



# MEDIA KIT 2026

# CENEO

The price list is valid for orders concluded from 11 December 2025 covering the broadcast of advertisements in 2026.

# DISPLAY TYPE & LOCATION

## CENEO WEBSITE



ON ALL CENEO



CENEO HOMEPAGE



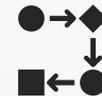
CATEGORY PAGE



PRODUCT PAGE



CONTENT



BEHAVIORAL ADS

## ADDITIONAL



MAILING



ADS IN GOOGLE'S BROWSER



REMARKETING



CENEO AFFILIATE PROGRAM



OTHER SERVICES



YOUTUBE CAMPAIGNS

## CAMPAIGNS



SOCIAL MEDIA CAMPAIGNS



SPECIAL CAMPAIGNS



MAGAZINES

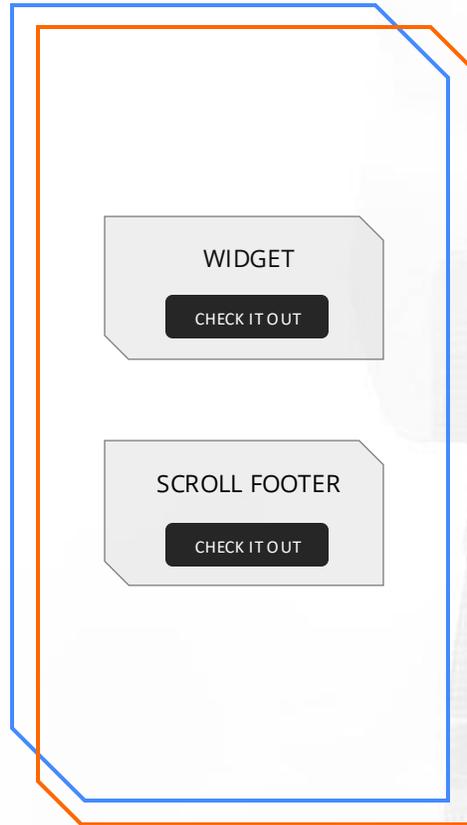
ALL PRICE LIST

(CLICK TO VIEW MORE)

CENEO



## PRODUCERS



## SHOPS



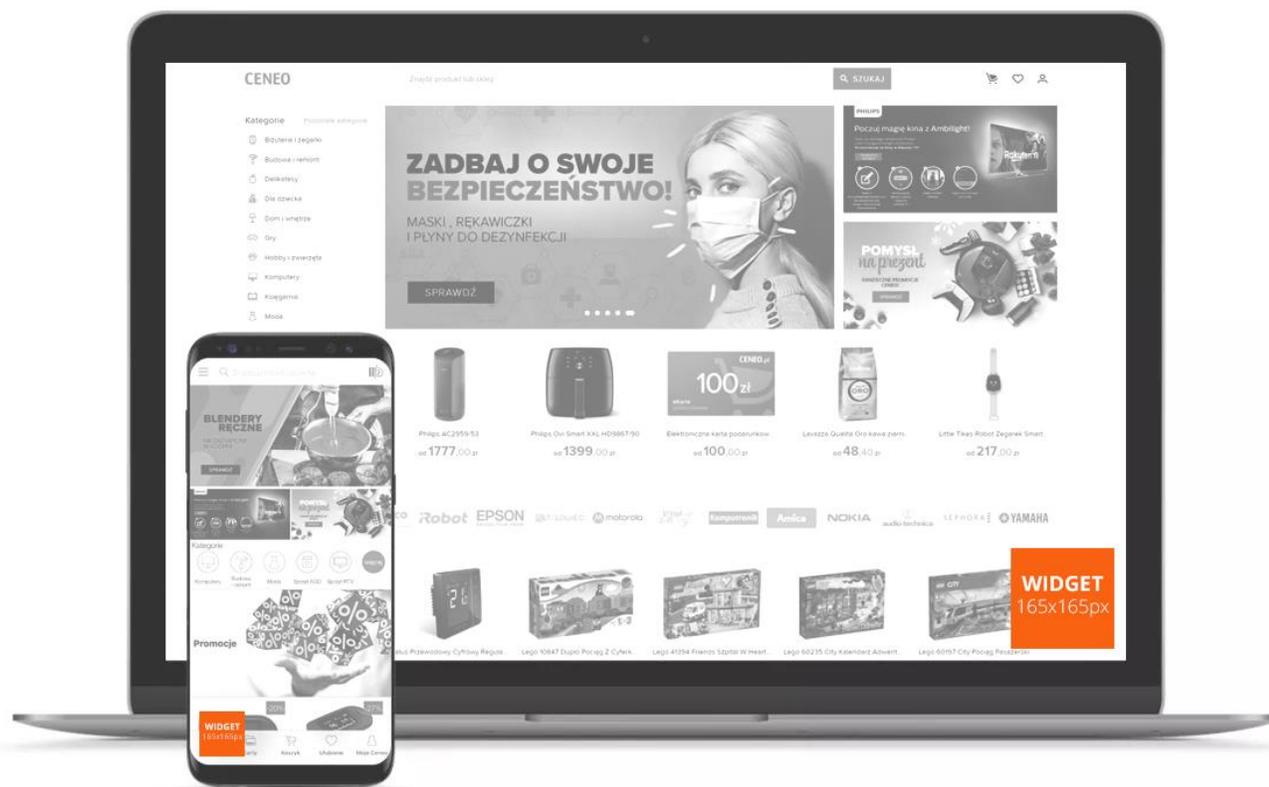
- product dedicated to shops

- product dedicated to producers

# WIDGET

BOTTOM SMALL BOX DISPLAYED THROUGHOUT THE SITE

GO TO ALL CENEO FORMATS



dimensions: **165x165 px**

maximum file size: **do 50 kB**

file type: **png**

Possibility to connect tracking codes (DoubleClick)

DESKTOP

**7 500 zł**

10 000 zł in Q4

1 DAY  
MOBILE

**8 500 zł**

11 000 zł in Q4

model: FF



GO TO ALL CENEO FORMATS

# SCROLL FOOTER

WIDE AT THE BOTTOM OF THE PAGE, EXPANDABLE BY CLICKING



dimensions: **1920x600 px**

maximum file size: **do 200 kB**

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

Possibility to connect tracking codes (DoubleClick)

1 DAY  
MULTISCREEN

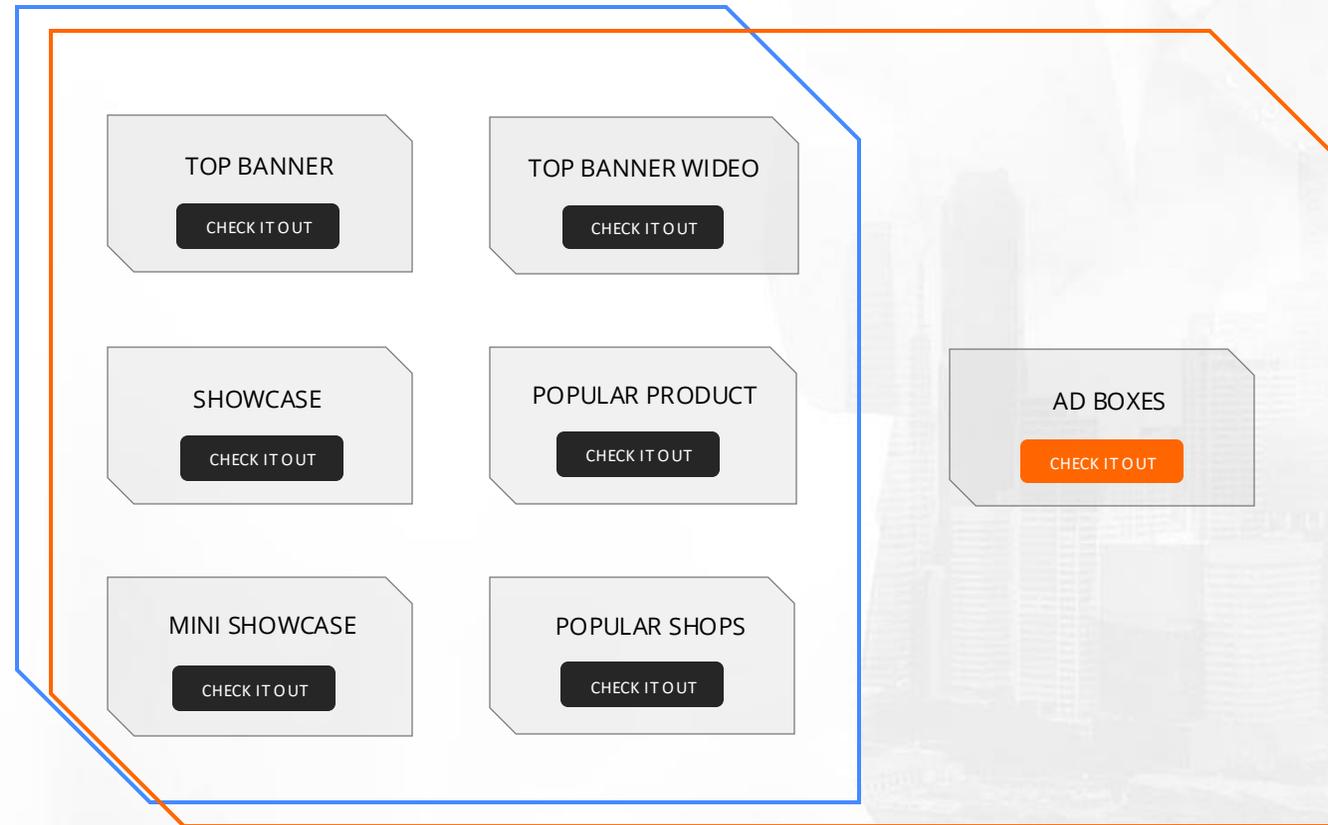
**5 000 zł**

6 000 zł in Q4

model: FF



## PRODUCERS



## SHOPS



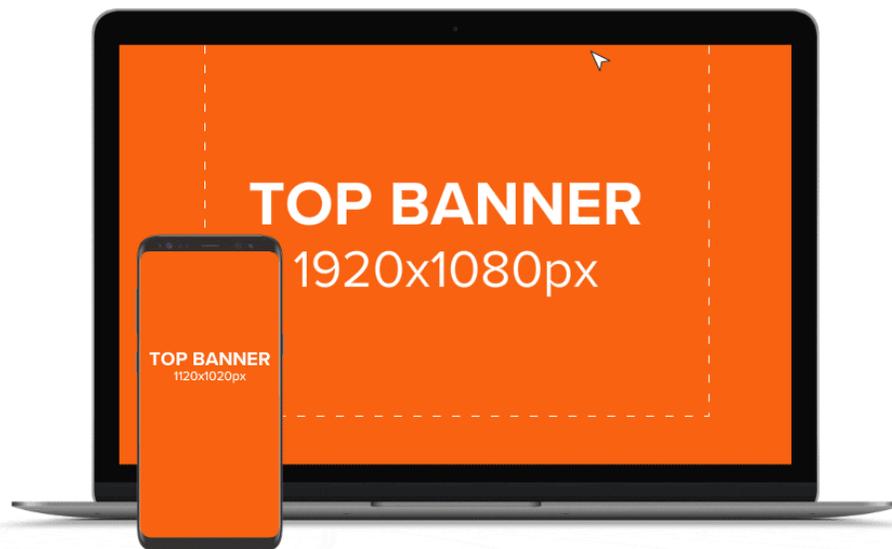
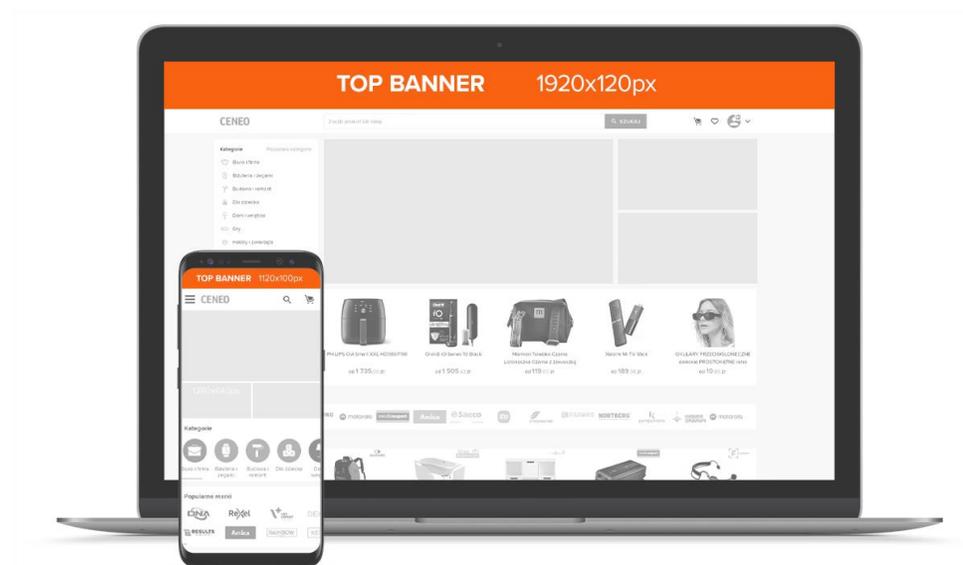
- product dedicated to shops
- product dedicated to producers



GO TO ALL CENEO FORMATS

# TOP BANNER

THE BIGGEST FORMAT ON THE TOP OF THE PAGE, EXTENDIBLE



2x images – desktop dimensions:

**1920x120 px**  
(safe area 1230x120 px)  
**1920x1080 px**  
(safe area 1450x820 px)



2x images – mobile dimensions:

**1120x100 px**  
(safe area 590x100 px)  
**1120x1020 px**  
(safe area 700x1020 px)

maximum file size: **1 MB**

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

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

\***TOP BANNER** price for the category:  
**Jewelry and watches, Bookstore, Music, Erotica, Movies,**  
**Outlet, Gifts, Handmade - 35 zł (40 zł in Q4)**

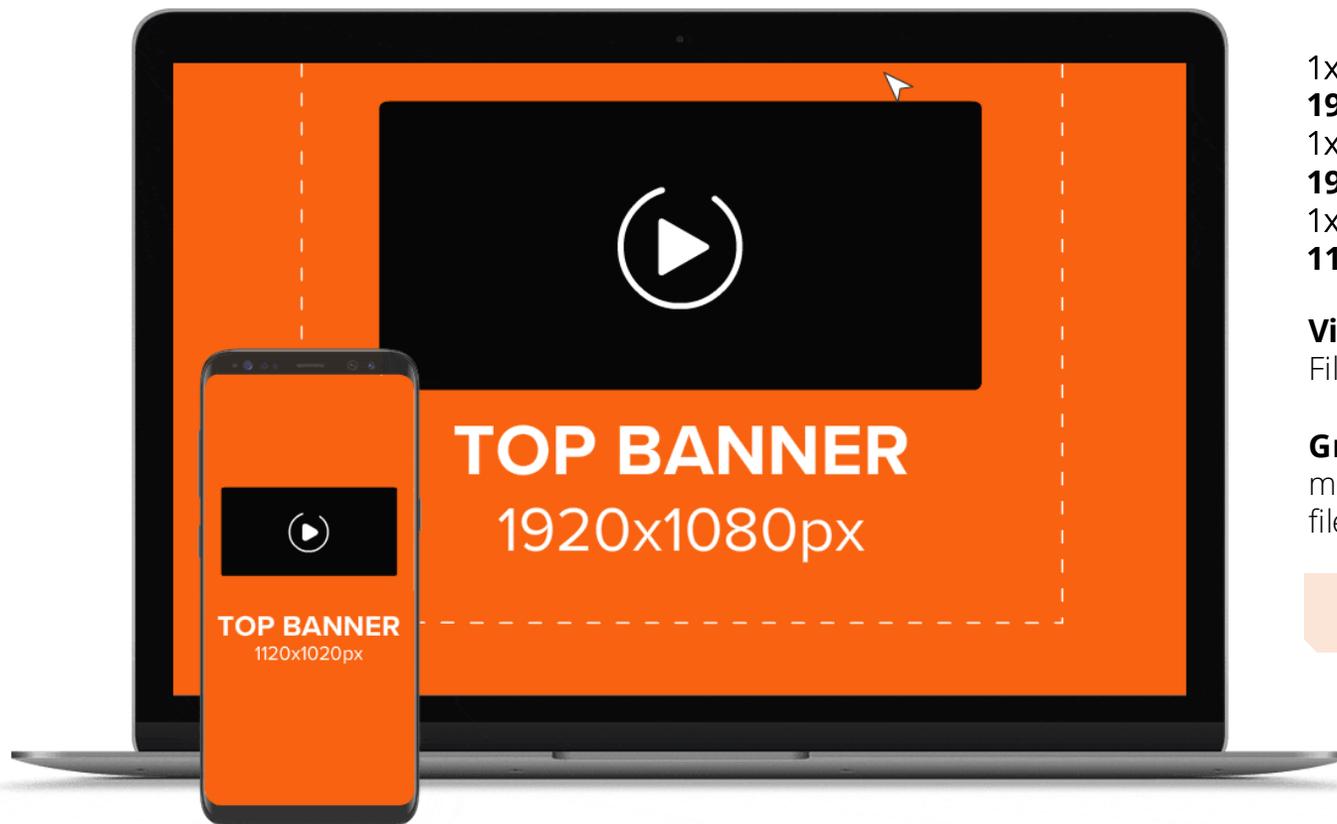
**70\* zł**  
80 zł in Q4

model: CPM



GO TO ALL CENEO FORMATS

# TOP BANNER WIDEO



1x shared image dimensions:

**1920x900 px**

1x image – desktop dimensions:

**1920 x 50 px** (safe area 1230x50 px)

1x image – mobile dimensions:

**1120x100 px** (safe area 590x100 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

**100 zł**

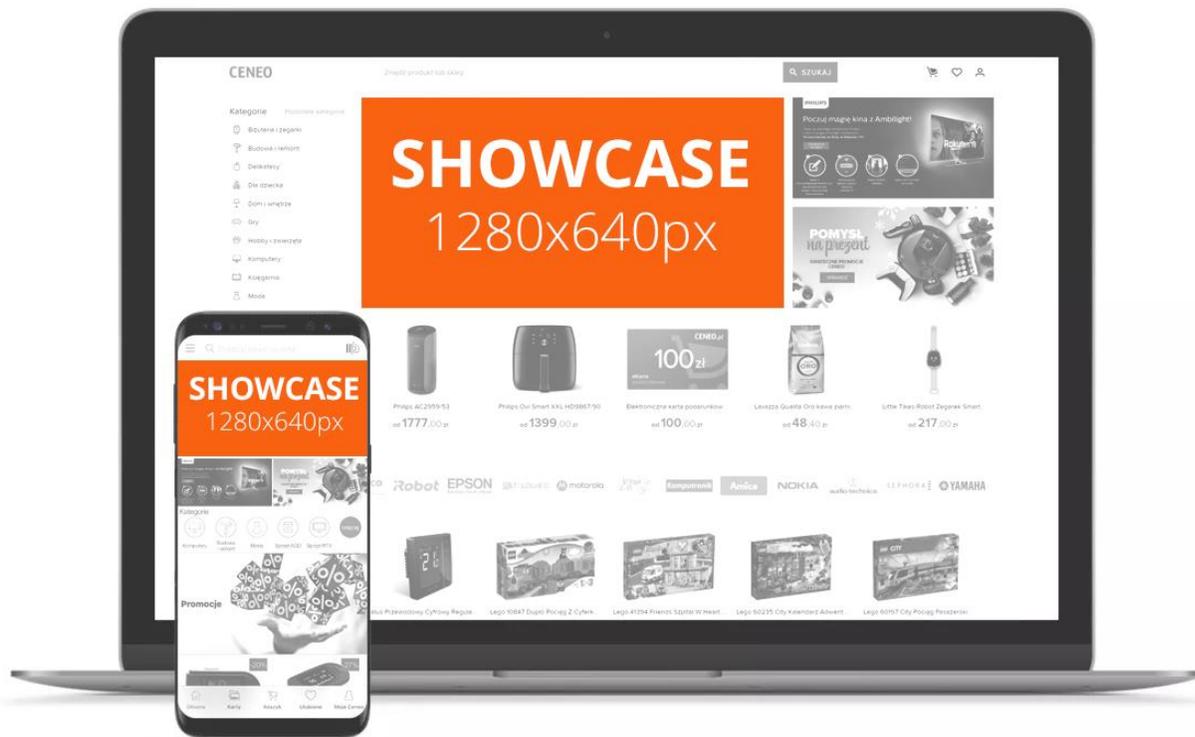
model: CPM



GO TO HOME PAGE FORMATS

# SHOWCASE

CARROUSEL DISPLAY WITH 5 BANNERS, ROTATING



dimensions: **1280x640 px**

maximum file size: **200 kB**

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

Possibility to connect tracking codes (DoubleClick)

