Retargeting 2020

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Retargeting Definition and benefits

Increasing reach through retargeting

Target group marketing process:
When visiting a website, the visitor is marked by cookies.

A pixel – an inconspicuous string of codes in the source code of the visited page – drops a cookie, in this case when downloading the page and this in turn hands on the data to an ad server. When visiting other, external pages belonging to the Google Display Network, the user will then be shown the corresponding advertising.

Google Display Network:
- Platforms that are made available by Google themselves: Google Search, Google Mail, Youtube amongst others
- Partner websites (e.g. other publishing houses), online games and apps
- A total of more than 2 million websites
- Websites upon which the user mainly surfs in the private environment

Your benefits.
- Minimal waste circulation due to targeted playout to users with a specific interest
- Control of your advertising investments by means of a detailed reach analysis
- Increasing your brand awareness and your image by means of recurring presence on portals with a wide reach
- The option means you will reach your perfectly fitting target group also in Google Display Network pages via wide-reaching news and consumer portals
- You therefore have the chance to play out your advertising message to your target group for a far longer period of time
- Select your topic specific audience (target group) and use the expanded retargeting options for an extension of your reach via display ad impressions
Increasing reach through retargeting

What can be retargeted?

Basically every visitor ...
... a complete website
... from pages of a certain category
... from pages that contain certain keywords
... that have clicked on banners sponsored articles etc.

Retargeting - services and prices (lead time at least 2 weeks)

| Assessing potential to determine the expected number of ad impressions in your target group |
| Campaign set-up |
| Playing out your ad bundles in Google Display Network during the run-time |
| Campaign management Monitoring • Controlling |
| Detailed reporting: Performance (ad impressions, clicks, CTR) in the defined period of time • Banner formats • Top 5 pages • Countries |

Prices (TAI):
(Prices without agency commission)

| from 30,000 ad impressions | € 110.– |
| from 50,000 ad impressions | € 100.– |
| from 100,000 ad impressions | € 90.– |
| from 150,000 ad impressions | € 80.– |
Check list for your retargeting campaign

<table>
<thead>
<tr>
<th>Definition of the target group</th>
<th>Industry, company size, keywords, ...</th>
<th>Your specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Execution period (at least 3 weeks)</td>
<td>To be agreed prior to order placement</td>
<td>Your specifications</td>
</tr>
<tr>
<td>Determining potential</td>
<td>Number of unique user (CookieID) and total as impressions</td>
<td>Performed by Konradin</td>
</tr>
<tr>
<td>Target number of ad impressions</td>
<td>To be agreed prior to order placement</td>
<td>To be agreed</td>
</tr>
<tr>
<td>Advertising ad bundle</td>
<td>728x90 (Leaderboard) 300x250 (Medium Rectangle) 120x600 (Skyscraper) (Other formats available)</td>
<td>Your input</td>
</tr>
</tbody>
</table>

- **Advertising ad bundle**
  - 728x90 (Leaderboard)
  - 300x250 (Medium Rectangle)
  - 120x600 (Skyscraper)
  - (Other formats available)

- **Data transfer**: 7 days before start of campaign via e-mail to: auftragsmanagement@konradin.de

- **File formats**: GIF, JPG, HTML5, Redirect
- **File size**: max 80 KB, HTML5 max 2 MB

<table>
<thead>
<tr>
<th>Link to campaign landing page</th>
<th>If applicable with tracking parameters (tracking pixels and/or analytics campaign link)</th>
<th>Your specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting frequency</td>
<td>Interim reporting/at end of campaign</td>
<td>To be agreed</td>
</tr>
<tr>
<td>Campaign set-up</td>
<td>External service provider</td>
<td></td>
</tr>
<tr>
<td>Playing out of your banner</td>
<td>In the worldwide Google Display Netzwerk</td>
<td>External service provider</td>
</tr>
<tr>
<td>Campaign management</td>
<td>Monitoring, controlling, reporting</td>
<td>External service provider</td>
</tr>
</tbody>
</table>

Your contacts

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