

PERFORMANCE PRODUCTS 2025

ADVERTISE EVEN MORE EFFICIENTLY WITH MEDIA IMPACT!

impassioned by

media **impact**—

media **impact**—

THE RIGHT PRODUCT FOR EVERY GOAL



JUST CLICKS

The easiest way to guaranteed native clicks.



SOCIAL PERFORMANCE ADD-ON

Tailor-made social media solutions to complement branding campaigns.



INTERACTION ADD-ON

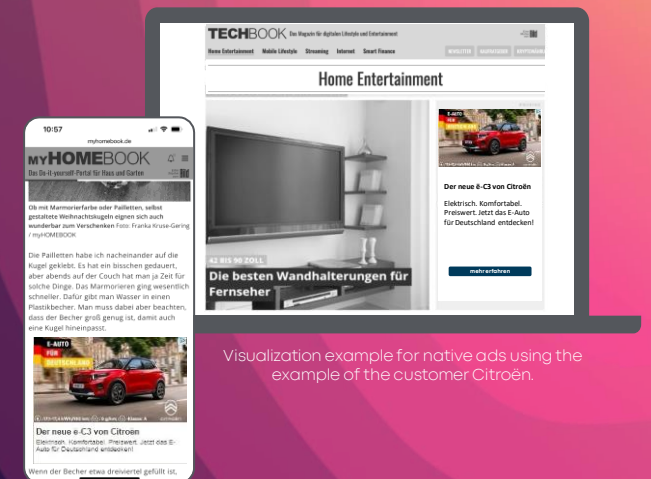
Optimization for interactions in addition to branding campaigns.

JUST CLICKS

THE EASIEST WAY TO GUARANTEED CLICKS!

Reach your target group in Media Impact's premium portfolio and get guaranteed native clicks on your advertising materials.¹

- **NATIVE CLICKS** with dynamic image-text ads and video-text ads², which automatically adapt to the respective website. Thereby three options can be booked:
 - 1. JUST CLICKS WITHOUT TARGETING:** Native teasers are played out across our entire portfolio (ROP) without targeting.
 - 2. JUST CLICKS REGIO:** Native teasers are played out across our portfolio with postcode targeting to different regions.
 - 3. JUST CLICKS REGIO FLEX:** Native teasers are played out with individual targeting on zip code, city or state - optionally with a radius of at least 50 km - across our entire portfolio.



Visualization example for native ads using the example of the customer Citroën.

¹) The campaign is played out WITHOUT pixel integration. It will be stopped as soon as the click guarantee has been fulfilled. Min. budget: €2,500, minimum runtime: 2 weeks. For more information, see [the performance factsheet](#).

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. Video formats must not be larger than 5 MB and must not last longer than 15 seconds (more info [here](#)). Optional: Creation of advertising material: €1,000 net.

JUST CLICKS ANNUAL COMMITMENT

BENEFIT FROM PARTICULARLY LOW CPCs WITH A LONG – TERM COMMITMENT!

Book for the long term (Q1 – Q3) and benefit from even more attractive conditions. Reach your target group in Media Impact's premium portfolio with a one-year commitment.

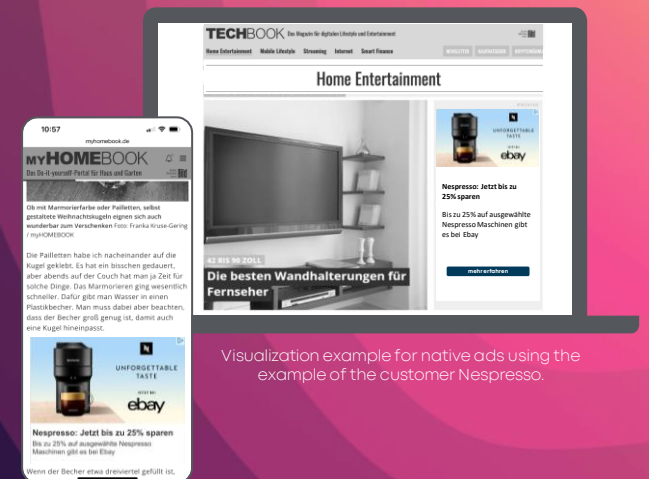
By booking from Q1 to Q3, you secure guaranteed native clicks on your advertising material. The guaranteed clicks will be played out over the entire months depending on availability until the click goal is reached.¹

– **NATIVE CLICKS** with dynamic image-text ads and video-text ads², which automatically adapt to the respective website. The following option can be booked:

1. JUST CLICKS WITHOUT TARGETING: Native teasers are played out ROP across our entire portfolio without targeting.

¹) The layout of the campaign takes place WITHOUT pixel integration and will be stopped as soon as the click guarantee has been fulfilled; min. budget 50,000 €, duration Q1-Q3. For more information, see [the performance factsheet](#).

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. Video formats must be no larger than 5 MB and no longer than 15 seconds (more info [here](#)). Optional: Creation of advertising material from € 2,000 net.



