



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



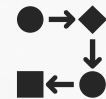
CATEGORY PAGE



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

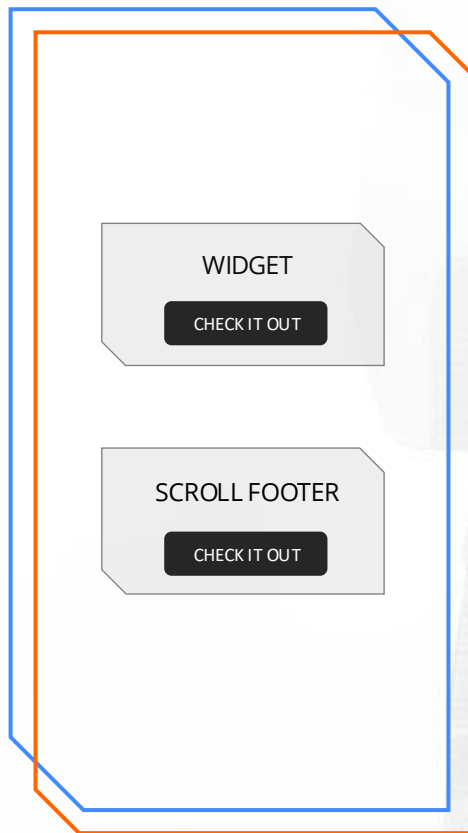
ALL PRICE LIST

(CLICK TO VIEW MORE)

CENEO



PRODUCERS



SHOPS



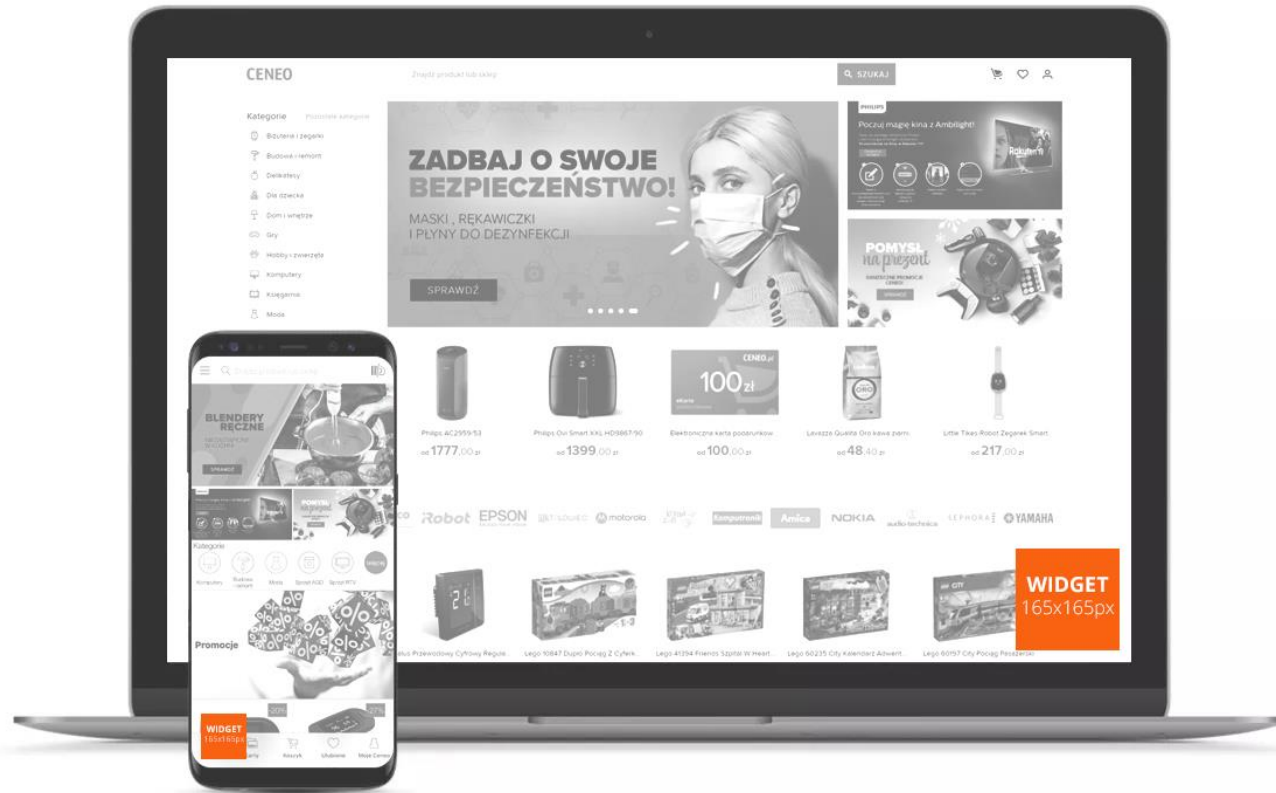
- product dedicated to shops
- product dedicated to producers