**SHOWCASE 1**  
MULTISCREEN

**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

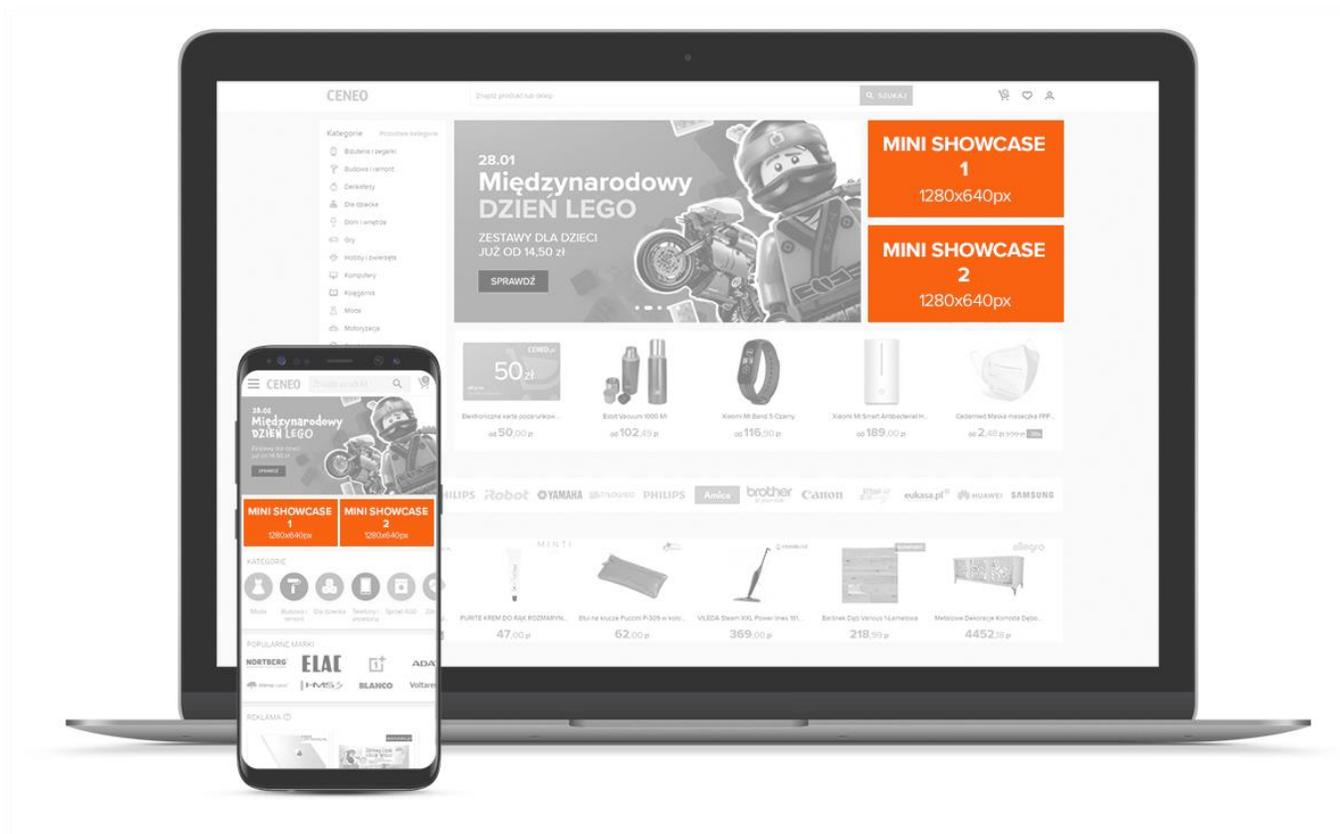
model: FF



GO TO HOME PAGE FORMATS

# MINI SHOWCASE

SMALLER BANNER DISPLAY (MINI SHOWCASE 1 OR 2) ON THE HOMEPAGE, DEDICATED TO ONE BRAND



dimensions: **1280x640 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

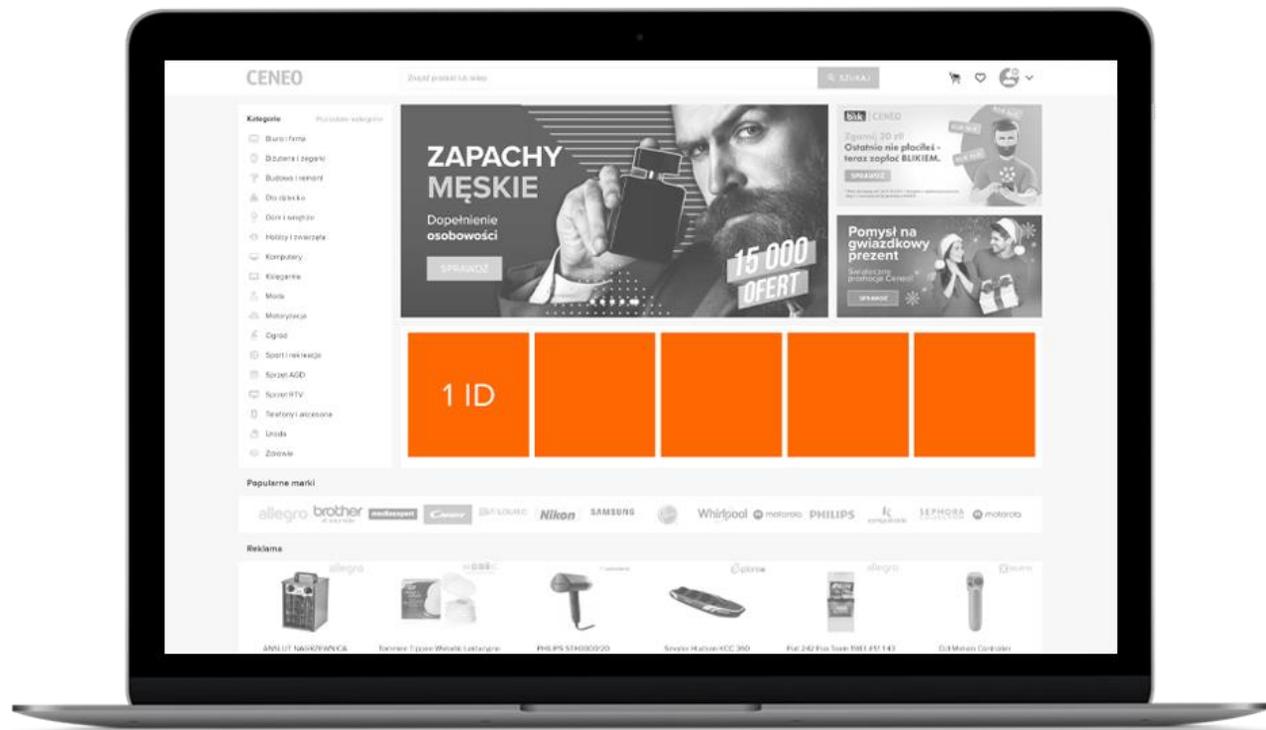
model: FF



GO TO HOME PAGE FORMATS

# 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

1 000 zł

1 500 zł in Q4

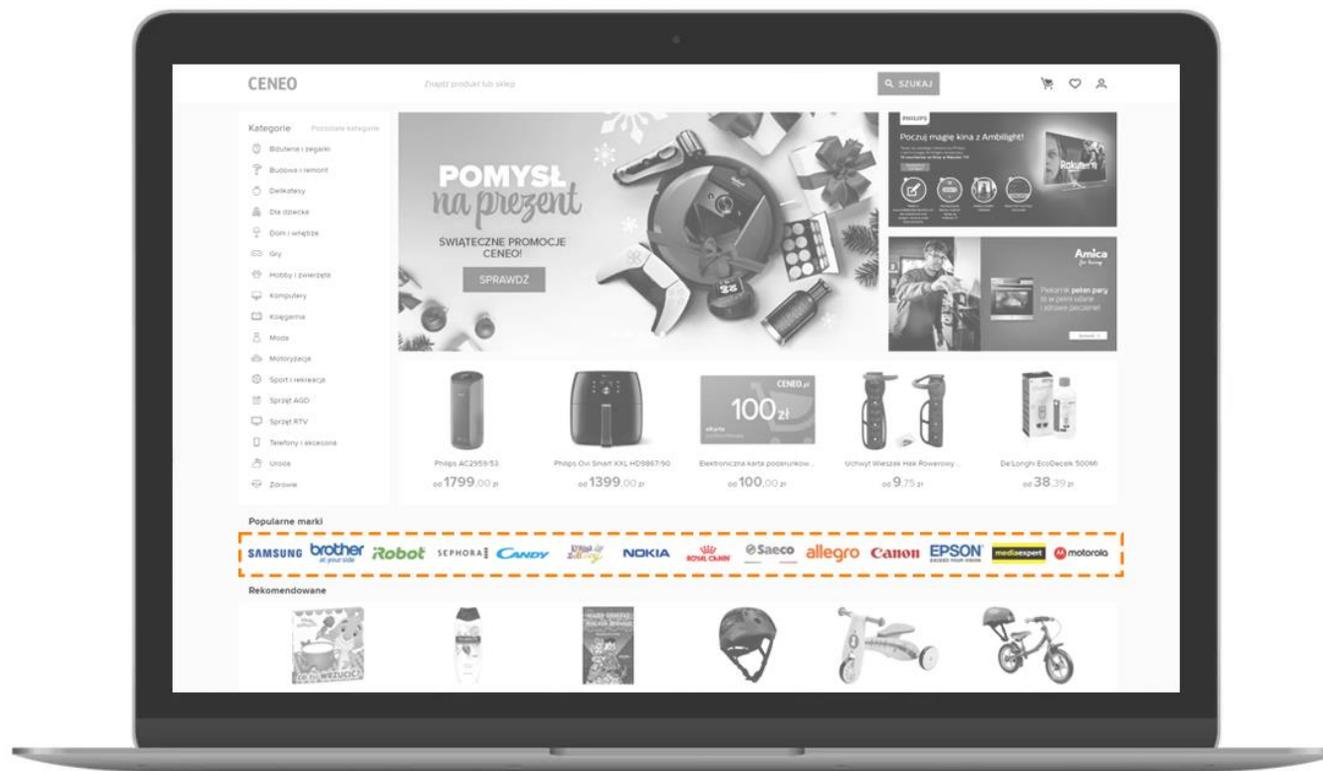
model: FF



GO TO HOME PAGE FORMATS

# 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

1 000 zł

1 500 zł in Q4

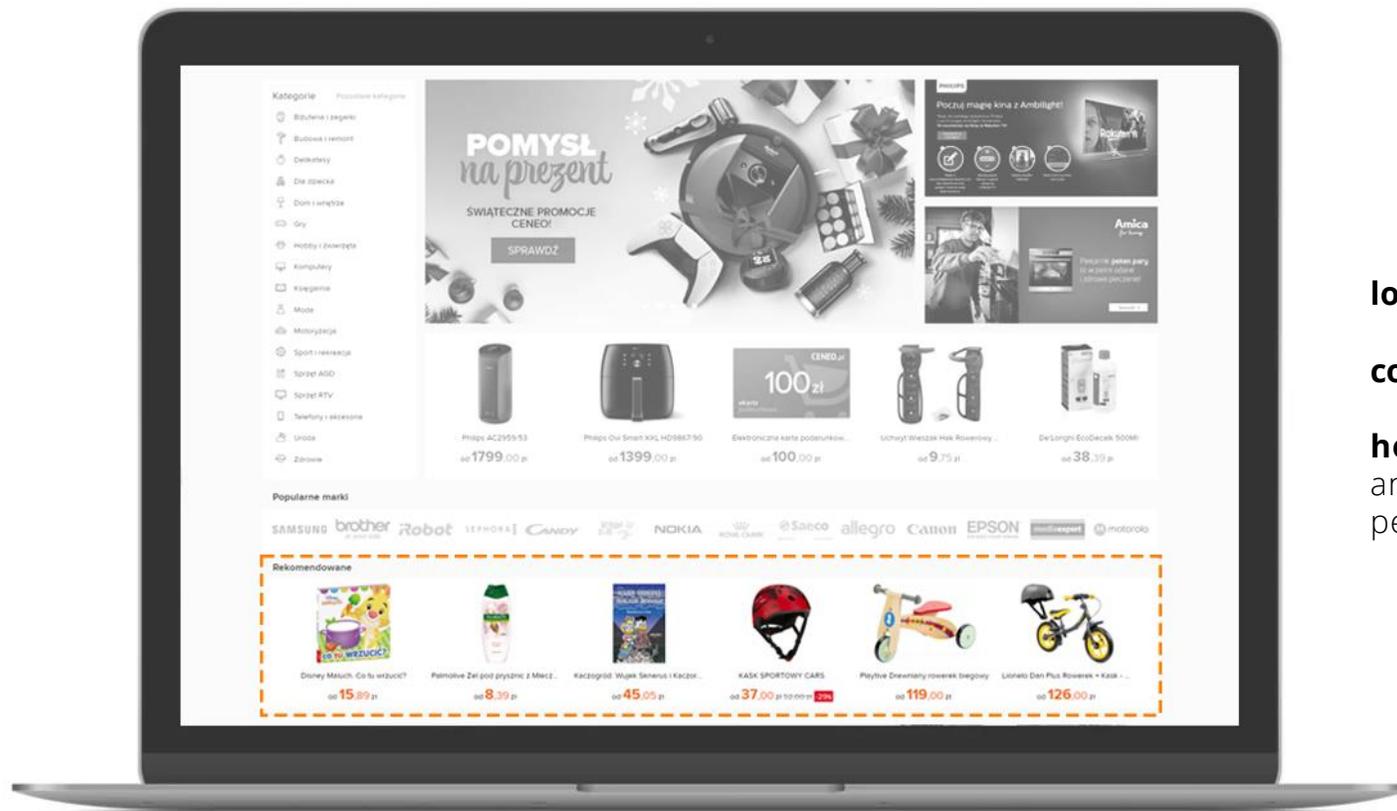
model: FF



GO TO HOME PAGE FORMATS

# 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

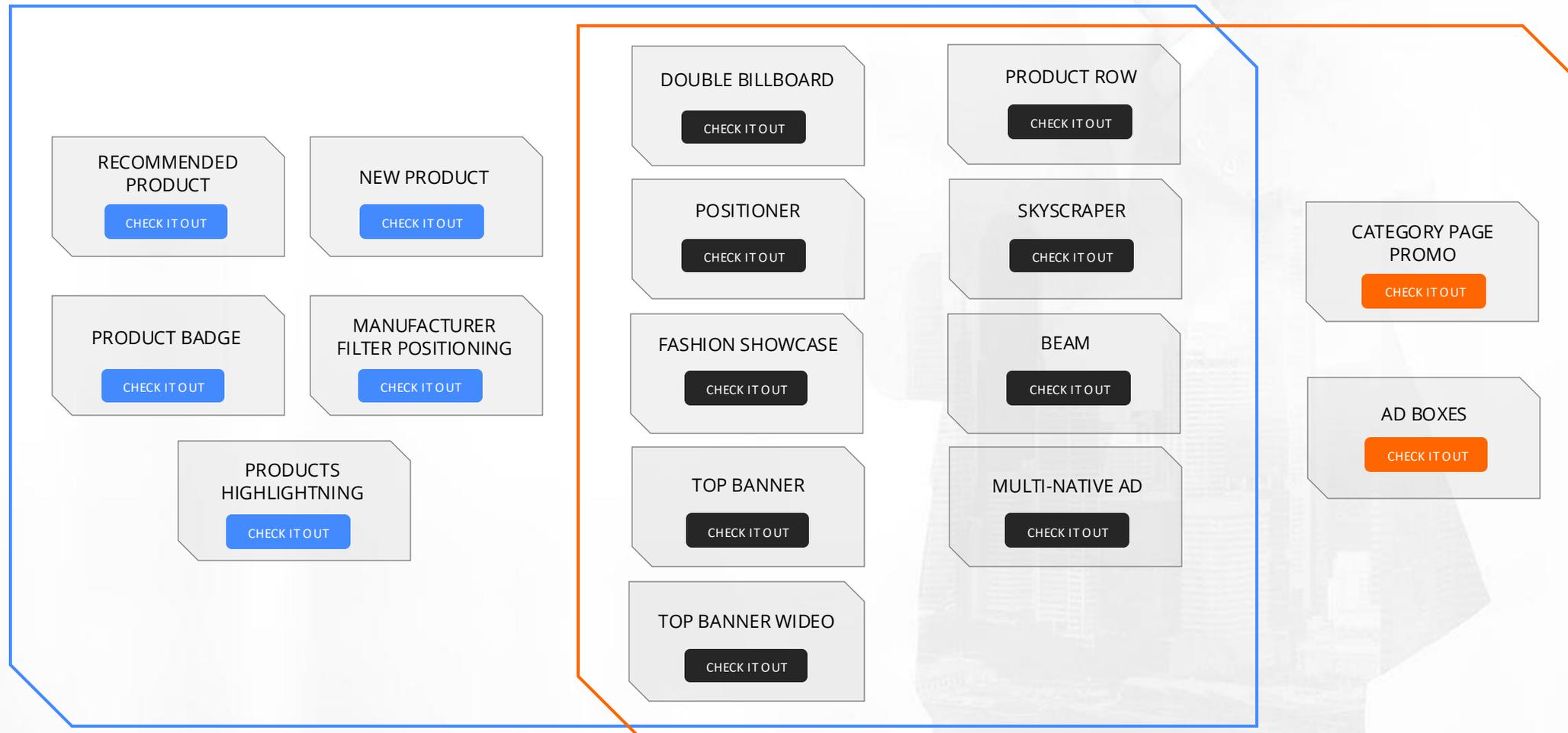
**how it works?** make it custom - define **dates**, your **budget** and the **number of offers involved**; you will be charged only per clicks on your products in the box

1 CLICK  
MULTISCREEN

10 zł

model: CPC

## PRODUCERS



SHOPS



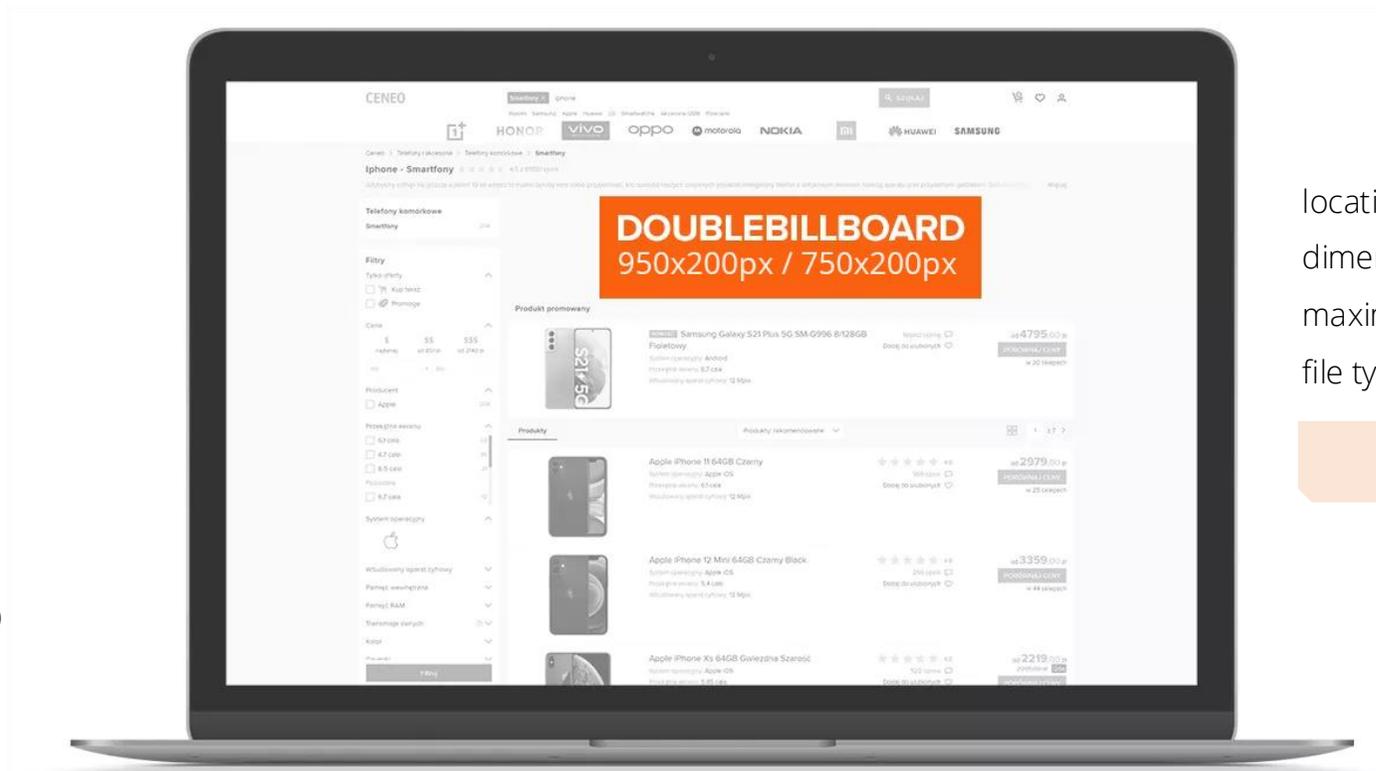
- product dedicated to shops
- product dedicated to producers



GO TO CATEGORY PAGE FORMATS

# DOUBLE BILLBOARD

BANNER DISPLAY ABOVE THE LISTING IN TWO SCENARIO VERSIONS



location: **category page**

dimensions: **950x200 px / 750x200 px**

maximum file size: **100 kB**

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

Possibility to connect tracking codes (DoubleClick)

## DOUBLE BILLBOARD

banner above the category listing

1000 PV  
DESKTOP

**80 zł\***  
90 zł in Q4

model: CPM

\***DOUBLE BILLBOARD** price for the category:  
**Jewelry and Watches, Gifts - 45 zł (50 in Q4)**  
**Bookstore, Music, Erotica, Movies - 40 zł (45 in Q4)**  
**Handmade - 65 zł (70 in Q4)**  
**Outlet - 70 zł (75 in Q4)**

