

DISPLAY TYPE & LOCATION

CENEO WEBSITE













ADDITIONAL













CAMPAIGNS



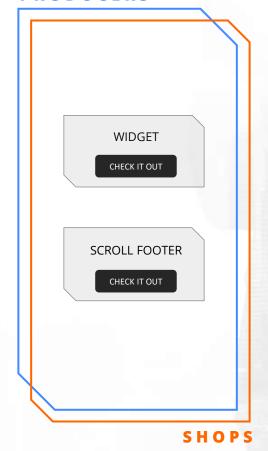




ALL PRICE LIST



PRODUCERS



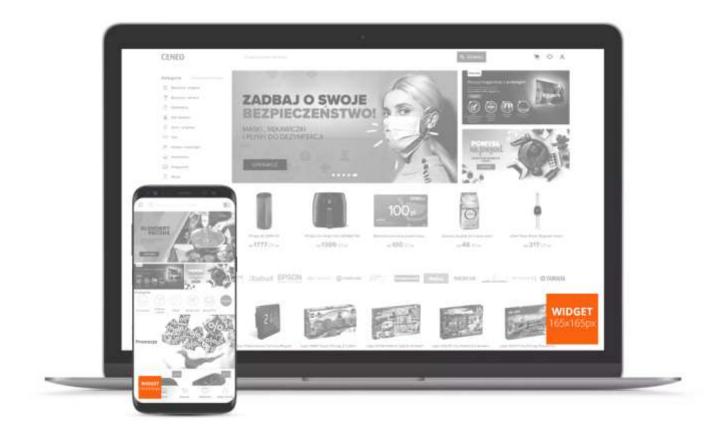


- product dedicated to shops

- product dedicated to producers



BOTTOM SMALL BOX DISPLAYED THROUGHOUT THE SITE



dimensions: **165 x 165 px**

maximum file size: do 50 kB

file type: png

Possibility to connect tracking codes (DoubleClick)

1 DAY MULTISCREEN

15 000 Zł
19 000 zł in Q4



WIDE AT THE BOTTOM OF THE PAGE, EXPANDABLE BY CLICKING



dimensions: **1920 x 600 px**

maximum file size: do 200 kB

File type: **jpg** or **jpeg**

Possibility to connect tracking codes (DoubleClick)

1 DAY MULTISCREEN

5 000 zł 6 000 zł in Q4

PRODUCERS



SHOPS



TOP BANNER

THE BIGGEST FORMAT ON THE TOP OF THE PAGE, EXTENDIBLE







2x images – desktop dimensions:

1920 x 120 px (safe area 1230 x 120 px) **1920 x 1080 px**

(safe area 1450 x 820 px)

maximum file size: **1 MB** file type: **jpg** or **png**



2x images – mobile dimensions: 1120 x 100 px

(safe area 590 x 100 px)

1120 x 1020 px (safe area 700 x 1020 px)

Possibility to connect tracking codes (DoubleClick)

Possibility to implement a top banner in the form of static bars without unfolding

Possibility to display on product pages when purchasing a Top Banner in a category along with its subcategories.

1 000 PV
MULTISCREEN

70 Zł
80 zł in Q4

model: CPM

TOP BANNER WIDEO



1x shared image dimensions:

1920 x 900 px

1x image – desktop dimensions:

1920 x 50 px (safe area 1230 x 50 px)

1x image – mobile dimensions:

1120 x 100 px (safe area 590 x 100 px)

Video files:

File type: webm, mp4 (up to 10MB) or link from YouTube

Graphic files:

maximum file size: 1 MB

file type: jpg or png

Possibility to connect tracking codes (DoubleClick)

1 000 PV MULTISCREEN



model: CPM





CARROUSEL DISPLAY WITH 5 BANNERS, ROTATING



dimensions: 1280 x 640 px

maximum file size: 200 kB

file type: jpg or png

Possibility to connect tracking codes (DoubleClick)

SHOWCASE 1MULTISCREEN

4 000 zł 5 000 zł in Q4

SHOWCASE 2
MULTISCREEN

3 000 zł 4 000 zł in Q4 SHOWCASE 3
MULTISCREEN

2 000 zł 3 000 zł in Q4 **SHOWCASE 4,5**

1 DAY MULTISCREEN

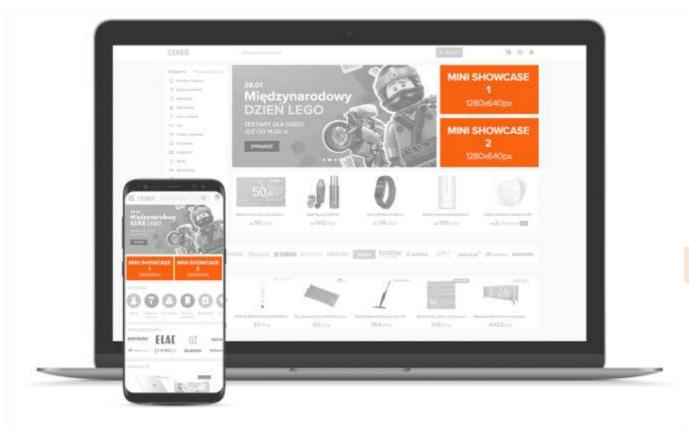
1 000 zł 2 000 zł in Q4





MINI SHOWCASE

DISPLAY BANNER, DEDICATED FOR 1 BRAND



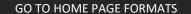
dimensions: **1280 x 640 px**

maximum file size: 200 kB

file type: **jpg** or **png**

Possibility to connect tracking codes (DoubleClick)

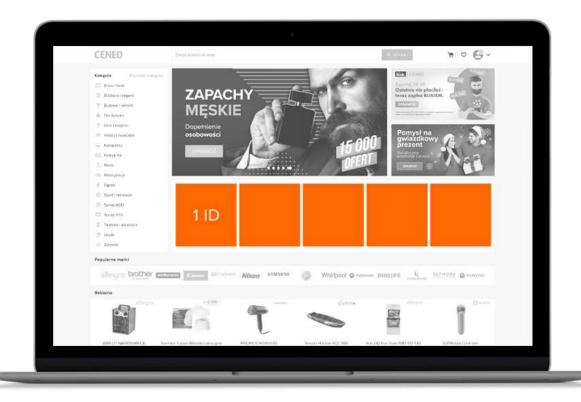
1 DAY MULTISCREEN
3 000 Zł
4 000 zł in Q4





POPULAR PRODUCTS

BANNER WITH 5 PRODUCTS DISPLAYED UNDER THE SHOWCASE



How it works? your product with a photo, title & price visible in the box along with other 4 products

materials: selecting the top product and providing
1 ID product ID at Ceneo

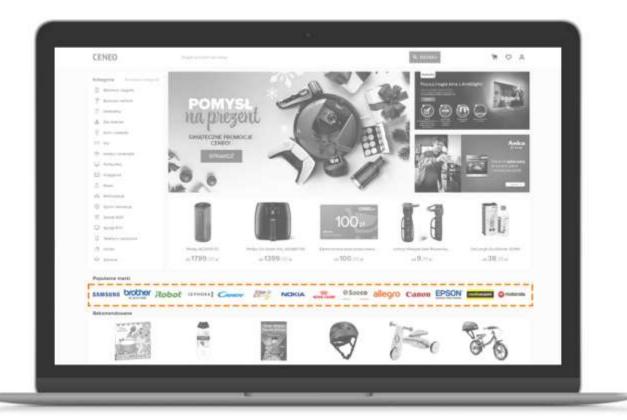
1 DAY DESKTOP





POPULAR SHOPS

BRANDBAR WITH SHOPS' LOGOS



how it works? display your logo among top shops on the homepage and redirect potential users to your shop's zone

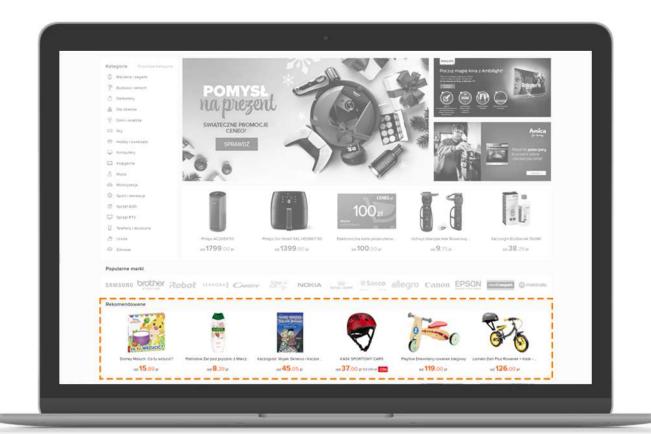
30 DAYS MULTISCREEN





AD BOXES

YOUR PRODUCT'S PHOTO, TITLE AND PRICE DISPLAYED IN THE BOXES



location: dedicated box on the homepage below logotypes

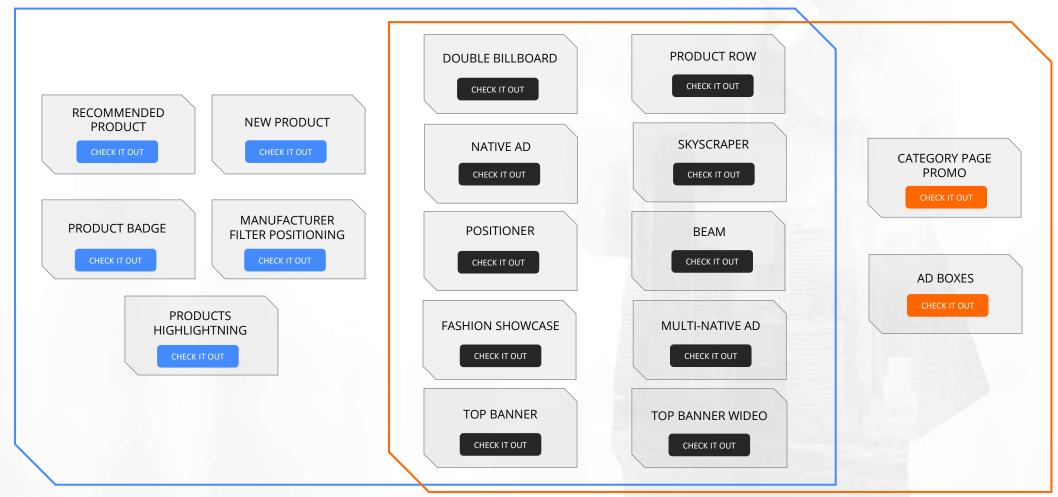
configuration and management: Ceneo Shop's Panel

how it works? make it custom - define dates, your budget and the number of offers involved; you will be charged only per clicks on your products in the box