GO TO ALL CENEO FORMATS

WIDGET

BOTTOM SMALL BOX DISPLAYED THROUGHOUT THE SITE



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

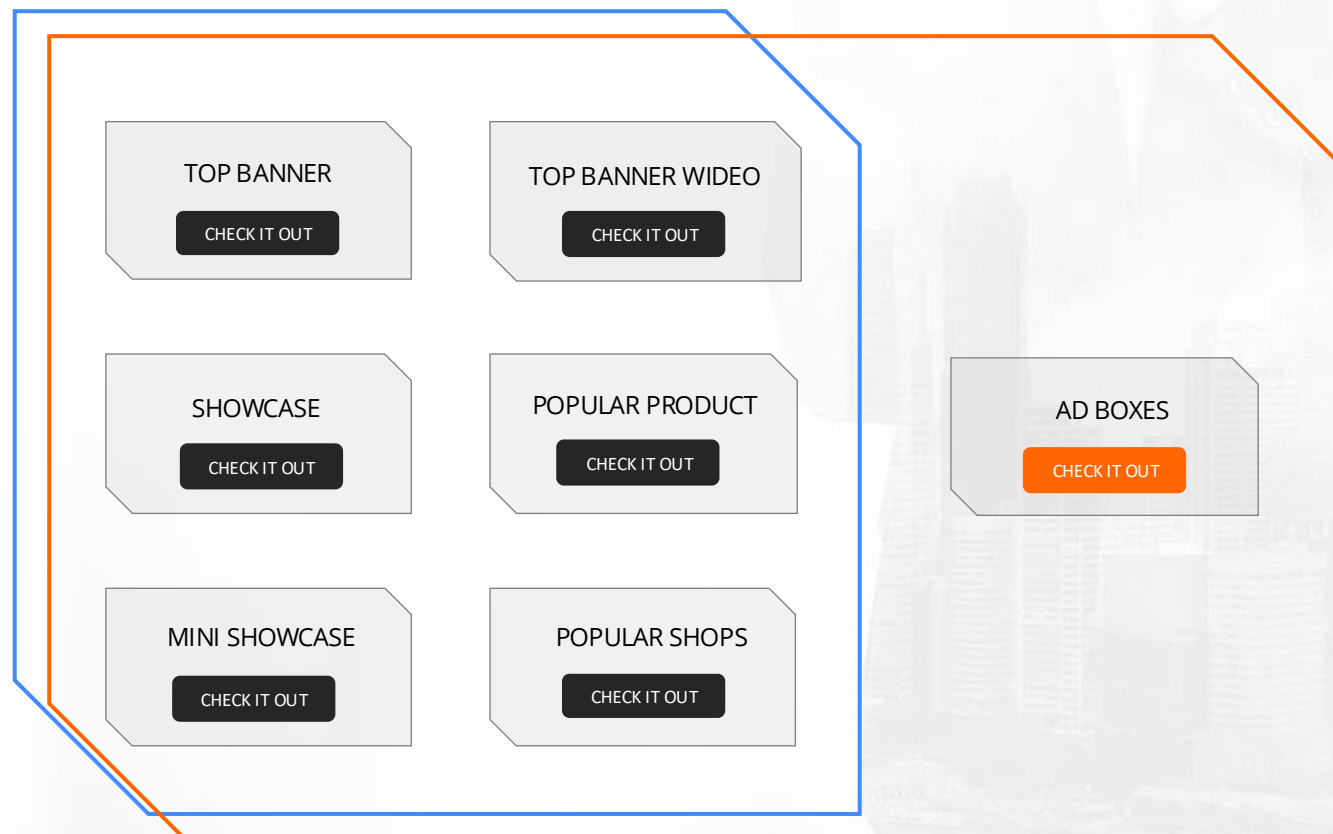
5 000 zł

6 000 zł in Q4

model: FF



PRODUCERS



SHOPS



- product dedicated to shops

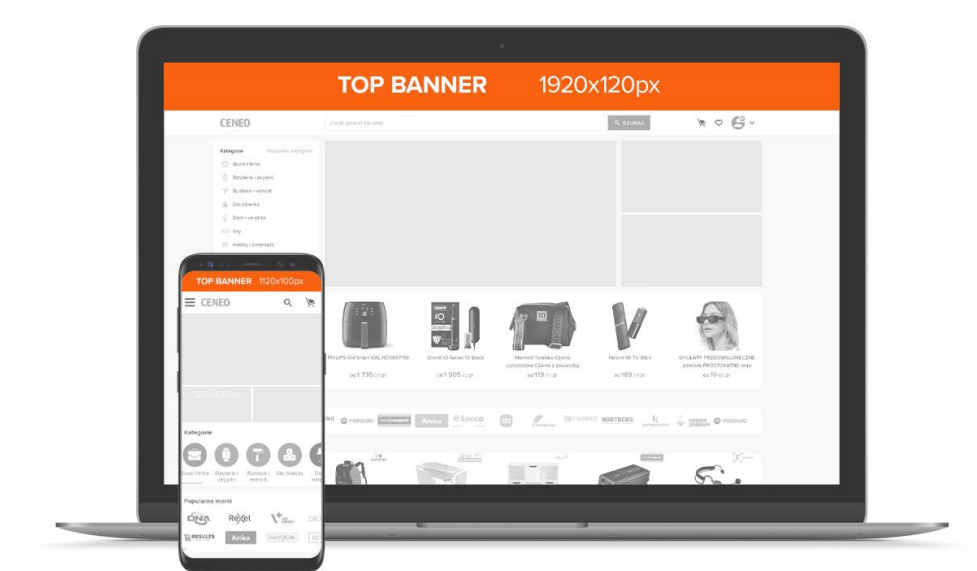
- product dedicated to producers



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)

