



Meta Ads

With Meta Ads from RegioHelden GmbH, you can advertise on the world's largest social network (Facebook and Instagram). Meta Ads mean immense attention with enormous reach, unique targeting options (precise addressing of target groups) and the use of a high network effect. This makes Meta Ads an efficient advertising channel with very low wastage - for all sectors. RegioHelden GmbH creates, manages and publishes Meta Ads for you. We target the advertisements to your selected target group that is interested in your company and give potential customers the opportunity to contact you directly.

Meta Ads service description

1. Services included in the set-up fee:

- ★ Briefing on the campaign concept and definition of advertising objectives
- ★ Creation of a forecast for campaign performance and advertising costs
- ★ Detailed target group analysis and selection of suitable targeting criteria
- ★ If required: Create a Meta Ads account
- ★ Create the campaign and advertisements according to defined criteria

2. Services included in the advertising budget:

- ★ Placement of your ad via Meta in the amount of the advertising budget*
- ★ Targeting the campaign to the target group
- ★ Support from a team of experts
- ★ Regular monitoring and analysis of campaign performance
- ★ If required: Optimization of the campaign with regard to the advertising objective
- ★ Adjustment of the campaign orientation as required
- ★ 24/7 access to the customer center with campaign performance data

* When booking in a social media package, the following applies: The budget is not necessarily deployed evenly across the platforms included in the package, but is specifically targeted to achieve your advertising objective in the best possible way.

RegioHelden GmbH guarantees neither the specific position of the advertisement nor the duration of the ad placement. Nor can it be guaranteed that the advertising measure will lead to a general increase in demand.

Customer requirements:

As an advertiser, RegioHelden GmbH requires access to the Facebook or Instagram page of the customer so that it can be used to advertise on Facebook or Instagram (no administrative or editorial access).

Furthermore, the customer should provide materials for the design of the advertisements (videos, images, texts), from which we will create up to 3 advertisements (if of appropriate quality). If no advertising material is supplied or available, images from freely available archive material can be used.

If the client does not declare within 5 working days of delivery of a draft that is essentially in accordance with the contract whether he approves it or refuses approval or still wishes to make changes, approval shall be deemed to have been granted.

RegioHelden GmbH is entitled, but not obliged, not to use submitted texts and images subject to checking the meta guidelines.

Any 'subscription for ad-free use of Meta products' taken out with Meta that prevents the placement of an advert must be cancelled in good time before the campaign period.