1 CLICK
MULTISCREEN
10 Zł
model: CPC

PRICE LIST

PRODUCERS



SHOPS

- product dedicated to shops



BANNER DISPLAY ABOVE THE LISTING IN TWO SCENARIO VERSIONS



location: category page

dimensions: 950 x 200 px / 750 x 200 px

maximum file size: 100 kB

file type: jpg or png

BANNER SEARCH

Displayed after searching a specific keyword in the browser on the page

1 PV DESKTOP

0,50 zł 0,60 zł in Q4

model: CPV

DOUBLE BILLBOARD

Displayed always in the defined category until reached the guaranteed pageviews

1000 PV

DESKTOP

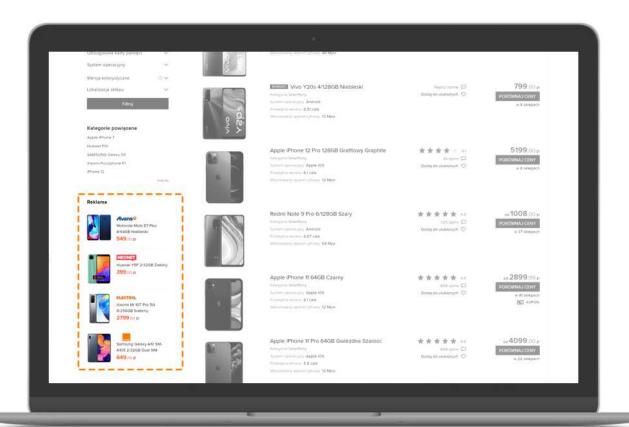
80 zł 90 zł in Q4

model: CPM

Possibility to connect tracking codes (DoubleClick)

AD BOXES

YOUR PRODUCT'S PHOTO, TITLE AND PRICE DISPLAYED IN THE BOXES



location: dedicated box on the category page on the left side of the page

configuration and management: Ceneo Shop's Panel

how it works? make it custom - define dates, your budget and the number of offers involved; you will be charged only per clicks on your products in the box



model: CPC



DISPLAY BANNER ON THE LEFT BELOW OPINIONS BOX



dimensions: **160 x 600 px**

maximum file size: 100 kB

file type: **jpg** or **png**

Possibility to connect tracking codes (DoubleClick)

1 000 PV DESKTOP

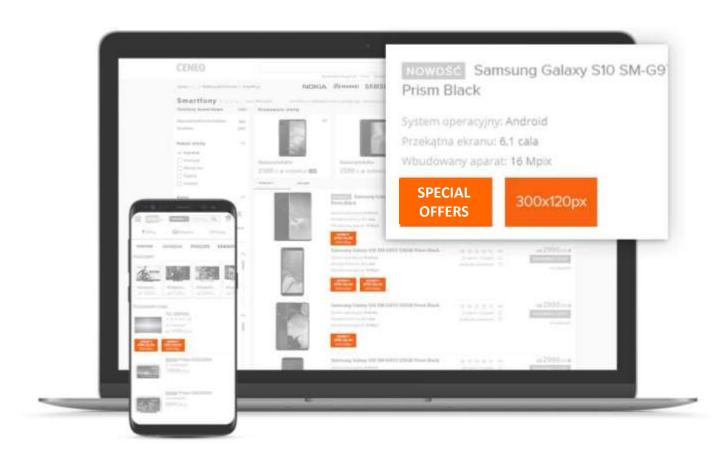
20 zł 30 zł w Q4

model: CPM



PRODUCT BADGE

GRAPHICS WITH TEXT ON THE PRODUCT CARD



dimensions: **300 x 120 px**

EXAMPLES:

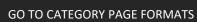














ADVERTISING BEAM DISPLAYED IN TWO PLACES ON THE CATEGORY PAGE

ON THE OFFERS' LIST

displayed between 6th and 7th product

1 000 PV **MULTISCREEN**

50 zł in Q4

model: CPM



desktop dimensions:

950 x 200 px or 970 x 90 px

(**750 x 200 px, 950 x 200 px** for an extra charge)

mobile dimensions:

300 x 100 px or

600 x 200 px (scaled down to 300 x 100 px)

BELOW OFFERS' LIST

displayed bottom line

1 000 PV **MULTISCREEN**

30 zł in Q4

model: CPM



maximum file size: 100 kB

file type: jpg or png

Possibility to connect tracking codes (DoubleClick)

750 x 200 px, 950 x 200 px price

1 000 PV - 60 zł

MULTI-NATIVE

EMITTED IN THE BEAM BETWEEN THE PRODUCT CARDS IN THE CATEGORY LISTING

MULTI-NATIVE ADVERTISING IN PLACE OF THE BAR ON THE LISTING

displayed between 6th and 7th product

1000 PV MULTISCREEN

40 Zł 50 zł in Q4

model: CPM

MULTI-NATIVE ADVERTISING IN PLACE OF THE BAR UNDER THE LISTING

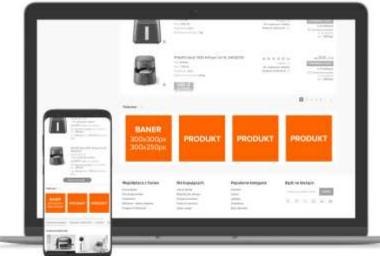
displayed bottom line

1000 PV MULTISCREEN

20 zł 30 zł in Q4

model: CPM





desktop dimensions:

300 x 300 px or **300 x 250 px**

maximum file size: 50 kB

file type: jpg or png

promo text: max. 200 characters

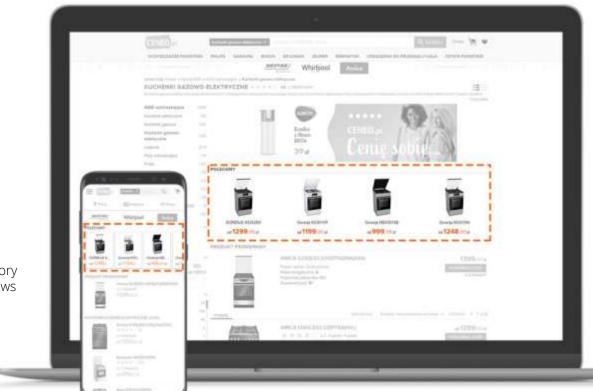
Format:

Desktop: Baner and 3 products

Mobile: Baner and 2 products

PRODUCT ROW

BOX WITH 4 YOUR PRODUCTS WITH A PHOTO, PRICE AND NAME BETWEEN DOUBLE BILLBOARD AND PRODUCTS LISTING



PRODUCT ROW - KEYWORDS

displayed after searching a specific keyword in the browser on the page

1 VIEW MULTISCREEN



model: CPV

PRODUCT ROW

displayed always in the defined category until reached the guaranteed pageviews

1 000 PV MULTISCREEN

120 zł 140 zł in Q4

GO TO CATEGORY PAGE FORMATS

POSITIONER

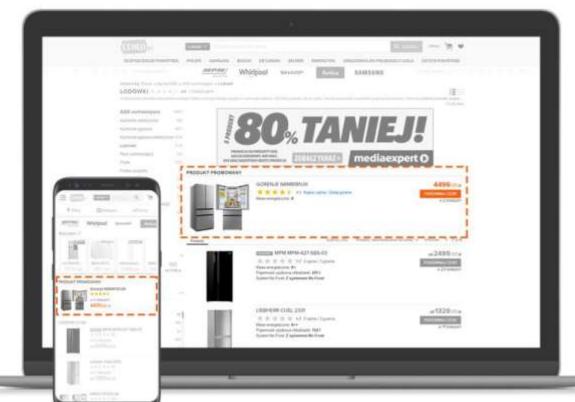
POSITIONER

displayed always in the defined category until reached the guarenteed pageviews

1 000 PV MULTISCREEN

> 120 zł 140 zł in Q4

model: FF



How it works? your product with a photo, title and price visible above the list of offers

materials: selecting the top product and giving 2 IDs of the product on Ceneo

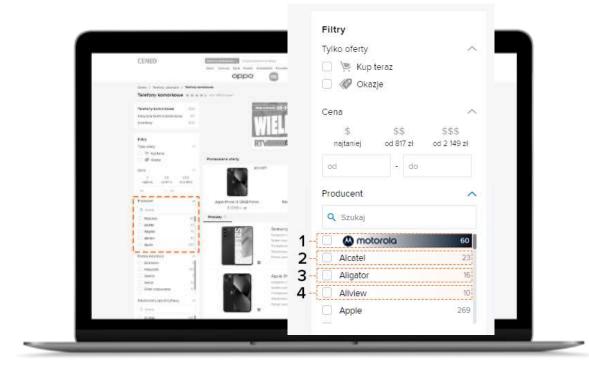
POSITIONER - KEYWORDS

displayed after searching a specific keyword in the browser on the page

> 1 VIEW **MULTISCREEN**

model: CPV





MANUFACTURER FILTER POSITIONING

PLACE 1

Positioning of the manufacturer's filter in the industry



PLACE 4

Positioning of the manufacturer's filter in the industry

150 zł

PLACE 3

Positioning of the manufacturer's filter in the industry

250 zł

PLACE 2

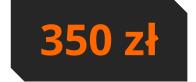
Positioning of the manufacturer's filter in the industry