## 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

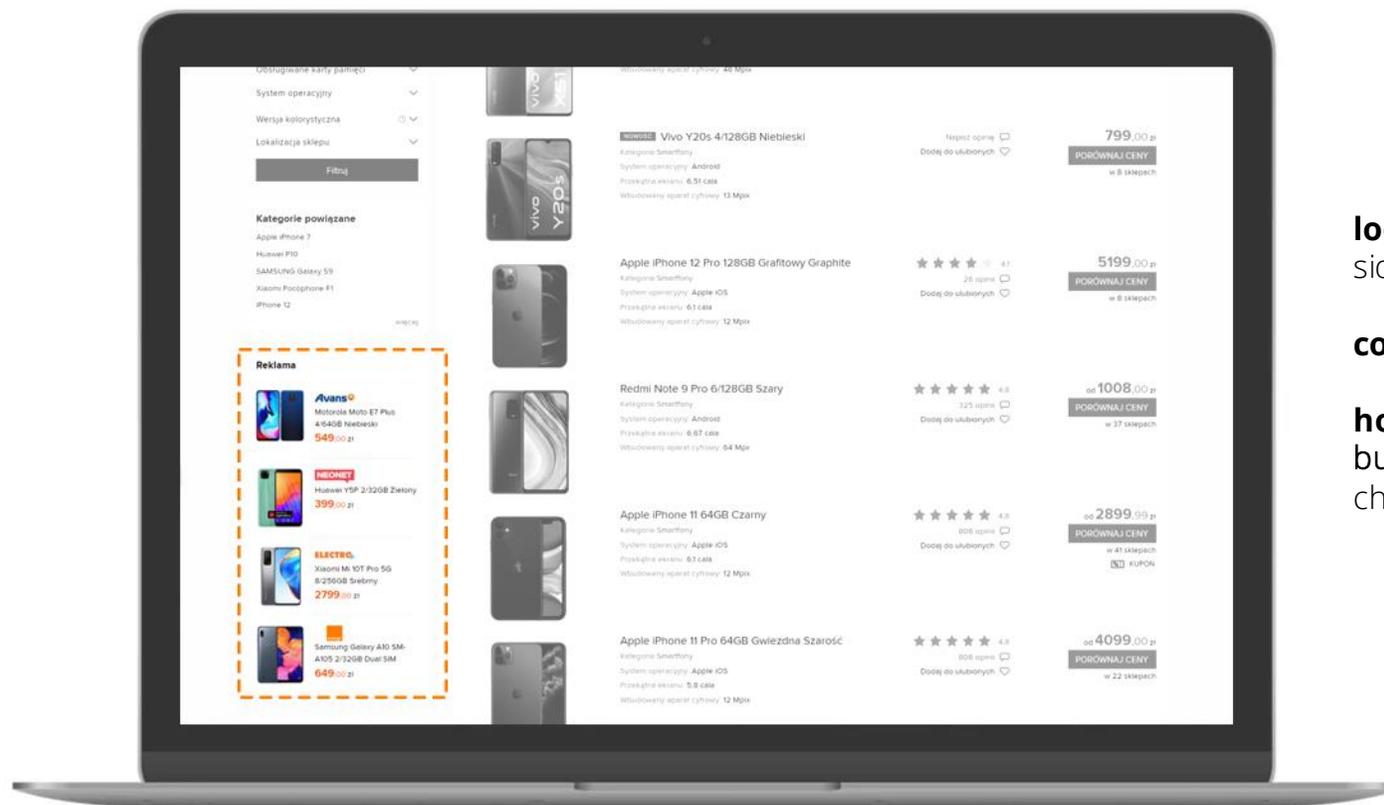
model: CPV



GO TO CATEGORY PAGE FORMATS

# 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

1 CLICK  
MULTISCREEN

from 1 zł

model: CPC

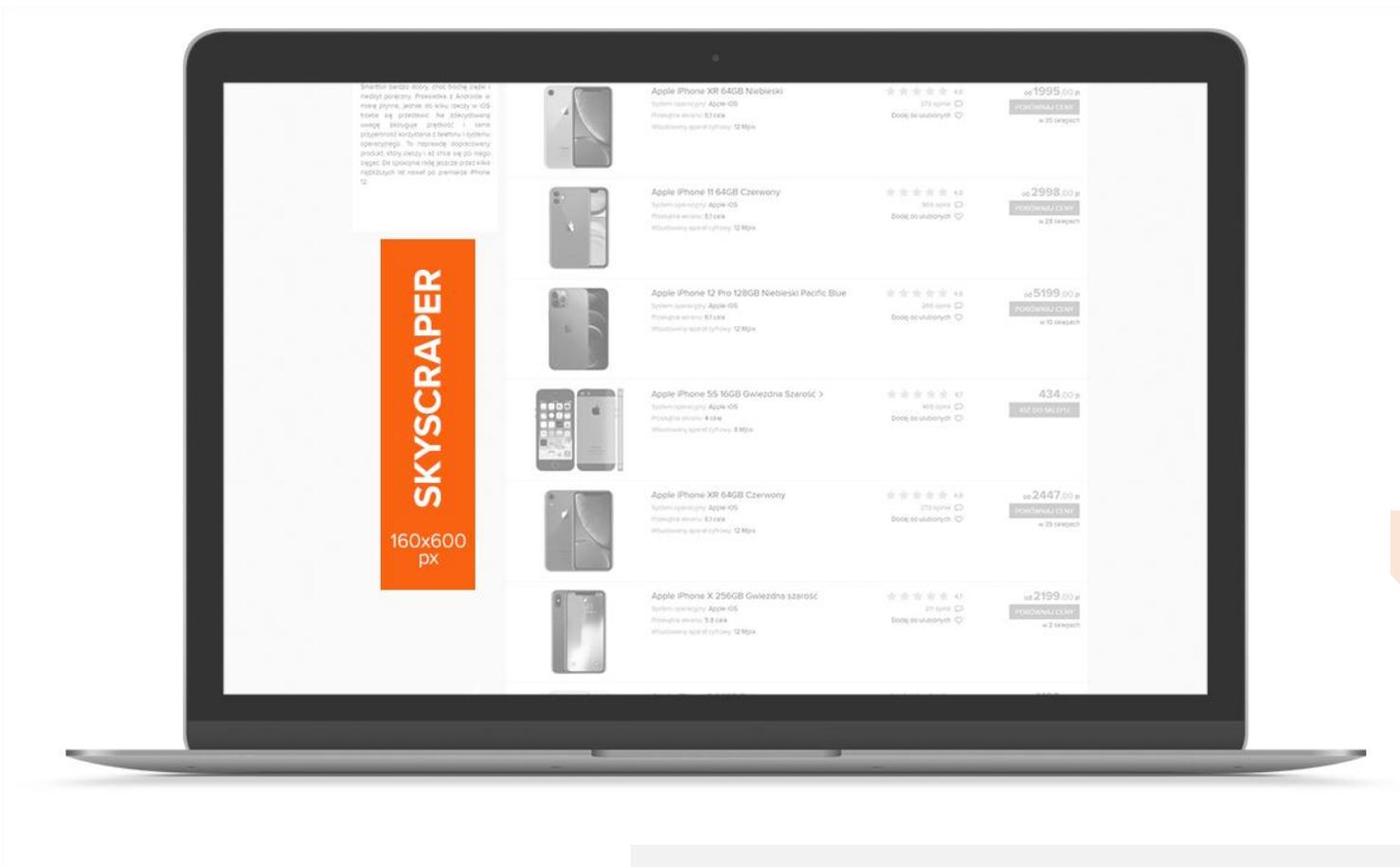




GO TO CATEGORY PAGE FORMATS

# SKYSCRAPER

DISPLAY BANNER ON THE LEFT BELOW OPINIONS BOX



dimensions: **160x600 px**

maximum file size: **100 kB**

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

Possibility to connect tracking codes (DoubleClick)

\***SKYSCRAPER** price for the category:

**Jewelry and Watches, Bookstore, Music, Erotica, Gifts - 15 zł (20 in Q4),**

**Movies, Outlet - 20 zł (25 in Q4), Handmade - 10 zł (15 in Q4)**

1 000 PV  
DESKTOP

**20\* zł**

30 zł w Q4

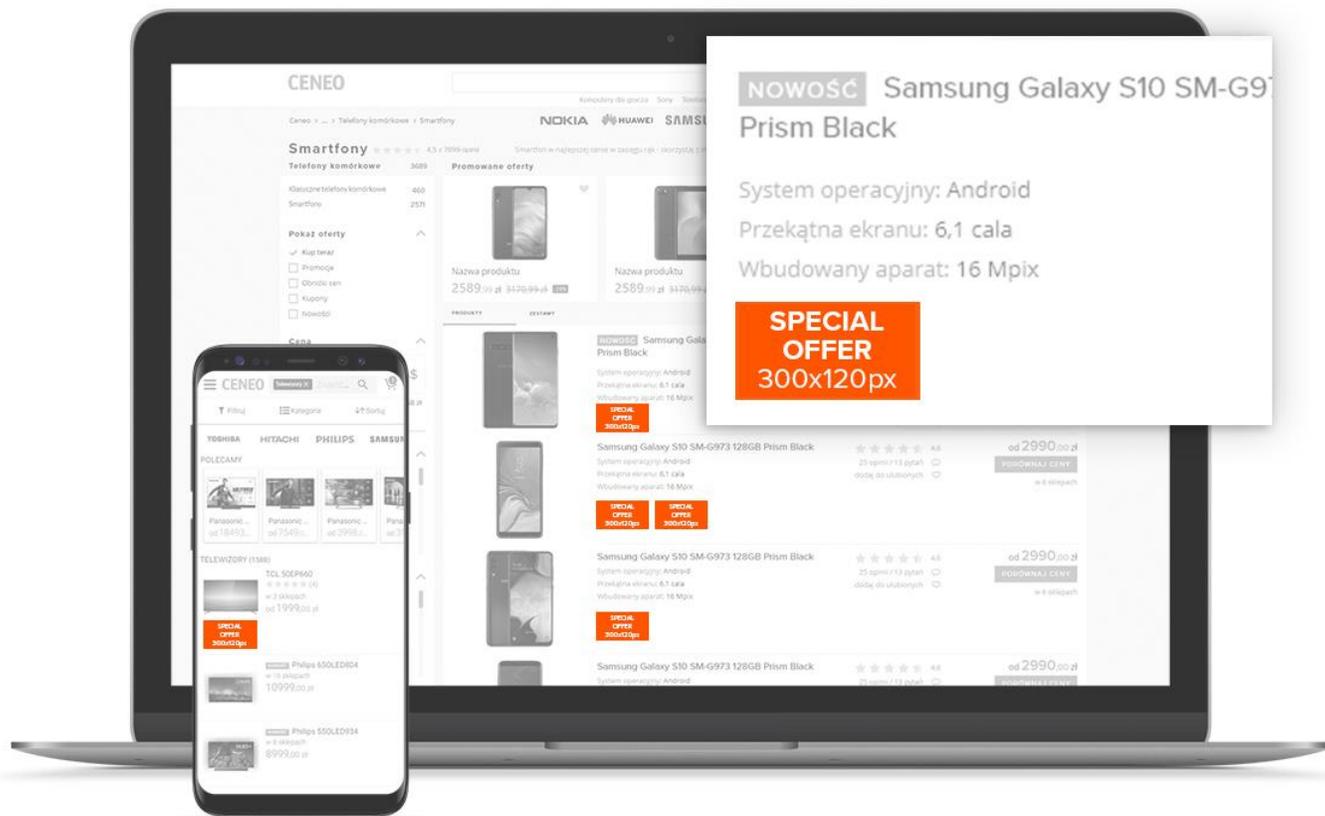
model: CPM



GO TO CATEGORY PAGE FORMATS

# PRODUCT BADGE

GRAPHICS WITH TEXT ON THE PRODUCT CARD



**NOWOŚĆ** Samsung Galaxy S10 SM-G975 Prism Black

System operacyjny: Android  
Przekątna ekranu: 6,1 cala  
Wbudowany aparat: 16 Mpix

**SPECIAL OFFER**  
300x120px

**how it works?** a place for information that attracts the customer's attention, where you can add information about a promotion, discount code or competition

dimensions: **300x120 px**

### EXAMPLES:

wystaw opinię i wygraj nawet do 1000 zł

**WYSTAW OPINIĘ I WYGRAJ!**

zwrot do **1000 zł**

Teraz 700zł TANIEJ

30 DAYS MULTISCREEN

**1 700 zł**

model: FF





GO TO CATEGORY PAGE FORMATS

# BEAM

ADVERTISING BEAM DISPLAYED IN TWO PLACES ON THE CATEGORY PAGE

## ON THE OFFERS' LIST

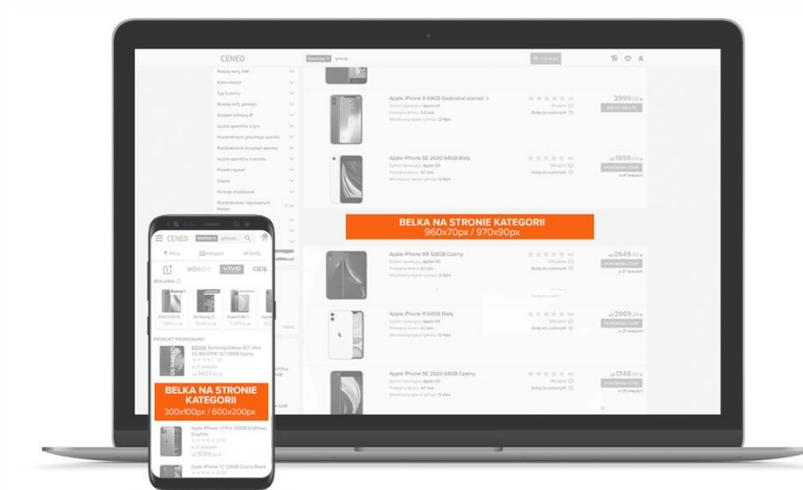
displayed between 6th and 7th product

1 000 PV  
MULTISCREEN

**40 zł\***

50 zł in Q4

model: CPM



desktop dimensions:

**950x200 px** or **970x90 px**

mobile dimensions:

**300x100 px** or **600x200 px** (scaled down to 300x100 px)

maximum file size: **100 kB**

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

Possibility to connect tracking codes (DoubleClick)

## BELOW OFFERS' LIST

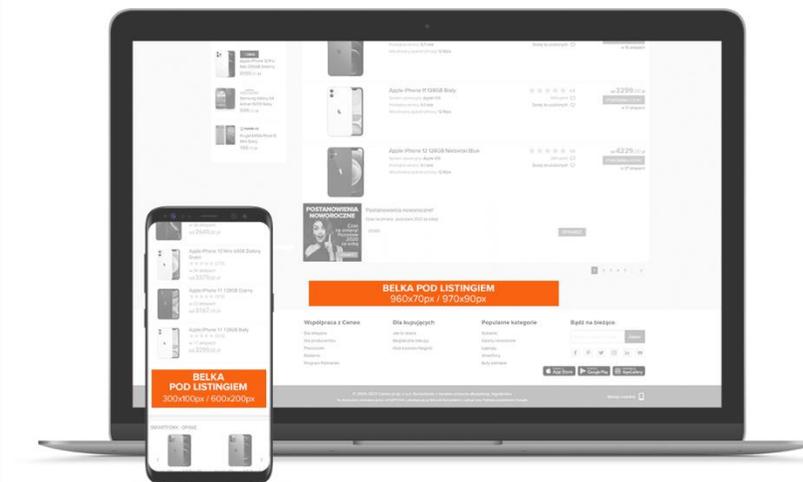
displayed bottom line

1 000 PV  
MULTISCREEN

**20 zł\***

30 zł in Q4

model: CPM



\***ON THE OFFERS' LIST** price for the category:

**Jewelry and Watches, Music, Erotica, Outlet, Gifts - 30 zł (35 in Q4)**

**Bookstore - 25 zł (30 in Q4)**

\***BELOW OFFERS' LIST** price for the category:

**Jewelry and Watches, Bookstore, Erotica, Music, Gifts - 15 zł (20 in Q4)**

**Movies, Outlet - 20 zł (25 in Q4)**

**Handmade - 25 zł (30 in Q4)**

Format:

**750x 200px, 950x200 px**

GO TO CATEGORY PAGE FORMATS

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

displayed between 6th and 7th product

1 000 PV  
MULTISCREEN

**40 zł**  
50 zł in Q4

model: CPM

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

displayed bottom line

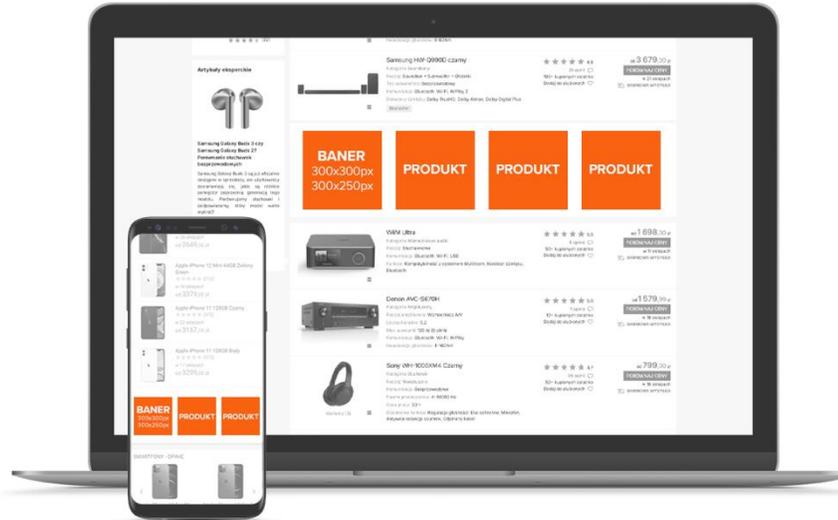
1 000 PV  
MULTISCREEN

**20 zł**  
30 zł in Q4

model: CPM

# MULTI-NATIVE

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



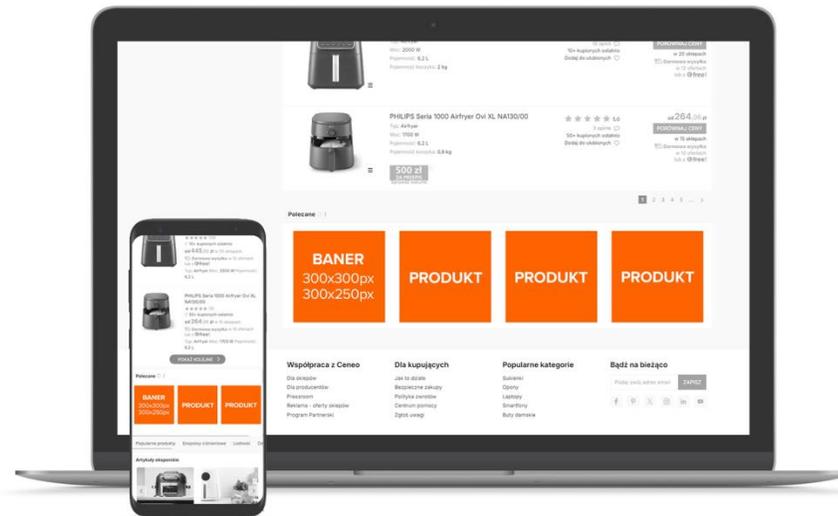
desktop dimensions:

**300x300 px** or **300x250 px**

maximum file size: **50 kB**

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

**promo text:** max. 200 characters



Format:

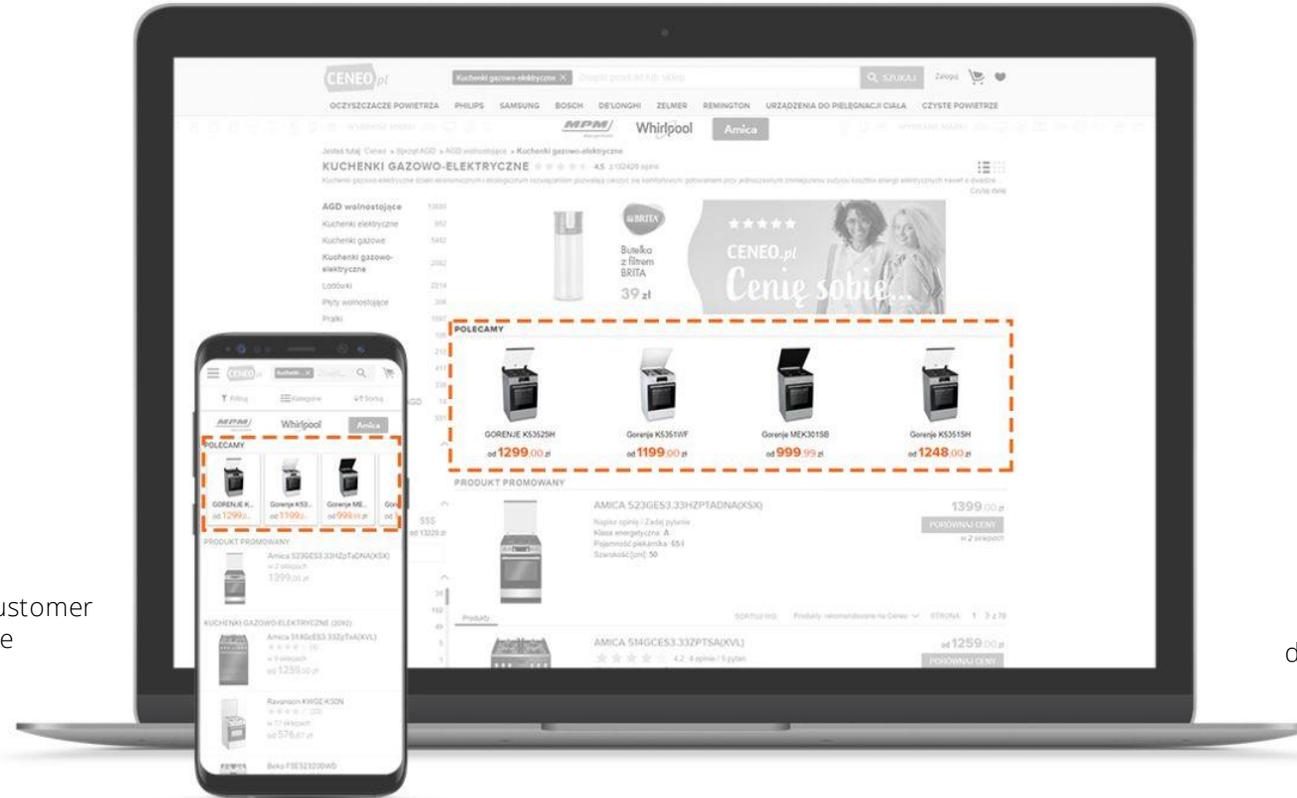
**Desktop:** Baner and 3 products

**Mobile:** Baner and 2 products

GO TO CATEGORY PAGE FORMATS

# PRODUCT ROW

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



## PRODUCT ROW

2 to 4 products selected by the customer with a photo, logo, price and name

1 000 PV  
MULTISCREEN

**120 zł\***  
140 zł in Q4

model: FF

\***PRODUCT ROW** price for the category:

**Jewelry and Watches, Bookstore, Erotica, Movies, Outlet, Gifts,  
Handmade - 60 zł (70 in Q4)**

## PRODUCT ROW - KEYWORDS

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

1 VIEW  
MULTISCREEN

**1 zł**

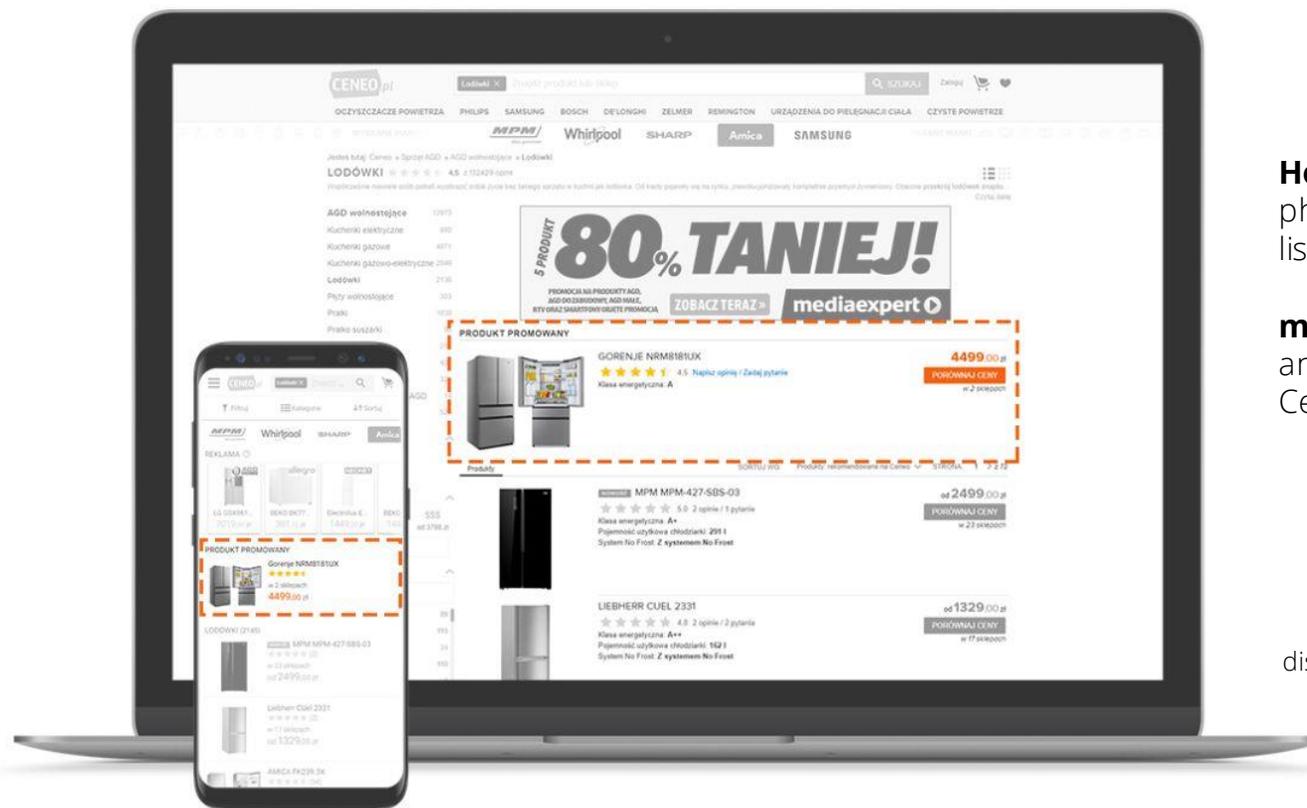
model: CPV





GO TO CATEGORY PAGE FORMATS

# POSITIONER



**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

## POSITIONER

1 or 2 rotating products at the top of the category page

1 000 PV  
MULTISCREEN

**120 zł\***  
140 zł in Q4

model: FF

\***POSITIONER** price for the category:

Jewelry and Watches, Bookstore, Erotica, Movies, Outlet, Gifts,  
Handmade - 60 zł (70 in Q4)

