

WWW.ETARGET.SK

CASE STUDY

NON-STANDARD ONLINE AD FORMATS



ETARGET
VISIBLE ADVERTISING I



02

CUBE



- high visibility and impress
- more effective like standard formats
- engagement rate 10,5%
- CTR 0,43%



SAMPLES

OF SUCCESSFUL CREATIVES



CLICK FOR LIVE SAMPLE

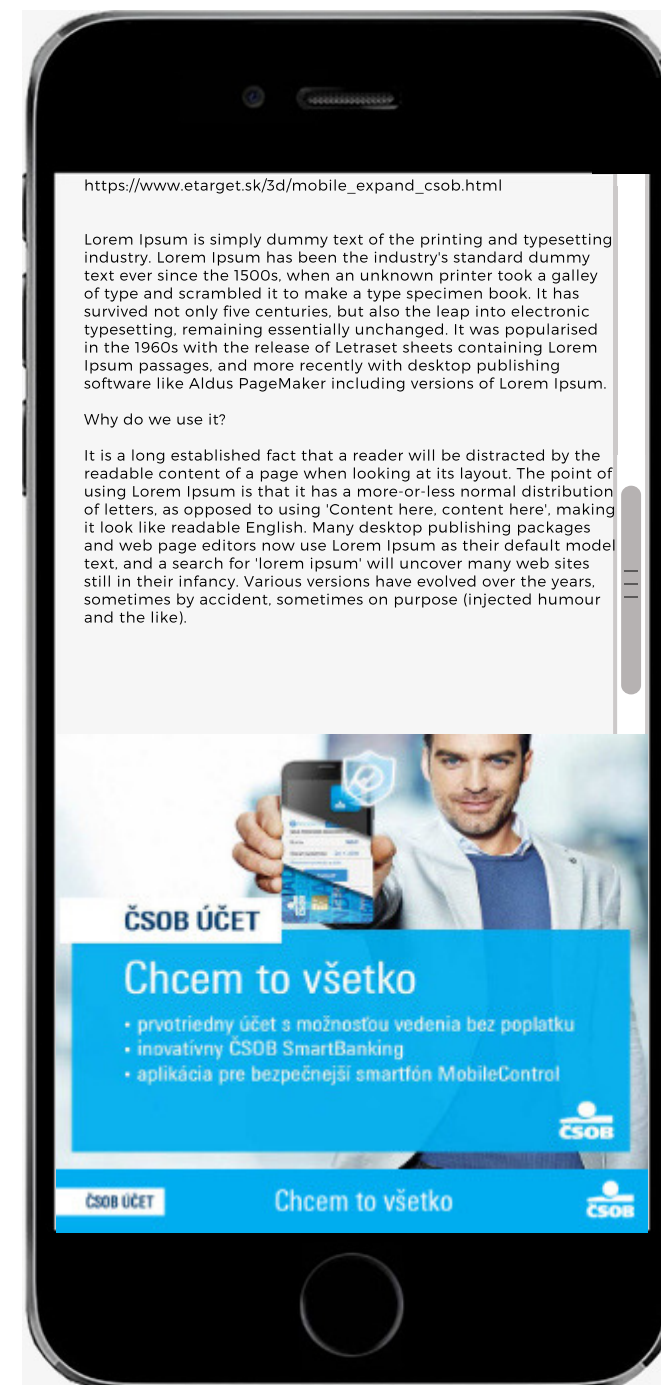
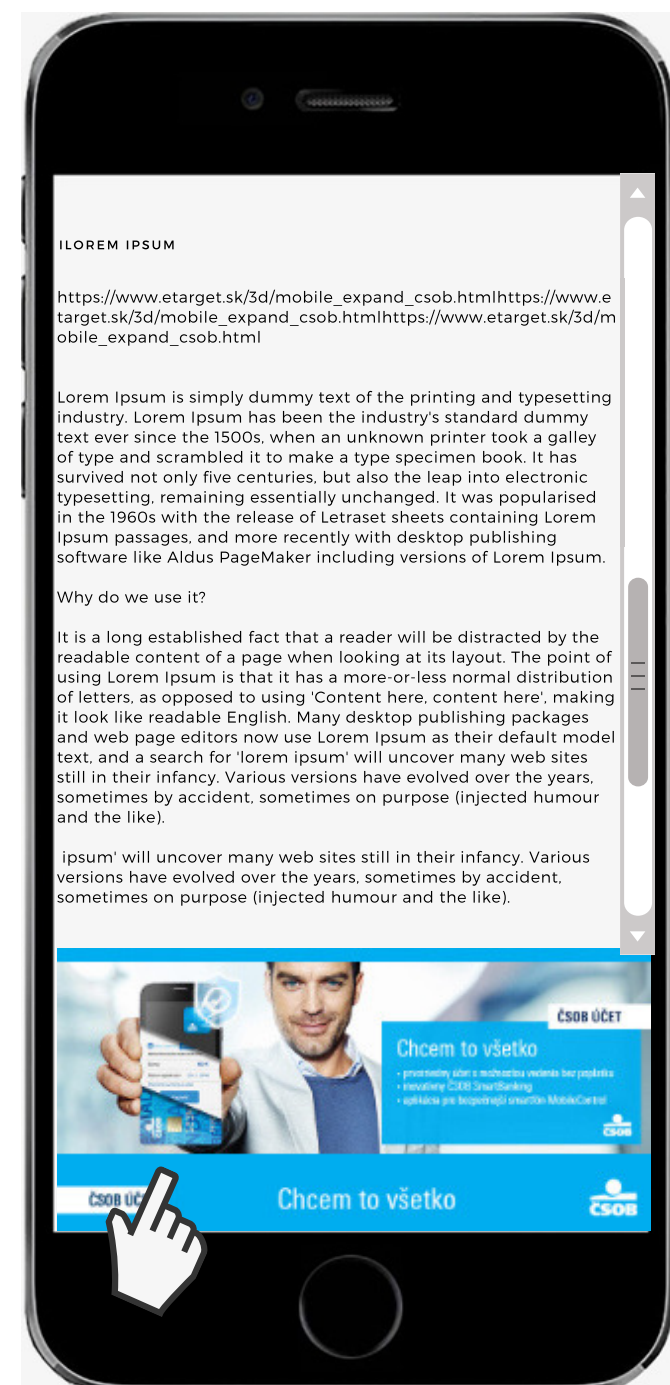