250 zł

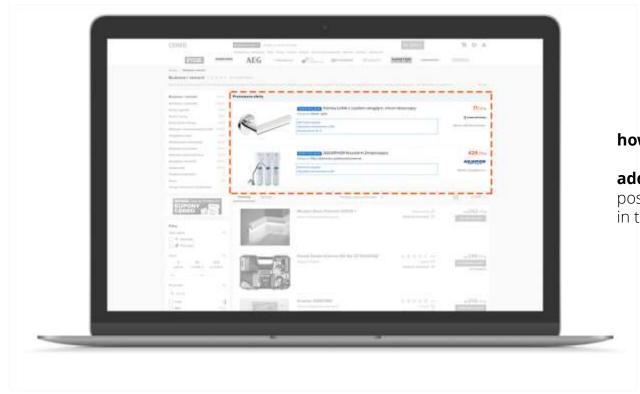
PLACE 1

Positioning of the manufacturer's filter in the industry

1 DAY MULTISCREEN



CATEGORY PAGE PROMO



how it works? your 2 ID selected rotating

additional:

possibility to add information about free delivery or promotion in the box

1 000 PV MULTISCREEN from 15 zł

model: CPM

RECOMMENDED PRODUCT

THE "RECOMMENDED" LABEL ON THE PRODUCT CARD



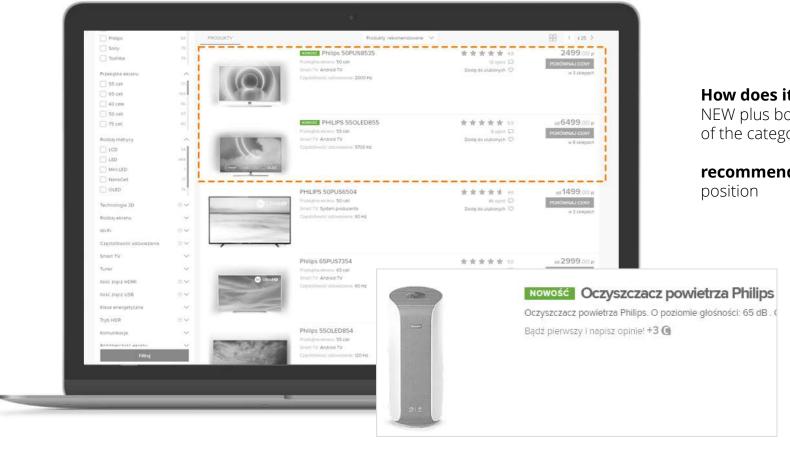
How does it work? tagging the product with a label RECOMMENDED plus boost in popularity and hitting the front page of the category

recommendation: producer bidding to maintain position

30 DAYS MULTISCREEN
5 100 Zł
5 550 zł in Q4



THE "NEW" LABEL ON THE PRODUCT CARD



How does it work? tagging the product with a label NEW plus boost in popularity and hitting the front page of the category

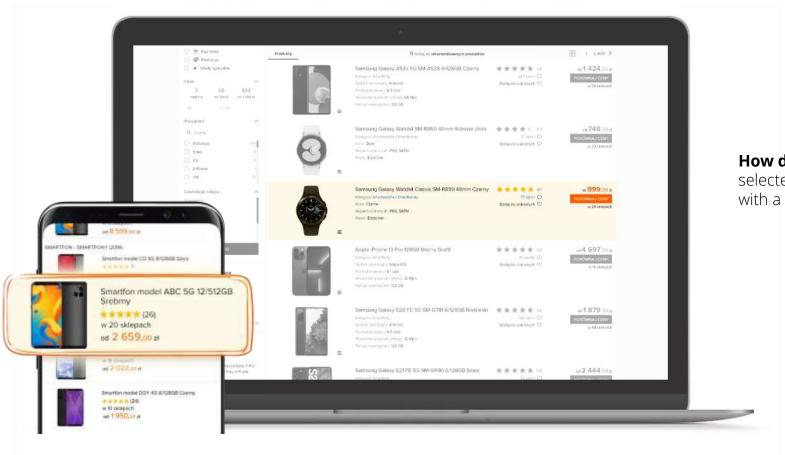
recommendation: producer bidding to maintain position

30 DAYS MULTISCREEN

5 100 Zł
5 550 zł in Q4

PRODUCTS HIGHLIGHTNING

PRODUCT HIGHLIGHTING ON CATEGORY PAGE



How does it work? highlighting the offers of selected products on the listing in the category with a distinctive color

30 DAYS
MULTISCREEN

1 050 Zł
1 350 zł in Q4



DISPLAY BANNER ON THE MAIN PAGE OF THE FASHION CATEGORY



dimensions: **1280 x 640 px**

maximum file size: 200 kB

file type: jpg or png

ATTENTION!

available only in Fashion category

SHOWCASE 1

300 **z**ł 400 zł in Q4

SHOWCASE 2

300 zł 400 zł in Q4 **SHOWCASE 3**

300 **zł**400 zł in Q4

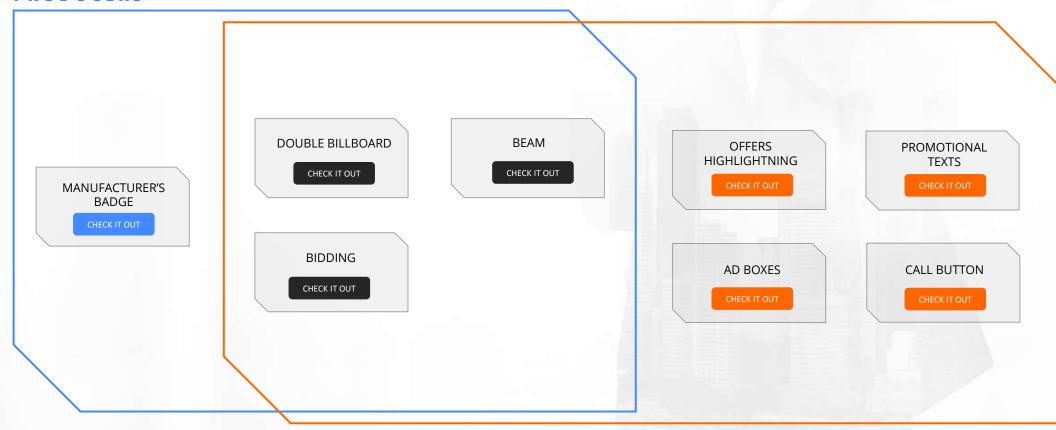
SHOWCASE 4

1 DAY MULTISCREEN

300 zł 400 zł in Q4



PRODUCERS

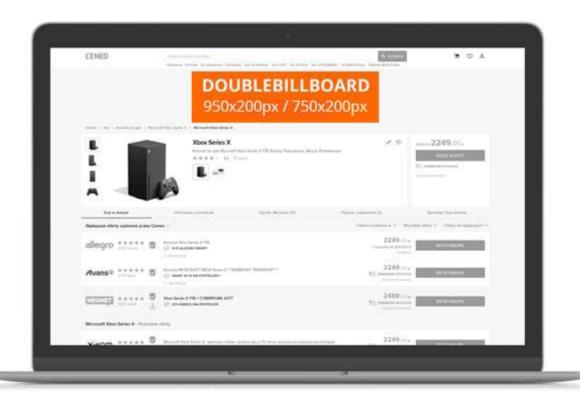


SHOPS



DOUBLE BILLBOARD

BANNER ABOVE THE HEADER ON THE PRODUCT PAGE



dimensions: **750 x 200 px, 950 x 200 px**

maximum file size: 100 kB

file type: jpg or png

Location: on the product pages of the following category pages: Office and company, Jewelry and Watches, Home and Interior, Fashion, Automotive, Garden, Erotica, Delicatessen, Movies, Music, Outlet,

Hobby, Animals

Possibility to connect tracking codes (DoubleClick)

