

Text/Image	Video	Coupon	AddOns
RecommendationAd PictureAd	Expandable Video Video withActionAd	CouponAd	LikeAd



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## Adformat: CouponAd | Crossmedia Performance



### Description

plista's coupon functionality enables consumers to print a voucher from the displayed advertising material. Embedded in the RecommendationAd widget (Fig. 1), the coupon ad expands within the widget (optional) through a mouse-over (Fig. 2). Clicking on the expanded ad creates a voucher automatically (Fig. 3). A consumer can print a coupon and then redeem it in shops.

### Benefits

- Adds measurement to "inform online, buy offline" campaigns
- Boosts brick and mortar sales through redeemed coupons

### Suitable for

- Special offers
- Store openings
- Clearance sales
- Product launches
- Unique promotions at different branches (through geo-targeting)

### Technical specifications

- Minimum image size: 500x500 pixels (ideally square), logos not recommended
- Title: 50 characters (max.)
- Text: 100 characters (max.)

### Further input:

- Expiry, T's & C's, redemption value, street address, design specifications

plista facts: launched 2009 | Staff: >60 | Network: >45 million Unique visitors | Publishers: >1.000 | Publishing houses: >60



Links: [RecommendationAd](#) | [PictureAd](#) | [VideoAd](#) | [ActionAd](#) | [CouponAd](#) | [LikeAd](#)