

Autodidactic campaign designs...

**...reach your target
group for sure**

Objective

This machine aided campaign design helps to direct your ad delivery to your preferred target group.

Click optimizing

- First, we identify users who clicked your ad. Then we direct the delivery of further campaigns to users with similar profiles.
- This way we can reach users who are likely to click (your ad).
- Thus, an increase in the click rate of your campaign can be achieved.
- At the end of the campaign you receive a user insight report.
- Based on the collected data we produce a click variable that can be used for future campaigns.

Lead or conversion optimizing

- First, we identify users who bought your product. Then we direct the delivery of further campaigns to users with similar profiles. Also, we draw up socio-graphic profiles of the above identified users and target further campaigns to users with similar characteristics.
- This way we can reach users who are likely to buy your product.
- Thus, an increase in the order rate of your product can be achieved.
- At the end of the campaign you receive a user insight report.
- Based on the collected data we produce an order variable that can be used for future campaigns.

Campaign Design

Click optimizing

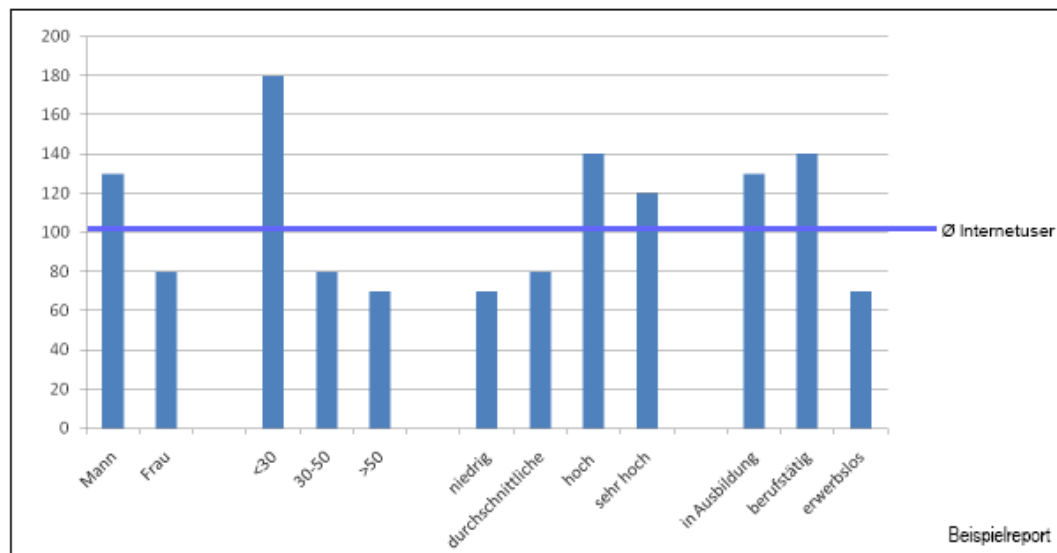
- Runtime → at least 1 month
- 2 phases → Click measuring and Click optimization
 - Measuring:
By analyzing users who clicked (sample size at least 100 clicks) we can form the variable of users who are likely to click.
 - Optimization:
This variable will be used for the remaining time of your campaign.

Conversion optimizing

- Runtime → at least 1 month
- 2 phases → Order measuring und optimization
 - Measuring:
By analyzing the socio-demographic profiles of users who bought your product (sample size at least 50 orders) we can form the variable of users who are likely to buy.
 - Optimization:
This variable will be used for the remaining time of your campaign and guarantees more sales.

User Insight Report

- The user insight report is the result of the analysis of the variable „likely to click“ respectively „likely to buy“. It shows the socio-demographic data of your target users in comparison to the average internet user.



- The variable can be reused for similar campaigns.

Rates

	Phase	Ad format	Als	Positioning	Targeting	CPM	Value
TEST	Click/order optimization	Leaderboard Medium Rectangle Skyscraper	400,000	ROS FC4/Woche	-	€ 25	€ 10,000,-
IMPLEMENTATION	Click/order optimization	Leaderboard Medium Rectangle Skyscraper	800,000	Intelligent FC3	Click variable	€ 30	€ 24,000,-

- Runtime:
 - Test phase: 1-2 weeks (until the necessary amount of clicks/orders is reached)
 - Implementation phase: flexible/until the guaranteed AIs are fully delivered
- 1.200.000 Ad Impressions guaranteed
- User insight report
- Offer contains 40% discount
- CPM € 17.- (net)

