

PERSONA TARGETING

Display campaign combined with your job ad

What is persona targeting?

We develop a **'persona'** based on the requirements in your job advertisement. This **persona forms the basis for the targeting** with which your advertising material is displayed in the advertising section of heise online. The targeting is aimed in particular at thematically relevant areas such as security or developers.



3 steps to a recruiting boost:

1

We publish your job ad on heise jobs.

2

We create a 'persona' to match your advert and create targeted approach for your display campaign.

3

We design your advertising material and display it effectively on heise online.

Your advertising material could look like this:

Skyscraper:

160 x 600px



MPU: 300 x 250px



Leaderboard: 728 x 90px



details

- + **Display campaign** with 100,000 Ad impression on heise online
- + **Advertising material** is created by us in the corporate design & logo of heise jobs
- + **incl. an ad Professional** on heise jobs
- + **30 days runtime**

Rate: 30 days | € 3,300