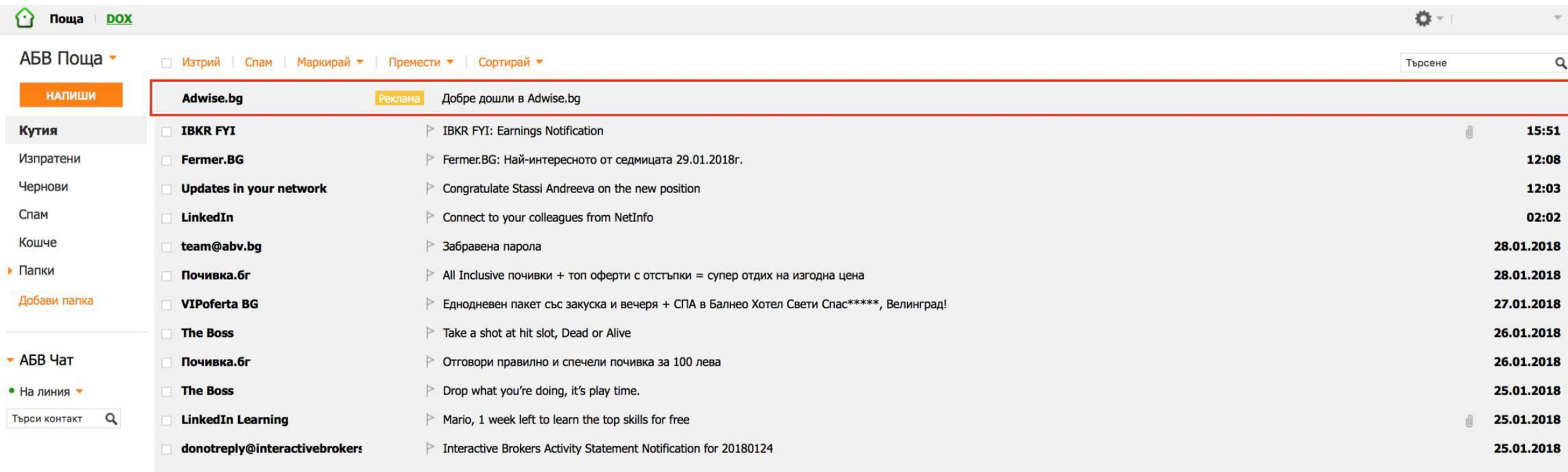




**ABV
NATIVE BOOST
CREATIVE FORMAT**





Поща | ДОХ

АБВ Поща

Издрий | Spam | Маркирай | Премести | Сортирай

Търсене

НАПИШИ

Кутия

Изпратени

Чернови

Спам

Кошче

Папки

Добави папка

АБВ Чат

На линия

Търси контакт

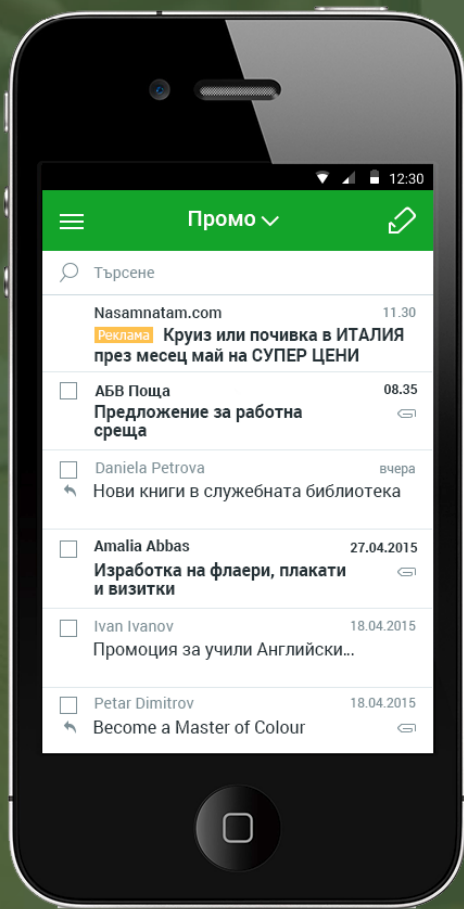
From	Subject	Date
Adwise.bg	Добре дошли в Adwise.bg	
IBKR FYI	IBKR FYI: Earnings Notification	15:51
Fermer.BG	Fermer.BG: Най-интересното от седмицата 29.01.2018г.	12:08
Updates in your network	Congratulate Stassi Andreeva on the new position	12:03
LinkedIn	Connect to your colleagues from NetInfo	02:02
team@abv.bg	Забравена парола	28.01.2018
Почивка.бг	All Inclusive почивки + топ оферти с отстъпки = супер отход на изгодна цена	28.01.2018
VIPoferta BG	Еднодневен пакет със закуска и вечеря + СПА в Балнео Хотел Свети Спас*****, Велинград!	27.01.2018
The Boss	Take a shot at hit slot, Dead or Alive	26.01.2018
Почивка.бг	Отговори правилно и спечели почивка за 100 лева	26.01.2018
The Boss	Drop what you're doing, it's play time.	25.01.2018
LinkedIn Learning	Mario, 1 week left to learn the top skills for free	25.01.2018
donotreply@interactivebrokers	Interactive Brokers Activity Statement Notification for 20180124	25.01.2018