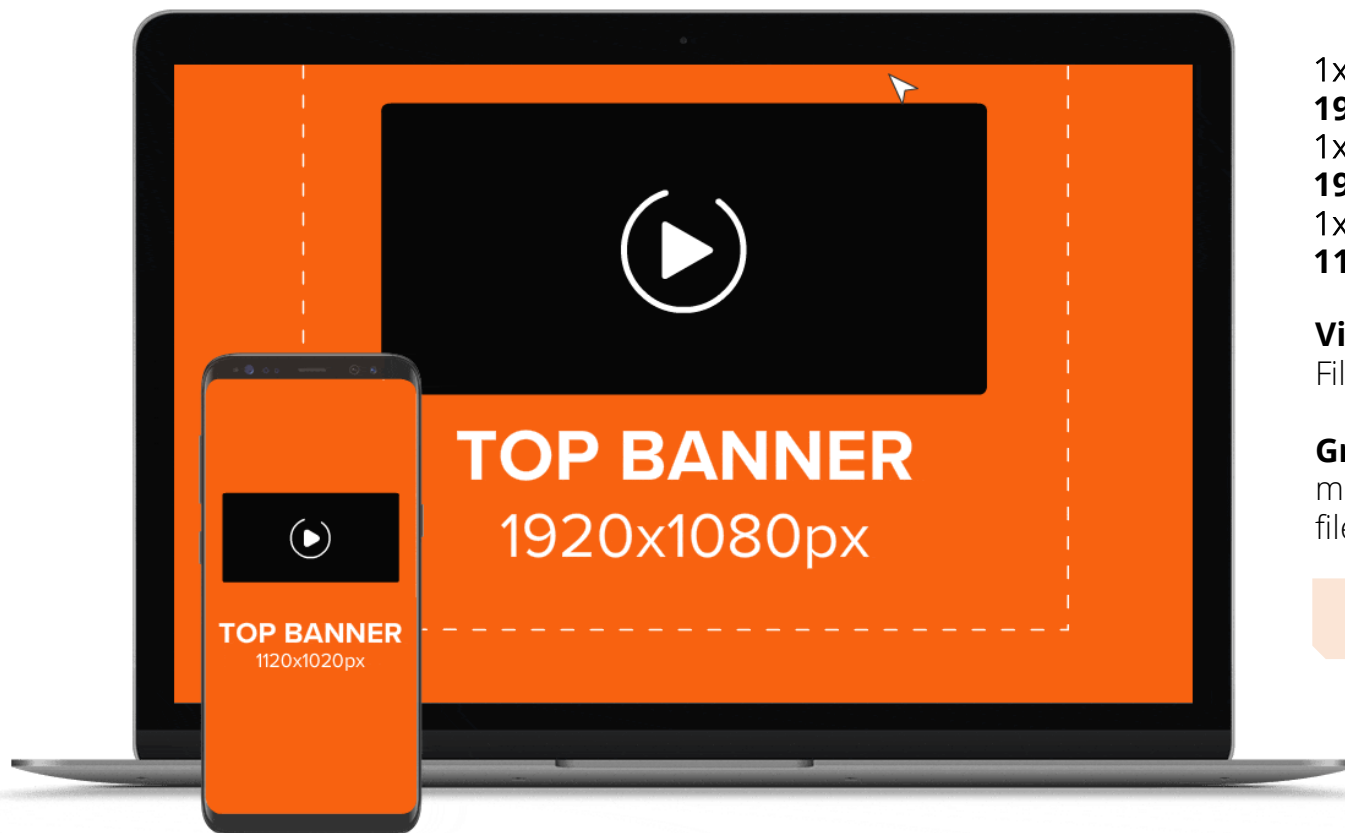
70* zł
80 zł in Q4

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

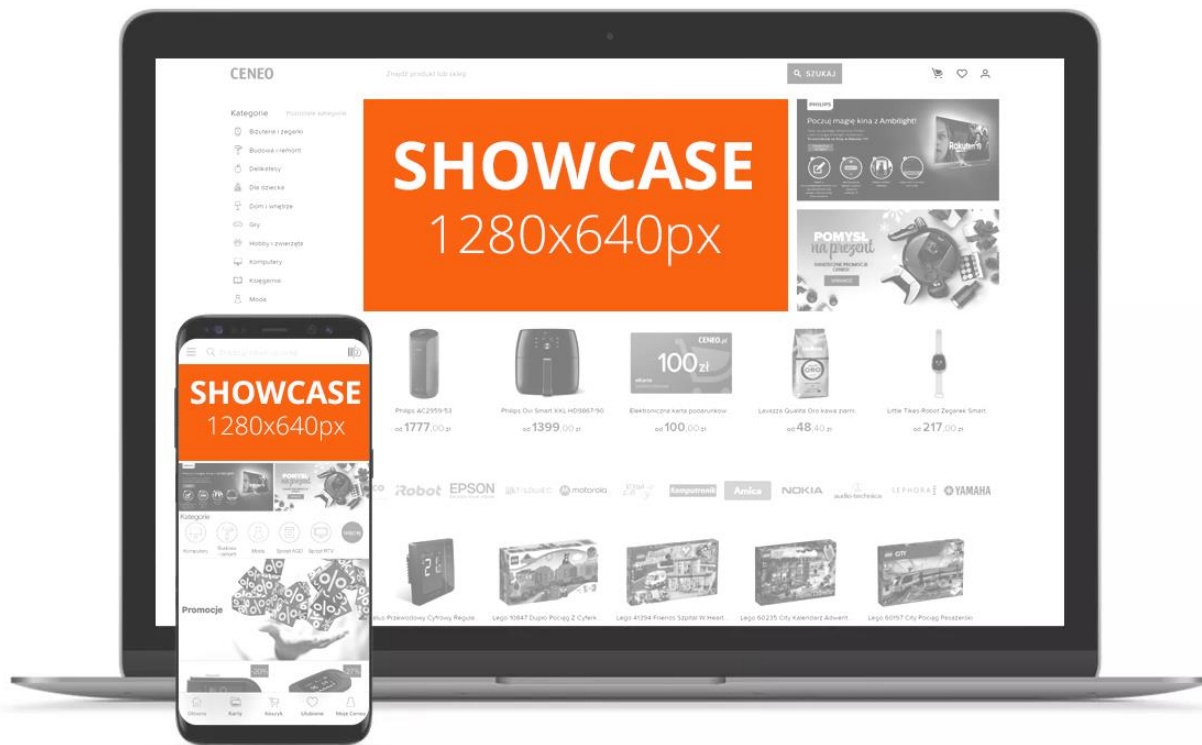
model: CPM



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

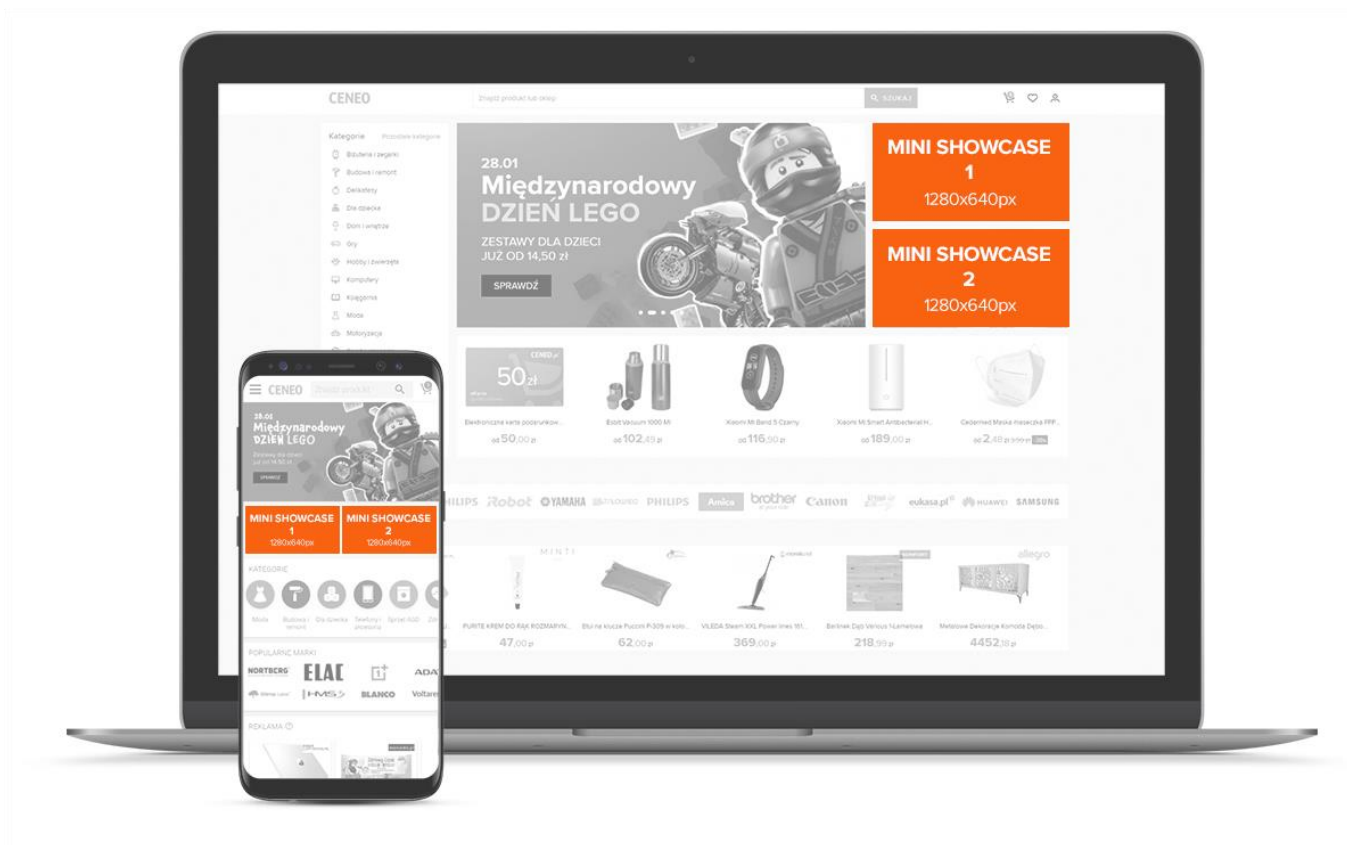
model: FF



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