1 000 PV DESKTOP

70 zł 80 zł in Q4

model: CPM



BEAMS

ADVERTISING BEAM DISPLAYED IN TWO PLACES ON THE PRODUCT PAGE

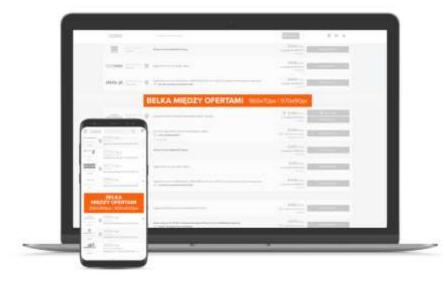
BETWEEN OFFERS

displayed between 8th and 9th offer

1 000 PV MULTISCREEN

60 zł 70 zł in Q4

model: CPM



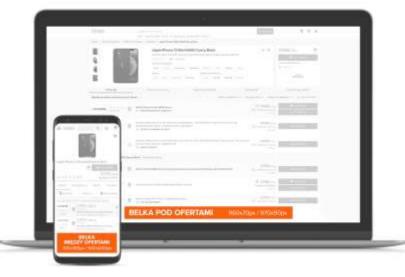
BELOW OFFERS

displayed below offers' list

1 000 PV

30 zł40 zł in Q4

model: CPM



desktop dimensions:

960 x 70 px or 970 x 90 px

(**950 x 200 px, 750 x 200 px** for an extra charge)

mobile dimensions:

300 x 100 px or

600 x 200 px (scaled down to 300 x 100 px)

maximum file size: 50 kB

file type: **jpg** or **png**

Possibility to connect tracking codes (DoubleClick)

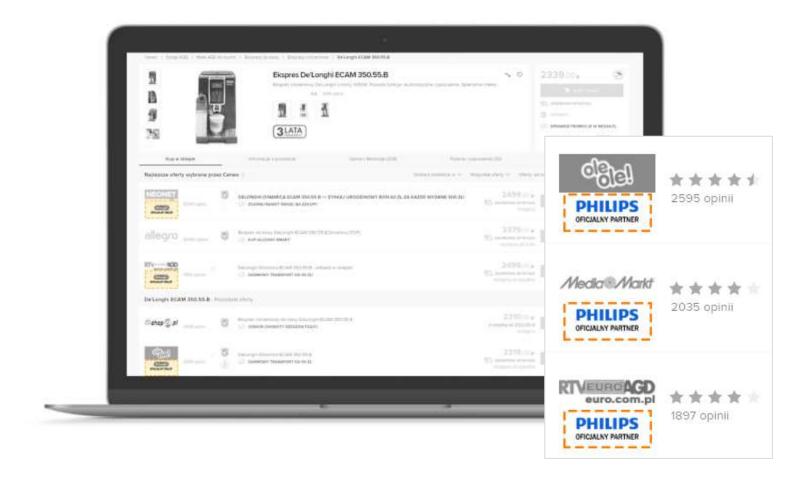
750 x 200 px, 950 x 200 px price

1 000 PV - 60 zł



MANUFACTURER'S BADGE

RECTANGULAR BADGE UNDER THE LOGO OF YOUR AUTHORIZED PARTNERS



How it works? tag your official partners to suport their distribution

dimensions: **500 x 200 px**

file type: png





AD BOXES

YOUR PRODUCT'S PHOTO, TITLE AND PRICE DISPLAYED IN THE BOXES



location: dedicated box on product page between offers and reviews

configuration and management: Ceneo Shop's Panel

how it works? make it custom - define **dates**, your **budget and the number of offers involved**; you will be charged only per clicks on your products in the box

1 CLICK MULTISCREEN

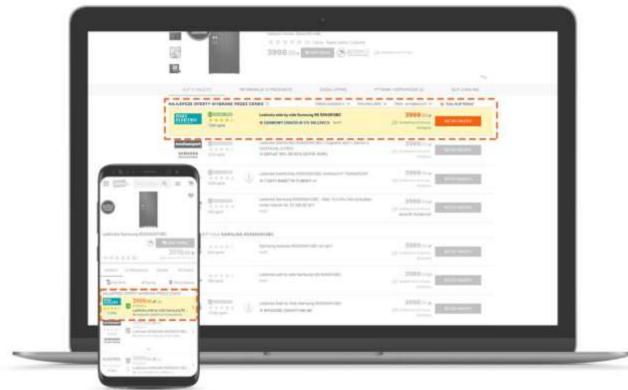
from 1 zł

model: CPC



OFFERS HIGHLIGHTNING

THE OFFER IS HIGHLIGHTED IN YELLOW



activation: min. 7 days, max. 90 days, auto-renewal

configuration and management: Ceneo Shop's Panel

costs: depending on the duration of the campaign and the number of selected categories (regardless of the number of products, the cost of a category is always the same), cost simulation per store available in the Panel

discounts: *Purchase the service for all categories (your entire offer) and receive an additional -50% discount

7 DAYS 1 CATEGORY

14 DAYS 1 CATEGORY

30 DAYS 1 CATEGORY

90 DAYS CATEGORY **MULTISCREEN**



PROMOTIONAL TEXTS

SHORT TEXT UNDER PRODUCT NAME



specification: text up to a maximum of 30 characters including white characters, unique text option for each offer/category/subcategory

configuration and management: Ceneo Shop's Panel

costs: individual amount adjusted to the size of the offer and duration of the service, cost simulation per store available in the Panel

discounts: lower price of each subsequent month of continuous service

-10% 2nd month

-20% 3rd month

-30% 4th month and more

30 DAYS

30 – 440 zł



CALL BUTTON SERVICE FACILITATING DIRECT CONTACT WITH CUSTOMERS



how it works? displaying a special mark next to your offer in the form of a handset on the mobile version of ceneo.pl (by using a finger gesture – swipe to the left - the customer will discover a button, pressing of which will directly dial the phone number of your helpline)

costs: call charge according to the operator's tariff

discounts: lower price of each subsequent month of continuous service

-10% 2nd month

-20% 3rd month

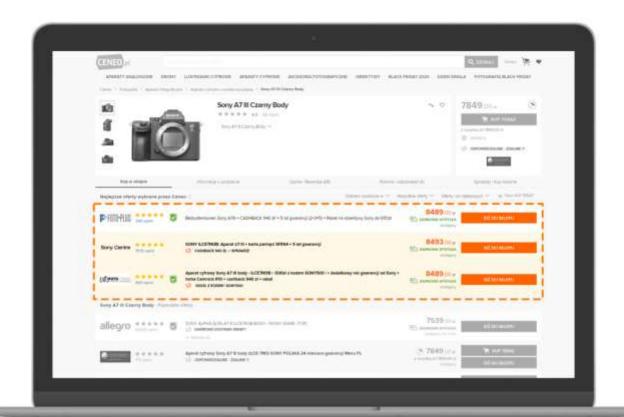
-30% 4th month and more





BIDDING

A TOOL TO POSITION YOUR OFFER ON A PRODUCT OR CATEGORY PAGI



how does bidding work on the product page? you bid a place among the top 3 bids on the product page (Recommended Offer Zone) selected by 70% of users, you can bid on selected products/category/tagged records

how does bidding work on the category page? you bid for a place among 100 products on the first page of the category (Recommended Products Zone)

configuration and management: Ceneo Shop's Panel

cost: the price list standard rate + the minimum value necessary to outbid your direct competitor, but not less than the minimum charge required

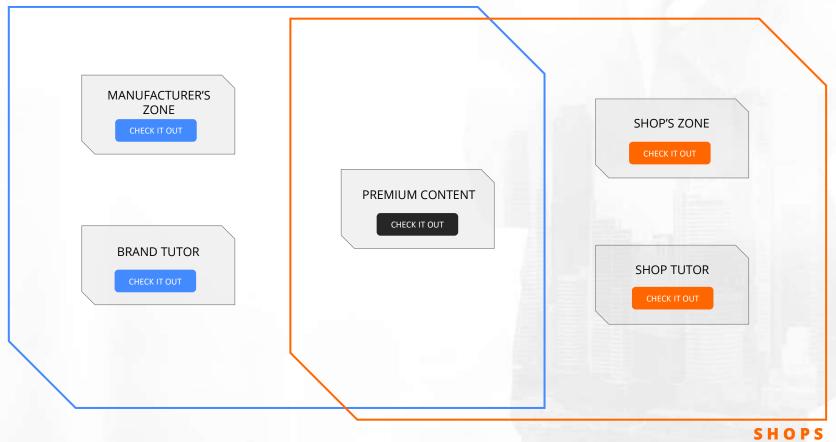
1 CLICK MULTISCREEN

from 0,04 zł

model: CPC



PRODUCERS





MANUFACTURER'S ZONE

DEDICATED BRAND ZONE WITH RICH CONTENT



- 1 manufacturer's logotype **316 x 128 px**
- 2 banner **1220 x 200 px**
- 3 left & right skyscraper **345 x 1000 px**

optional: link to the manufacturer's website, link to Facebook fanpage, dedicated HTML to landing page

file type: jpg or png

MANUFACTURER'S ZONE 1

1 000 zł

MANUFACTURER'S ZONE 2

2 000 zł

MANUFACTURER'S ZONE 3

5 000 zł

MANUFACTURER'S ZONE 4

30 DAYS MULTISCREEN

10 000 zł

BRAND TUTOR

DEDICATED PERSON WHO TAKES CARE OF BRAND'S RELATED ISSUES



Completing technical descriptions and specifications

Recurring reporting

Brand audit at Ceneo

Individual consultations

Preparation of the Manufacturer's Zone

Creation of Premium Content

Answering users' questions

Working on product cards

Bidding Bonus

(Optimum / Premium

New / Recommended Product

(Optimum / Premium

Bonus Performance Marketing

(Optimum / Premium

OPTIMUM

9 000 zł/mth

13 000 zł for 1 month

BASIC

6 600 zł/mth

min. 6 months

Upon termination of the Optimum or Premium service

MINI

4 000 zł/mth

SHOP'S ZONE

DEDICATED SHOP'S ZONE WITH ONLY YOUR PRODUCTS



1 – shop's logotype **220 x 40 px**

2 – shop's zone banner **734 x 100 px**

File type: jpg, gif, png

how it works? it's a dedicated landing page only with your products where you can filter and display a banner



