WWW.ETARGET.SK

# CASE STUDY NON-STANDARD ONLINE AD FORMATS





- high visibility and impress
- engagement rate 10,5%
- CTR 0,43%

### CUBE

### • more effective like standard formats

### **SAMPLES** OF SUCCESSFUL CREATIVES





### CLICK FOR LIVE SAMPLE

### LEADERBOARD







- excellent results
- more effective like standard formats
- engagement rate 8%
- CTR 0,20%

KLIKNITE NA OBRÁZOK PRE UKÁŽKU

### MOBILE EXPAND

### What is Lorem **Ipsum?**

IOREM IPSUM

https://www.etarget.sk/3d/mobile\_expand\_csob.htmlhttps://www.e target.sk/3d/mobile\_expand\_csob.html

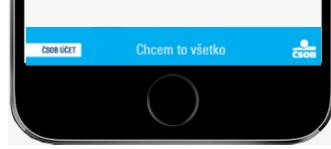
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

### Why do we use it?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

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• ratio price performance

# SLIDER

- dynamic banner
- animation from top to bottom
- more ads in one place
- allow you to reach significantly more people than traditional advertising media







# CROSS SLIDER

- animation from side to side
- engagement rate 12%









# SCRATCH

- easily attract and keep attention
- scratch with your mouse or finger
- advantage of interaction with banner
- useable in both pcs and mobile platforms



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## THANK YOU FOR YOUR ATTENTION!

Etarget is a leading PPC and RTB network and digital media agency in Central and Eastern Europe.

We are happily helping our clients since 2002. Currently we are present in 7 markets: Czech Republic, Hungary, Romania, Slovakia, Bulgaria, Croatia and Serbia.



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