

MAXCLICK

RECEIVE QUALITATIVE CLICKS FROM OUR USERS ACROSS ALL
PLATFORMS

impassioned by

media **impact**—

MaxClick

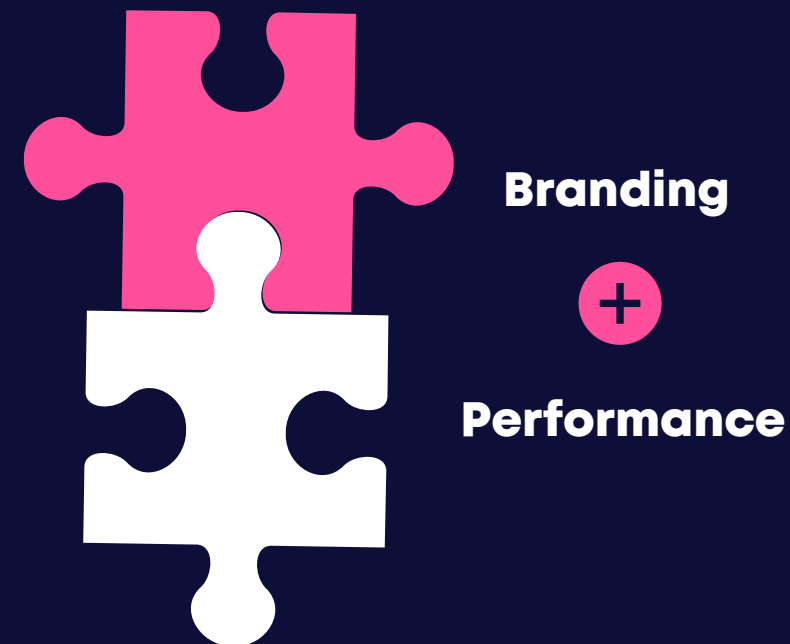
YOUR ADVERTISING MESSAGE IS TOLD WITH A WIDE REACH

What is MaxClick?

MaxClick means a lot of attention for your ads in the shortest possible time. And the best thing about it is that we garnish this reach with guaranteed, high-quality clicks on your desired landing page!

What does that mean?

- Guaranteed ad impressions plus guaranteed clicks.
- Combination of a **prominently placed daily fixed placement on our media brands** + retargeting of our qualitative BILD and WELT users on **social media**.
- Available media brands: **BILD und WELT**.



YOUR BENEFITS AT A GLANCE!

WHAT MAKES MAXCLICK SPECIAL?



Guaranteed Success

We guarantee both clicks and ad impressions on our MaxClick packages!



Qualitative Clicks

By playing out on our qualitative brands and retargeting our users in the social cosmos.



Branding plus Performance

The product combines a prominently placed daily fixed placement with performance components on social media!



High Range

Benefit from the reach of our brands! This way you get maximum attention in a short time.

BILD MAXCLICK: 50,000 GUARANTEED CLICKS IN ONE DAY

We bring BILD readers to your landing page!

With an unbeatable combination of prominent fixed placement on the BILD Home (C teaser) and high-reach retargeting of BILD readers via all common social media channels, we guarantee **50,000 clicks** and **15 million AIs** in 24 hours on your Ads². This guarantees a high level of attention and measurable success!

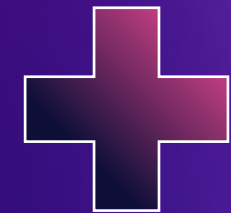
1) Full-Screen square teaser (328 x 328 px).

2) Creatives can be supplied, but must be approved by us. Creation by us incurs creation costs of at least €3,300 (not eligible for discounts and AE).

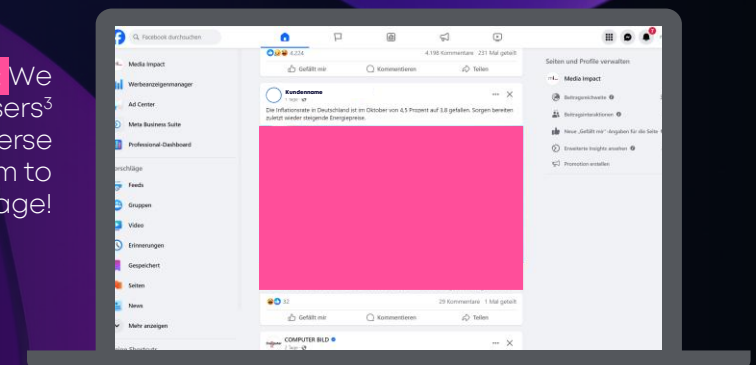
3) Retargeting of BILD users who have been on the BILD.de homepage in the last 7 days.



Touchpoint No. 1: We use the C-Teaser¹ on BILD.de to create high-reach and click-strong attention for your ad!



