



Ströer In-App Premium

This form of advertising sets you apart from traditional advertising formats, as your advertising is displayed within apps on smartphones and tablets! Big advantage: In-app advertising is not affected by AdBlockers. You also have a large selection of advertising materials for your campaign.

We can align these precisely to various data points of your target group: Among other things, targeting options such as live GEO location, app usage, device used or interests are used as data points with which you can reach your specific target groups. This form of advertising is characterized by low wastage. This allows you to attract the attention of your relevant target group, raise your profile and strengthen your brand.

Ströer In-App Premium service description

1. Services included in the advertising budget:

- ★ Personal support team / personal contact person
- ★ Advice on the strategic conception of the campaign, in particular advertising occasions & objectives, identification of the target group, budget. Creation of motifs/slogans/advertising ideas in general is the responsibility of the customer.
- ★ Creation and layout of the campaign according to predefined targeting criteria
- ★ Storage of the advertising material incl. target page linking
- ★ Technical layout of the campaign via app network
- ★ As far as possible, the inserts are usually delivered evenly across the campaign duration
- ★ Monitoring the delivery
- ★ Access to your personal customer center including daily reporting of your campaign as well as final reporting regarding the measurable campaign data (e.g. impressions, clicks) of the advertising campaign

2. Services included in the advertising material costs (if creation is booked by the customer)

- ★ Creation of a responsive rich media ad (automatically adapts to the screen size) = interactive format with which users can take action or
- ★ Creation of 2 static banners (JPEG) = smartphone format (320x480px) and
- ★ tablet format (768x1024px)
- ★ Including 2 rounds of revisions regarding the structure of the advertising material/integration of the
- ★ information supplied by customer