

Text/Image

Video

Coupon

AddOns

RecommendationAd
PictureAd

Expandable Video
Video with ActionAd

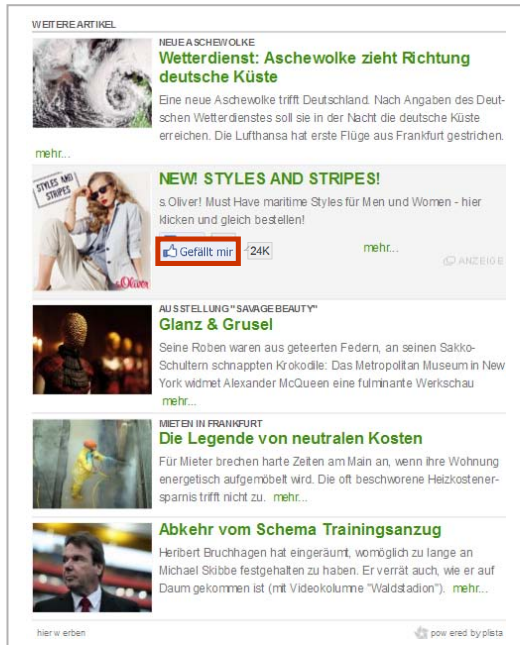
CouponAd

LikeAd



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Adformat: LikeAd | Social Branding



RecommendationAd with LikeAd



Das Video öffnet sich erst, wenn der Mauszeiger über der Anzeige steht.



Video with ActionAd and LikeAd

Description

Free of charge, a Facebook like button is embedded in the ad. This enables the consumer to become a fan of a product or ad campaign having a Facebook page, thus raising the value of your ad spend. The Facebook button can form part of a RecommendationAd or can be integrated in the framework of a VideoAd or an ActionAd.

Benefits

- Conducive to campaigns going viral
- Deeper brand engagement potential among Facebook users
- Customer generation through the affiliation of Facebook influencers
- Higher credibility though the volume of 'likes'
- Greater visibility for your ad via the Facebook newsfeed

Suitable for

- Product launches, product repositioning
- Brand identity & social branding
- News releases and information
- Campaigns with downstream prizes (generation of leads)

Technical specifications

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

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



Links: RecommendationAd | PictureAd | VideoAd | ActionAd | CouponAd | LikeAd