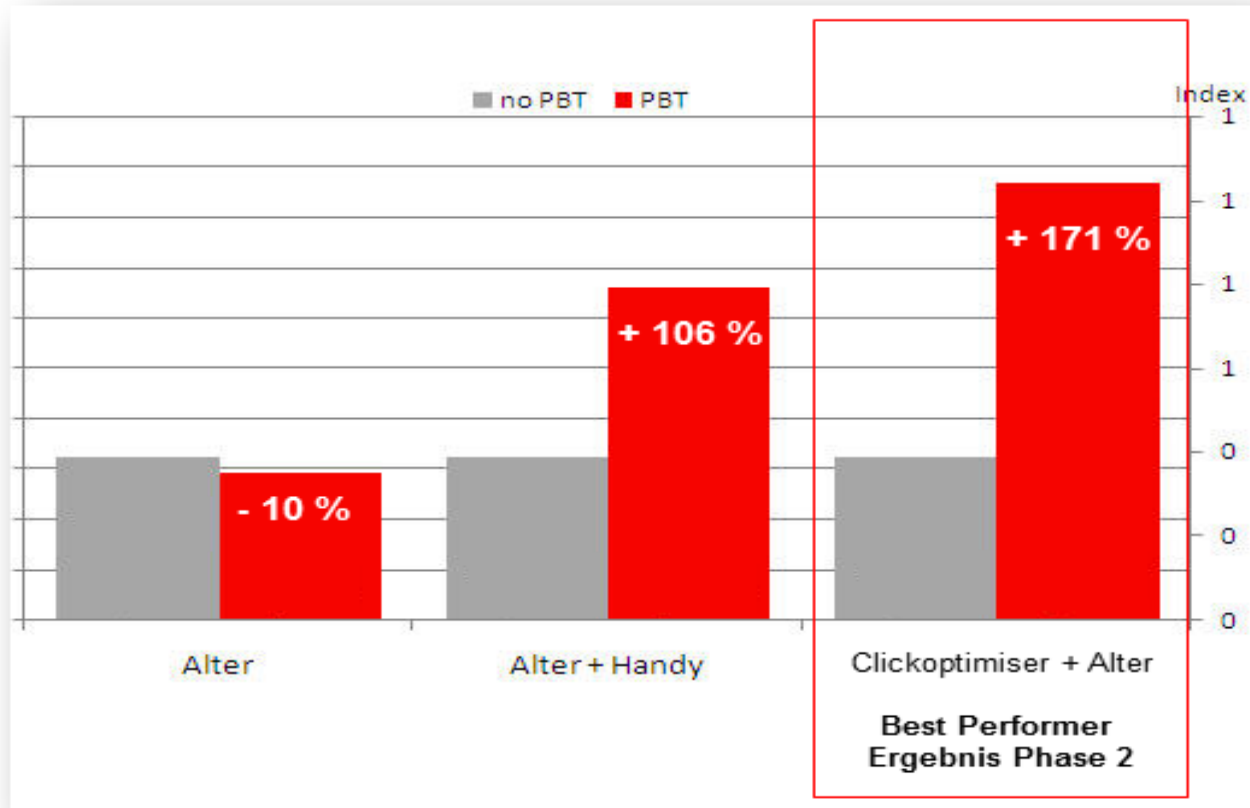
Total value (gross) : € 34,000.-
Our offer (net) : € 20,400.-

The general terms and conditions of DER STANDARD Verlagsgesellschaft m.b.H., to be viewed on derStandard.at/GTCs, are applicable. No further discounts to be granted on this offer. Agency commissions may apply for rates quoted. All rates are pre-tax (20 % VAT is applicable). Subject to alterations. Typing and printing errors reserved.

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Best Practice Click Optimization



For details on the campaign by tele.ring click [here](#).

Best Practice Conversion Optimization

Ergebnis gesamt – Anzahl der Conversions (Post-View)



Daten und Fakten zur Kampagne

Predictive Behavioral Targeting (mit Targeting)