1 VIEW  
MULTISCREEN

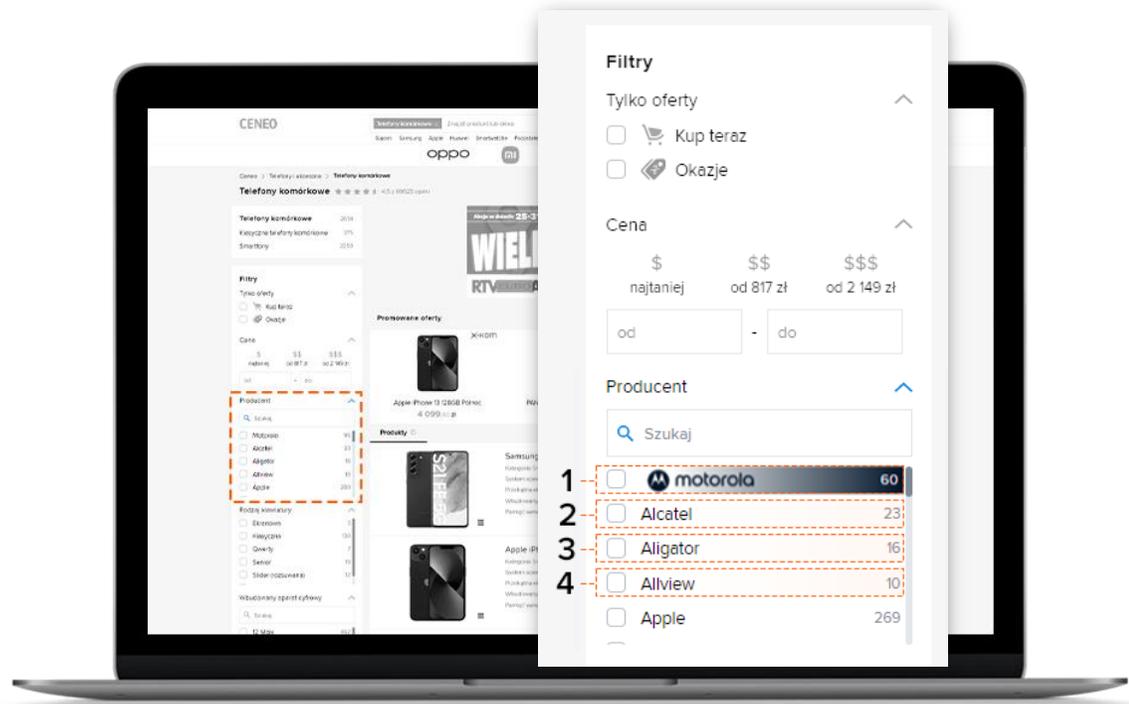
**1 zł**

model: CPV



GO TO CATEGORY PAGE FORMATS

# MANUFACTURER FILTER POSITIONING



**PLACE 1**  
Positioning of the manufacturer's filter in the industry

**500 zł**

**PLACE 1**  
Positioning of the manufacturer's filter in the industry

**1 DAY  
MULTISCREEN**  
**350 zł**

**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

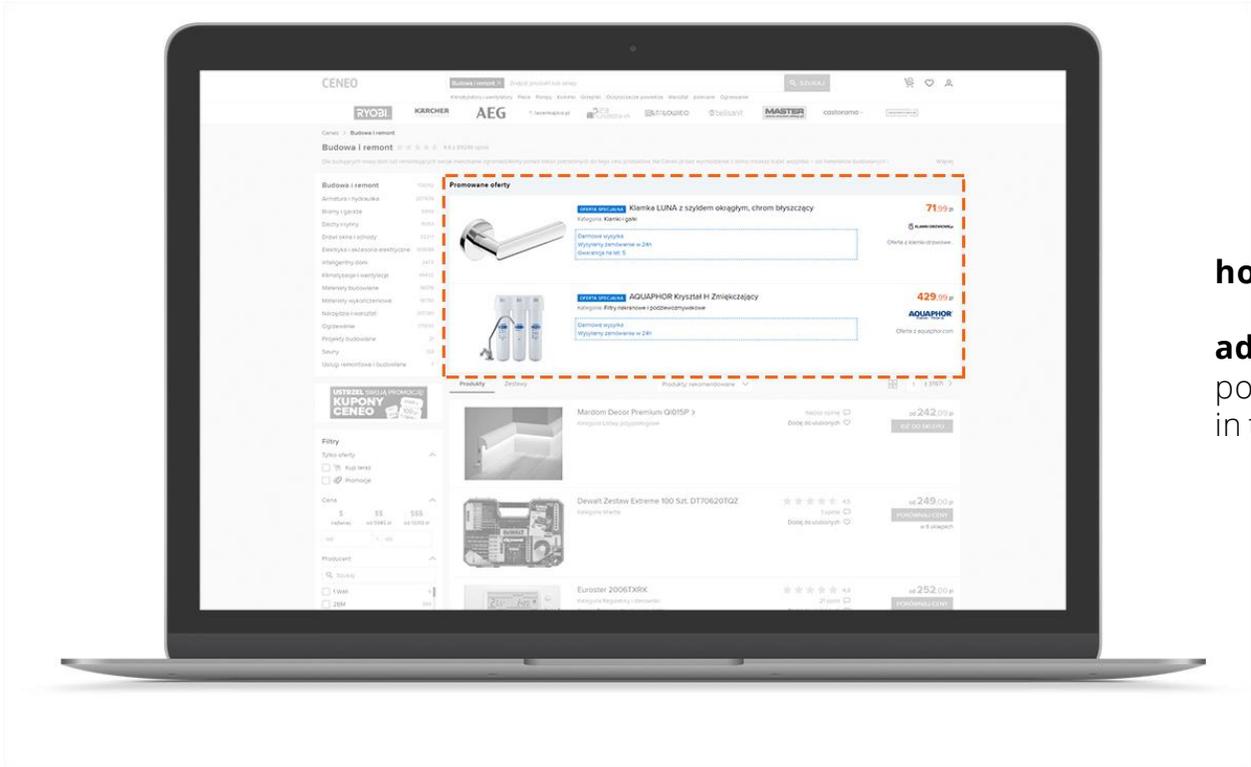
**250 zł**

model: FF



GO TO CATEGORY PAGE FORMATS

# 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





GO TO CATEGORY PAGE FORMATS

# 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

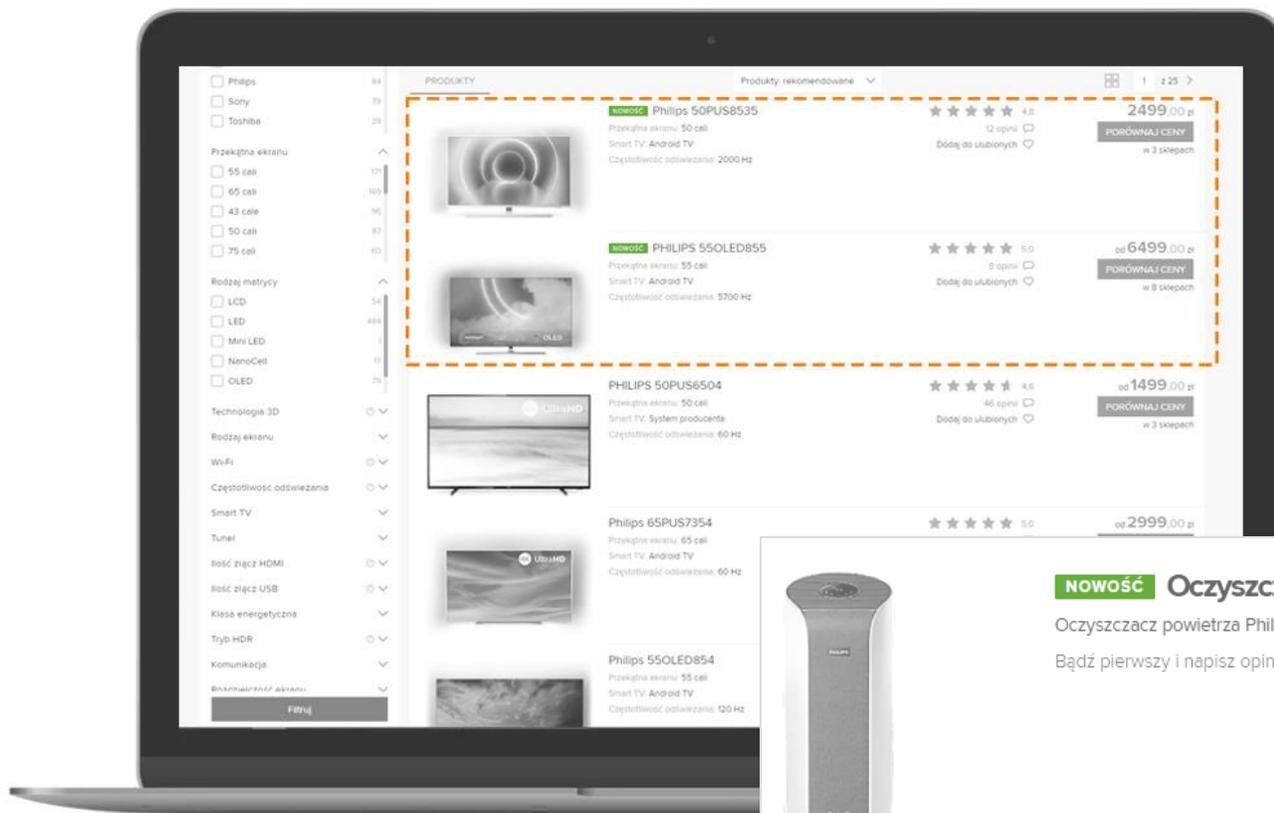
model: FF



GO TO CATEGORY PAGE FORMATS

# NEW PRODUCT

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

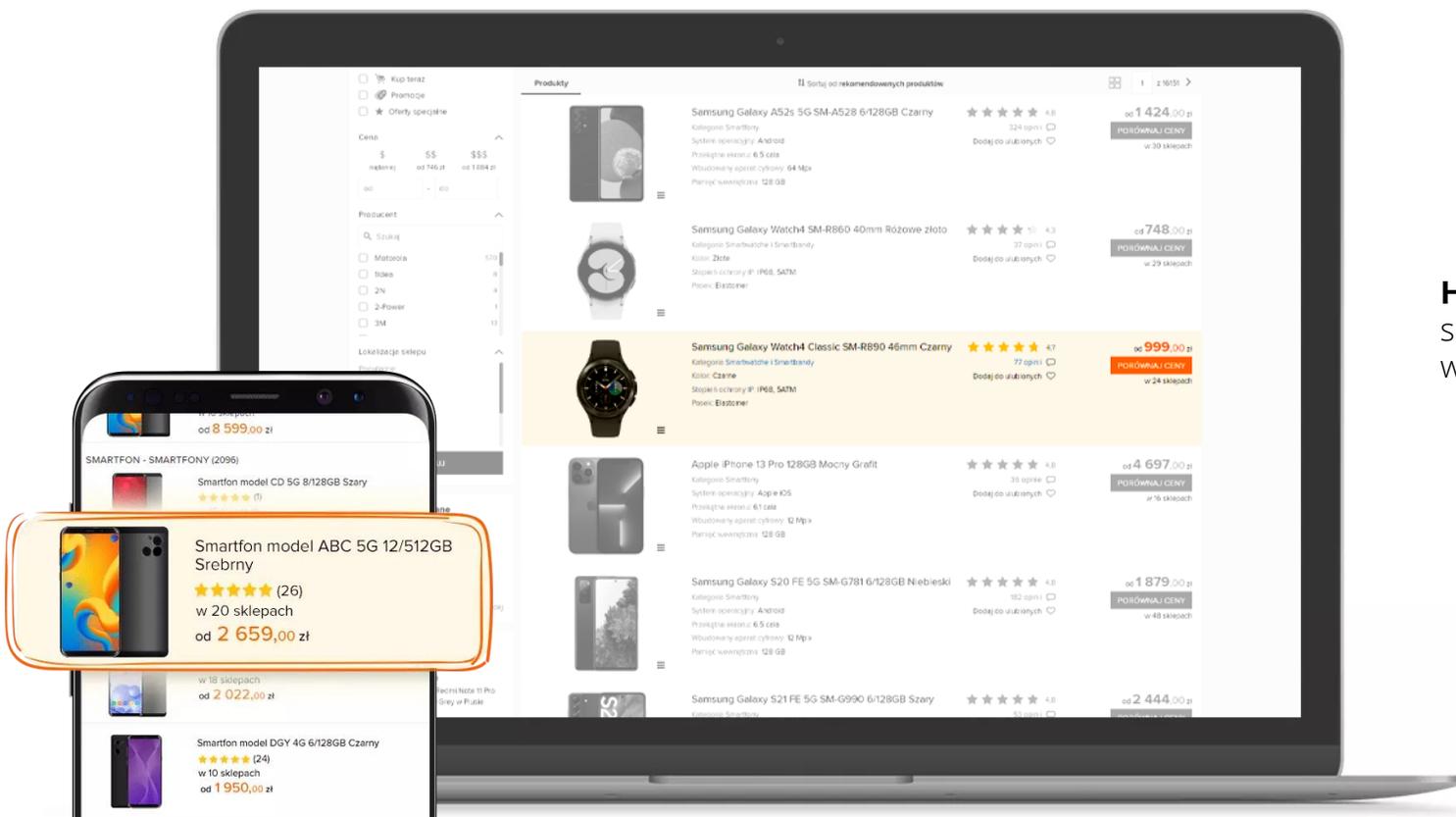
model: FF



GO TO CATEGORY PAGE FORMATS

# PRODUCTS HIGHLIGHTING

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

model: FF

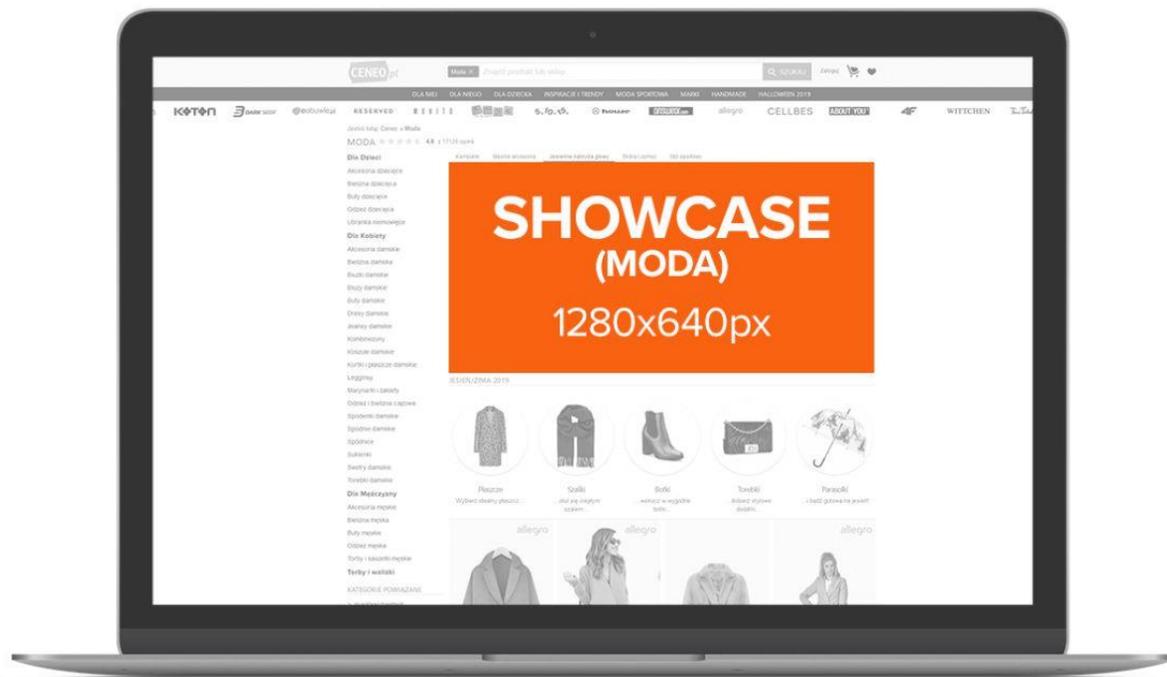




GO TO CATEGORY PAGE FORMATS

# FASHION SHOWCASE

DISPLAY BANNER ON THE MAIN PAGE OF THE FASHION CATEGORY



dimensions: **1280x640 px**

maximum file size: **200 kB**

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

**ATTENTION!**

available only in Fashion category

**SHOWCASE 1**

**300 zł**

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

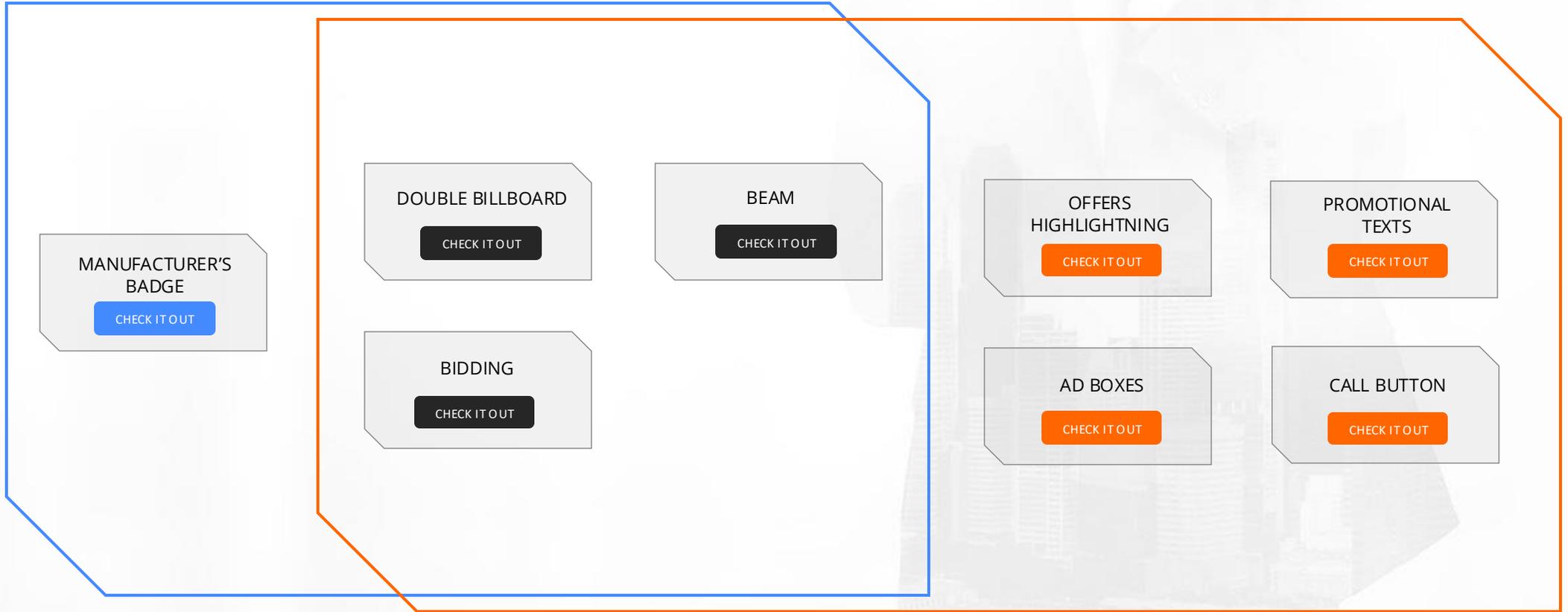
**300 zł**

400 zł in Q4

model: FF



## PRODUCERS



## SHOPS



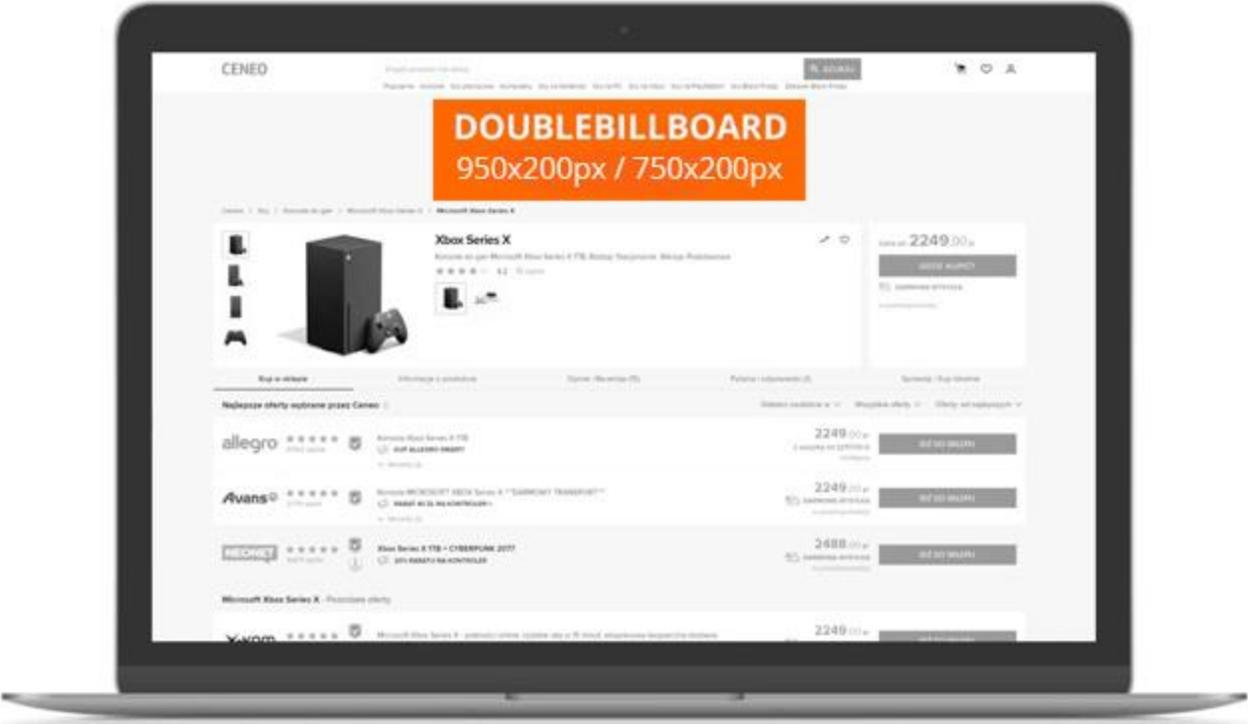
- product dedicated to shops
- product dedicated to producers



GO TO PRODUCT PAGE FORMATS

# DOUBLE BILLBOARD

BANNER ABOVE THE HEADER ON THE PRODUCT PAGE



dimensions: **750x200 px, 950x200 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

\*DOUBLE BILLBOARD price for the category:  
Bookstore - 20 zł (25 in Q4), Music - 45 zł (50 in Q4), Erotica, Movies - 40 zł (45 in Q4)  
Outlet - 50 zł (55 in Q4), Gifts, Handmade - 15 zł (20 in Q4)



GO TO PRODUCT PAGE FORMATS

# BEAMS

ADVERTISING BEAM DISPLAYED IN TWO PLACES ON THE PRODUCT PAGE

## BETWEEN OFFERS

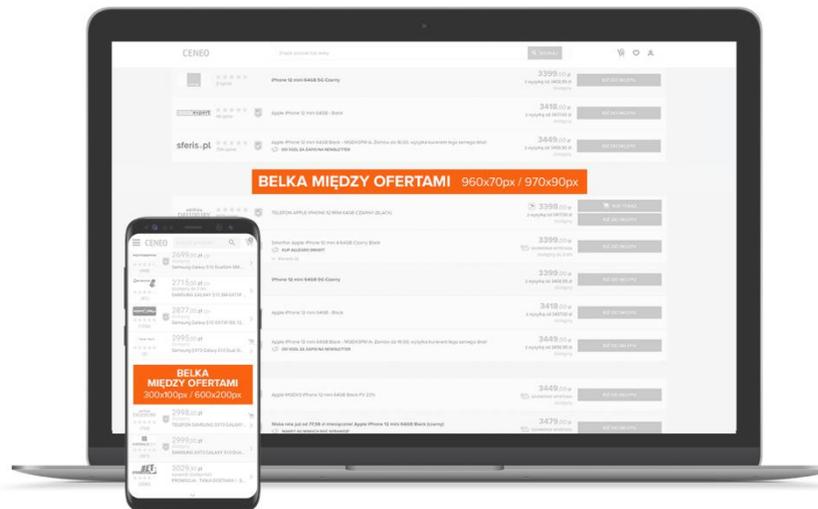
displayed between 8th and 9th offer

1 000 PV  
MULTISCREEN

**60 zł\***

70 zł in Q4

model: CPM



desktop dimensions:

**960x70 px or 97x90 px**

mobile dimensions:

**300x100 px or 600x200 px** (scaled down to 300x100 px)

maximum file size: **50 kB**

file type: **jpg or png**

Possibility to connect tracking codes (DoubleClick)

## BELOW OFFERS

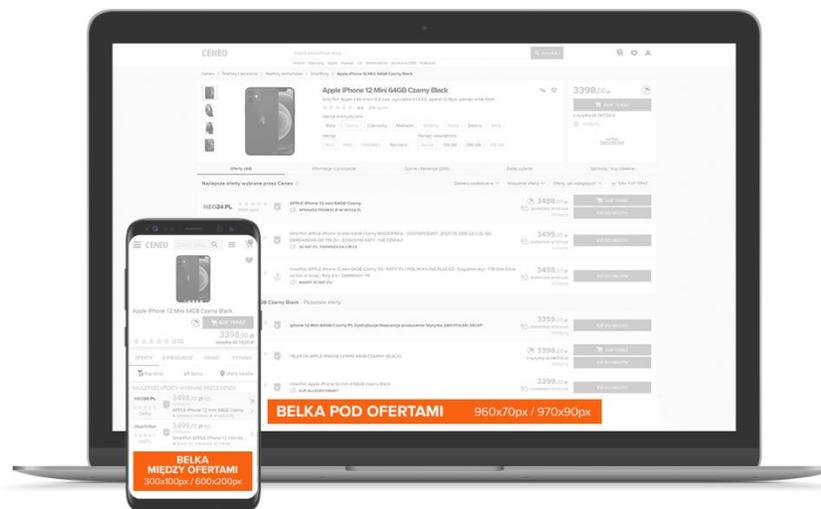
displayed below offers' list

1 000 PV  
MULTISCREEN

**30 zł\***

40 zł in Q4

model: CPM



\***BETWEEN OFFERS** price for the category:

**Bizuteria i zegarki, Księgarnia, Muzyka, Erotyka,**

**Filmy, Prezenty, Handmade - 15 zł (20 w Q4)**

**Outlet - 20 zł (25 w Q4)**

\***BELOW OFFERS** price for the category:

**Bizuteria i zegarki, Księgarnia, Muzyka,**

**Erotyka, Filmy, Outlet - 25 zł (30 w Q4)**

**Prezenty, Handmade - 15 zł (20 w Q4)**

Format

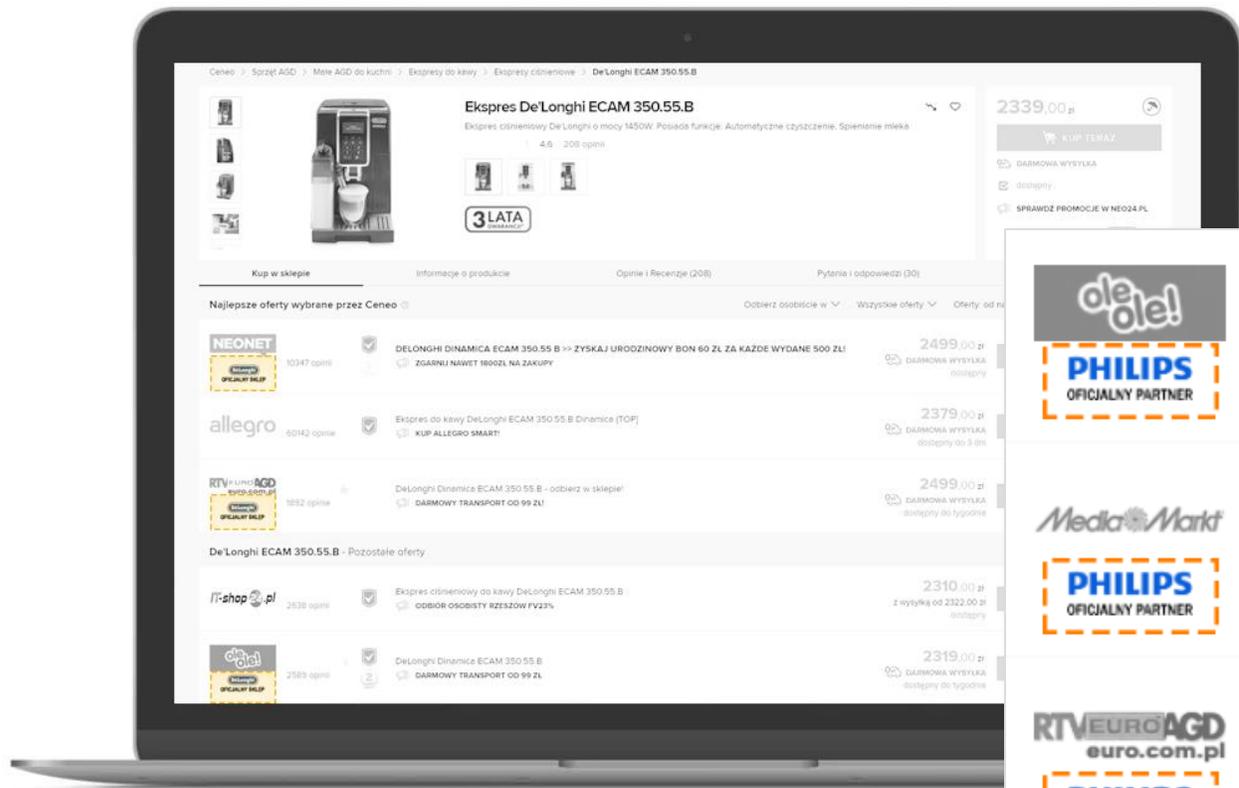
**750 x 200 px, 950 x 200 px**



GO TO PRODUCT PAGE FORMATS

# MANUFACTURER'S BADGE

RECTANGULAR BADGE UNDER THE LOGO OF YOUR AUTHORIZED PARTNERS



	★★★★★	2595 opinii
	★★★★★	2035 opinii
	★★★★★	1897 opinii

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

dimensions: **500x200 px**

file type: **png**

30 DAYS  
MULTISCREEN

**6 000 zł**

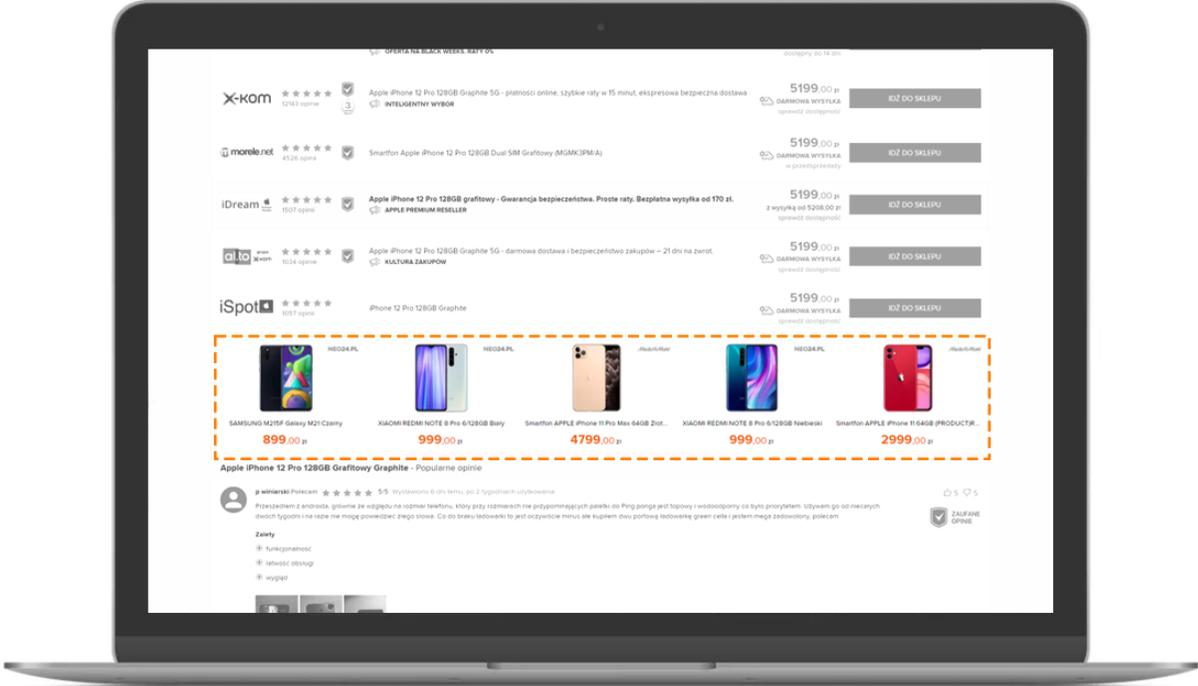
model: FF



GO TO PRODUCT PAGE FORMATS

# AD BOXES

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



**location:** dedicated box on product page between offers and reviews

**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

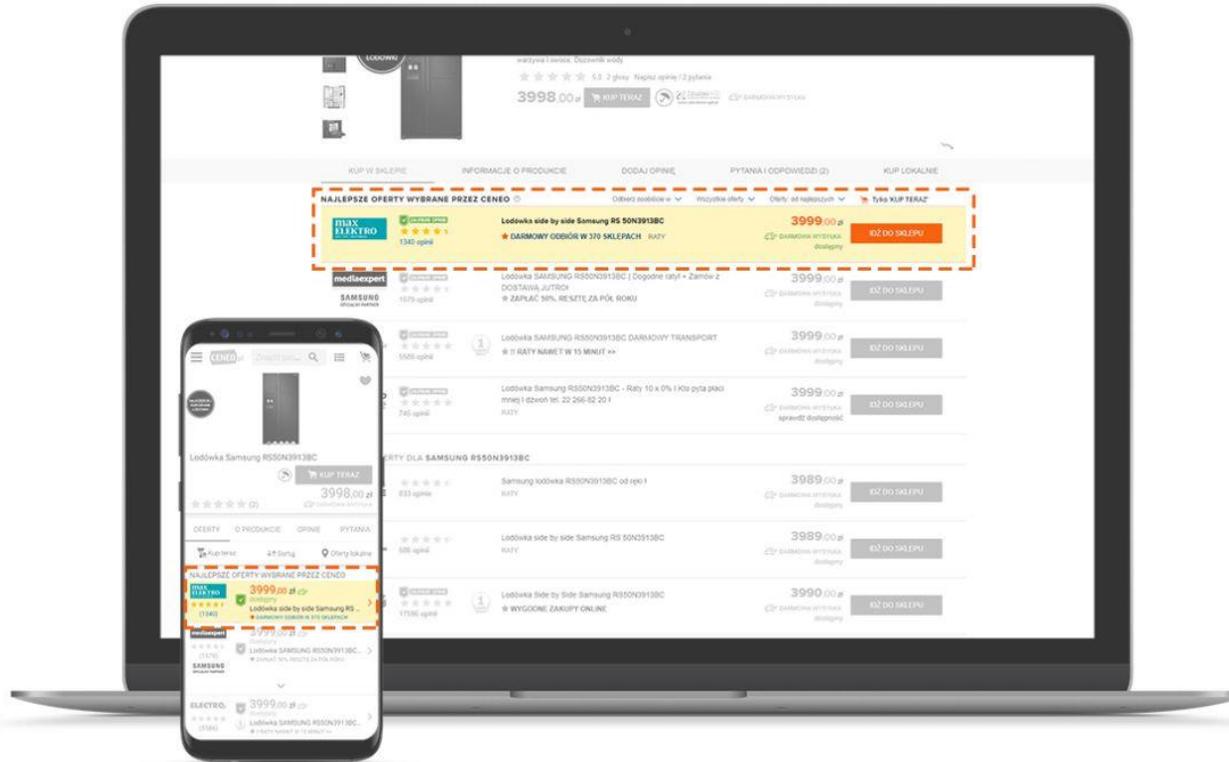




GO TO PRODUCT PAGE FORMATS

# OFFERS HIGHLIGHTING

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

**13,20 zł**

\*6,60 zł (additional -50%)

14 DAYS  
1 CATEGORY

**23,76 zł**

\*11,88zł (additional -50%)

30 DAYS  
1 CATEGORY

**45,76 zł**

\*22,88 zł (additional -50%)