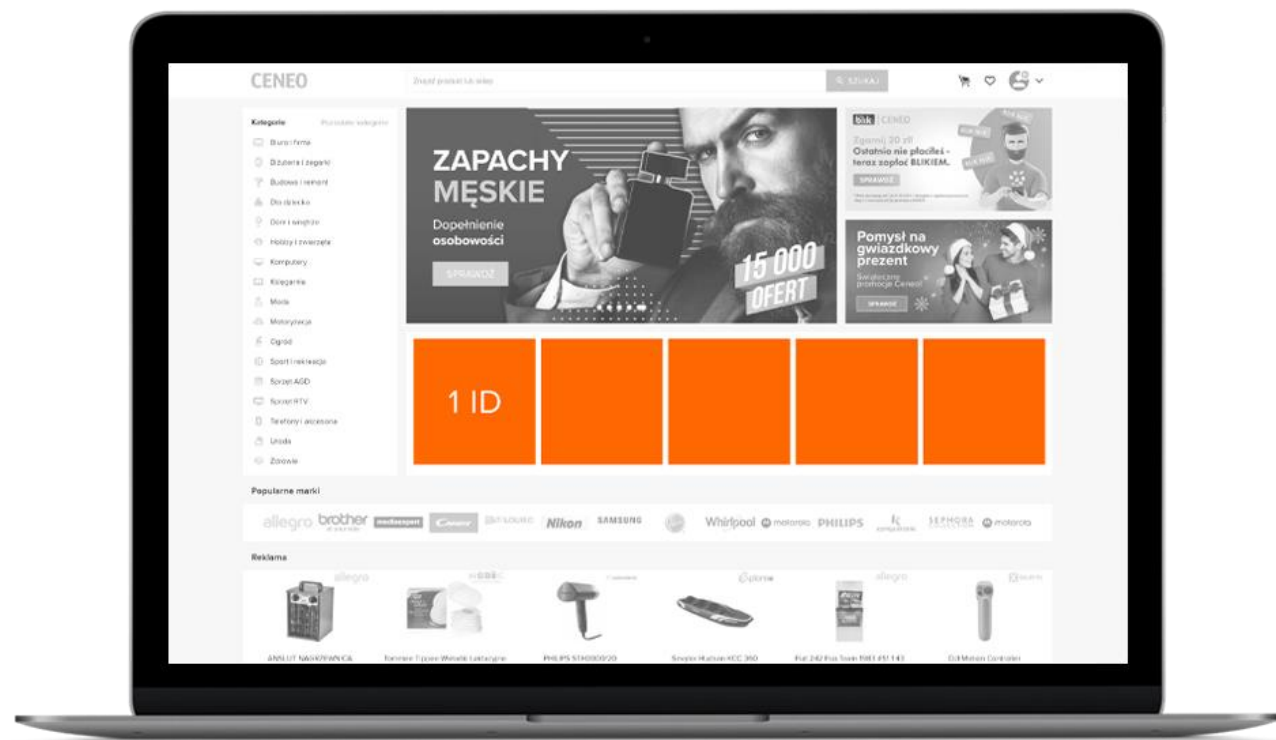
model: FF



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

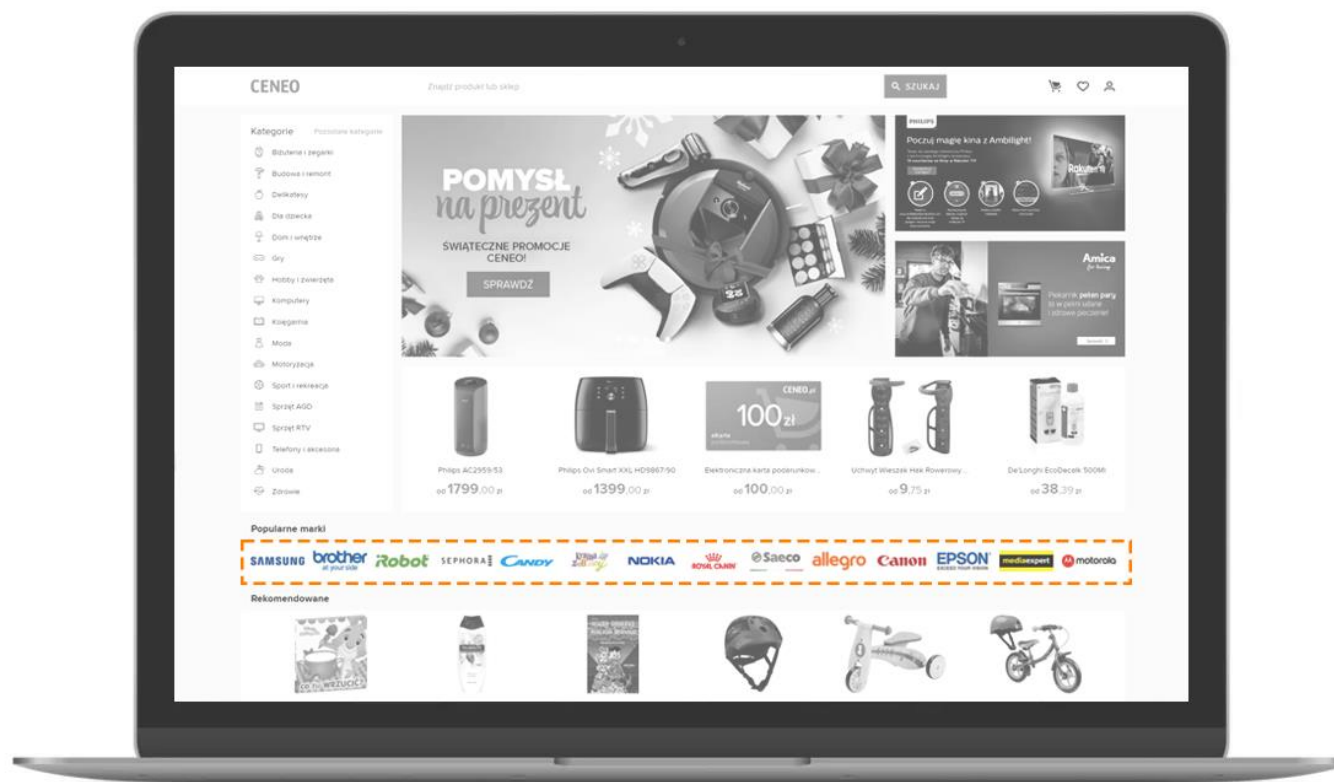
model: FF



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

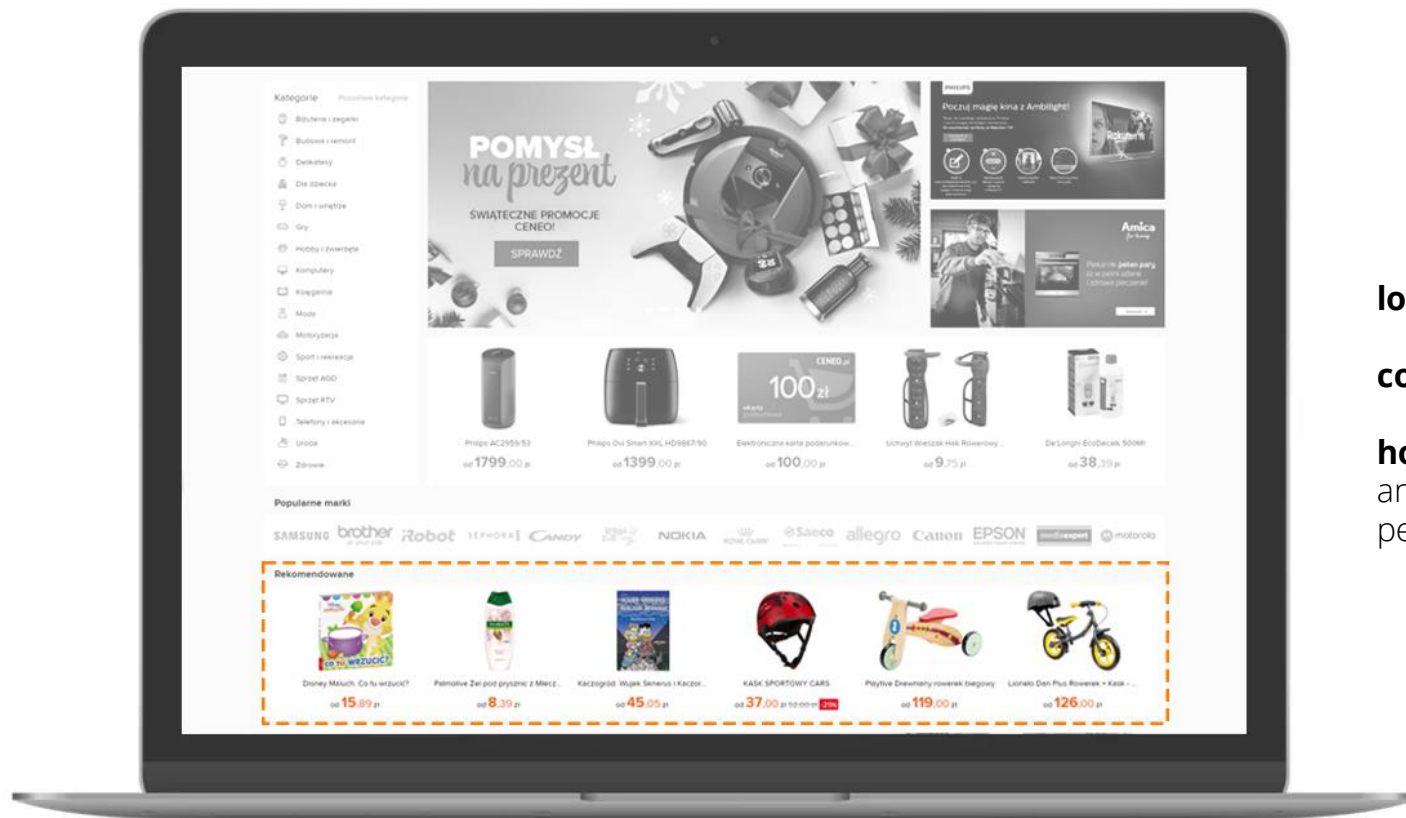
model: FF



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