SHOP TUTOR

DEDICATED PERSON WHO TAKES CARE OF SHOP'S RELATED ISSUES



30 DAYS
MULTISCREEN

3 000 zł/mth
min. 3 months



PREMIUM CONTENT

DEDICATED MULTIMEDIA PRODUCT DESCRIPTION



how it works? your products stand out with dedicated multimedia description (HTML) with high resolution photos, movies, quality text with technical specification

Content BASIC

250 zł

Content Premium

350 zł

Content HTML

1 PRODUCT MULTISCREEN

500 zł



PRICE LIST

PRODUCERS

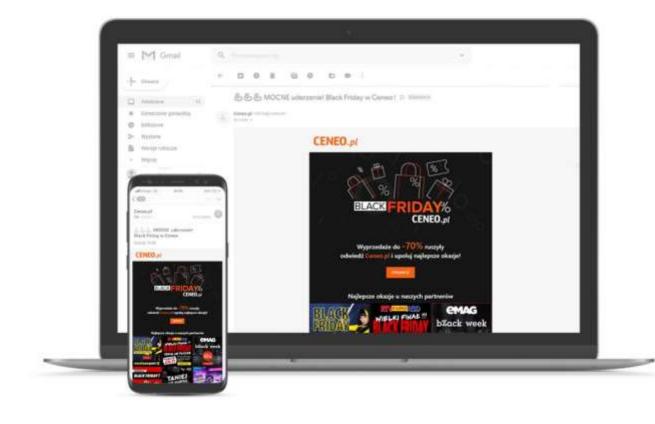






NEWSLETTER B2C

DEDICATED DISPATCH TO ALL SUBSCRIBERS





950 000 subscribers

materials: **html**, width **720 px** (free height), graphic objects in **jpg** or **png** format, text separately (separated from images)

Maximum file size: 500 kB

1 DELIVERY MULTISCREEN
20 000 Zł

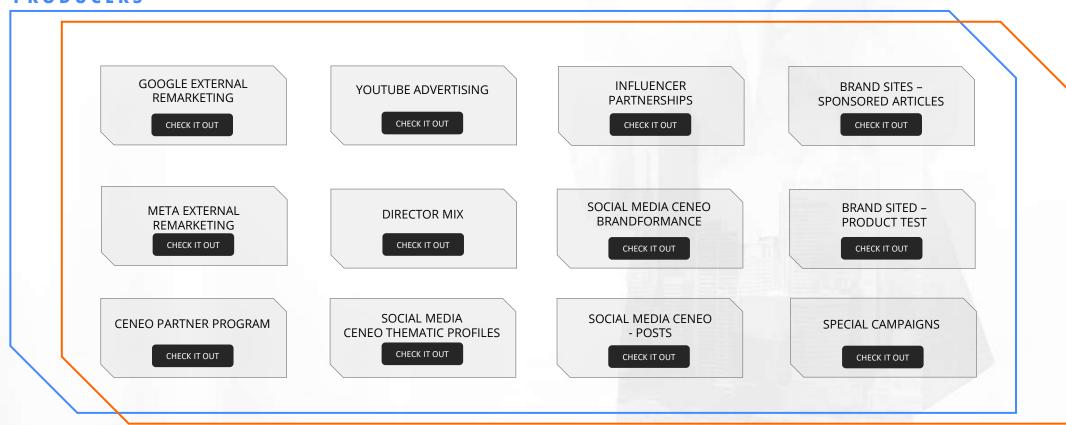


PERFORMANCE MARKETING

PRICE LIST

AD FORMATS

PRODUCERS



SHOPS

- product dedicated to shops



GO TO MAIN STRUCTURE



PERFORMANCE MARKETING

PRICE LIST

AD FORMATS

AWARENESS

Influencer Collaborations Director Mix
YouTube Advertising
Sponsored Stories & Product Testing

CONSIDERATION

Ceneo Social Media Campaigns – Branformance and Posts YouTube Advertising Special Campaigns

PERFORMANCE

CPC Campaigns

Ceneo Social Media Campaigns – Brandformance and Posts
Ceneo Affiliate Program
Google External Remarketing
META External Remarketing





EXTERNAL REMARKETING

DYNAMIC CAMPAIGN PRODUCT FEED

GOOGLE ADS / META (FACEBOOK, INSTAGRAM) / PLA / SEARCH

Required ad formats for maximum potential								
GOOGLE ADS	FACEBOOK ADS							
Product ID (approx. 8 products) Client Logo 1200 x 628 px 1200 x 300 px 1080 x 1080 px	Product ID (approx. 8 products) Client Logo 1080 x 1080 px (optional)							

STATIC BRAND CAMPAIGN

Required ad formats for maximum potential								
G000	FACEBOOK ADS							
250 x 250 px 200 x 200 px 468 x 60 px 728 x 90 px 300 x 250 px 336 x 280 px	120 x 600 px 160 x 600 px 300 x 600 px 970 x 90 px 320 x 50 px 320 x 100 px Ceneo Logo	1080 x 1080 px 1200 x 628 px 1080 x 1920 px						





individual pricing

model: CPC





YOUTUBE ADS





In-Stream – Impossible to skip

Duration: up to 15 seconds Non-Skippable Ads



In-Stream – Possible to skip

Charge per ad after 30 seconds Skippable after 5 seconds

> 1 VIDEO DESKTOP / MOBILE

individual pricing

model: CPV/CPM

Bumper Ads

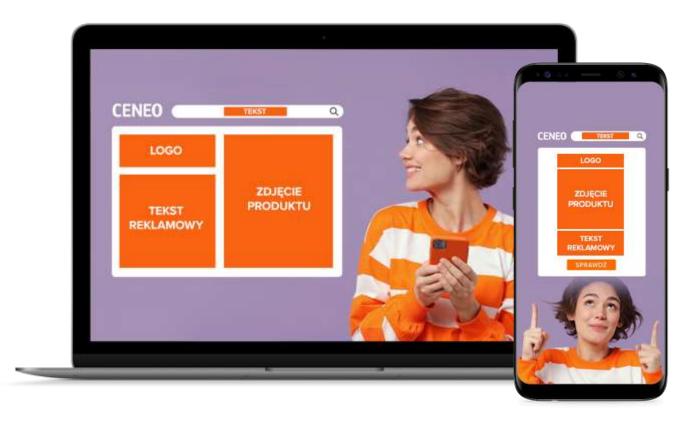
Duration: 6 seconds Non-skippable Ads

Please send us a link to YouTube with your advertising material to complete the offer



DIRECTOR MIX

VIDEO AND PROSPECTING REMARKETING



Video remarketing in the form of a 6-second non-skippable YouTube video.

Video prospecting on TikTok and YouTube Shorts platform.

Customization of your own video by uploading a product photo, logotype and advertising slogan.

60% / 40%

Remarketing / Prospecting

1M IMPRESSIONS

15 000 zł

2M IMPRESSIONS
30 000 Zł

model: CPM

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AFFILIATE PROGRAM

ADVERTISING ACTIVITIES WITH WEB DEVELOPERS WHO WORK WITH US IN OUR AFFILIATE PROGRAM









3800 active affiliates per month

18 000

registered web developers

Type of Campaign	Description	Charging Model	Q1 – Q3		Formats*	
Display + link RON	Reachable activities in the Ceneo.pl partner network.	СРС	1,50 zł	1,80 zł	336x280 px, 750x200 px 300x250 px, 728x90 px	
Display + link ROC Targeting (min. 3 categories)	Advertising activities based on specific targeting in the Ceneo.pl partner network	CPC	1,80 zł 2,20 zl		300x600 px Link txt + Title up to 40 characters with spaces format: jpg. Gif. Maximum file sieze: 1 MB	
Influencer Marketing	Expanding the audience groups and utilising on the form of the potential of influencers by creating personalised content for the client. Pricing depending on the form of cooperation after filling in brief		Individu	al pricing	Depending on the form of cooperation	

* We cccept click tag codes and UTM tags. Activation @



GO TO MARKETING FORMATS

CENEO SOCIAL MEDIA

POSTS AND CUSTOM ACTIONS

PROFILE	Category	Number of Fans	FB/Instagram group
CENEO	Brand Profile Women and men 18 - 44 years old	550 000	8,3k Fans
wnętrza ze smakiem	home and interior, renovation and garden Women 25-44 years old	586 800	22k Fans 23k Sans 31,7k Users
& dbam o siebie Dbam o siebie	Healthcare, lifestyle and fitnesss Women 25-44 years old	385 000	7,8k Users
CENEO beauty Ceneo Beauty	Fashion, cosmetics, jewellery Women 18 - 34 years old	308 000	
Świat Rodziców Świat rodziców	Profile for parents of children aged 3 to 12 years Women 25-44 years old	185 000	6,4k Users

Ceneo has over **several profiles** in social media (Facebook and Instagram) related to thematic websites. All profiles have **over 2.3 million fans** in total.

