

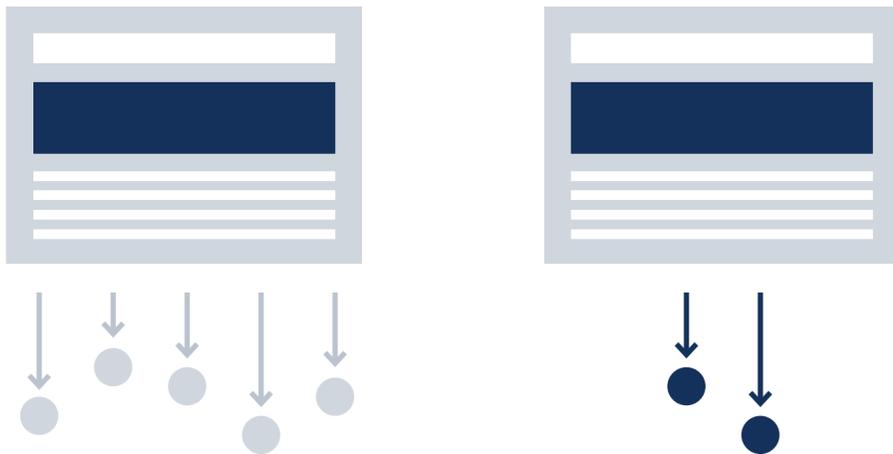
 heise online

# Account-based Display

Advertising banners for your target customers only

# Display Advertising: Account-based in a high-quality editorial environment

Play your advertising banners only to decision-makers in companies that belong to your target customers.



# Account-based Display: An exclusive service from heise online

Source: IWW/InfOnline May 2024

- 140 mio. Page Impressions per month
- 40.4 mio. Visits per month
- 11.9 mio. Qualified Clients per month

## Rubrics:

- IT
- Knowledge
- Mobile
- Security
- Developer
- Entertainment
- Network Policy
- Economy
- Journal

# How does account-based display advertising work?

## What is Account-based Marketing (ABM)?

ABM means individual marketing for interested parties. Quality and personalisation instead of quantity and mass communication.

## What is Display Advertising?

Display advertising refers to advertisements – usually graphics with text, in digital media, for example on websites.

## Account-based Display Advertising („ABD“)

Combines the advantages of both approaches: The reach of display advertising and the precision of account-based marketing. This is a new approach in the German market.

## Here's how it works:

- 1 You send us a Target Account List (TAL) of companies you want to reach.
- 2 heise surveys the potential of the local loop on the basis of a free analysis.
- 3 Your ads will only be displayed to those companies that are relevant to you as a company. A maximum value per company ensures a broad display (frequency capping).
- 4 You receive a reporting of the ad performance.

# These are the major advantages

## **Wide reach in a high value editorial environment:**

You advertise on **heise.de**, the leading IT online magazine where decision-makers from companies of all sizes get their information on current tech topics. Being noticed here increases the awareness and reputation of your brand.

## **Precise targeting:**

You reach exactly the companies and the buying centre you want to attract. Address your target group precisely in wording and visual language. Instead of generic statements, you can come up with the argumentation that suits your target customers best.

## **Highest efficiency:**

You use your marketing budget particularly efficiently by avoiding wastage. Reach only the companies you really want to reach with your message.

## **Consider the customer journey:**

Target companies that you would like to draw attention to or draw attention to new products in the environment of your existing customers.

## **360° multi-channel campaign\*:**

Combination of display and email marketing to reach your ideal customers and advertise further offers.

# No company list? No problem!

heise online compiles a list of companies that match your criteria, e.g. industry, turnover, number of IT users, IT budget.