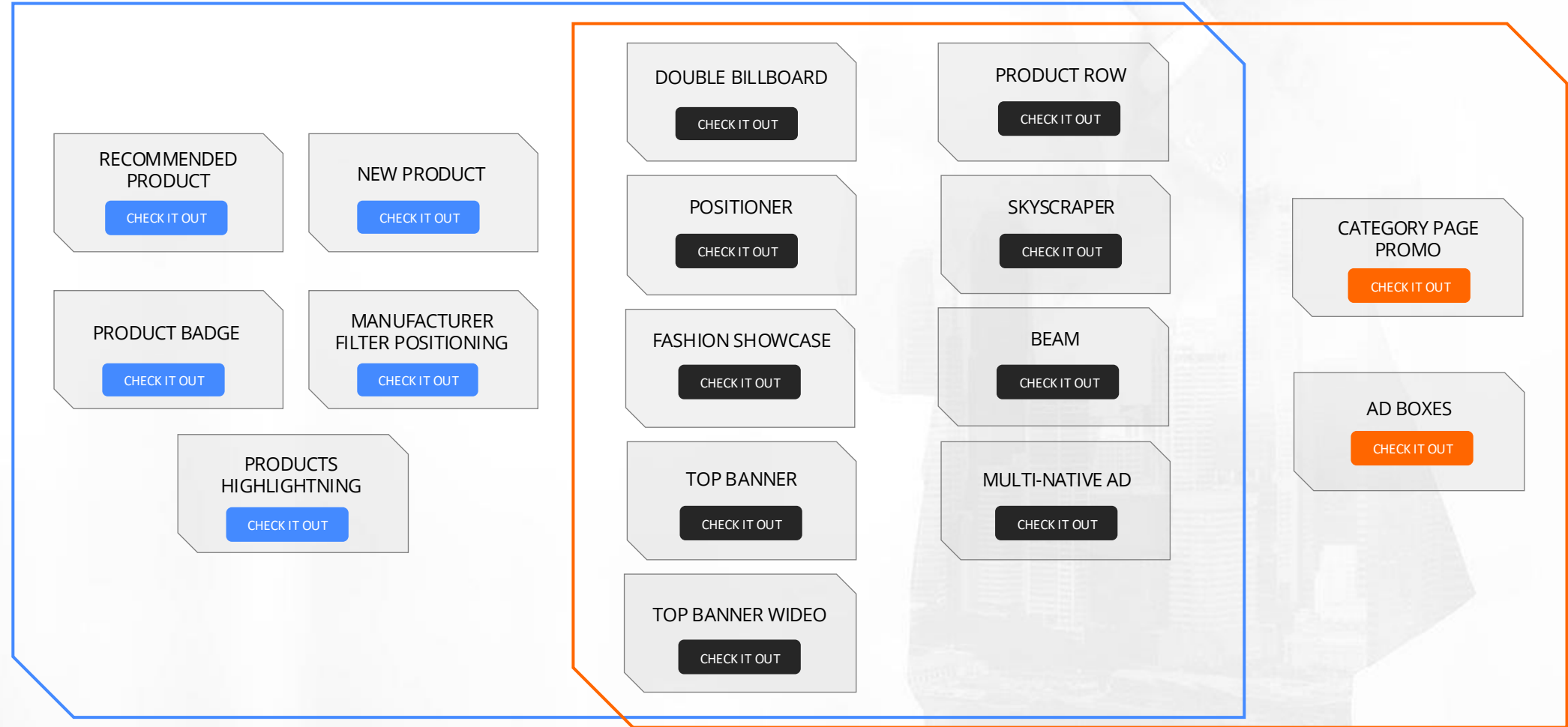
1 CLICK
MULTISCREEN

10 zł

model: CPC



PRODUCERS



SHOPS



- product dedicated to shops

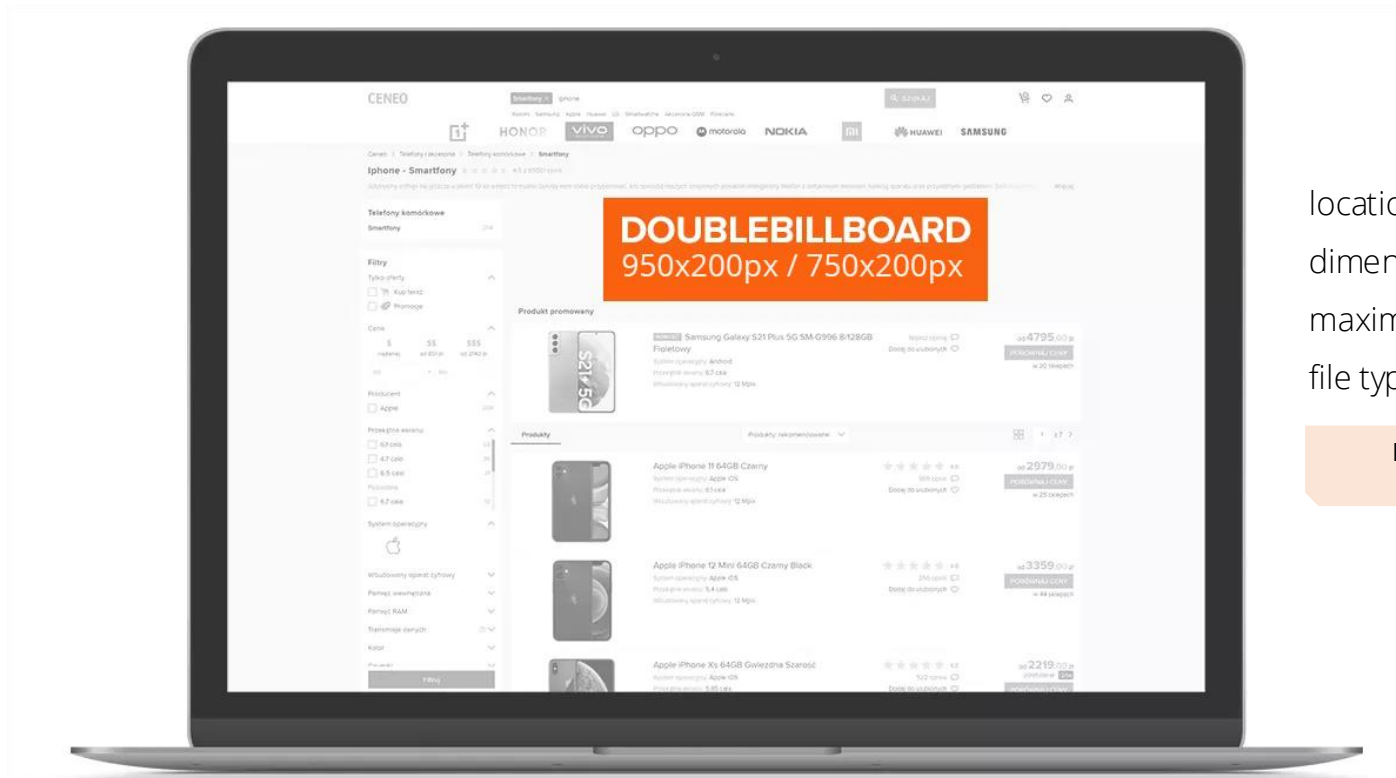
- product dedicated to producers



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

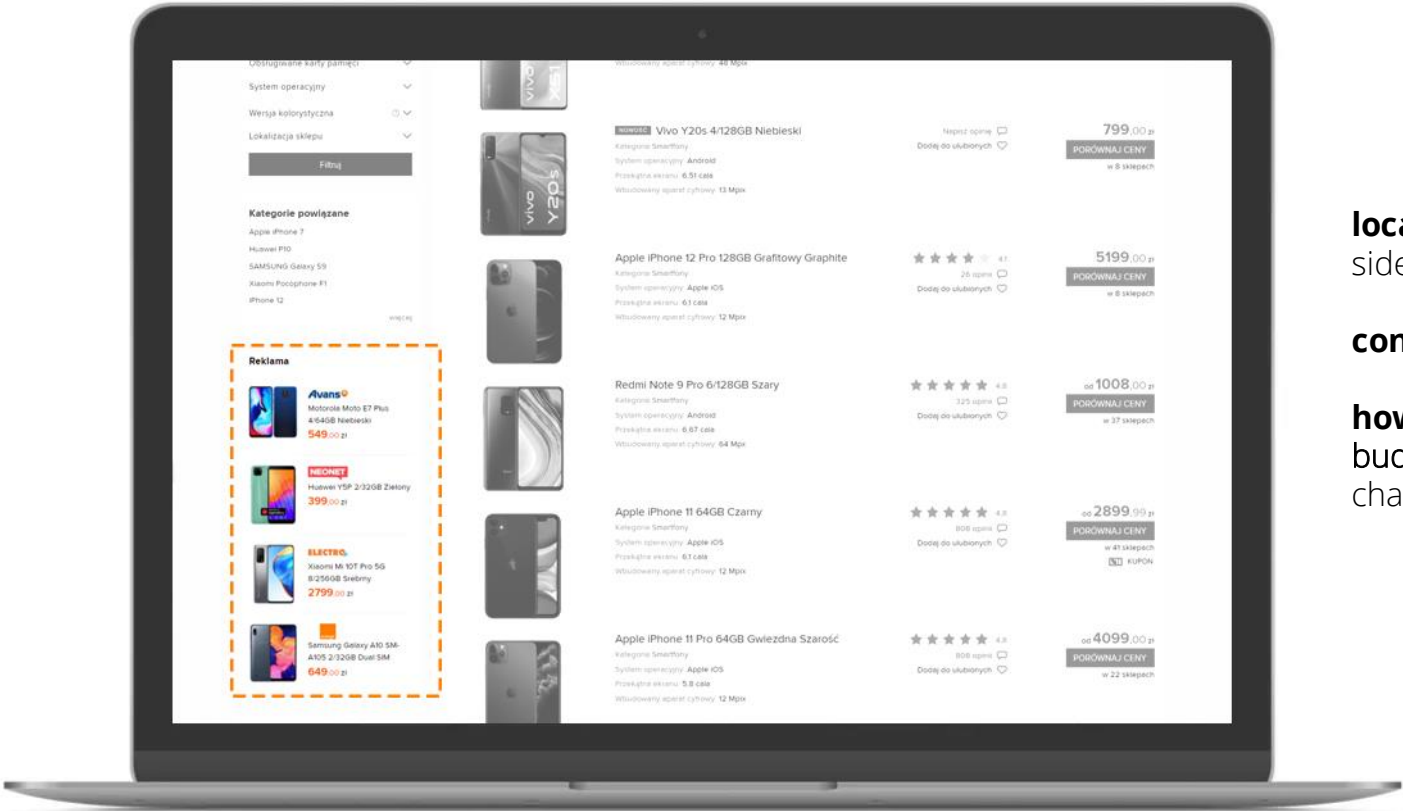
model: CPV