PROFILE	Category	Number of Fans	FB/Instagram group
Dzidziusiow Dzidziusiowo	Profile for people planning to have a baby and partents of children bertween 0-6 years old Women 25-44 years old	94 000	3,1k Fans 45,4k Users
Ubieram się jak Facet	Profile for men 25-44 years old	75 000	6,2k Fans 6,3k Users
Królestwo zwierząt	Profile for dog or cat owners People aged 25 to 54 (predominantly women)	57 800	4,3k Users
ekspert CENEO Ekspert Ceneo	Profile for fans of gaming and tech news Man 18-34 years old	37 000	



CENEO SOCIAL MEDIA

BRANDFORMANCE

A brand awareness campaign focused on user engagement combined with CPC activities.

Campaign deployment utilizing dedicated graphics based on **CPC** and **engagement under the content.**

Brandformance Social Media is a dedicated tool for promoting **products / product lines**.

Δ	W	Μ	DF	N	ESS
	<u> </u>			-	LUU

Publication of content and **building reach** and awareness around the brand on thematic profiles on Ceneo.

CONSIDERATION

Engagement around content related to the client's **products**.

PERFORMANCE

Conversion of reach and engagement to direct users to the client's products on Meta platforms (Facebook, Instagram) - CPC actions.

	BASIC	PREMIUM
Number of Clics	6 000	12 000
Engagement (reactions, comments, shares)	2000 activities	3000 Activities
Campaign Reach	150 000	250 000
Cover Photo for 2 weeks – thematic profile	NO	YES
PRICE	9 000 zł (9 500 in Q4)	16 000 zł (16 500 in Q4)

COVER PHOTO - EMISJA 2 TYGODNIE















	PREMIUM PACKAGE	EXPANDED PACKAGE	BASIC PACKAGE
Profile	Publication on a thematic profile on Ceneo or on Ceneo along with paid advertising. Profiles: Thematic profiles or Ceneo (limited to 1 paid post on Ceneo)	Publication on a thematic profile on Ceneo along with paid advertising. Profiles: Dzidziusiowo, Świat rodziców, Dbam o siebie, Wnętrza ze smakiem, Ceneo Beauty	Publication on a thematic profile on Ceneo along with paid advertising. Profiles: Dzidziusiowo, Świat rodziców, Dbam o siebie, Wnętrza ze smakiem, Ceneo Beauty
Clicks Guarantee	4 000 clicks	3 000 clicks	2 000 clicks
Linking to Ceneo	Yes	Yes	Yes
Linking to Client's Landing Page	Yes	Yes	No
	6 500 zł (6 750 zł in Q4)	4 500 zł (4 750 zł in Q4)	3 000 zł (3 250 zł in Q4)

SOCIAL MEDIA POST

dimensions: 1080 x 1080 px or 1200 x 628 px and 1080 x 1920 px

MATERIALS:

the ad content:

indicated by the client or prepared by the SM team.

Preferably approx. 150 characters.

graphics:

text on the graphic should occupy less than 20% of the graphic volume.

SM team can prepare graphics at an additional charge.

possible formats: jpg or png

*Ceneo profile is not available in the basic and extended packages.

GO TO MARKETING FORMATS

THEMATIC SERVICES OF CENEO

ARTICLES WITH PROMOTION AND GUARANTEED RESULTS, UNIQUE VIEWS.



	Article Test	Sponsored Article Sponsored Article with guaranteed views without guaranteed v				
Description of Service	Product test conducted by a Ceneo Expert along with original photos and a promotional product review. Publication on selected thematic Ceneo services. Additionally, 200,000 display views.	Publication of a sponsored article on two thematic services. Promotion on the homepage for 7 days. Publication of a social media post. Guaranteed publication time of 1 year. Maximum number of nofollow links in the article - 3				
Guaranteed Views	4000	4000	0			
Cena	10 000 zł (10 500 zł in Q4)	6 000 zł (6 500 zł in Q4)	4000 zł (4 500 zł in Q4)			

Taking photos of article purposes

Dzidziusiow (3)









Product Promotion







11 thematic services with a combined reach of 2 million views per month











GO TO MARKETING FORMATS

SPECIAL CAMPAIGNS

ACTIONS ON A DEDICATED LP
IN ALL MARKETING CHANNELS OF CENEO
DURING THE MOST IMPORTANT SHOPPING EVENTS OF THE YEAR

20 thematic campaigns per year based on a dedicated Landing Page.

Thanks to an individual approach to media planning for each of the thematic campaigns, we **guarantee campaign results** and reaching **the targeted audience group**.

The scope of benefits depends on the package size

INDIVIDUAL PROMOTION OF THE CLIENT'S PRODUCTS:

- Promotion of 8 products on the Action page
- Performance Campaign FB Ads Prospecting
- · Chips product marking

CLIENT BANNER CAMPAIGN

- Advertising box on the home page
- · Advertising box on the Campaign page
- · Banner campaign on Ceneo
- Advertising box in the Campaign newsletter
- Banner under the category list desktop

Pomyst na
Gwiazarkowy prozent

Porzadky

Porza

Strefy tematyczne

Boxv reklamowe

Strefy produktów

SPECIAL CAMPAIGNS

BLACK FRIDAY / CYBER MONDAY

25 000 zł

SPECIAL CAMPAIGNS
CHRISTMAS GIFT IDEA

20 000 zł

SPECIAL CAMPAIGNS PREMIUM

22-28 DAYS

15 000 zł

SPECIAL CAMPAIGNS
PREMIUM

14-22 DAYS

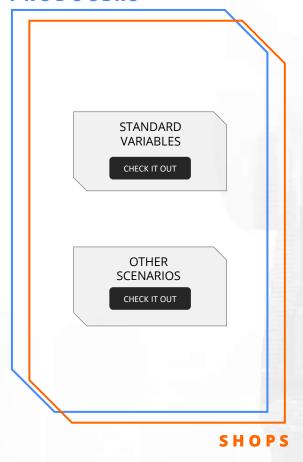
11 000 zł





INTERNAL MARKETING BASED ON PURCHASING SCENARIOS

PRODUCERS



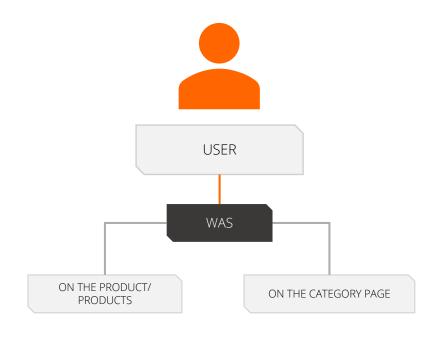
S

- product dedicated to shops



STANDARD VARIABLES

USER-ORIENTED ADVERTISING





70 Zł
80 zł in Q4

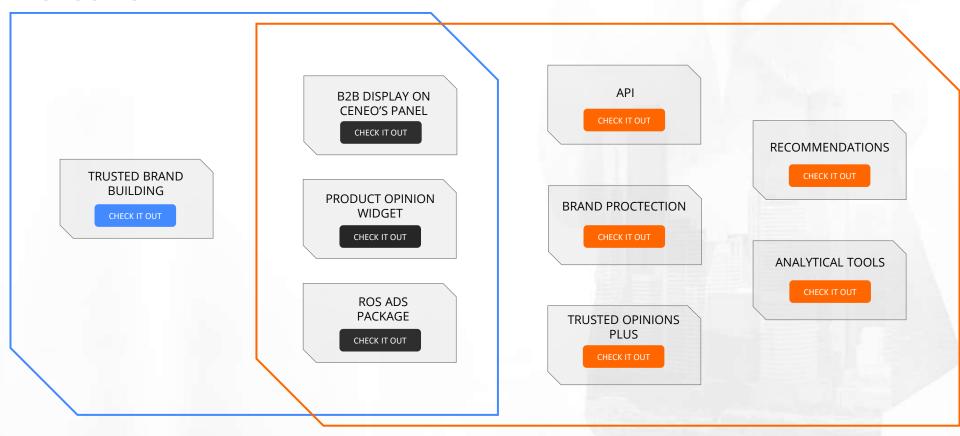
1 000 PV

model: CPM

Possibility of targeting based on other scenarios - individual pricing.