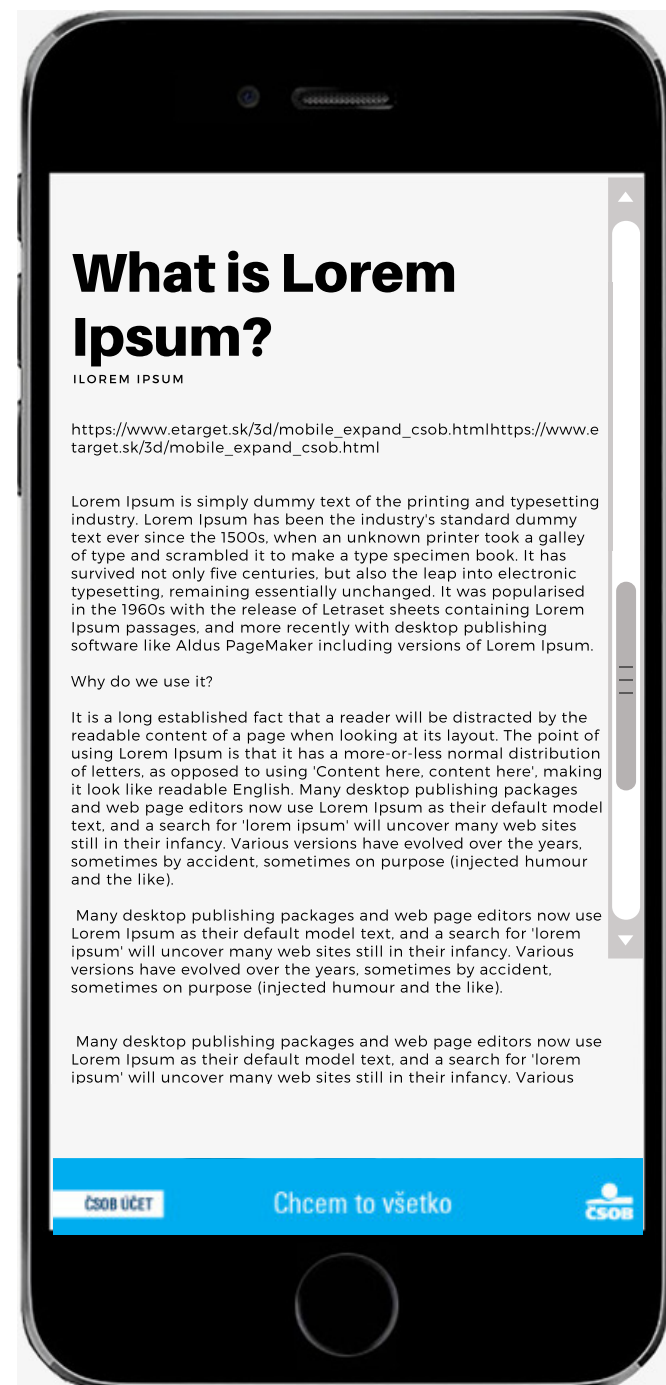
LEADERBOARD



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

MOBILE EXPAND

- mobile platform format only
- 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!



Etargget 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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