90 DAYS  
1 CATEGORY  
MULTISCREEN

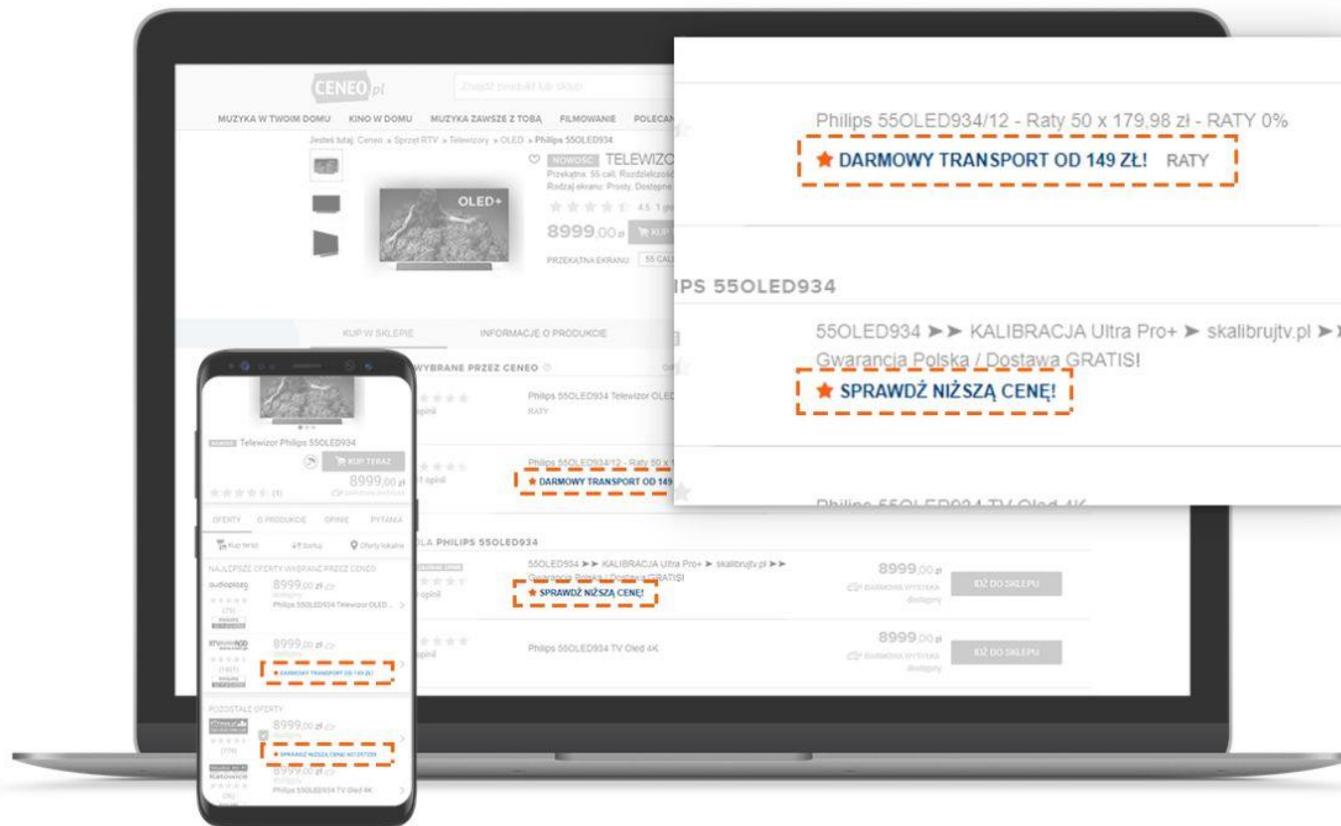
**101,64 zł**

\*50,82 zł (additional -50%)

model: FF

# 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

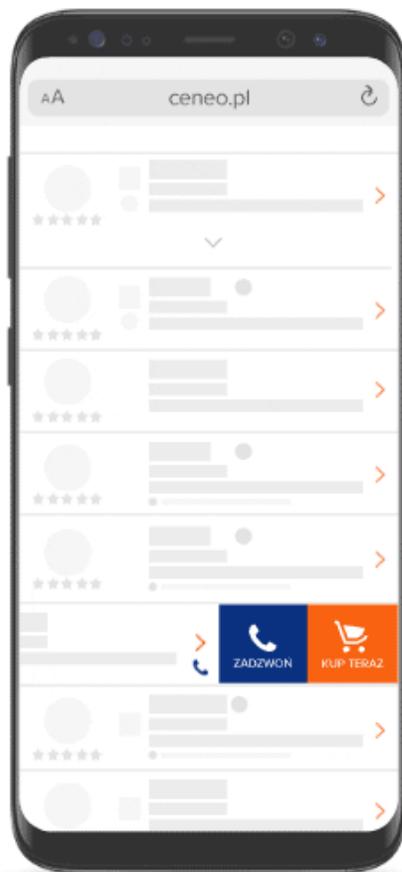
30 DAYS  
MULTISCREEN

**30 – 440 zł**

model: FF

# 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

30 DAYS  
MOBILE

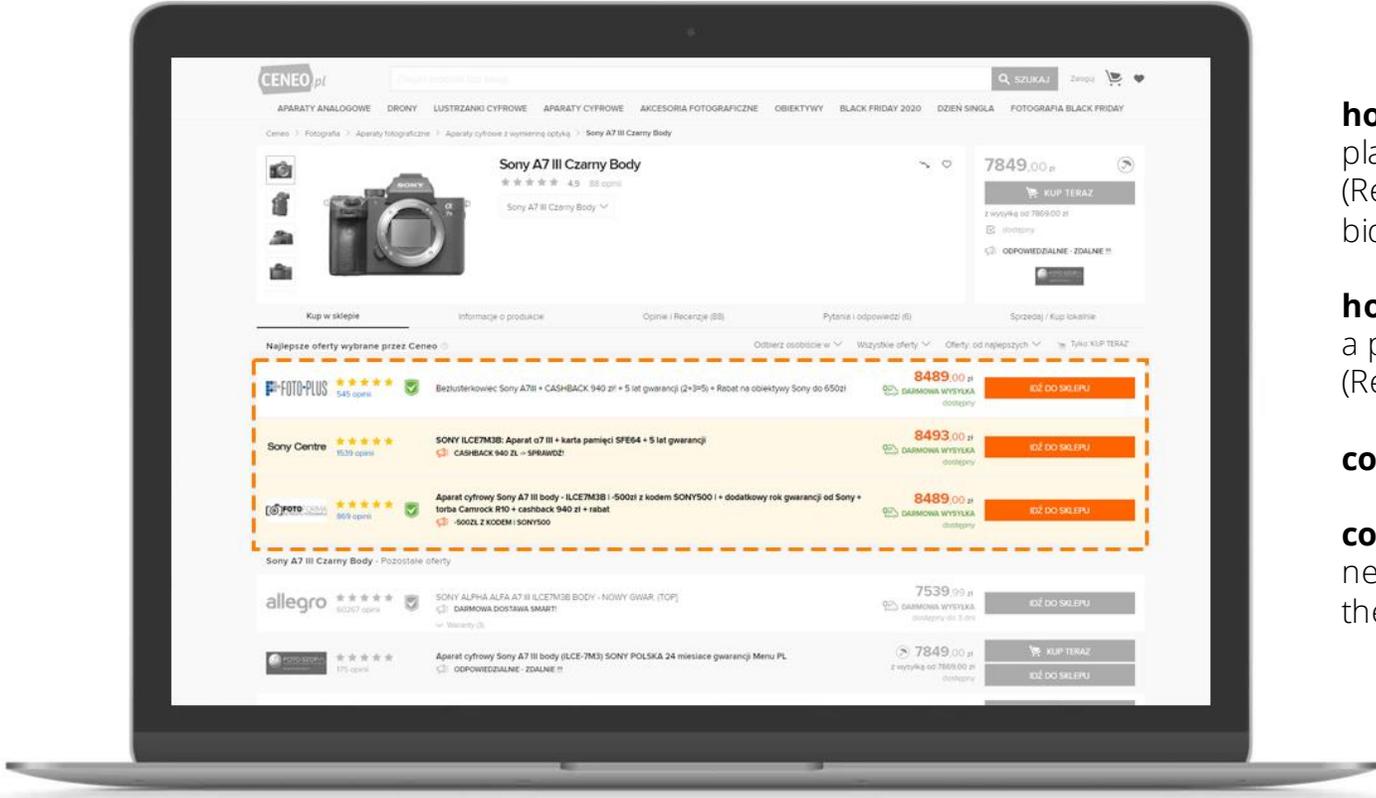
350 zł

model: FF

# BIDDING

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

GO TO PRODUCT PAGE FORMATS



**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

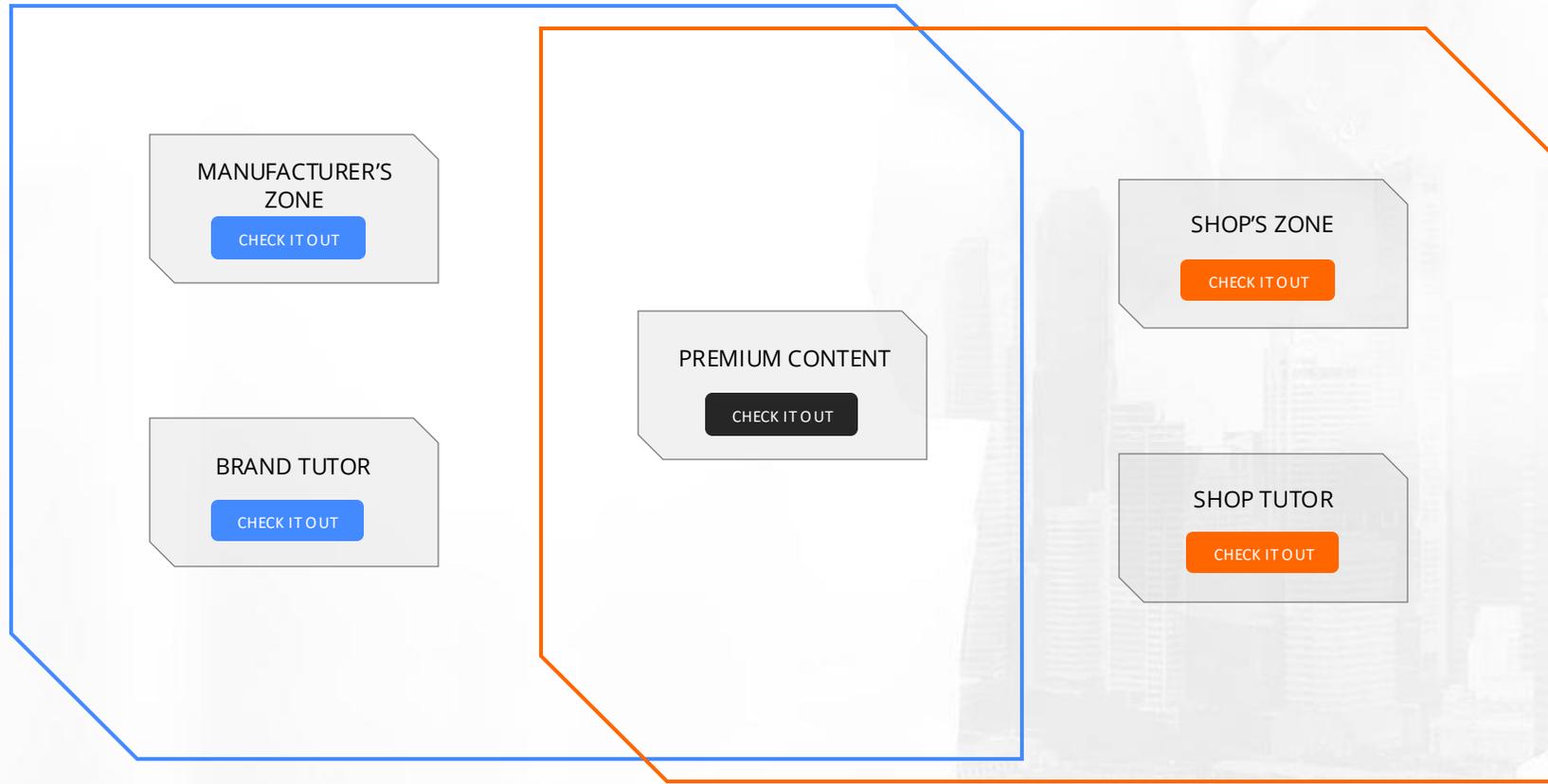
**cost:** the price list standard rate + the minimum value necessary to outbid your direct competitor, but not less than the minimum charge required

1 CLICK  
MULTISCREEN

from 0,04 zł

model: CPC

**PRODUCERS**



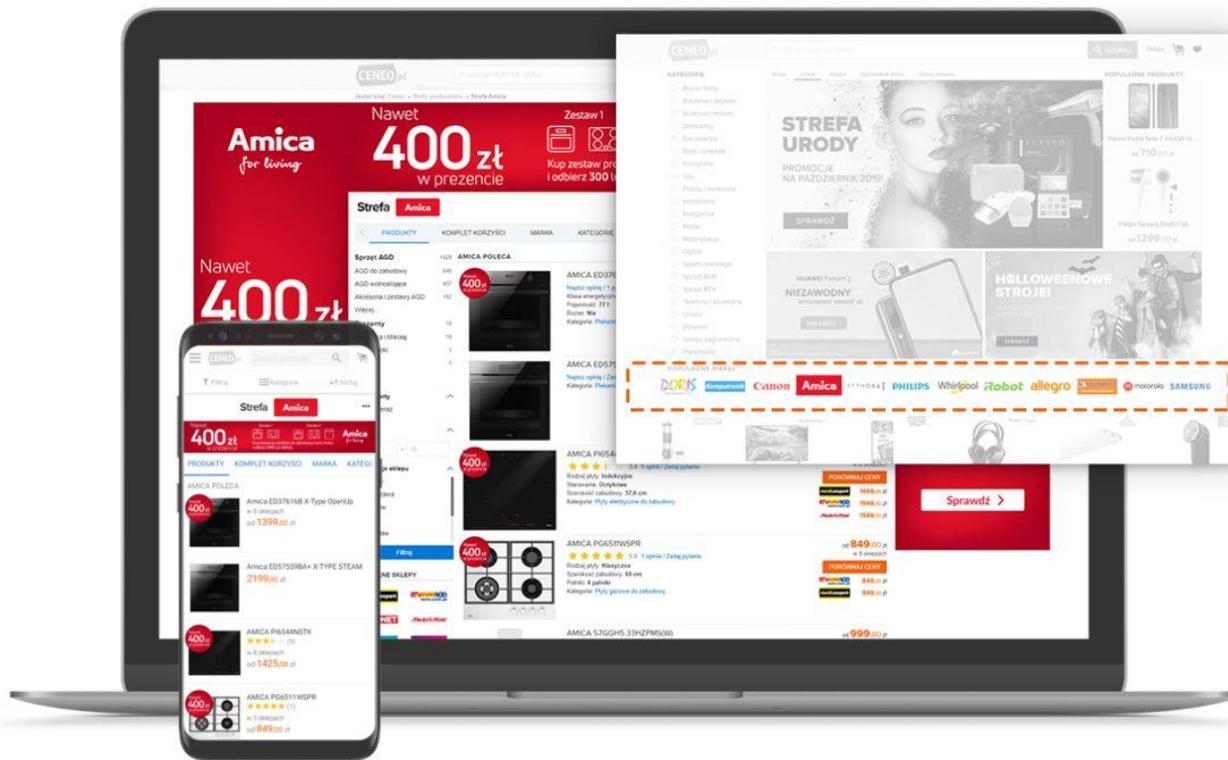
**SHOPS**



- product dedicated to shops
- product dedicated to producers

# MANUFACTURER'S ZONE

DEDICATED BRAND ZONE WITH RICH CONTENT



1 – manufacturer's logotype **316x128 px**

2 - banner **1220x200 px**

3 – left & right skyscraper **345x1000 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

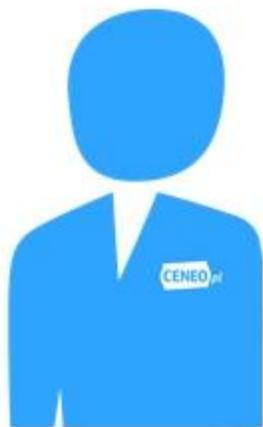
**10 000 zł**

model: FF

GO TO CONTENT FORMATS

# BRAND TUTOR

DEDICATED PERSON WHO TAKES CARE OF BRAND'S RELATED ISSUES



## BRAND TUTOR

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 / Basic)

New / Recommended Product  
(Optimum / Basic)

Bonus Performance Marketing  
(Optimum / Basic)

**STARTER**

**13 000 zł/mth**

**OPTIMUM**

**9 000 zł/mth**  
min. 6 months

**BASIC**

**6 600 zł/mth**  
min. 6 months

**MINI**

**4 000 zł/mth**  
min. 6 months

Upon termination of the Optimum or Basic service

model: FF

GO TO CONTENT FORMATS

# SHOP'S ZONE

DEDICATED SHOP'S ZONE WITH ONLY YOUR PRODUCTS



1 – shop's logotype **220x40 px**

2 – shop's zone banner **734x100 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

30 DAYS  
MULTISCREEN

**2 000 zł**

model: FF



GO TO CONTENT FORMATS

# SHOP TUTOR

DEDICATED PERSON WHO TAKES CARE OF SHOP'S RELATED ISSUES



30 DAYS  
MULTISCREEN

**3 000 zł/mth**  
min. 3 months

model: FF

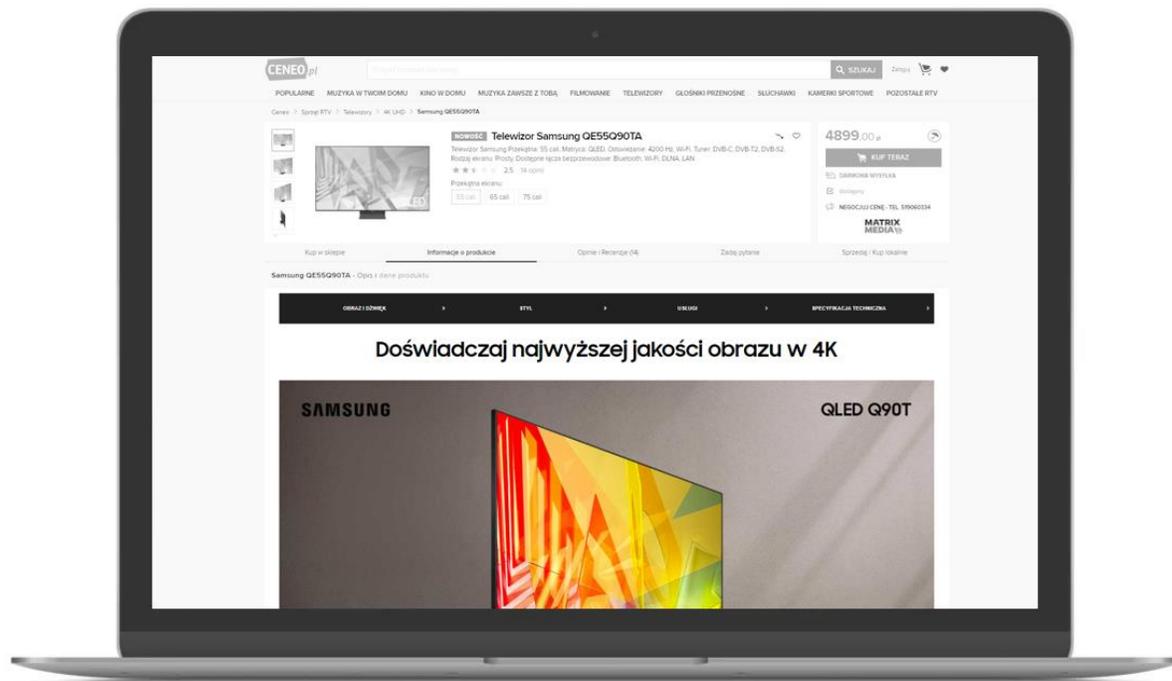




GO TO PRODUCT PAGE FORMATS

# 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

model: FF

GO TO MAIN STRUCTURE



# MAILING

AD FORMATS

PRICE LIST

PRODUCERS

NEWSLETTER B2C

CHECK IT OUT

SHOPS



- product dedicated to shops

- product dedicated to producers

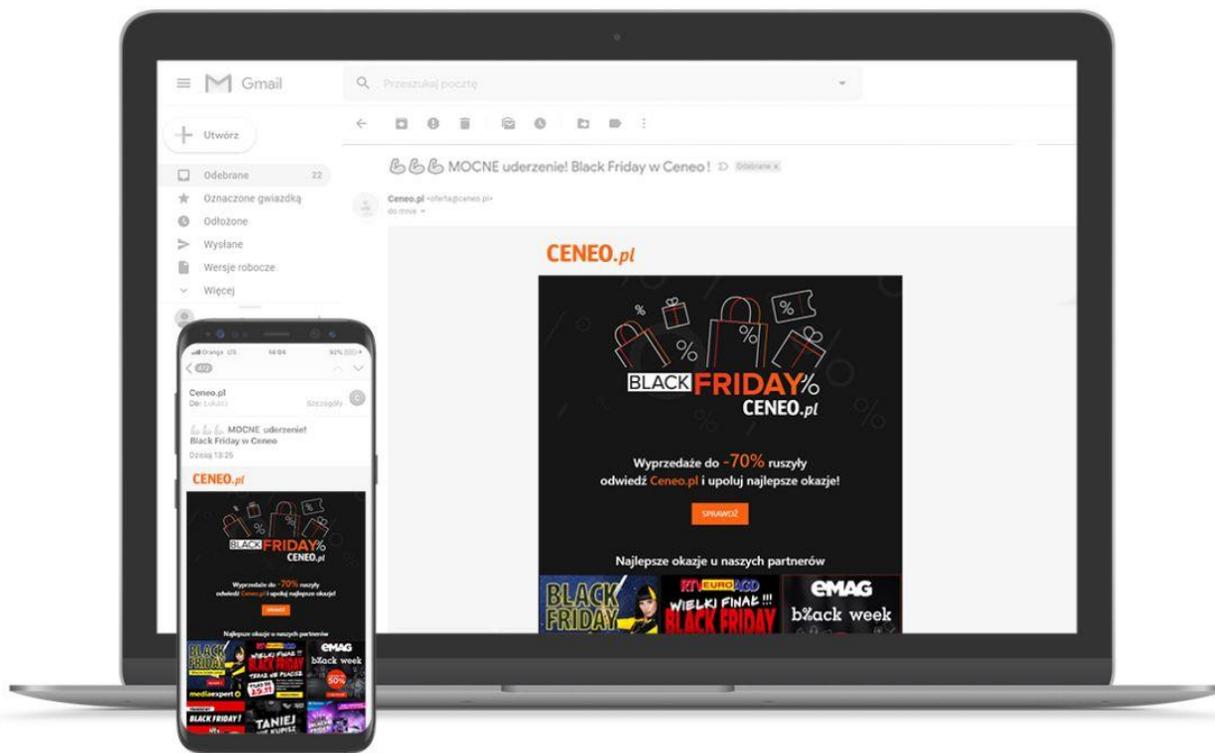
CENEO



GO TO MAILING FORMATS

# 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**

model: FF



### PRODUCERS



### SHOPS



- product dedicated to shops

- product dedicated to producers



### **AWARENESS**

- Influencer Collaborations
- Director Mix
- Sponsored Stories & Product Testing

### **CONSIDERATION**

- Ceneo Social Media Campaigns – Brandformance and Posts
- Special Campaigns

### **PERFORMANCE**

#### **CPC Campaigns**

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



# EXTERNAL REMARKETING

## STATIC BRAND CAMPAIGN

Required ad formats for maximum potential

GOOGLE ADS		FACEBOOK ADS
250 x 250 px	120 x 600 px	1080 x 1080 px 1200 x 628 px 1080 x 1920 px
200 x 200 px	160 x 600 px	
468 x 60 px	300 x 600 px	
728 x 90 px	970 x 90 px	
300 x 250 px	320 x 50 px	
336 x 280 px	320 x 100 px	
	Ceneo Logo	

