

# Remarketing aimed at the reader of Äripäev's content marketing article

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|--------------------------------|---|
| <b>Why do we do it?</b>        | We bring the reader back to the product or service that interests them.   |
| <b>Characterization</b>        | <p>The reader of <b>Äripäev</b>, who has read the article and thus has shown interest in the product or service, will be reunited with the product or service that has aroused interest.</p> <p>Advertising banners are created with the customer who ordered the content marketing article. Banners appear on all targeted Google marketing sites - webpages visited by an article reader that has Google advertising space. Largest display areas: YouTube, Google Mail, Evening Paper, Postman, Delphi, well-known meteorological newspapers AccuWeather, Yr.no, and also entertainment newspapers/portals.</p> <p>A banner landing page is a website or subpage of a website selected by the customer.</p> <p>In this way, we remind the reader and take it one step closer to purchasing a product or service that has aroused interest, making a price request, or registering for the service.</p> |
| <b>Target audience/readers</b> | A reader of a content marketing article, i.e., a customer who has already shown interest in a product or service.   |
| <b>Advantages</b>              | Very precise targeting of the customer to whom we show banners and whom we take to the next step in the decision-making process. After each campaign, we send an accurate report showing impressions, clicks, demographics, and geographic distribution, as well as key campaign views.   |

## Price list:

**Äripäev**                      **EUR 400**

P.S.: VAT 20% will be added to the price

Aripaev.ee is a leading business news website that monitors all business events seven days a week.

### **Advertising:**

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ftp.aripaev.ee/incoming/Rekl  
www.aripaev.ee/internetireklaam