Visualization example for native ads using the example of the customer Nespresso.

SOCIAL PERFORMANCE ADD-ON

ACHIEVE YOUR KPIS WITH SOCIAL PERFORMANCE ADS!

- Our offer consists of a concept that combines branding measures with the optimization of **Social Engagement** or an **Audience Boost**.
- The campaign will be played out with **advertising material** on all common social media platforms.
- We offer the optional creation of the advertising material to make your campaign even more effective.²
- We will create a forecast for **your selected KPIs** in advance.



1) The offer must consist of at least 50% (N2 sales) of branding products in the Media Impact portfolio (HomeRun, Brand Story, depth integration, ROP bookings, etc.).

2) Creation costs for the creation of advertising material: 3,000 € net.

3) Min. budget: 20,000 € | Min. duration: 4 weeks | Pricing on request - playout is multiscreen. Social platforms (depending on formats): Statics: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, X; Targeting possible.

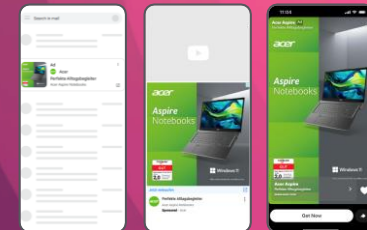
1 SOCIAL AUDIENCE BOOST

REACH YOUR TARGET GROUP BEYOND THE BRANDING CAMPAIGN VIA HIGH-PERFORMANCE SOCIAL ADS!

- Maximize your campaign's reach and engagement with our two options:
 - **Exclusion of users** that have already seen the branding campaign in the MI inventory to increase net reach.
 - **Retargeting of users** that have already seen the branding campaign in the MI inventory to increase contact frequency or build targeted messages.



Branding-Measure¹



Example visualization of Acer ads on Gmail, YouTube and Snap.

Social Audience Boost² across all common platforms³ to achieve the guaranteed KPIs

1) The offer must consist of at least 50% (N2 sales) of branding products in the Media Impact portfolio (HomeRun, Brand Story, depth integration, ROP bookings, etc.).

2) Min. budget: 20,000 € | Min. duration: 4 weeks | Pricing on request. Creation costs for the creation of advertising material: 3,000 € net.

3) Played out multiscreen; Social ads are always played out with customer sendership; Social platforms (depending on formats); **Statics:** Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; **Video:** Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, X; Targeting possible.

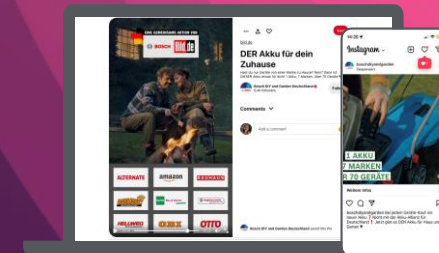
2 SOCIAL ENGAGEMENT

REACH YOUR TARGET AUDIENCE ON SOCIAL MEDIA AND BENEFIT FROM OPTIMIZATION ON ENGAGEMENTS.

- Activate your audience with tailored measures that drive social interactions and strengthen branding.
- With location-based targeting and real-time customization, our social ads offer maximum flexibility, increase user engagement, and optimize the impact of your campaigns.
- **KPI-Options:** clicks, engagements or completed Views.
- **Our services:** Increase traffic to your landing page, drive engagement or maximize video visibility.



Branding-Measure¹



Exemplary visualization of Bosch advertisements on Pinterest and Instagram.

Social Engagement Add-On² across all common platforms³ to achieve the guaranteed KPIs

1) The offer must consist of at least 50% (N2 sales) of branding products in the Media Impact portfolio (HomeRun, Brand Story, depth integration, ROP bookings, etc.).

2) Min. budget: €20,000 | Min. duration: 4 weeks | Pricing on request. Creation costs for the creation of advertising material: 3,000 € net.

3) Payout is multiscreen. Social platforms (depending on formats): Statics: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, X; Targeting possible.

BENEFIT FROM THE POWER OF THE COMBINATION BILD PLUS SOCIAL MEDIA!

BILD MAXCLICK

THE CLICKBOOST FOR YOUR CAMPAIGN!

50,000 CLICKS & 15 MILLION AD IMPRESSIONS GUARANTEED – IN ONE DAY!

We bring BILD readers to your landing page!

With an unbeatable combination of prominent fixed placement on **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 ads. This guarantees a high level of attention and measurable success!

160,000 €¹

1) Package price gross (discount and AE eligible). Creatives can be delivered, but must be approved by us. In the case of creation by us the creation costs are min. 3,300 € (not eligible for discounts and AE).

2) Fullscreen square teaser (328 x 328 px).

