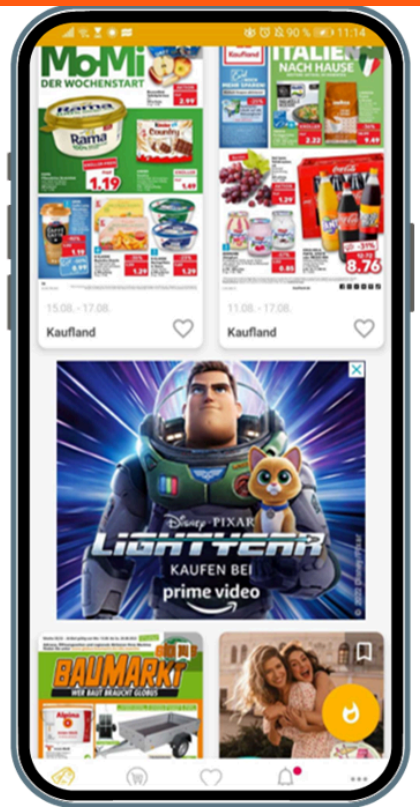
Spezifikationen Multiscreen

Offerista Shopper Extension



Description

With the Shipfully **Shopper Extension**, you can showcase your highlight offers in an **eye-catching and promotionally effective** way. The Shopper Extension Ad is mainly used to raise brand awareness and increase traffic. Costs only occur if the consumer interacts with the ad, i.e. clicks and is directed to the landing page or swipes through the offer overview in the ad. It can be displayed on a local, regional or national basis. Regional & interest targeting is enriched by first party data from the Shopfully Premium Shopper network.

Dimensions

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Size
Rectangle: 300x240px

File Format

File format

- Image format: JPG/PNG
- 1 tile in the advertising material with image picture (e.g. theme world for the campaign)
- 3 images with highlight offers
- Links: Clickout links possible for each product tile.

File Weight

Max. 100 KB per image

Delivery

- **Lead time:** 5 working days

- **Data delivery to:** hello-stroeer@shopfully.com

Provision of a campaign plan necessary:

- Allocation table for location-specific control of the advertising media for different advertising media variants.

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