## 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) 1200 x 628 px 1200 x 300 px 1080 x 1080 px	Product ID (approx. 8 products) 1080 x 1080 px (optional)

1 CLICK

**2 zł**

2,50 zł in Q4

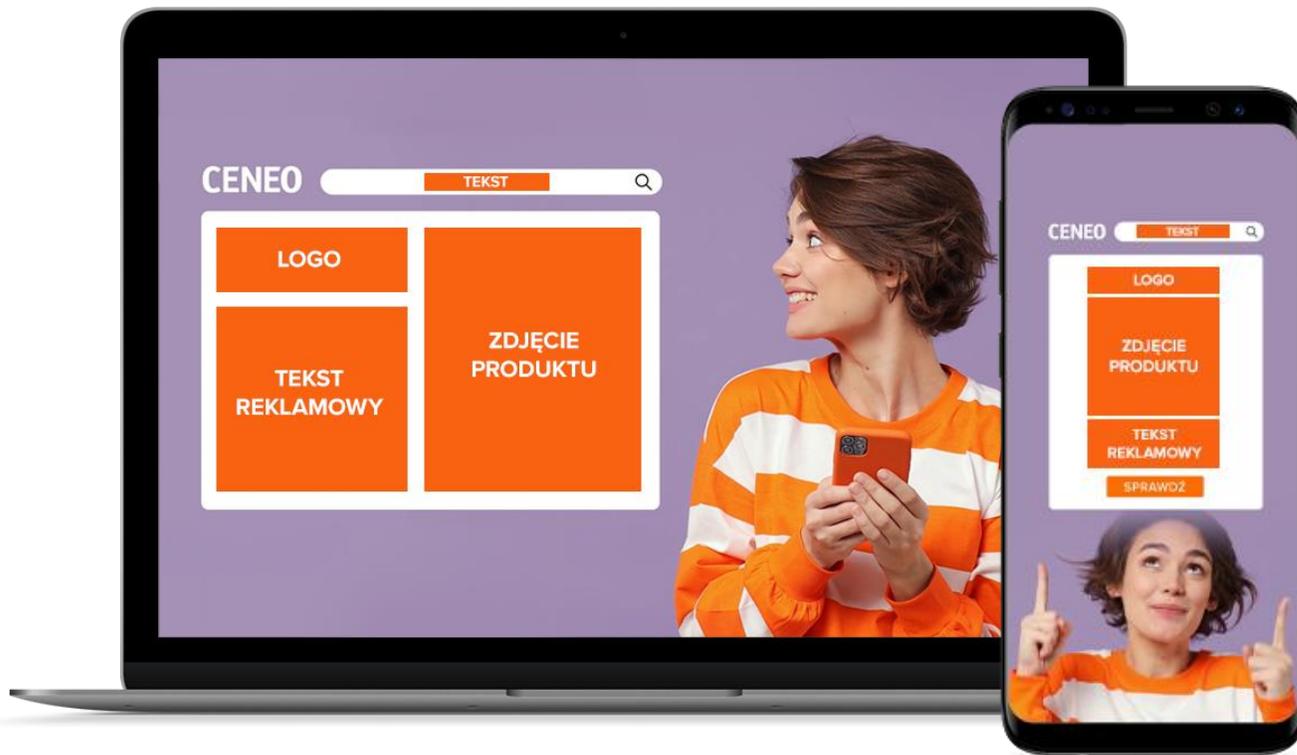
model: CPC



GO TO MARKETING FORMATS

# 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

# 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	Q4	Formats*
Display + link RON	Reachable activities in the Ceneo.pl partner network.	CPC	1,50 zł	1,80 zł	336x280 px, 750x200 px 300x250 px, 728x90 px 300x600 px Link txt + Title up to 40 characters with spaces format: jpg. Gif. Maximum file size: 1 MB
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 zł	
Influencer Marketing	Expanding the audience groups and utilising the potential of influencers by creating personalised content for the client.	Pricing depending on the form of cooperation after filling in brief	Individual pricing		Depending on the form of cooperation

\* We accept click tag codes and UTM tags. Activation @

# CENEO SOCIAL MEDIA

POSTS AND CUSTOM ACTIONS

PROFILE	Category	Number of Fans	FB/Instagram group
<b>CENEO</b>	Brand Profile Women and men 18 - 44 years old	565 000	 8,3k Fans
<b>wnętrza ze smakiem</b> <small>niebanalne aranżacje wnętrz</small>	home and interior, renovation and garden Women 25-44 years old	607 000	 22k Fans  31,7k Users
<b>dbam o siebie</b>	Healthcare, lifestyle and fitness Women 25-44 years old	380 000	 7,8k Users
<b>CENEO beauty</b> Ceneo Beauty	Fashion, cosmetics, jewellery Women 18 - 34 years old	299 000	
<b>Świat Rodziców</b>	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
<b>Dzidziusiowo</b>	Profile for people planning to have a baby and parents of children between 0-6 years old Women 25-44 years old	93 000	 3,1k Fans  45,4k Users
<b>Uwieram się jak Facet</b>	Profile for men 25-44 years old	77 000	 6,2k Fans  51,3k Users
<b>Królestwo zwierząt</b>	Profile for dog or cat owners People aged 25 to 54 (predominantly women)	58 000	 4,3k Users
<b>Ekspert Ceneo</b>	Profile for fans of gaming and tech news Man 18-34 years old	37 000	

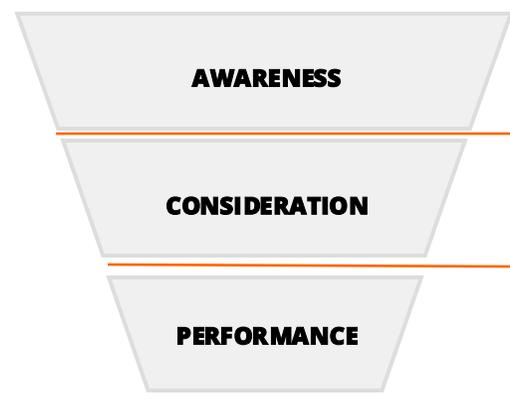


GO TO MARKETING FORMATS

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.



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

Engagement around content related to the client's products.

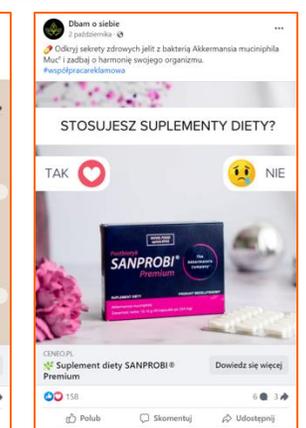
Conversion of reach and engagement to direct users to the client's products on Meta platforms (Facebook, Instagram) - CPC actions.

# CENEO SOCIAL MEDIA

BRANDFORMANCE

	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



# SOCIAL MEDIA CENEO

	PREMIUM PACKAGE	EXPANDED PACKAGE	BASIC PACKAGE
Profile	<p>Publication on a thematic profile on Ceneo or on Ceneo along with paid advertising.</p> <p>Profiles: Thematic profiles or Ceneo (limited to 1 paid post on Ceneo)</p>	<p>Publication on a thematic profile on Ceneo along with paid advertising.</p> <p>Profiles: Dzidziusiowo, Świat rodziców, Dbam o siebie, Wnętrza ze smakiem, Ceneo Beauty</p>	<p>Publication on a thematic profile on Ceneo along with paid advertising.</p> <p>Profiles: Dzidziusiowo, Świat rodziców, Dbam o siebie, Wnętrza ze smakiem, Ceneo Beauty</p>
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
	<b>6 500 zł (6 750 zł in Q4)</b>	<b>4 500 zł (4 750 zł in Q4)</b>	<b>3 000 zł (3 250 zł in Q4)</b>

## SOCIAL MEDIA POST

**dimensions:** 1080x1080 px or 1200x628 px and 1080x1920 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.  
\*On the Ceneo profile, we have the opportunity to carry out 3 campaigns in a quarter.

Additional guarantee of views for an additional fee. Possibility of preparing advertising graphics - individual pricing.

# THEMATIC SERVICES OF CENEO

CONTENT CREATION THROUGH THE IMPLEMENTATION OF EXPERT TESTS, COMPARISONS, AND SPONSORED ARTICLES WITH PROMOTION AND GUARANTEED RESULTS, UNIQUE VIEWS.

Product Promotion

Taking photos of article purposes

	Article Test	Sponsored Article with guaranteed views	Sponsored Article without guaranteed views
Description of Service	Product test conducted by a Ceneo Expert along with original photos and a promotional product review. Publication on selected thematic Ceneo service. 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)

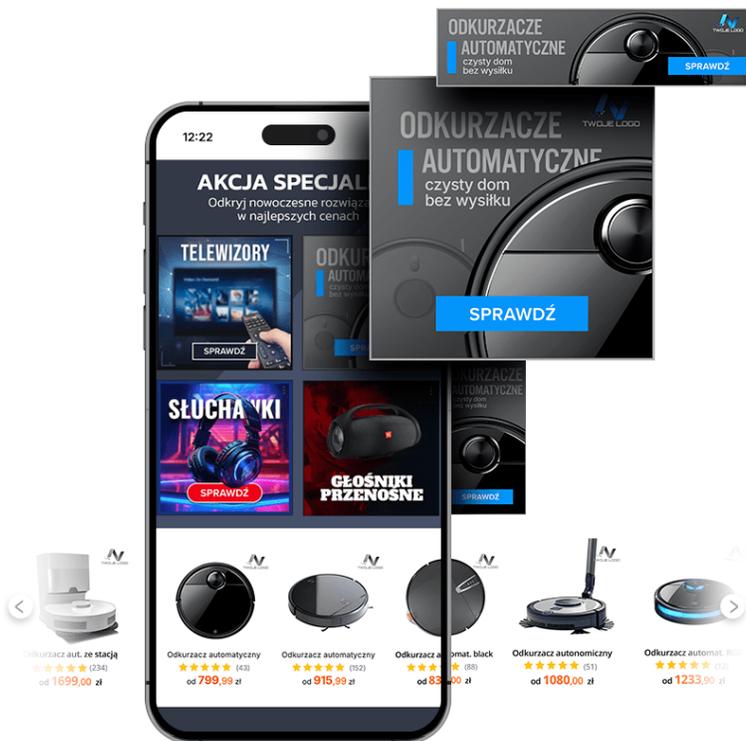
11 thematic services with a combined reach of 2 million views per month

# SEASONAL CAMPAIGNS

COMPREHENSIVE MARKETING INITIATIVES ALIGNED WITH KEYS SHOPPING MOMENTS THROUGHOUT THE YEAR

**13 seasonal campaigns** annually, executed simultaneously across multiple channels to **ensure broad reach, strong brand support, and presence** exactly at the moment customers **make purchasing decisions**.

Each campaign is a complete package of effective actions that guarantee measurable results, **precise targeting of selected audiences**, and **extensive visibility** both on Ceneo and beyond. A new feature is the **guarantee of 2 million impressions and 8,000 clicks** at attractive rates (CPC from 2 PLN, CPM from 7 PLN).



GUARANTEED RESULTS

Individual promotion of 8 products	Views	Clicks:
Customer area on the campaign page	50k	-
Dynamic prospecting advertising on Facebook	50k	4k
Highlighted on the listing and product card	✓	-
Client Banner Campaign	Views:	Clicks
Advertising box on the home page – up to 50k views per day	1m	-
Banner campaign on Ceneo	500k	-
Advertising box in the campaign newsletter – 1m subscribers	120k	-
<b>NEW</b> Client's Google Banner Campaign	400k	4k
	<b>2,12m views</b>	<b>8k views</b>

## SEASONAL CAMPAIGN

**20 000 zł**

## PREMIUM SEASONAL CAMPAIGN

**25 000 zł**

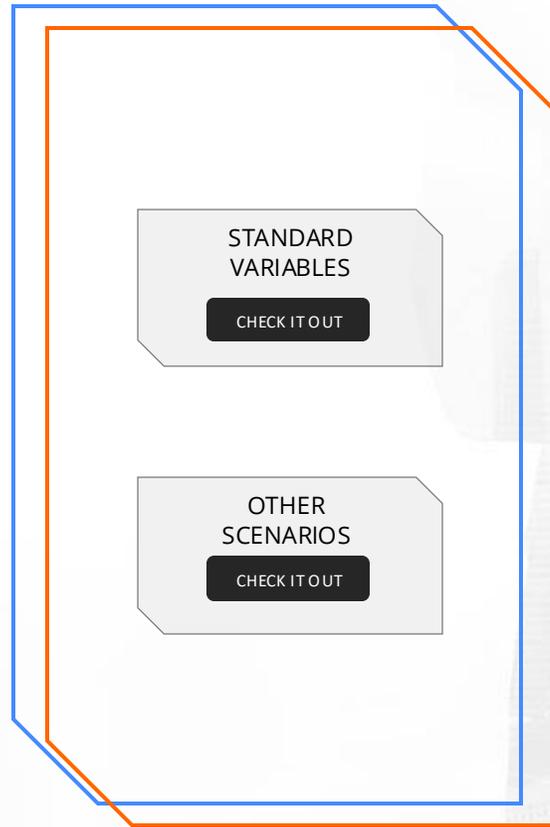
Limited offer

model: FF



INTERNAL MARKETING BASED ON PURCHASING SCENARIOS

**PRODUCERS**



**SHOPS**



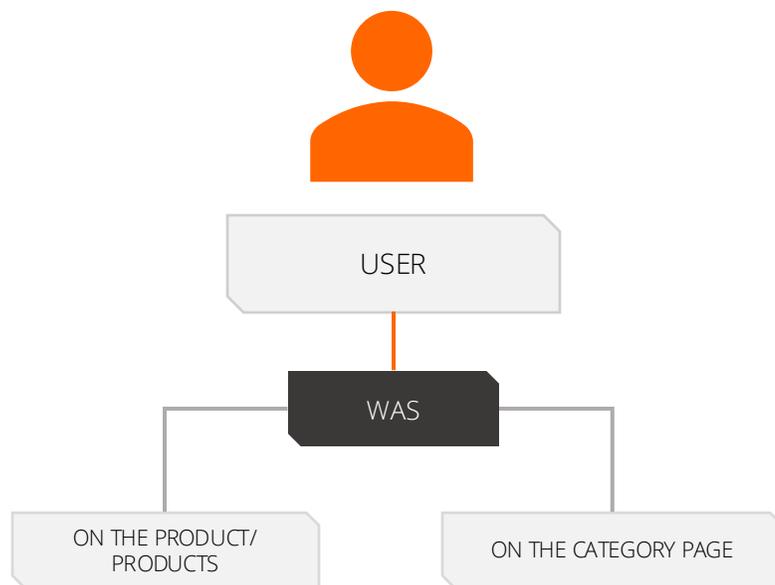
- product dedicated to shops
- product dedicated to producers



GO TO BEHAVIORAL ADS FORMAT

# STANDARD VARIABLES

USER-ORIENTED ADVERTISING



Possibility of targeting based on other scenarios - individual pricing.

1 000 PV  
MULTISCREEN

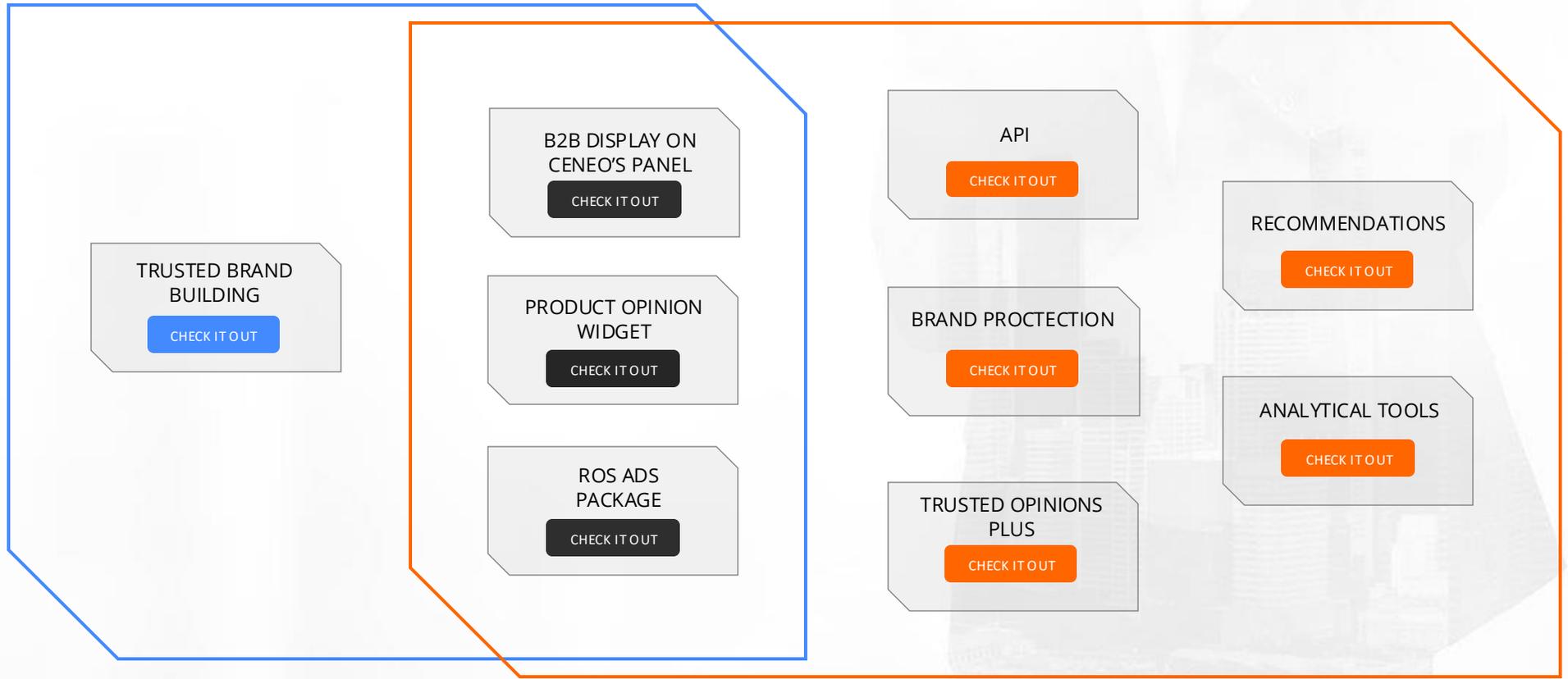
**70 zł**

80 zł in Q4

model: CPM



## PRODUCERS



## SHOPS



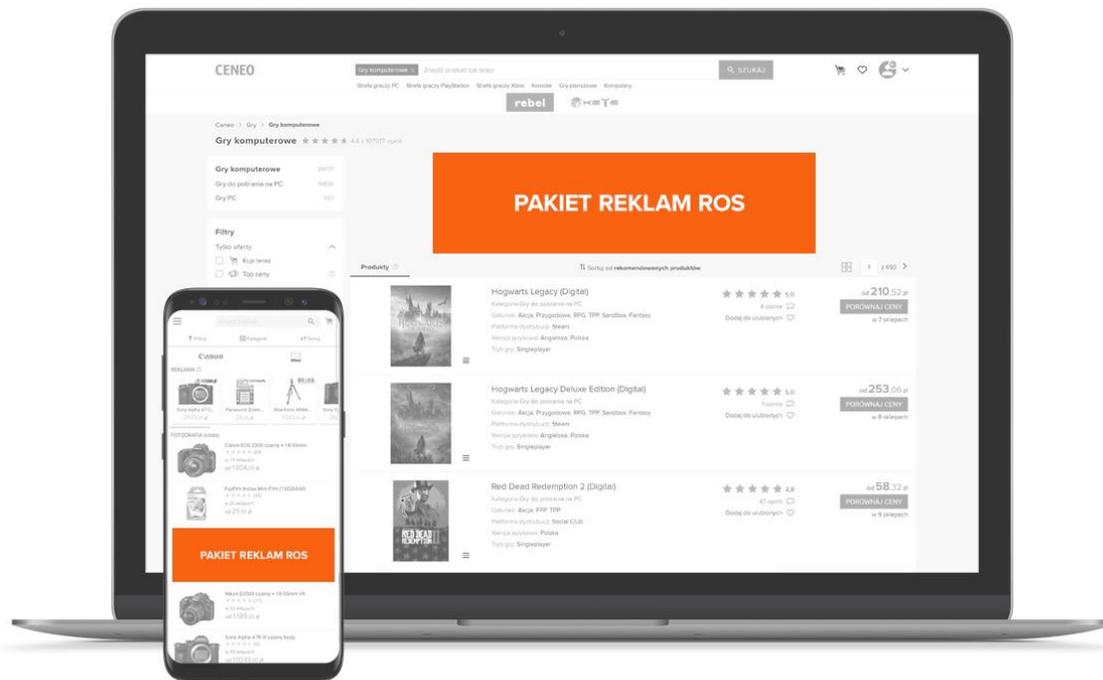
- product dedicated to shops
- product dedicated to producers



GO TO OTHER SERVICES PRODUCTS

# ROS ADS PACKAGE

ADVERTISING STRATEGY IN WHICH ADVERTISEMENTS CAN BE DISPLAYED THROUGHOUT THE ENTIRE 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