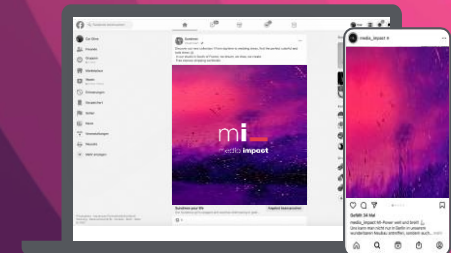
3) Social ads are always played out with the customer sendership. Here's the information you need for social ads integration. Social platforms (depending on formats): Statics: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, X. Retargeting of the BILD Users that visited the BILD.de homepage within the last 7 days before the campaign starts.



Touchpoint No. 1: With the C-teaser² on BILD.de, we create reach and maximum click numbers for your ad!



Visualisation examples. Here you can find more information about our MaxClick products



Touchpoint No. 2: We retarget BILD users via the social universe and direct them to your landing page!³

BENEFIT FROM THE POWER OF THE COMBINATION WELT PLUS SOCIAL MEDIA!

WELT MAXCLICK

THE CLICKBOOST FOR YOUR CAMPAIGN!

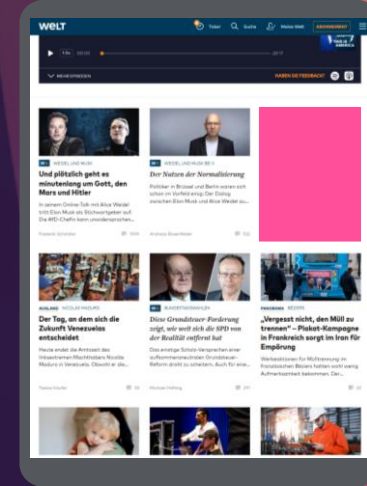
17,000 CLICKS & 5 MILLION AD IMPRESSIONS GUARANTEED – IN ONLY THREE DAYS!

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

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

130,000 €¹

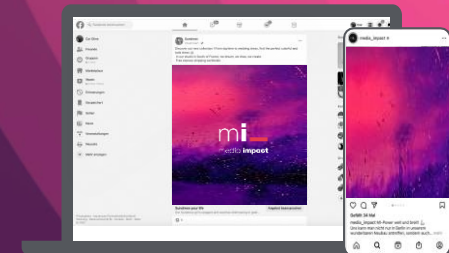
1) Package price gross (discount and AE eligible). Creatives can be delivered, but must be approved by us. In the case of creation by us, the creation costs are min. 3,300 € (not eligible for discounts and AE).
2) Full-screen teaser, portrait format (283 x 500 px).
3) Social ads are always played out with the customer sendership. Here's the information you need for social ads integration. Social platforms (depending on formats): Statics: Meta, Snap, Reddit, Google Demand Gen, LinkedIn, Pinterest, X; Video: Meta, Snap, Reddit, YouTube, LinkedIn, Pinterest, TikTok, X.
Retargeting of WELT users who have been on the WELT.de homepage in the last 7 days.



Touchpoint No. 1: With the A-teaser² on WELT.de – standing for three days, we create reach and maximum click numbers for your ad!



Visualisation examples. Here you can find more information about our MaxClick products



Touchpoint No. 2: We retarget WELT users via the social universe and direct them to your landing page!³

INTERACTION ADD-ON

OPTIMIZED INTERACTIONS + GUARANTEED CLICKS!

Achieve measurable success with a combination of guaranteed clicks and precise KPI optimization. We combine targeted branding efforts with powerful native ads that drive engagement and support your goals.¹

KPI-Options:

- Engagement:** Session duration, bounce rate, follow-up clicks on your landing page.
- Leads:** Entering contact information, newsletter subscriptions.
- Interactions:** Button clicks, video views.

Advantages:

- Individual Budgets and Forecasts:** Interactions are provided based on a customized cost-per-interaction (CPI) forecast.²
- Click guarantee for maximum safety:** With a fixed number of clicks on your landing page, you get planning security.

¹ The offer must consist of at least 50% (N2 revenue) of branding products in the Media Impact portfolio (HomeRun, Brand Story, depth integration, ROP bookings, etc.).

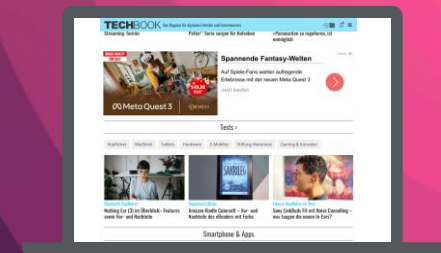
² The forecast is a guideline and not guaranteed. Min. budget: 20,000 € | Min. duration: 4 weeks. Creation costs for the creation of advertising material: 3,000 € net.

³ Played out multiscreen and in-app. 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. Video formats must not be larger than 5 MB and must not be longer than 15 seconds.

⁴ Pixel integration on your website is **absolutely necessary** for campaign optimization.



Branding measure to create **customer-specific data** for the lead generation



Visualization example for native ads using the example of the customer Meta.

Interaction Add-On³ in the **Media Impact Portfolio** with a link to your landing page⁴ to generate measurable interactions

WE LOOK FORWARD TO EXCHANGING IDEAS WITH YOU!

SALES REGIONS



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