Touchpoint No. 2: We retarget BILD users³ via the social universe and direct them to your landing page!



WELT MAXCLICK: 17,000 GUARANTEED CLICKS, 5 MILLION AIS

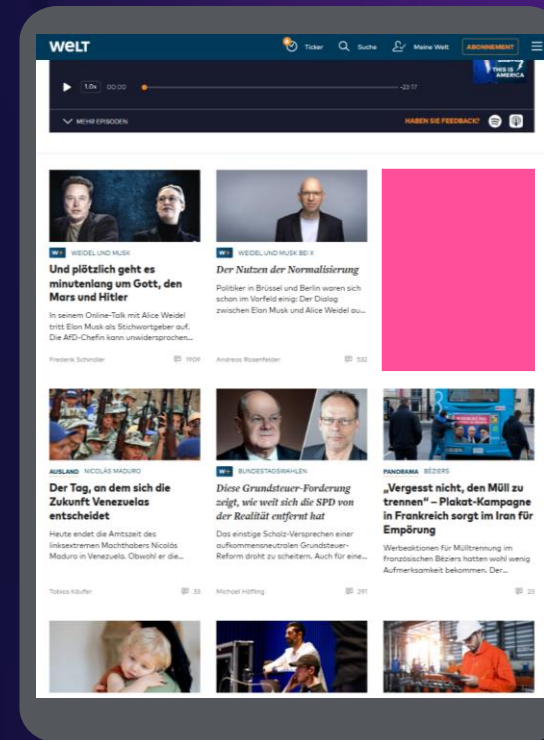
We combine a prominent fixed placement on the WELT homepage (A teaser; duration 3 days) with the high-reach retargeting of your target group via all common social media channels.²

- Maximum visibility - Maximum range - Maximum results.
- Reach the WELT users at several touchpoints!
- Turn your campaign into a success story with **WELT MAXCLICK!**

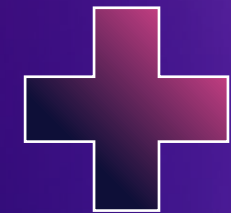
1) Full-Screen teaser, Portrait format (283 x 500 px).

2) Creatives can be supplied, but must be approved by us. Creation by us incurs creation costs of at least €3,300 (not eligible for discounts and AE).

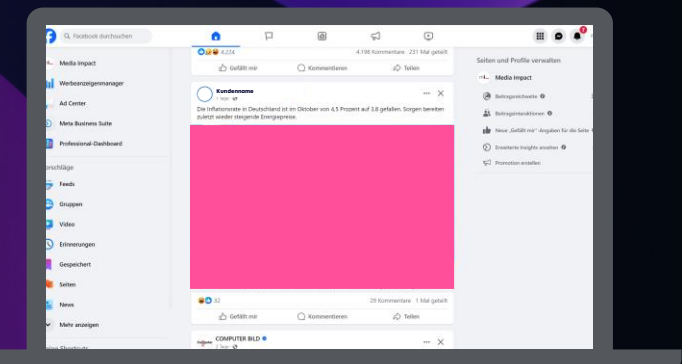
3) Retargeting of WELT users who have been on the WELT.de homepage in the last 7 days.



Touchpoint No. 1: With the A-Teaser¹, which is available for three days, we create wide-reaching and click-strong attention for your ad on WELT.de!



Touchpoint No. 2: We retarget WELT users³ via the social universe and direct them to your landing page!



HOW YOUR ADS ARE DISPLAYED IN THE SOCIAL COSMOS

We find the high-quality BILD and WELT users on social media and address them again!

The following social platforms (depending on the formats) are used:

Statics: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X;

Video: Meta, Snap, Reddit, Youtube, LinkedIn, Pinterest, TikTok, X.

[Here](#) you will find the necessary information for the social ads creation. If you need support with the creation, this is possible for an additional charge.



Social Audience Boost



Audience extension by retargeting BILD or WELT users, who were on the home page in the last 7 days



The social ads are always played out on the following social media platforms with customer sendership:



STRIKE NOW!

OUR PACKAGES:

Our MaxClick packages	Guaranteed clicks	Garantierte Ad Impressions	Package price ¹
BILD MaxClick <i>(BILD C-Teaser² + Social Audience Boost)</i>	50,000	15,000,000	160,000 €
WELT MaxClick <i>(WELT A-Teaser³ + Social Audience Boost)</i>	17,000	5,000,000	130,000 €



1) 1Gross package price (eligible for discount and AE). Creatives can be supplied but must be approved by us. Creation by us incurs creation costs of at least €3,300 (not eligible for discount and AE).

2) Full-Screen square teaser (328 x 328 px).

3) Full-Screen Teaser, Portrait format (283 x 500 px).

WE LOOK FORWARD TO EXCHANGING IDEAS WITH YOU!

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