

First Contact

Description:

With **First Contact**, the advertising is played out **once a day per user**. The ad is displayed on both desktop and mobile. The interstitial is displayed with a frequency capping of 1 / day / user.

Specifications	Required input
[1], [3] Creatives for desktop	fireplace , + medium rectangle or BB / HpA + Mrec
[2] Creatives for mobile	interstitial, medium rectangle mobile
Date	Fixed day placement after consultation

The collage displays five examples of the 'First Contact' advertising campaign. The first four examples (marked with a red '1') are desktop versions of the finanzen.net website. They feature a dark blue header with the 'finanzen.net zero' logo and a large, bold headline 'Investieren kann jetzt jeder...'. Below the headline, there are various financial data points, charts, and a 'JETZT LOSLEGEN' button. The fifth example (marked with a red '2') is a mobile app interface. It shows a similar dark blue background with the 'finanzen.net zero' logo and the headline 'Investieren kann jetzt jeder...'. Below the headline, there is a large image of a man's face and a 'MEHR ERFAHREN' button.

Examples:

https://www.finanzen.net/?ast_override_div=superbanner:614422449,mrec:614421049

https://www.finanzen.net/?ast_override_div=inpage:614421719,mrec:614421049

contact persons : Angelique Thüerer, Denise Fischer, Michael Kappenberger; **mail:** adops@finanzen.net;

finanzen.net

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Alternatively, a billboard **or** half-page ad + medium rectangle can also be displayed.

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The screenshot shows the top of the finanzen.net website. At the top is a large OSKAR billboard with the text "ETF-Sparplan kann jetzt jeder. Intelligenter Sparplan schon ab 25€ Sparrate im Monat. Ideal für Anfänger:innen." and a Trustpilot rating of 4.7. Below the billboard is a navigation bar with links like "Aktien", "News", "Indizes", "Fonds", "ETFs", etc. The main content area features an "ETF-Marktübersicht" section with charts for DAX, MSCI World, and EURO STOXX 50. A small OSKAR billboard is also visible on the right side of the page.

This screenshot shows a different layout of the finanzen.net website. On the right side, there is a large OSKAR billboard with the same text as the first screenshot. The main content area includes a "Marktübersicht" section with charts for DAX, Dow Jones, and TecDAX. Below this is a "DAX AKTUELL" section with the headline "DAX nimmt 21.000-Punkte-Marke wieder ins Visier - Entspannung im Zollstreit nachhaltig?". A small OSKAR billboard is also visible at the bottom right of the page.

Examples:

https://www.finanzen.net/?ast_override_div=superbanner:605544169,mrec:605543919

https://www.finanzen.net/?ast_override_div=mrec:605543919,sky:615835638

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