PRODUCERS



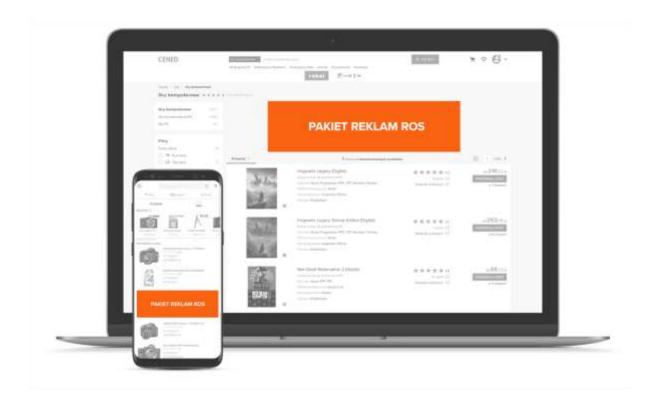
SHOPS





ROS ADS PACKAGE

CENEO WEBSITE ON PRODUCT AND CATEGORY PAGES, REACHING A WIDE AUDIENCE



Place of issue: the entire Ceneo.pl website

a way to increase brand awareness or promote a specific product/service

possibility of capping

double billboard: 750x200px or 950x200px (jpeg, png)

beam desktop: 960x70px or 970x90px (jpeg, png)

beam mobile: 300x100 or 600x200px (jpeg, png)

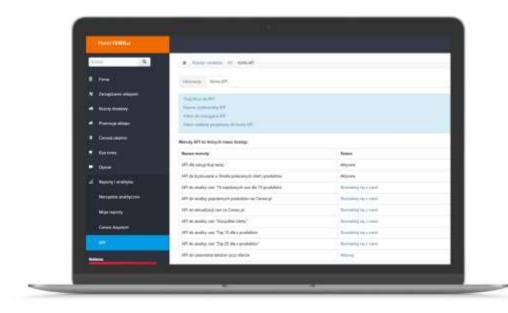
skyscraper: 160x600px (jpeg, png)

available for shops and manufacturers













Methods for handling basket orders and item bidding



Method for the analysis of popular products



Method for updating offers

FULL PRESENTATION OF API CAPABILITIES

30 DAYS MULTISCREEN

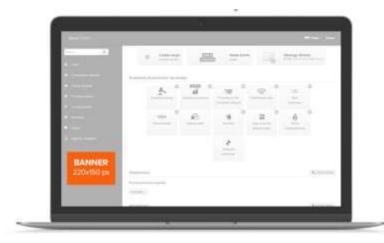
1 300 – 7 000 zł



B2B DISPLAY ON CENEO'S PANEL

B2B ADVERTISEMENT ADDRESSED TO STORES PRESENT ON CENEO





BOX

advertisement in the store panel, in the main menu

dimensions: 220 x 150 px

file type: **jpg** or **png**

WALLPAPER

advertisement in the login window to the panel

dimensions: **1366 x 768 px**

(safe area: **500 x 500 px**)

file type: jpg or png

NEWSLETTER B2B1 MAIL

10 zł

BOX

14 DAYS

400 zł

* minimum emission duration 14 days

WALLPAPER

14 DAYS

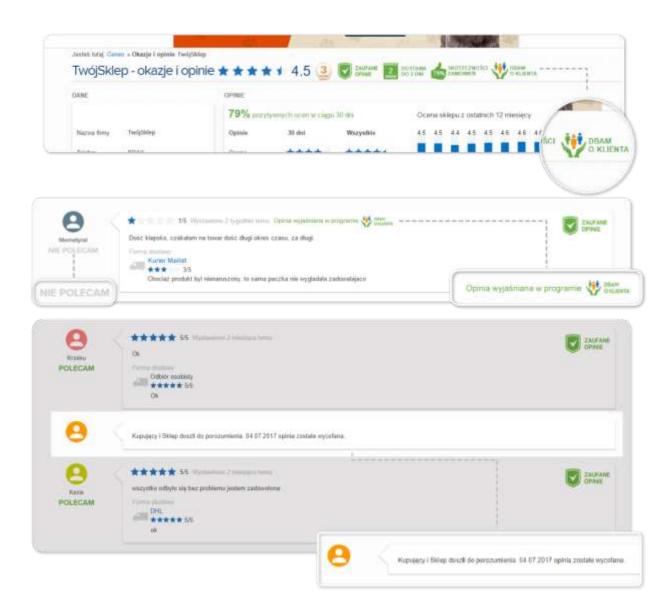
600 zł

* minimum emission duration 14 days



BRAND PROTECTION

PROGRAMME MODERATING OPINIONS ON BRAND AND SHOPPING EXPERIENCE



how it works? a service enabling contact with a customer who has negatively assessed your store through a special communicator

purpose: to clarify any misunderstandings or doubts and during this time the negative opinion will be specially marked so that other buyers will know that their opinion is important to you and that you care about your customers

benefits: unresolved disputes can be settled to your advantage, the store will be marked with a special badge "I take care of my client"

availability: for stores participating in the Trusted Reviews program







TRUSTED OPINIONS PLUS



Trusted Opinions Plus

is a package of four functionalities:

- Pin the best reviews to the top of your Ceneo page.
- Ask your buyers what you want in an additional question of the post-purchase survey.
- Get longer positive reviews from buyers thanks to intelligent content suggestions.
- Respond automatically to buyers' reviews.





TRUSTED BRAND BUILDING



TRUSTED BRAND BUILDING allows you to build recognition, prestige and increase sales thanks to opinions coming directly from buyers from the Trusted Opinions Program.

Components of the Trusted Brand Building campaign:

- Dedicated Landing Page
- Newsletter
- Personalized message
- NEW Promotion on surveys
- Prizes
- Report after the action.

STANDARD

53 000 zł

PREMIUM

70 000 zł



ANALYTICAL TOOLS

3 ACCESS PACKAGES FOR STORE AND COMPETITION REPORTS AVAILABLE IN THE STORE PANEL







GOLD

100 X MORE DATA,
3 ADDITIONAL SHOPS TO COMPARE WITH





RECOMMENDATIONS

PLACING A WIDGET WITH PRODUCT RECOMMENDATIONS BASED ON CENEO'S ALGORITHM



REKOMENDACJE DOSTARCZA CENEO

STANDARD

1 WIDGET MULTISCREEN

za darmo



characteristics: personalisation based on previous user activities, based on millions of users Ceneo, self-regulation based on the store industry

configuration options: size, color, font and title selection option

configuration and management: Ceneo Shop's Panel

implementation: script in the page code

PREMIUM

30 DAYS MULTISCREEN

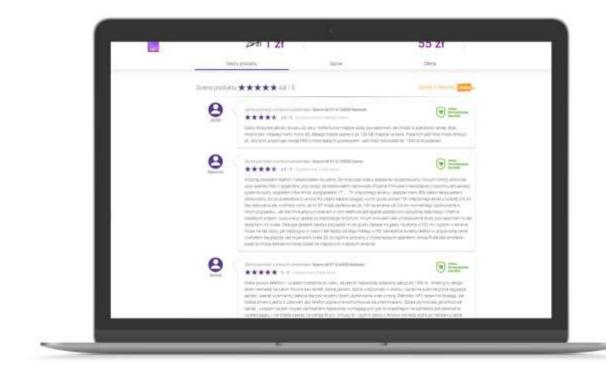






PRODUCT OPINION WIDGET

OPTION TO PUBLISH DATA CONCERNING THE QUALITY OF SERVICE IN THE STORE ON THE STORE'S WEBSITE



configuration and management: Ceneo Shop's Panel

implementation: script in the page code







CAŁY SERWIS PRICE LIST

FORMAT NAME	SHOP	PRODUCER	CHARGING MODEL	, [NUMBER	UNIT	PRICE [PLN]
WIDGET	~	~	FF	MULTISCREEN	1	day	15 000 zł / 19 000 zł in Q4
SCROLL FOOTER	~	~		MULTISCREEN	1	day	5 000 zł / 6 000 zł in Q4
TOP BANNER	~	~		MULTISCREEN	1 000	pageviews	70 zł / 80 zł in Q4
TOP BANNER WIDEO	~	~	СРМ	MULTISCREEN	1 000	pageviews	100 zł

CENEO HOMEPAGE

← PREVIOUS PAGE

FORMAT NAME	S	PRODUCER	CHARGING MODEL	_ / []	NUMBER	UNIT	PRICE [PLN]		
TOP BANNER	/	/	CPM	MULTISCREEN	1 000	pageview	70 zł / 80 zł in Q4		
TOP BANNER WIDEO	\	/	CFIVI	MULTISCREEN	1 000	pageview	100 zł		
SHOWCASE 1				MULTISCREEN	1	day	4 000 zł / 5 000 zł in Q4		
SHOWCASE 2		**	~		MULTISCREEN	1	day	3 000 zł / 4 000 zł in Q4	
SHOWCASE 3					FF	MULTISCREEN	1	day	2 000 zł / 3 000 zł in Q4
SHOWCASE 4,5						MULTISCREEN	1	day	1 000 zł / 2 000 zł in Q4
MINI SHOWCASE	/			MULTISCREEN	1	day	3 000 zł / 4 000 zł in Q4		
POPULAR PRODUCTS	~			DESKTOP	1	day	1 000 zł / 1500 zł in Q4		
<u>POPULAR SHOPS</u>	~	~		MULTISCREEN	30	days	1 000 zł / 1500 zł in Q4		
AD BOXES	/		CPC	MULTISCREEN	= 1	click	10 zł		