## Required target group criteria



### Region

e.g. country, state, postcode area, city



### Company size

e.g. 20 to 5000+ employees



### Branch, economic sector

e.g. WZ 62019 Software development

### You want to cover more details?

In addition, you can select according to the following criteria:

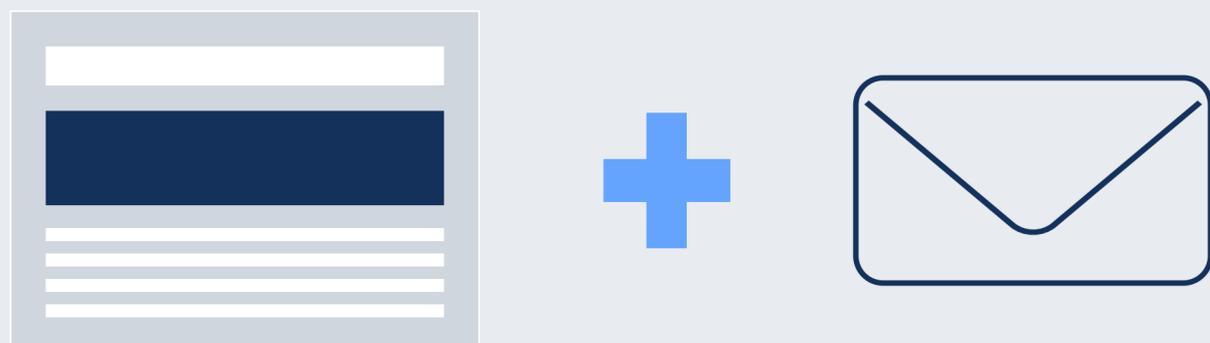
- Number of PC workstations
- IT budget
- Turnover
- Affinity for the subject

**White and black listing of individual companies** is possible as well.

## \*360°-Multi-channel campaign:

### E-mailing for completion:

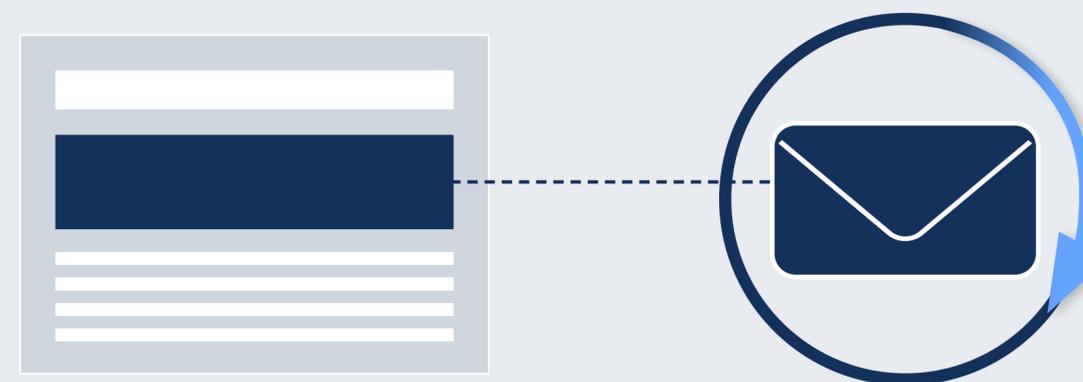
Simply reach out to companies that have not seen your adverts – via email. This will allow you a comprehensive picture of who is particularly interested in your offer and who you should focus your further marketing on.



**Add-on: 500 € CPT**

### E-mailing for nurturing:

Based on your ad, send decision makers who have seen your ads more information in the next step.



**Add-on: 500 € CPT**

# Rates

## Price group 1



**Leaderboard**  
728x90 px



**Medium Rectangle**  
300x250 px



**Skyscraper**  
max. 160x600 px



**Mobile Rectangle**  
300x250 px



**Mobile Interscroller**  
300x600 px

**CPT: € 199**

## Price group 2



**Half Page Ad**  
300x600 px



**Billboard**  
970x250 px



**Wallpaper**  
728x90 px + 160x600 px



**Sidebar**  
dynamic



**Mobile Interstitial**  
320x480 px + 336x280 px

### Rotation

Channel-rotations & run of heise online

**CPT: € 239**

Example: Your target account list (TAL) comprises <2500 accounts. This results in a CPT of 199 € in price group 1. We calculate the individual forecast of ad impressions on the basis of your TAL. This results in the following calculation: 199 € x 100,000 ad impressions = 19,900 € gross.

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