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

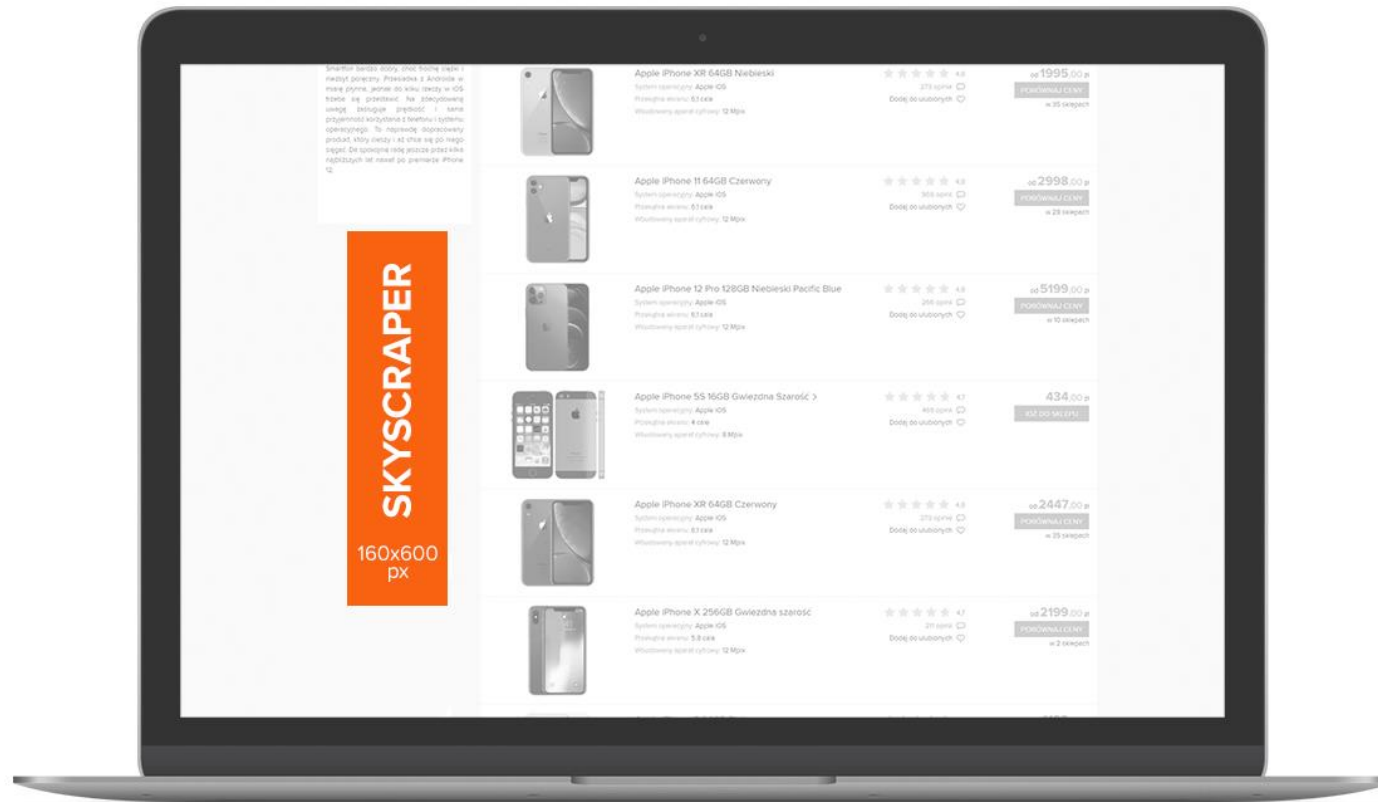




GO TO CATEGORY PAGE FORMATS

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)

1 000 PV
DESKTOP

20* zł

30 zł w Q4

model: CPM

***SKYSCRAPER** price for the category:

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

