



PostView - Marketing

Summary

About nexico

As an agency and affiliate we are active in online marketing since 2003. Today we operate the areas of performance marketing, display advertising SEM/SEO and affiliate marketing with our 15 employees as well as we develop and maintain own projects.

PostView-Marketing with nexico

We interpret PostView-Marketing as a shift of media budgets from conventional banner advertising campaigns into the PostView-Marketing – at equal or greater benefit for the advertiser, because serving a enormous number of impressions a day; no risk – due to performance-based remuneration; low effort – as most of the organizational and technical expense lies with us.

Advertising Material

Single or rotation banners with a maximum of 2 or 3 merchants, which can be adjusted very flexible to the needs and requirements of the merchants. We promote the advertising material in consultation with our customers to reach a maximum branding effect.

Publisher-Pool

We work with our own pool of publishers as well as certified international traffic networks. A manual selection along with an automated control of the publisher inventory will provide maximal success of PostView advertising campaigns.

Monitoring/Optimization

The performance-based optimization of every advertising space creates an optimal cost-benefit ratio. The selection of advertising space based on the conversion rate allows a focus on a very suitable portfolio of advertising space or an appropriate user group.

Security

We commit to not place advertising on websites that include morally dangerous content, i.e. no illegal, pornographic, violent or discriminatory content as well as image or file hosting sites. This will be controlled by an in-house tracking solution and a comparison with a publisher whitelist on our adserver.

Take advantage of all possibilities

Being an online marketing agency we advise and support our customers on all aspects of online marketing. Thereby we exploit the full potential of online marketing instruments and pay attention to cross-media influences. Subsequently, these facts will be analysed, valued and optimised.

In the last years we particularly developed the display advertising. Through our direct contacts and connections with international traffic providers we have inventory on our disposal in almost every country of the world. In addition we can make use of our own publisher pool in Germany and many other European countries. With the help of our adserver and our optimization system we are able to run campaigns optimally and adjust them to the campaign goals.

PostView-Marketing as a part of display advertising is a rather old instrument, but has been reinvented throughout the last years. We as well have interpreted the current standard and developed a concept. Thereby we follow classical banner advertising based on TKP or CPC. Used commonly for image campaigns this instrument can also be delivered on well optimized advertising space based on performance. Key features of those campaigns are enormous branding effects, number of pageviews and the priorly defined success on the landing page.

This is where our PostView-Concept steps in. Advertisers may follow the branding effects simultaneously with their operative goals within one marketing tool and benefit from affiliate marketing. In other words, the budget for display advertising will be shifted to affiliate marketing and campaigns will be compensated based on their performance. Advantages for advertisers will be the enormous branding effects, the shift of financial risk to the affiliate and low organisational and technical effort. To avoid a negative influence on other marketing tools and channels, cross-media effects of this tool should always be analysed and valued.

Shift of media budgets by PostView-Marketing

So far, big online media campaigns have been processed by the advertiser themselves or by their marketing agencies. Disadvantages are time exposure for choosing traffic networks, price negotiations and setting up the campaigns as well as optimization based on PostClick. The measurement and the financial risk are the biggest challenges of those range campaigns.

This is where PostView-Marketing applies. The advertiser's time exposure on setting up and optimizing campaigns will be dropped. The financial risk of the media campaigns will be conveyed to us. The portfolio with its range is acquainted, because all advertising spaces have been proofed and media data as well as the success of the individual advertising areas are present. The budget can be controlled and will be spread based on success. In other words, media campaigns with PostView-Tracking are made measurable and will only be benefited if a view or a click leads to a success on the advertiser's side.

Because of our long experience in display advertising and PostView-Marketing, we are able to plan, to implement and to specifically adjust procedures, with all opportunities of media campaigns but without any great effort for the advertiser.

PostView-Tracking

PostView-Tracking is based on the technology of banner marketing. Merely the view cookies will be replaced by special PostView-Cookies. This allows a following of the user without any active click made on the advertising material. This only measures the sight of the material, the branding effect. So an eventual action of the user can be benefited based on performance.

The perfected systems of affiliate networks guarantees that common affiliate marketing will be influenced by PostView-Marketing. In other words, PostClick-Cookies are always prior to PostView-Cookies. This effect can be strengthened by additional settings made by the advertiser, e.g. cookie lifetime, adjusted provisions, high traffic landing pages and extra advertising material.

Advertising Material & Banner Formats

We work with the standard formats of advertising materials in banner marketing to accomplish the greatest possible branding effect.

Fullsize-Banner	→	468x60
Leaderboard	→	728x90
Skyscraper	→	120x600
WideSkyscraper	→	160x600
MediumRectangle	→	300x250

To meet the approach of a branding or an image campaign and to optimally communicate the materials, we, against all marketable standards, only merchandise full advertising materials. The needs of the customers have the highest priority. We are able to place Single-Banners as well as Multi-Merchant-Banners. By delivering Multi-Merchant-Banners, higher performances can be gained and whereby we are able to place branding/postview campaigns more attractive.

The Multi-Merchant-Banner (shown below) works with a rotation that we are able to adjust flexibly to the advertiser's needs. The PostView-Cookie of the respective merchant is set only at banner collimation, as a maximum of 2-3 banners is rotating. The dwell of collimation can be affected by the advertiser. When all merchant were shown, the rotation restarts. No cookies will be set again and images will be loaded from the cache to reach the lowest possible burden for the server.

Display time 10sec. (flexible)

Merchant 1 - 728 x 90 Fullsize-Banner

1 Impression

Display time 10sec. (flexible)

Merchant 2 - 728 x 90 Fullsize-Banner

2 Banner

Publisher-Pool/ Monitoring

Choosing the right advertising space is the start of a successful campaign. We can make use of our own pool of publishers and of our great contacts to international acting and approved as well as certified traffic networks. We manually select the advertising space and automatically control the placement. We operate the delivering of campaigns and advertising materials with our own adserver and use a publisher

whitelist to not appear on unknown websites. Afterwards we can control the banner placement with another Inhouse-Tracking-Solution. This review is done daily and provides additional security. We commit not to place advertising on web pages that include morally dangerous content, i.e. no illegal, pornographic, violent or discriminatory content as well as image or file hosting sites.

Kontakt

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