Clicks Regio Flex:** Even more granular regional targeting with more options, per city or state, optionally with a radius of 50 km or more.

Package <sup>4</sup>	CPC	Budget-Range
<b>Just Clicks</b>	0.99€ CPC (Q4: 1.04€) Duration: Min. 2 weeks	2,500 – 14,999 € net
	0.92€ CPC (Q4: 0.97€) Duration: Min. 4 weeks	15,000 – 29,999 € net
	0.88€ CPC (Q4: 0.93€) Duration: individual arrangement	30,000 – 59,999 € net
	0.85€ CPC (Q4: 0.90€) Duration: individual arrangement	60,000 + € net
<b>Just Clicks Regio / Regio Flex</b>	Individual, depending on targeting (min. CPC of 0.92€ (Q4: 0,97€) Duration: individual arrangement	subject to forecast

1) GUARANTEED CLICKS WILL BE PLAYED OUT OVER THE WHOLE CAMPAIGN PERIOD.  
 2) AT LEAST 2 MOTIVES AND TEXT TEASERS PER FORMAT MUST BE SUPPLIED. IT IS POSSIBLE TO USE IMAGE AND VIDEO FORMATS AT THE SAME TIME. THE CAMPAIGN WILL BE OPTIMIZED FOR THE BEST-PERFORMING FORMATS.  
 3) CREATION COSTS FOR THE CREATION OF ADVERTISING MATERIAL: 1.000 € NET. VIDEO FORMATS MUST BE PROVIDED. THEY MUST NOT BE LARGER THAN 5 MB AND MUST NOT LAST LONGER THAN 15 SECONDS.  
 4) ONLY POSSIBLE AS A RUN OF PORTFOLIO BOOKING; NO COMBINATION WITH MEDIA IMPACT DATA PRODUCTS POSSIBLE.

# JUST CLICKS JAHRESCOMMITMENT



## THE EASIEST WAY TO GUARANTEED CLICKS!

Reach your target audience in Media Impact's high-quality portfolio with an annual commitment and benefit from more attractive conditions. Get guaranteed native clicks when you book a long-term campaign from Q1 to Q3 – and get the clicks over the months, depending on availability, until the guaranteed volume is reached.<sup>1</sup>

### How it works:

- **Relevant target audience:** Use native image and video ads,<sup>2</sup> that fit seamlessly into the editorial environment and appeal to your target group across the entire MI portfolio.
- **Simple processing:** The campaign runs without any technical effort – no pixel integration necessary.
- **Optional advertising materials:** On request, we can create your visual ads, tailor-made for the best performance.<sup>3</sup>

### Our annual commitment packages for Just Clicks:

Package <sup>4</sup>	CPC (Q1-Q3)	clicks	Budget
<b>Just Clicks</b>	0.83€ CPC Duration: Q1 – Q3	60,000 total clicks ø 6,600 monthly clicks	50,000 € net
	0.75€ CPC Duration: Q1 – Q3	100,000 total clicks ø 11,100 monthly clicks	75,000 € net
	0.70€ CPC Duration: Q1 – Q3	142,000 total clicks ø 15,700 monthly clicks	100,000 + € net

1) THE GUARANTEED CLICKS WILL BE PLAYED OUT OVER THE WHOLE CAMPAIGN PERIOD.  
 2) AT LEAST 2 MOTIVES AND TEXT TEASERS PER FORMAT MUST BE SUPPLIED. IT IS POSSIBLE TO USE IMAGE AND VIDEO FORMATS AT THE SAME TIME. THE CAMPAIGN WILL BE OPTIMIZED FOR THE BEST-PERFORMING FORMATS.  
 3) CREATION COSTS FOR THE CREATION OF ADVERTISING MATERIAL: 2,000 € NET. THE ADVERTISING MATERIALS ARE ADAPTED OR CREATED ANEW EVERY QUARTER. VIDEO FORMATS MUST BE PROVIDED. THEY MUST NOT BE LARGER THAN 5 MB AND MUST NOT LAST LONGER THAN 15 SECONDS.  
 4) ONLY POSSIBLE AS A RUN OF PORTFOLIO BOOKING; NO COMBINATION WITH MEDIA IMPACT DATA PRODUCTS POSSIBLE.

# SOCIAL PERFORMANCE ADD-ON



## REACH YOUR KPIs WITH SOCIAL PERFORMANCE ADS!

Optimize your performance and achieve your KPIs with tailored solutions beyond Media Impact's premium portfolio.<sup>1</sup>

### How it works:

- **Simple processing:** Your campaign will be played out easily – without the need for pixel integration (pixel installation is optional).
- **Targeting:** Through data-based targeting, we maximize efficiency and increase interactions in the social media environment.
- **Optimized performance:** We create a forecast for your desired KPI and give a well-founded forecast for achieving your goals. Optionally, you can book high-performance advertising materials directly with us to make your campaign even more effective.<sup>2</sup>

### Our social performance products:

- **Social Engagement:** Increase the engagement of your target group with targeted measures that combine social and branding components.
- **Social Audience Boost:** Increase your campaign's reach and engagement in one of three ways:
  1. Exclusion of users who have already seen the branding campaign in the MI inventory to increase net reach.
  2. Retargeting of users who have already seen the branding campaign in the MI inventory in order to increase the contact frequency or to build on advertising messages.
- **BILD MaxClick:** Is a combination of a prominent placement on the BILD homepage (C-teaser) and wide-reaching retargeting of BILD readers via social media channels.