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

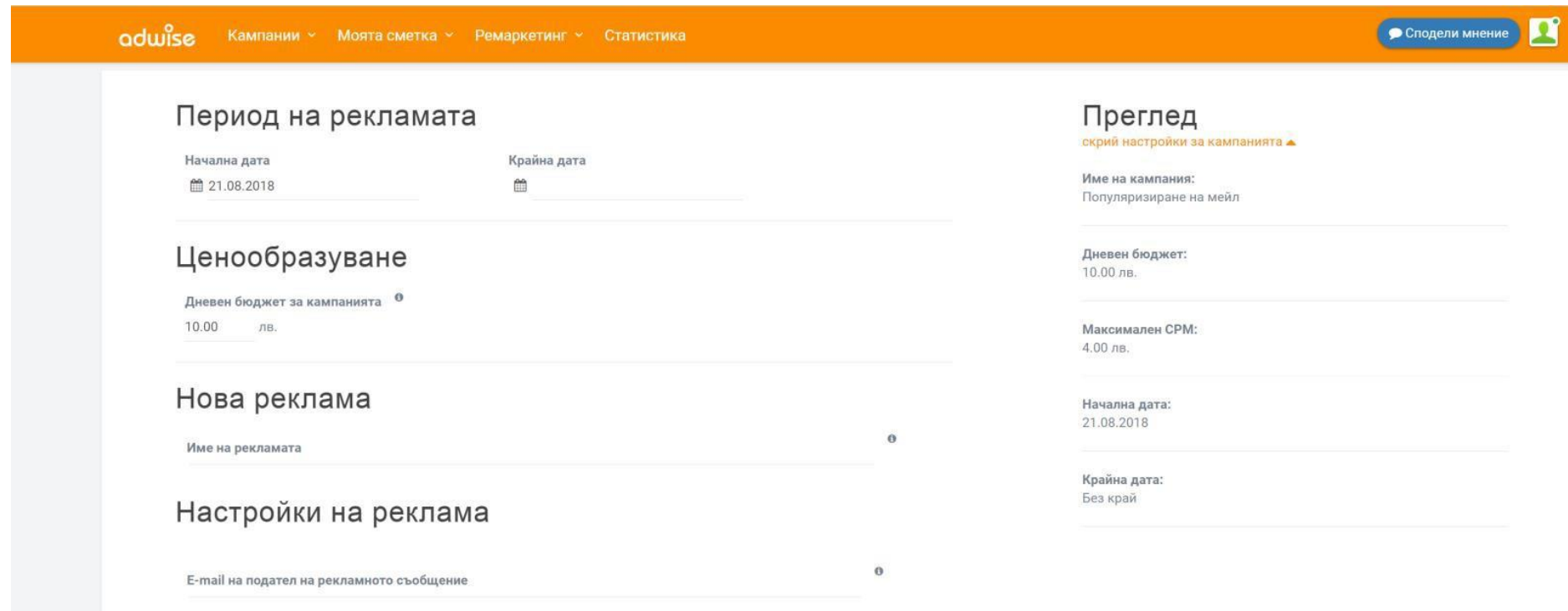


NATIVE BOOST



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




The screenshot shows the Adwise Native Boost campaign settings page. The top navigation bar includes the Adwise logo and links for Campaigns, My Account, Remarketing, and Statistics. On the right, there is a 'Share your opinion' button and a user profile icon. The main content is divided into two columns. The left column contains sections for 'Campaign Period' (with start and end date fields), 'Pricing' (with a daily budget field), 'New Ad' (with an ad name field), and 'Ad Settings' (with an email field). The right column contains a 'Preview' section with a toggle for 'Hide settings for campaign' and fields for 'Campaign Name', 'Daily Budget', 'Maximum CPM', 'Start Date', and 'End Date'.

PRICING MODEL


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

Кампания "Моята e-mail кампания"

Тип	Име на кампания	Статус	Стартова дата	Крайна дата	Дневен бюджет	Оставащ бюджет	Разход за кампанията	Импресии	Пропуснати импресии ⓘ	Кликове	CPM
EML	Моята e-mail кампания	●	29.01.2018		10,00	10,00 лв.	0,00 лв.	0	0	0	0,00 лв. 

Реклами в кампанията

[+ ДОБАВИ РЕКЛАМА](#) Активна ● Изчаква одобрение ⓘ Спряна || Изтрита ✖ Спряна от модератор ▲

Тип	Име на реклама	Статус	Max CPM	Разход	Импресии	Пропуснати импресии ⓘ	Кликове	CPM	Средна позиция
E	Моята e-mail реклама	●	4,00	0,00 лв.	0	0	0	0,00 лв.	0 

[Редакция на настройки](#)

TYPE OF STATISTICS

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



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