ABV
NATIVE BOOST
CREATIVE FORMAT
NATIVE BOOST
HOW IT WORKS FOR ABV ADVERTISERS?

- Video Ads CTRs are dramatically higher, compared to standard ads. Average CTR% is above 1.5%.
- Boost and oversee your ABV Native Boost campaigns via AdWise – the pay-per-click platform in Net info's portfolio.

Data source: Google Ad Manager 2018
HOW IT WORKS FOR ABV USERS?

- A client’s newsletter is displayed at the top of ABV users’ inbox who have consented to this purpose as per GDPR when combined with direct mailing.
- ABV Native Boost expands to a newsletter after link click.
- It is available in both mobile and web versions of ABV Mail.
### PRICING MODEL

- Bidding on CPM
- System of Booking - AdWise
- Floor CPM 4 BGN
NATIVE BOOST

TYPE OF STATISTICS

- Impressions
- % CTR
- Average position
- CPM
- Clicks
- Money spend
- Average position

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<th>Status</th>
<th>Start Date</th>
<th>End Date</th>
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<th>Impressions</th>
<th>Clicks</th>
<th>Impressions CPM</th>
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<th>Average Position</th>
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