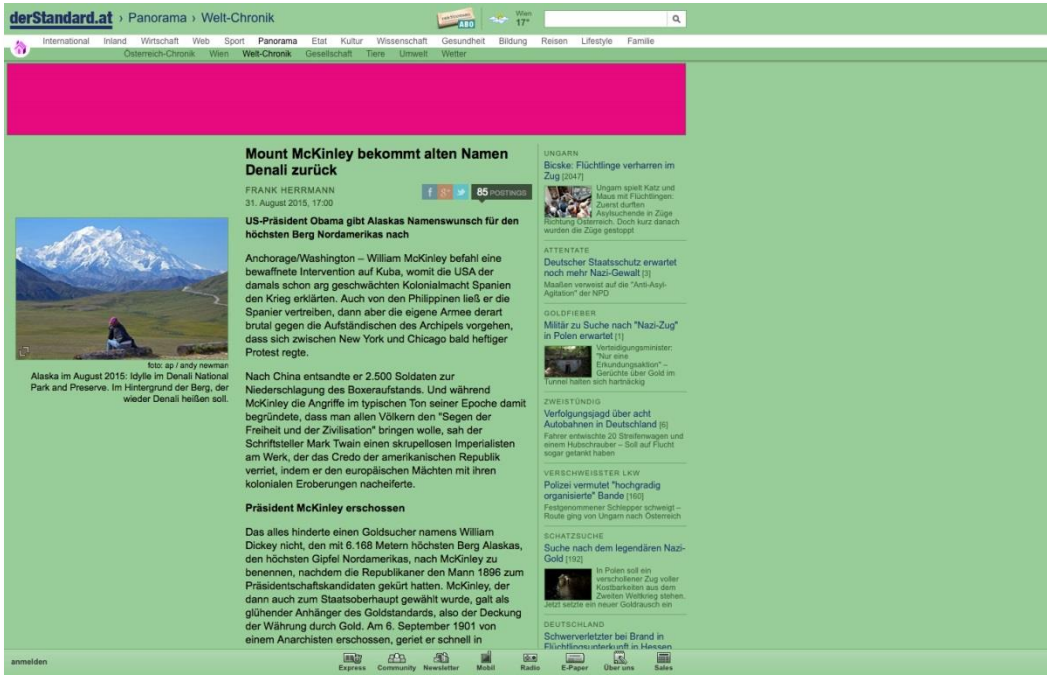
Gelieferte Sichtkontakte 424.449

Kontrollgruppe (ohne Targeting)

Gelieferte Sichtkontakte 396.418

For details on the campaign by brokerjet click [here](#).

Leaderboard

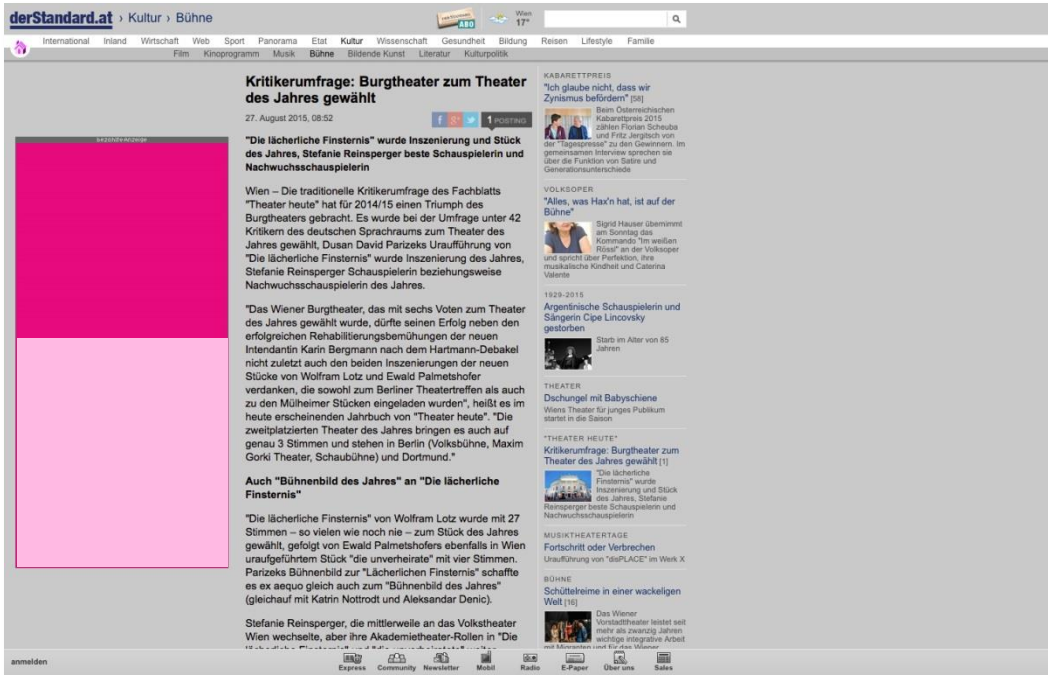


The leaderboard is the width of the page and placed between site navigation and content. It holds a rather prominent position and thus falls into view immediately upon loading.

Specs

Placement	Dynamic on overview pages and in articles
Artwork	Picture or animation
Dimensions and Formats	960 x 100 px or 728 x 90 px .jpg/.gif, HTML5

Medium Rectangle/Skyscraper



With a Medium Rectangle or Skyscraper your message is placed to the left of an article – which is where users spend the longest time span and are highly involved.

Specs Skyscraper

Placement	Dynamic in articles
Artwork	Picture, animation or video
Dimensions and Formats	max. 300 x 600 px .jpg/.gif, HTML5

Specs Medium Rectangle

Placement	<ul style="list-style-type: none"> • Static on homepage (left /right) • Dynamic on overview pages (left/right) and in articles (left)
Artwork	Picture, animation or video
Dimensions and Formats	Articles: 300 x 250 - 300 px Homepage/overview pages: 300 x 250 px or HD 420 x 240 px (left only) .jpg/.gif, HTML5

396.000 readers per issue*

1.032.000 mobile unique users per month**

1.966.000 unique users per month**

79.000 cross media decision makers per day***



Successful advertising.

Sales

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Phone: +43 1 53 170-615 | Fax: DDI 485

Classifieds: Career

stellenmarkt.anzeigen@derStandard.at
Phone: +43 1 53 170-291 | Fax: DDI 327

Classifieds: Real Estate

immo@derStandard.at
Phone: +43 1 53 170-727 | Fax: DDI 9727

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