Products	KPIs	Performances	Prices
<b>Social Engagement</b>	Clicks / Engagements / Completed Views	Traffic on Landing Page / Generation of interactions/ Maximum attention for videos	from 20,000€ net (CPX on request) <sup>3</sup>
<b>Social Audience Boost</b>	Ad Impressions (other KPIs on request)	Exclusion or retargeting of Media Impact Portfolio users	from 10,000€ net (CPX on request) <sup>3</sup>
<b>BILD MaxClick</b>	Ad Impressions & Clicks	C-Teaser plus retargeting via social media: 50,000 clicks + 15 million ad impressions guaranteed!	160,000€ <sup>4</sup>

1) THE OFFER MUST CONSIST OF AT LEAST 50% (NET SALES) OF BRANDING PRODUCTS IN THE MEDIA IMPACT PORTFOLIO (HOMERUN, BRAND STORY, DEPTH INTEGRATION, RUN OF PORTFOLIO BOOKINGS, ETC.). NO COMBINATION WITH MI DATA PRODUCTS POSSIBLE.  
 2) CREATION COSTS FOR THE CREATION OF ADVERTISING MATERIAL: 3,000 € NET.  
 3) NET PRICES, NO LONGER ELIGIBLE FOR DISCOUNTS.  
 4) GROSS PRICE (DISCOUNTABLE), CREATION COST: 4,800 €.

# INTERACTION ADD-ON



## SECURE PATH TO GUARANTEED CLICKS AND MEASURABLE INTERACTIONS

Benefit from the combination of **optimization for selected high-quality interactions** plus the security of **guaranteed clicks**. We rely on targeted branding measures and powerful performance native ads that promote interactions and contribute to the subsequent optimization of the selected KPIs.<sup>1</sup>

### How it works:

- **Customized budget and forecast:** Interactions are provided based on a customized cost-per-lead (CPL) forecast.<sup>2</sup>
- **Click guarantee for maximum safety:** With a fixed number of clicks on your landing page, you get a safety net and can track your campaign goals with reliable performance KPIs.
- **Optimal campaign performance through pixel integration:** Use native image-text or video-text ads that fit seamlessly into the Media Impact portfolio. Important: for optimal performance, pixel integration on your website is mandatory. We also offer you support in the creation of high-performance advertising media.<sup>3</sup>

### Our KPI options:

- **Engagement:** Optimization of ads and traffic sources, measured by session duration, page impressions, follow-up clicks, and bounce rate.<sup>4</sup>
- **Lead:** Interested person/company that provides contact information (e.g. form, newsletter registration).
- **Other interactions:** User actions on website such as button clicks, video views, product configuration.

Budget-Range	Click guarantee	Further KPIs
20,000 – 29,999 € net	at least 20,600 clicks (Q4: 19,600 clicks)	Depending on the selection & forecast, see options above.
30,000 – 59,999 € net	at least 32,600 clicks (Q4: 30,600 clicks)	
60,000 + € net	at least 66,700 clicks (Q4: 63,00 clicks)	

1) THE OFFER MUST CONSIST OF AT LEAST 50% (NET SALES) OF BRANDING PRODUCTS IN THE MEDIA IMPACT PORTFOLIO (HOMERUN, BRAND STORY, DEPTH INTEGRATION, ROP BOOKINGS, ETC.). MINIMUM TERM: 4 WEEKS.

2) THE FORECAST IS INTENDED AS AN ESTIMATION AND DOES NOT CONSTITUTE A GUARANTEE.

3) AT LEAST 2 MOTIVES AND TEXT TEASERS PER FORMAT MUST BE SUPPLIED. IT IS POSSIBLE TO USE IMAGE AND VIDEO FORMATS AT THE SAME TIME. THE CAMPAIGN WILL BE OPTIMIZED FOR THE BEST-PERFORMING FORMATS. VIDEO FORMATS MUST BE PROVIDED. THEY MUST NOT BE LARGER THAN 5 MB AND MUST NOT LAST LONGER THAN 15 SECONDS. CREATION COSTS FOR THE CREATION OF ADVERTISING MATERIAL: 1,000 € NET.

4) THE INDIVIDUAL ENGAGEMENT PARAMETERS SUM UP AS AN ENGAGEMENT SCORE AND INCLUDE: SESSION DURATION (MEASURES HOW LONG A USER IS ACTIVE ON THE WEBSITE); NUMBER OF PAGE IMPRESSIONS (COUNTS HOW MANY PAGES A USER VIEWS DURING A VISIT); FOLLOW-UP CLICKS (ALL CLICKS WITHIN AN HOUR ARE COUNTED AS ONE VISIT UNIT. SHOWS USER RETENTION AND INTEREST); BOUNCERATE (MEASURES THE PERCENTAGE OF USERS WHO SEE ONLY ONE PAGE. OFTEN HIGHER FOR SINGLE-PAGE WEBSITES).