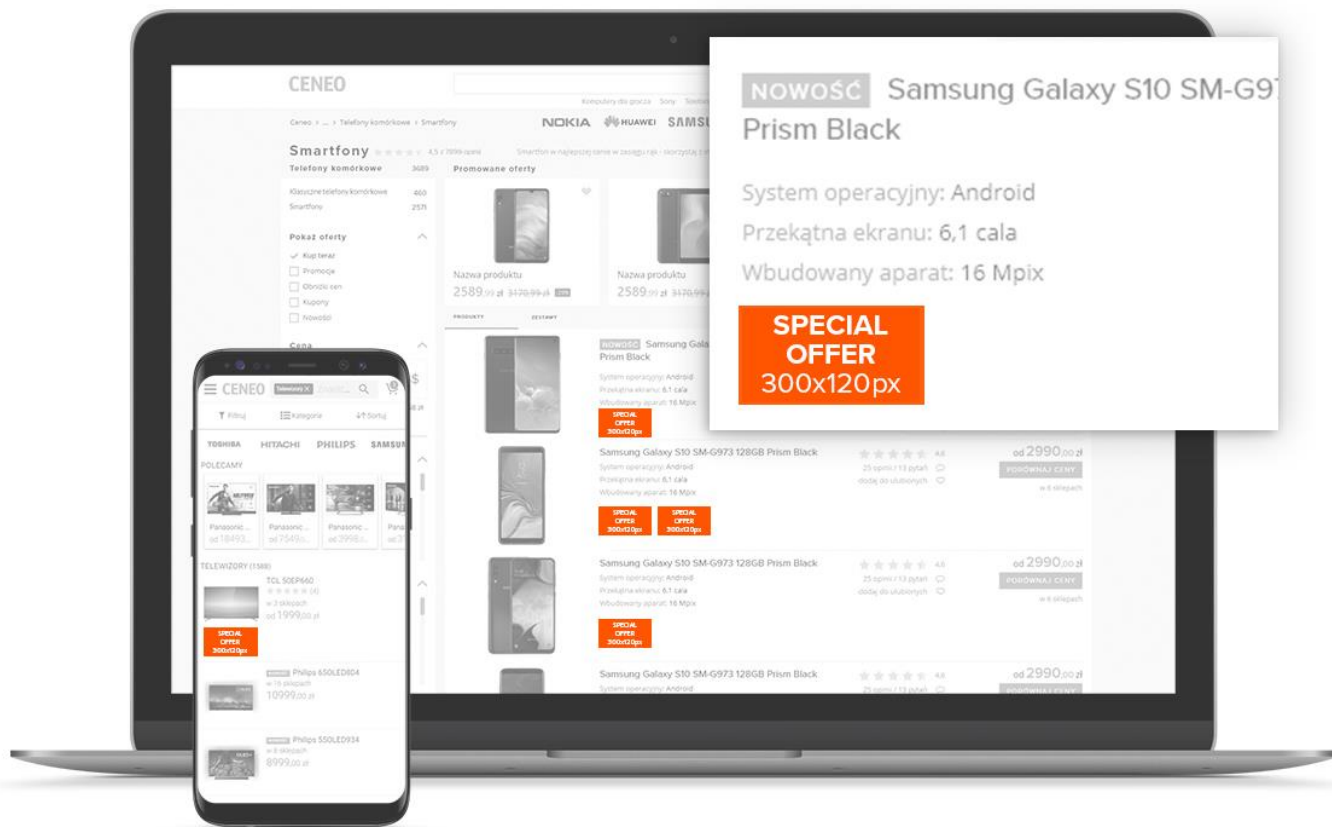
Movies, Outlet - 20 zł (25 in Q4), Handmade - 10 zł (15 in Q4)



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

ADVERTISING BEAM DISPLAYED IN TWO PLACES ON THE CATEGORY PAGE

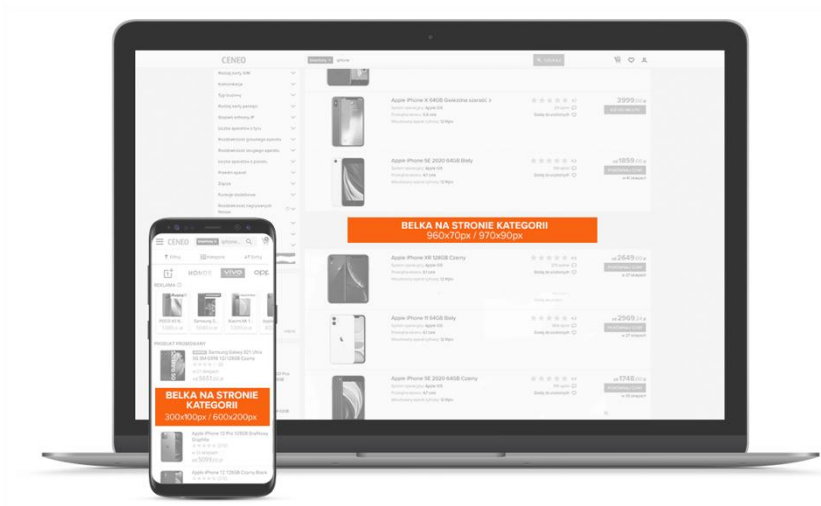
ON THE OFFERS' LIST

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)