1 000 PV  
MULTISCREEN

40 zł

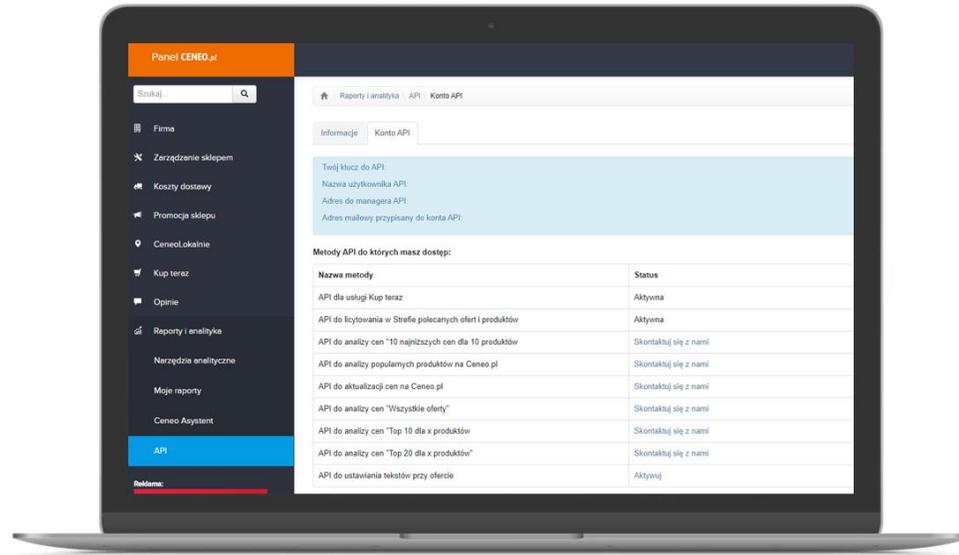
model: CPM



GO TO OTHER SERVICES PRODUCTS

# API

METHOD OF DATA EXCHANGE



Methods for analyzing competitive prices



Method for the analysis of popular products



Methods for handling basket orders and item bidding



Method for updating offers

FULL PRESENTATION OF API CAPABILITIES

30 DAYS  
MULTISCREEN

**price depends on the API method**

model: FF





GO TO OTHER SERVICES PRODUCTS

# B2B DISPLAY ON CENEO'S PANEL

B2B ADVERTISEMENT ADDRESSED TO STORES PRESENT ON CENEO



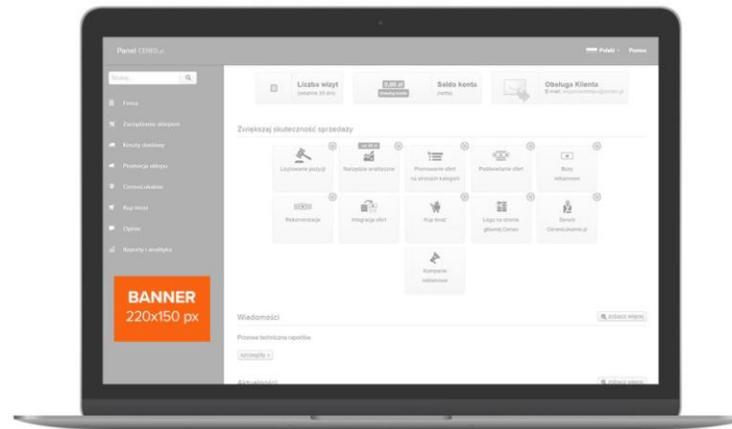
## WALLPAPER

advertisement in the login window to the panel

dimensions: **1366x768 px**

(safe area: **500x500 px**)

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



## BOX

advertisement in the store panel, in the main menu

dimensions: **220x150 px**

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

## NEWSLETTER B2B

1 MAIL

**10 zł**

## BOX

1 DAY  
MULTISCREEN

**400 zł**

\* minimum emission duration 14 days

## WALLPAPER

1 DAY  
MULTISCREEN

**600 zł**

\* minimum emission duration 14 days

model: FF



GO TO OTHER SERVICES PRODUCTS

# BRAND PROTECTION

PROGRAMME MODERATING OPINIONS ON BRAND AND SHOPPING EXPERIENCE

Jesteś tutaj: Ceneo » Okazje i opinie TwójSklep

TwójSklep - okazje i opinie ★★★★★ 4.5

**79% pozytywnych ocen w ciągu 30 dni**

Opinia 30 dni Wszystkie 4.5 4.5 4.4 4.5 4.5 4.6 4.6 4.6

**NIE POLECAM**

★☆☆☆☆ 1/5 Wystawiono 2 tygodnie temu **Opinia wyjaśniana w programie**

Dość kiepsko, czekałam na towar dość długi okres czasu, za długi.

Forma dostawy: Kurier Mailist ★★★★★ 3/5

Chociaż produkt był nienaruszony, to sama paczka nie wyglądała zadowolająco

**Opinia wyjaśniana w programie**

**POLECAM**

★★★★★ 5/5 Wystawiono 2 miesiące temu

Ok

Forma dostawy: Odbiór osobisty ★★★★★ 5/5

Ok

---

**POLECAM**

★★★★★ 5/5 Wystawiono 2 miesiące temu

wszystko odbyło się bez problemu jestem zadowolona

Forma dostawy: DHL ★★★★★ 5/5

ok

---

**NIE POLECAM**

Kupujący i Sklep doszli do porozumienia. 04.07.2017 opinia została wycofana.

**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



30 DAYS  
MULTISCREEN

700 zł

model: FF





GO TO OTHER SERVICES PRODUCTS



# 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.

30 DAYS  
MULTISCREEN

**from 69 zł**

model: FF



GO TO OTHER SERVICES PRODUCTS

**Adam** Wystawiono 1h temu

★★★★★ 5/5



*Uwielbiam ten ekspres - ładni się prezentuje, intuicyjny i przepyszna kawa! Każdy znajdzie s swoją idealną z tym ekspresem.*



# 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**



GO TO OTHER SERVICES PRODUCTS

# ANALYTICAL TOOLS

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



## BRONZE

BASIC DATA

**for free**

## SILVER

20 X MORE DATA  
VISIBLE NAMES OF COMPETITORS TO COMPARE

**49 zł**

## GOLD

100 X MORE DATA,  
3 ADDITIONAL SHOPS TO COMPARE WITH

**999 zł**

model: FF



GO TO OTHER SERVICES PRODUCTS



**REKOMENDACJE DLA CIEBIE**



Deska do prasowania  
SIEMENS TN 10100...

**756,45 zł**

---



Żelazko PHILIPS Azur  
GC 4850 AGDPHI...

**249,67 zł**

REKOMENDACJE DOSTARCZA **CENEO**

### STANDARD

1 WIDGET  
MULTISCREEN

**for free**

# RECOMMENDATIONS

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



**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

**99 zł**

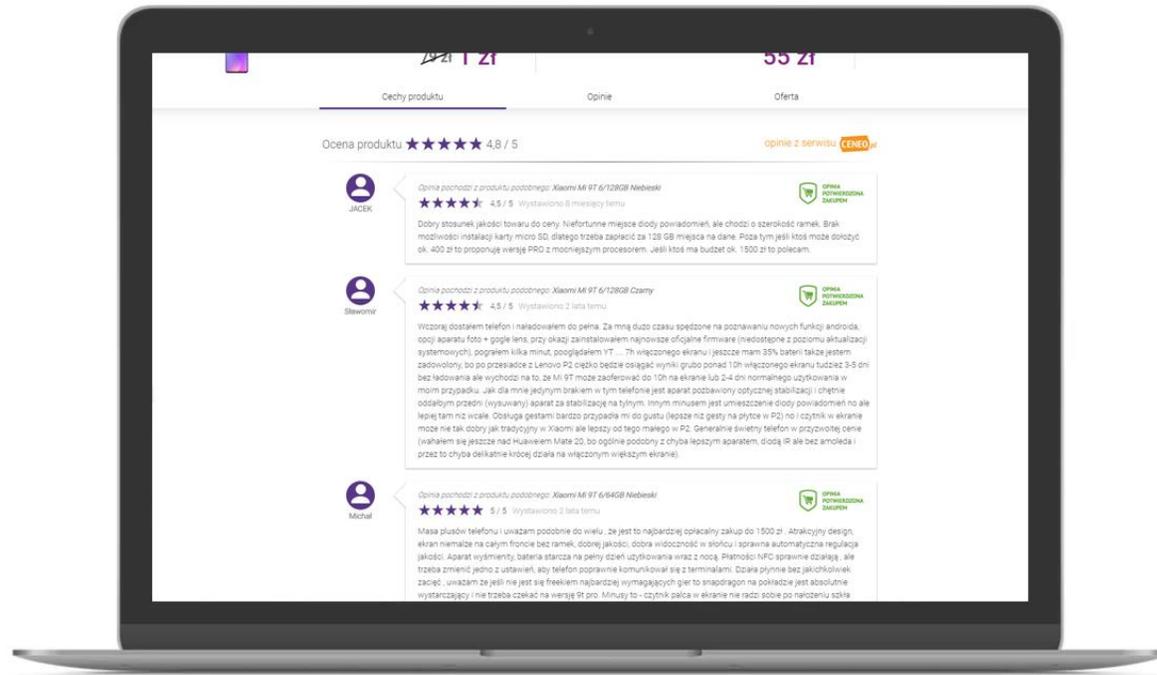
model: FF



GO TO OTHER SERVICES PRODUCTS

# 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



**ZAUFANE  
OPINIE**



**YOUR STORE**

1 WIDGET / 30 DAYS  
MOBILE / DESKTOP

**5 000 zł**

model: FF



# PRICE LIST

## CENEO



FORMAT NAME	<b>S</b> SHOP	<b>P</b> PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
<a href="#">WIDGET</a>	✓	✓	FF	DESKTOP	1	day	7 500 zł / 10 000 zł in Q4
				MOBILE			8 500 zł / 11 000 zł in Q4
<a href="#">SCROLL FOOTER</a>	✓	✓		MULTISCREEN	1	day	5 000 zł / 6 000 zł in Q4

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# CENEO HOMEPAGE

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## PRICE LIST

FORMAT NAME	<b>S</b> SHOP	<b>P</b> PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
<a href="#">TOP BANNER</a>	✓	✓	CPM	MULTISCREEN	1 000	pageviews	70 / 80 zł in Q4
<a href="#">TOP BANNER WIDEO</a>	✓	✓		MULTISCREEN	1 000	pageviews	100 zł
<a href="#">SHOWCASE 1</a>	✓	✓	FF	MULTISCREEN	1	day	4 000 zł / 5 000 zł in Q4
<a href="#">SHOWCASE 2</a>				MULTISCREEN	1	day	3 000 zł / 4 000 zł in Q4
<a href="#">SHOWCASE 3</a>				MULTISCREEN	1	day	2 000 zł / 3 000 zł in Q4
<a href="#">SHOWCASE 4,5</a>				MULTISCREEN	1	day	1 000 zł / 2 000 zł in Q4
<a href="#">MINI SHOWCASE</a>	✓	✓		MULTISCREEN	1	day	3 000 zł / 4 000 zł in Q4
<a href="#">POPULAR PRODUCTS</a>	✓	✓		DESKTOP	1	day	1 000 zł / 1500 zł in Q4
<a href="#">POPULAR SHOPS</a>	✓	✓		MULTISCREEN	30	day	1 000 zł / 1500 zł in Q4
<a href="#">AD BOXES</a>	✓		CPC	MULTISCREEN	1	click	10 zł

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**CENEO**

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# CATEGORY PAGE

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## PRICE LIST

FORMAT NAME	<b>S</b> SHOP	<b>P</b> PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]*
<a href="#">TOP BANNER</a>	✓	✓	CPM	MULTISCREEN	1 000	pageviews	70 / 80 zł in Q4
<a href="#">TOP BANNER WIDEO</a>	✓	✓		MULTISCREEN	1 000	pageviews	100 zł
<a href="#">DOUBLE BILLBOARD</a>	✓	✓	CPM	DESKTOP	1 000	pageviews	80 zł / 90 zł in Q4
<a href="#">BANER SEARCH</a>	✓		CPV	DESKTOP	1	view	0,50 zł / 0,60 zł in Q4
<a href="#">AD BOXES</a>	✓	✓	CPC	MULTISCREEN	1	click	from 1 zł
<a href="#">SKYSCRAPER</a>	✓		CPM	DESKTOP	1 000	pageviews	20 zł / 30 zł in Q4
<a href="#">PRODUCT BADGE</a>			FF	MULTISCREEN	30	days	1 700 zł
<a href="#">BEAM ON THE OFFERS LIST</a>	✓	✓	CPM	MULTISCREEN	1 000	pageviews	40 zł / 50 zł in Q4
<a href="#">BEAM BELOW OFFERS LIST</a>				MULTISCREEN	1 000	pageviews	20 zł / 30 zł in Q4
<a href="#">MULTI-NATIVE AD</a>				MULTISCREEN	1 000	pageviews	40 zł / 50 zł in Q4
<a href="#">PRODUCT ROW</a>	✓	✓	FF	MULTISCREEN	1 000	pageviews	120 zł / 140 zł in Q4
<a href="#">PRODUCT ROW - KEYWORDS</a>			CPV	MULTISCREEN	1	view	1 zł
<a href="#">POSITIONER</a>	✓	✓	FF	MULTISCREEN	1 000	pageviews	120 zł / 140 in Q4
<a href="#">POSITIONER - KEYWORDS</a>			CPV	MULTISCREEN	1	view	1 zł
<a href="#">MANUFACTURER FILTER POSITIONING</a>		✓	FF	MULTISCREEN	1	day	150 – 500 zł
<a href="#">CATEGORY PAGE PROMO</a>	✓		CPM	MULTISCREEN	1 000	pageviews	from 15 zł
<a href="#">RECOMMENDED PRODUCT</a>		✓	FF	MULTISCREEN	30	days	5 100 zł / 5 550 zł in Q4
<a href="#">NEW PRODUCT</a>		✓		MULTISCREEN	30	days	5 100 zł / 5 550 zł in Q4
<a href="#">PRODUCTS HIGHLIGHTNING</a>		✓		MULTISCREEN	30	days	1 050 zł / 1 350 zł in Q4
<a href="#">FASHION SHOWCASE</a>	✓	✓		MULTISCREEN	1	day	300 zł / 400 zł in Q4

\*The prices indicated in the "price" column apply only to categories for which a dedicated price list does not apply. A list of categories with a dedicated price list can be found on the "Selected Categories - Price List" page.

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# PRODUCT PAGE

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## PRICE LIST

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

\*The prices indicated in the "price" column apply only to categories for which a dedicated price list does not apply. A list of categories with a dedicated price list can be found on the "Selected Categories - Price List" page.

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# CONTENT

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## PRICE LIST

TYPE OF SERVICE	FORMAT NAME	<b>S</b> SHOP	<b>P</b> PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]	
<a href="#">MANUFACTURER'S ZONE</a>	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	
<a href="#">BRAND TUTOR</a>	STARTER					30	days	13 000 zł for 1 month	
	OPTIMUM								9 000 zł (min. 6 months)
	BASIC		✓						6 500 zł (min. 6 months)
	MINI (after the end of the Optimum or Basic service)								4 000 zł (min. 6 months)
<a href="#">SHOP'S ZONE</a>		✓				30	days	2 000 zł	
<a href="#">SHOP TUTOR</a>		✓				30	days	3 000 zł (min. 3 months)	
<a href="#">CONTENT PREMIUM</a>	BASIC			1	product	250 zł			
	PREMIUM	✓	✓				350 zł		
	HTML						500 zł		

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# MAILING + PERFORMANCE MARKETING

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## PRICE LIST

TYPE OF SERVICE	FORMAT NAME	<b>S</b> SHOP	<b>P</b> PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
<a href="#">MAILING</a>	NEWSLETTER B2C	✓	✓	FF	MULTISCREEN	1	delivery	20 000 zł
<a href="#">EXTERNAL REMARKETING</a>	FACEBOOK ADS / GOOGLE ADS	✓	✓	CPC	DESKTOP MOBILE	1	click	2 zł / 2,50 zł in Q4
<a href="#">DIRECTOR MIX</a>	REMARKETING   PROSPECTING WIDEO YOUTUBE / SHORTS / TIK TOK	✓	✓	CPM	MULTISCREEN	1	video	15 000 zł – 1m impressions 30 000 zł – 2m impressions
<a href="#">AFFILIATE PROGRAM</a>	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 MOBILE		Individual pricing	
<a href="#">CENEO SOCIAL MEDIA</a>	BRANDFORMANCE BASIC						package	9 000 zł / 9 500 zł in Q4
	BRANDFORMANCE PREMIUM						package	16 000 zł / 16 500 zł in Q4
	SOCIAL MEDIA POSTS - BASIC	✓	✓	CPC	DESKTOP / MOBILE	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
<a href="#">THEMATIC SERVICES OF CENEO</a>	ARTICLE TEST			VIEWS			package	10 000 zł / 10 500 zł in Q4
	SPONSORED ARTICLE WITH VIEWS GUARANTEED	✓	✓	VIEWS	DESKTOP / MOBILE	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

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# SPECIAL CAMPAIGNS

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PRICE LIST

FORMAT NAME	<b>S</b> SHOP	<b>P</b> PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
<a href="#">PROMOTION ON THE ACTION PAGE</a>	✓	✓	FF	MULTISCREEN	1	action	20 000 – 25 000 zł
<a href="#">FB ADS PROSPECTING</a>							
<a href="#">DISTINCTION IN THE LISTING AND PRODUCT AREA</a>							
<a href="#">ADVERTISING BOX ON THE HOMEPAGE</a>							
<a href="#">BANNER CAMPAIGN</a>							
<a href="#">ADVERTISING BOX IN THE NEWSLETTER</a>							
<a href="#">GOOGLE BANNER CAMPAIGN</a>							

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# OTHER SERVICES

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## PRICE LIST

TYPE OF SERVICE	FORMAT NAME	SHOP	PRODUCER	CHARGING MODEL	/	NUMBER	UNIT	PRICE [PLN]
<a href="#">BEHAVIORAL ADS</a>	STANDARD VARIABLES			CPM	MULTISCREEN	1 000	pageviews	70 zł / 80 zł in Q4
	OTHER SCENARIOS			CPM	MULTISCREEN	1 000	pageviews	individual pricing
<a href="#">ROS ADS PACKAGE</a>				CPM	MULTISCREEN	1 000	pageviews	40 zł
<a href="#">API</a>						30	days	depends on API method
<a href="#">CENEO PANEL</a>	BOX					1	day (min. 14 days)	400 zł
	WALLPAPER					1	day (min. 14 days)	600 zł
	NEWSLETTER B2B					1	mail	10 zł
<a href="#">BRAND PROTECTION</a>						30	days	700 zł
<a href="#">TRUSTED OPINIONS PLUS</a>				FF	MULTISCREEN	30	days	from 69 zł
<a href="#">ANALYTICAL TOOLS BRONZE</a>								for free
<a href="#">ANALYTICAL TOOLS SILVER</a>						30	days	49 zł
<a href="#">ANALYTICAL TOOLS GOLD</a>								999 zł
<a href="#">RECOMMENDATIONS - STANDARD</a>						30	days	for free
<a href="#">RECOMMENDATIONS - PREMIUM</a>								99 zł
<a href="#">TRUSTED BRAND BUILDING</a>	STANDARD					1	package	53 000 zł
	PREMIUM							70 000 zł
<a href="#">PRODUCT OPINION WIDGET</a>						30	days	5 000 zł

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# SELECTED CATEGORIES

PRICE LIST

CATEGORY / PLACEMENT	JEWELRY AND WATCHES	BOOKSTORE	MUSIC	EROTICA	FILMS	OUTLET	GIFTS	HANDMADE
<a href="#">TOP BANNER</a>	35 zł (40 in Q4)	35 zł (40 in Q4)	35 zł (40 in Q4)	35 zł (40 in Q4)	35 zł (40 in Q4)	35 zł (40 in Q4)	35 zł (40 in Q4)	35 zł (40 in Q4)
<a href="#">BEAM BETWEEN OFFERS</a>	15 zł (20 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)	20 zł (25 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)
<a href="#">BEAM BELOW OFFERS</a>	25 zł (30 in Q4)	25 zł (30 in Q4)	25 zł (30 in Q4)	25 zł (30 in Q4)	25 zł (30 in Q4)	25 zł (30 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)
<a href="#">BEAM ON THE OFFERS LIST</a>	30 zł (35 in Q4)	25 zł (30 in Q4)	30 zł (35 in Q4)	30 zł (35 in Q4)	-	30 zł (35 in Q4)	30 zł (35 in Q4)	-
<a href="#">BEAM BELOW OFFERS LIST</a>	15 zł (20 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)	20 zł (25 in Q4)	20 zł (25 in Q4)	15 zł (20 in Q4)	25 zł (30 in Q4)
<a href="#">POSITIONER – CATEGORY PAGE</a>	60 zł (70 in Q4)	60 zł (70 in Q4)	-	60 zł (70 in Q4)				
<a href="#">PRODUCT ROW – CATEGORY PAGE</a>	60 zł (70 in Q4)	60 zł (70 in Q4)	-	60 zł (70 in Q4)				
<a href="#">DOUBLE BILL BOARD – CATEGORY PAGE</a>	45 zł (50 in Q4)	40 zł (45 in Q4)	40 zł (45 in Q4)	40 zł (45 in Q4)	40 zł (45 in Q4)	70 zł (75 in Q4)	45 zł (50 in Q4)	65 zł (70 in Q4)
<a href="#">DOUBLE BILL BOARD – PRODUCT PAGE</a>	-	20 zł (25 in Q4)	45 zł (50 in Q4)	40 zł (45 in Q4)	40 zł (45 in Q4)	50 zł (55 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)
<a href="#">SKYSCRAPER – CATEGORY PAGE</a>	15 zł (20 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)	15 zł (20 in Q4)	20 zł (25 in Q4)	20 zł (25 in Q4)	15 zł (20 in Q4)	10 zł (15 in Q4)

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**CENEO**

**WRITE TO US!**

**CENEO**

Reklama@ceneo.pl

**CENEO**