

Remarketing, targeting the readers of **DV** and **topical websites**

Why do we do it?

We bring the reader back to the product or service that interests them.

Characterization

A reader of **DV** or a **topical website** who has read the article and thus has shown an interest in the product or service will be reconnected with the product or service of interest.

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.

A banner landing page is a website or subpage of a website selected by the customer.

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.

If necessary, we will also add a Facebook advertisement topical website to the Google remarketing campaign via the Facebook channel.

Target audience/readers

A reader of a content marketing article, i.e., a customer who has already shown interest in a product or service.

Advantages

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:

DV and topical websites

EURO 400

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

Advertising:

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ftp.aripaev.ee/incoming/Rekl

www.aripaev.ee/internetireklaam