← GO TO MAIN STRUCTURE

TCATEGORY PAGE

← PREVIOUS PAGE

FORMAT NAME	SHOP	PRODUCER	CHARGING MODEL	<u></u> / []	NUMBER	UNIT	PRICE [PLN]
<u>TOP BANNER</u>	~	/	CPM	MULTISCREEN	1 000	pageview	70 zł / 80 zł in Q4
TOP BANNER WIDEO	/		CITVI	MULTISCREEN	1 000	pageview	100 zł
DOUBLE BILLBOARD			CPM	DESKTOP	1 000	pageviews	80 zł / 90 zł in Q4
BANER SEARCH	Y	~	CPV	DESKTOP	1	view	0,50 zł / 0,60 zł in Q4
AD BOXES	/		CPC	MULTISCREEN	1	click	from 1 zł
SKYSCRAPER	/	/	CPM	DESKTOP	1 000	pageviews	20 zł / 30 zł in Q4
PRODUCT BADGE			FF	MULTISCREEN	90	days	5 000 zł
BEAM ON THE OFFER'S LIST				MULTISCREEN	1 000	pageviews	40 zł / 50 zł in Q4
BEAM BELOW OFFER'S LIST		/	CPM	MULTISCREEN	1 000	pageviews	20 zł / 30 zł in Q4
MULTI-NATIVE AD	~			MULTISCREEN	1 000	pageviews	40 zł / 50 zł in Q4
PRODUCT ROW			FF	MULTISCREEN	1 000	pageviews	120 zł / 140 zł in Q4
PRODUCT ROW - KEYWORDS	•		CPV	MULTISCREEN	1	view	1 zł
POSITIONER			FF	MULTISCREEN	1 000	pageviews	120 zł / 140 in Q4
POSITIONER – KEYWORDS	Y		CPV	MULTISCREEN	1	view	1 zł
MANUFACTURER FILTER POSITIONING			FF	MULTISCREEN	1	day	150 – 15 000 zł
CATEGORY PAGE PROMO	~		CPM	MULTISCREEN	1 000	pageviews	from 15 zł
RECOMMENDED PRODUCT				MULTISCREEN	30	days	5 100 zł / 5 550 zł in Q4
NEW PRODUCT			FF	MULTISCREEN	30	days	5 100 zł / 5 550 zł in Q4
PRODUCTS HIGHLIGHTNING		/	FF	MULTISCREEN	30	days	1 050 zł / 1 350 zł in Q4
<u>FASHION SHOWCASE</u>	V	V		MULTISCREEN	1	day	300 zł / 400 zł in Q4

> PRODUCT PAGE

← PREVIOUS PAGE

FORMAT NAME	S SHOP	PRODUCER	CHARGING MODEL	□ / □	NUMBER	UNIT	PRICE [PLN]
DOUBLE BILLBOARD	-	/	CPM	DESKTOP	1 000	pageviews	70 zł / 80 zł in Q4
BEAMS BETWEEN OFFERS	/	/	CPM	MULTISCREEN	1 000	pageviews	60 zł / 70 zł in Q4
BEAMS BELOW OFFERS	/	/	CPM	MULTISCREEN	1 000	pageviews	30 zł / 40 zł in Q4
MANUFACTURER'S BADGE			FF	MULTISCREEN	30	days	6 000 zł
<u>AD BOXES</u>			CPC	MULTISCREEN	1	click	from 1 zł
				MULTISCREEN	7	days	13,20 zł / 1 category
OFFERS HIGHLIGHTNING			FF		14	days	23,76 zł / 1 category
OFFERS HIGHLIGHTINING					30	days	45,76 zł / 1 category
					90	days	101,64 zł / 1 category
PROMOTIONAL TEXTS			FF	MULTISCREEN	30	days	30 – 440 zł
CALL BUTTON			FF	MOBILE	30	days	350 zł
BIDDING			CPC	MULTISCREEN	1	click	from 0,04 zł

← GO TO MAIN STRUCTURE

← PREVIOUS PAGE



TYPE OF SERVICE	FORMAT NAME	S	PRODUCER	CHARGING MODEL	<u></u> / []	NUMBER	UNIT	PRICE [PLN]
MANUFACTUER'S ZONE	MANUFACTURER'S ZONE 1		~	FF	MULTISCREEN	30	days	1 000 zł
	MANUFACTURER'S ZONE 2							2 000 zł
	MANUFACTURER'S ZONE 3							5 000 zł
	MANUFACTURER'S ZONE 4							10 000 zł
	OPTIMUM		~			30	days	9 000 zł (min. 6 months) (13 000 zł for 1 month)
BRAND TUTOR	BASIC							6 500 zł (min. 6 months)
	MINI (after the end of the Optimum or Basic service)							4 000 zł (min. 6 months)
SHOP'S ZONE		/				30	days	2 000 zł
SHOP TUTOR		/				30	days	3 000 zł
CONTENT PREMIUM	BASIC	~	~			1	product	250 zł
	PREMIUM							350 zł
	HTML							500 zł

MAILING + PERFORMANCE MARKETING

NEXT PAGE →

← PREVIOUS PAGE

TYP USŁUGI	FORMAT REKLAMOWY	S SKLEP	PRODUCENT	MODEL	_ / [LICZBA	JEDNOSTKA	CENA [PLN]
<u>MAILING</u>	NEWSLETTER B2C	/		FF	MULTISCREEN	1	delivery	20 000 zł
EXTERNAL REMARKETING	FACEBOOK ADS / GOOGLE ADS	/		CPC	DESKTOP MOBILE	1	click	4 zł / 5 zł in Q4
	BUMPER ADS	/	~	CPV/CPM	DESKTOP	1	video	Individual pricing
YOUTUBE ADS	IN-STREAM - IMPOSSIBLE TO SKIPPED				523117-01			
	IN-STREAM – POSSIBLE TO SKIPPED	· ·			MOBILE			
DIRECTOR MIX	REMARKETING AND VIDEO PROSPECTING YOUTUBE / SHORTS / TIK TOK	/	/	CPM	MULTISCREEN	1	video	15 000 zł – 1m impressions 30 000 zł – 2m impressions
AFFILIATE PROGRAM	DISPLAY RON CAMPAIGN			CPC	DESKTOP MOBILE	1	click	1,50 zł / 1,80 zł in Q4
	DISPLAY ROC CAMPAIGN	~	~	CPC	DESKTOP MOBILE	1	click	1,80 zł / 2,20 zł in Q4
	INFLUENCER COOPERATIONS				DESKTOP	Individual pricing		
	INFLUENCER COUPERATIONS				MOBILE			
10.	BRANDFORMANCE BASIC	✓	~	CPC	DESKTOP / MOBILE 1		package	9 000 zł / 9 500 zł in Q4
	BRANDFORMANCE PREMIUM					package	16 000 zł / 16 500 zł in Q4	
CENEO SOCIAL MEDIA	SOCIAL MEDIA POSTS - BASIC					1	click	3 000 zł / 3 250 zł in Q4
	SOCIAL MEDIA POSTS - EXPANDED						click	4 500 zł / 4 750 zł in Q4
	SOCIAL MEDIA POSTS - PREMIUM						click	6 500 zł / 6 750 zł in Q4
THEMATIC SERVICES OF CENEO	ARTICLE TEST	~	~	VIEWS	DESKTOP / MOBILE		package	10 000 zł / 10 500 zł in Q4
	SPONSORED ARTICLE WITH VIEWS GUARANTEED			VIEWS		1	package	6 000 zł / 6 500 zł in Q4
	SPONSORED ARTICLE WITHOUT GUARANTEE OF VIEWS			-			package	4 000 zł / 4 500 zł in Q4

SPECIAL ACTIONS

FORMATY NAME	SHOP	PRODUCER	CHARGING MODEL		NUMBER	UNIT	PRICE [PLN]
PROMOTION ON THE ACTION PAGE							
PERFORMANCE CAMPAIGN - FB ADS PROSPECTING							
CHIPS - PRODUCT LABELLING							
ADVERTISING BOX ON THE HOMEPAGE							
ADVERTISING BOX ON THE CAMPAIGN PAGE			FF	DESKTOP/MOBILE	1	action	11 000 – 25 000 zł
BANNER CAMPAIGN							
ADVERTISING BOX IN THE NEWSLETTER							
LOGO ON CATEGORY PAGE							
BANNER BELOW THE CATEGORY LIST							

← GO TO MAIN STRUCTURE

OTHER SERVICES

PRICE LIST

← PREVIOUS PAGE

TYP USŁUGI		S SHOP	PRODUCER	MODEL	🖵 / 📋	NUMBER	UNIT	PRICE [PLN]
BEHEVIORAL ADS	STANDARD VARIABLES	~	~	СРМ	MULTISCREEN	1 000	pageviews	70 zł / 80 zł IN Q4
	OTHER SCENARIOS	✓	/	CPM	MULTISCREEN	1 000	pageviews	Indywidualna wycena
ROS ADS PACKAGE		/	/	CPM	MULTISCREEN	1 000	pageviews	40 zł
<u>API</u>		/				30	days	depends on API method
CENEO PANEL	BOX		~			1	day	400 zł
	WALLPAPER	~				1	day	600 zł
	NEWSLETTER B2B					1	mail	10 zł
BRAND PROCTECTION						30	days	700 zł
TRUSTED OPINIONS PLUS						30	days	from 69 zł
ANALYTICAL TOOLS BRONZE				FF	MULTISCREEN			free
ANALYTICAL TOOLS SILVER						30	days	49 zł
ANALYTICAL TOOLS GOLD								999 zł
RECOMMENDATIONS - STANDARD						30	days	free
RECOMMENDATIONS - PREMIUM								99 zł
TRUSTED BRAND BUILDING	STANDARD		/			1	package	53 000 zł
PRODUCT OPINION WIDGET	PREMIUM	~	/			30	days	70 000 zł 5 000 zł

WRITE TO US!

CENEO

Reklama@ceneo.pl

CENEO