

A woman with her hair in a bun, wearing glasses and a green jacket, is looking down at a smartphone. The background shows a cityscape at sunset with buildings and a bright sun.

TRAFFIC BOOST

Explanation & Process



TRAFFIC-BOOST

Get new traffic to your site

What is it?

Traffic-boost is a teaser *without* an article that directs the user from our website to the client's.

We continuously optimize the teaser in order to create as much traffic as possible from our website to the client's. The final report provides an overview of the campaign's performance. Which is, number of clicks, CTR%, and exposures.

What can it do?

A teaser for a traffic boost appears in an editorial context. It ranks among the editorial articles, while visually fitting better into the medium, resulting in higher click-through rates.

The product is therefore for you who want increased traffic to your website.

What can you buy extra?

A weekly report is provided once a week until the campaign ends. A live dashboard is a URL to a page that contains real-time information about the number of clicks and exposures.

With a logo on the teaser, the identity of the company becomes visible at first glance to the users. It can provide greater brand recognition.

The product contains

One
teaser

Optimization

End report

Pricing - min. budget kr. 10.000,-

The price of the product depends on the brand

CPC 5 kr.
B.T.

CPC 7 kr.
Berlingske

CPC 10 kr.
Euroinvestor

Add-on

You can buy this with a Traffic boost

Weekly
report

Live
dashboard

Logo
onteaser

2.000 kr.
per. report

10.000 kr.

30.000 kr.



TRAFFIC-BOOST

Process

Time horizon

The campaign can be started within 5 working days.
If a live dashboard is to be set up, an additional 5 working days must be calculated

The scope of the campaign

- Number of clicks desired
- Period

Material (from advertiser)

- The URL to send traffic to
- Possible image and logo if purchased

Special information

- Eg. discount during the period, new products, promotion on the advertiser's website
- Information that you want to focus on or that can attract attention

The campaign is launched

- We produce teasers, book the campaign and optimize continuously for best performance

The campaign ends

- We are preparing a final report