



Ströer Native

With Ströer Native, we place digital advertisements in the editorial environment of our partner sites with the aim of generating visual contacts and views through authentic placements. Various targeting options make it possible to address target groups precisely and help to minimize wastage. We offer the formats Native AdIn, Native AdOut, Native Video Ad and Native Promotion Ad (formerly Native AdProspect). With the Native AdIn format, after clicking on the teaser, which is integrated into the look & feel of the media, an advertorial is displayed as a fully-fledged article on the content environment of the booked website. There is no media discontinuity and the ad is visually adapted to the respective medium so that the advertising is authentically integrated. With the AdOut format, the teaser is linked to the external customer page. The native video ad is the teaser that is integrated into the look & feel of the media, a video teaser. With the Promotion Ad format, clicking on the teaser opens a window on the website that displays various products. The ad fraud detection engines used can recognize and exclude any form of click fraud. Depending on the booking type, Ströer Native is billed either with a thousand-contact price (CPM), as cost per view (CPV) or as cost per click (CPC). Use the reach and strong brand environment of the Ströer network to place your advertising messages in the right context and increase your brand awareness.

Ströer Native service description

1. Services included in the advertising budget:

- ★ Advice on and correction of the agreed advertorial text(s) or teaser(s)
- ★ Advice on the conception, creation and implementation of the native advertising campaign according to predefined advertising targets
- ★ Technical setup of the advertising campaign according to the selected targeting options and the selected booking type
- ★ Technical display of the advertising material on the websites included in the current portfolio

- ★ Regular monitoring and analysis of campaign performance
 - ★ Campaign adjustments if required (optimizations, geo-targeting, target group, term extension)
 - ★ Access to the customer center to view campaign performance with data on impressions, clicks and play by end device
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2. Services included in the advertising material costs (if creation is booked by the customer):

- ★ Choice of the following services (can also be combined)
 - Creation of an image-text teaser that is broadcast on the publisher pages
 - Creation of an advertorial, which is published as advertising text on the publisher page (Format - AdIn)
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RegioHelden GmbH does not guarantee clicks, conversions such as sales, calls, emails, etc., but only ad impressions when billing by thousand-contact price (CPM). When billing via cost per view (CPV), only page views of the advertorial are remunerated. When billing via cost per click (CPC), only the clicks on the teaser are remunerated.

Customer responsibilities:

- The customer must provide RegioHelden GmbH with all data and information necessary for the creation or, if the customer creates the advertising material, the delivery of the advertising material in good time and in full ("Customer responsibilities"). Immediately after conclusion of the contract, the customer shall receive a summary of the provision obligations/specifications applicable to their order and the deadlines for the transmission.
- If the creation of the advertising material by the customer has been agreed, the customer must deliver the advertising material to RegioHelden no later than 6 working days before the planned start of the campaign.
- If it has been agreed that RegioHelden will create the advertising material, the customer must provide RegioHelden GmbH with all the necessary information and materials (specifications) no later than 18 working days before the planned start of the campaign.