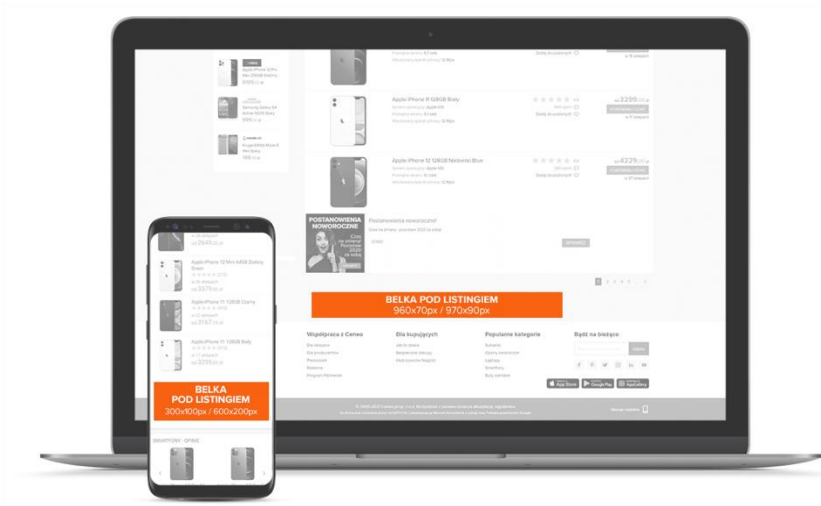
BELOW OFFERS' LIST

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

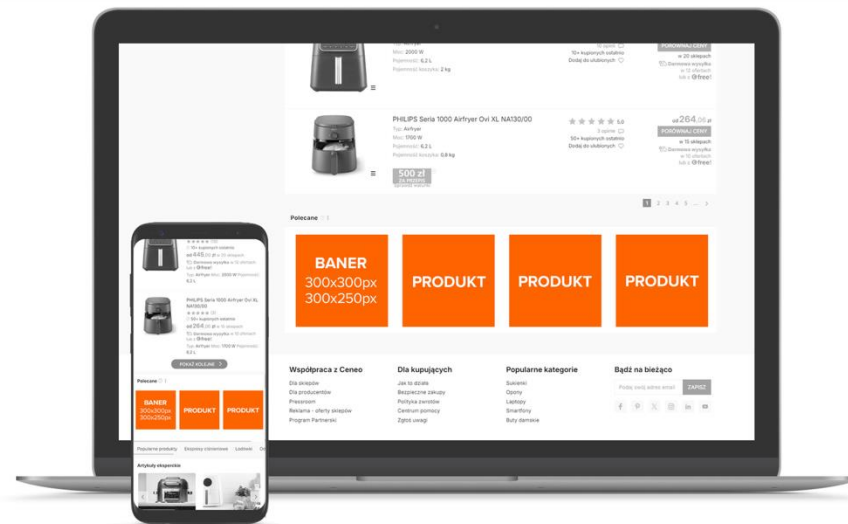
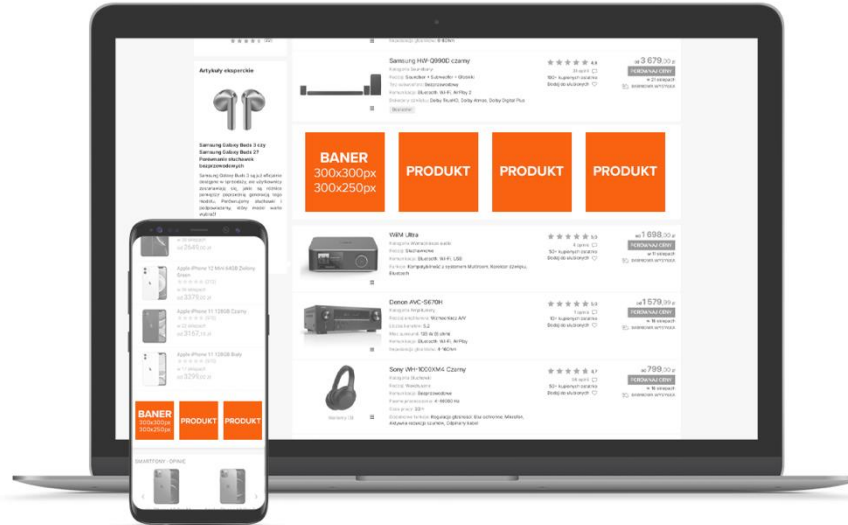
MULTI-NATIVE ADVERTISING IN PLACE OF THE BAR UNDER THE LISTING

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

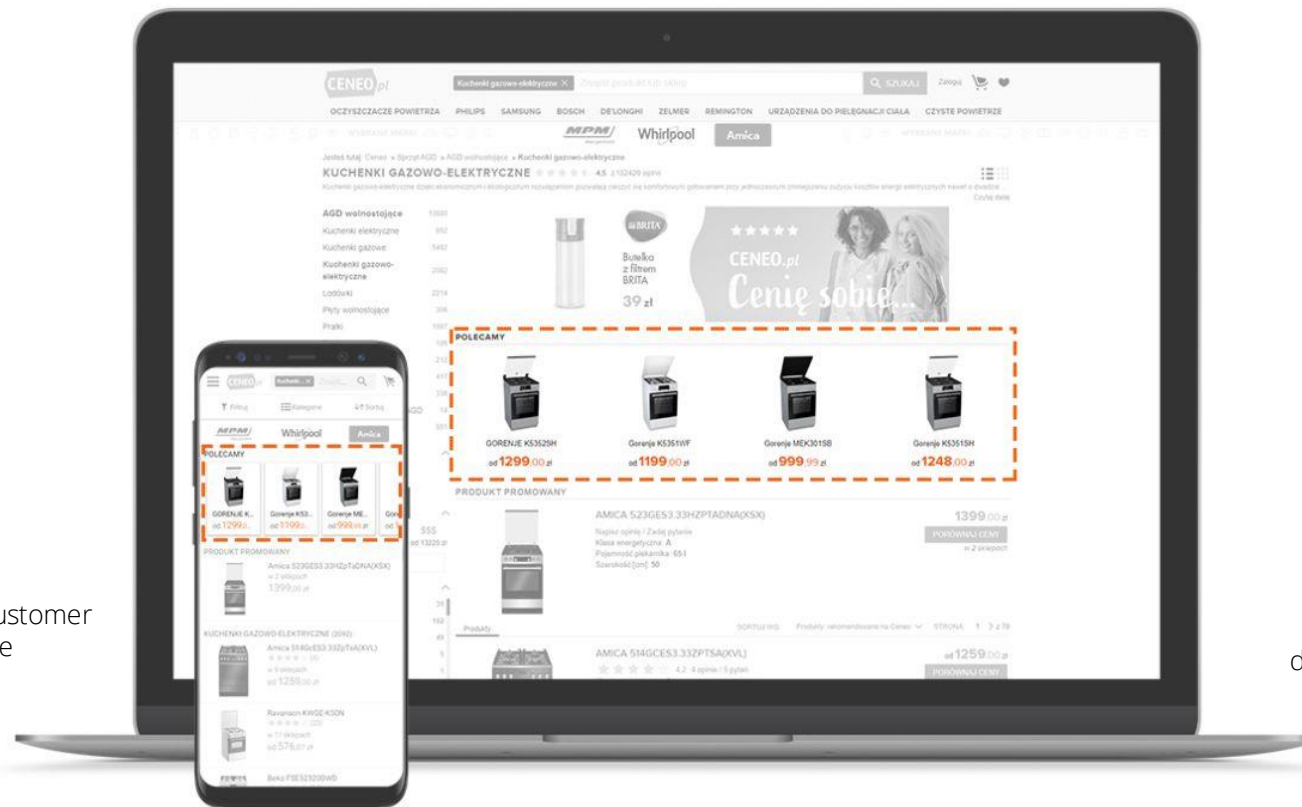
Mobile: Baner and 2 products



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

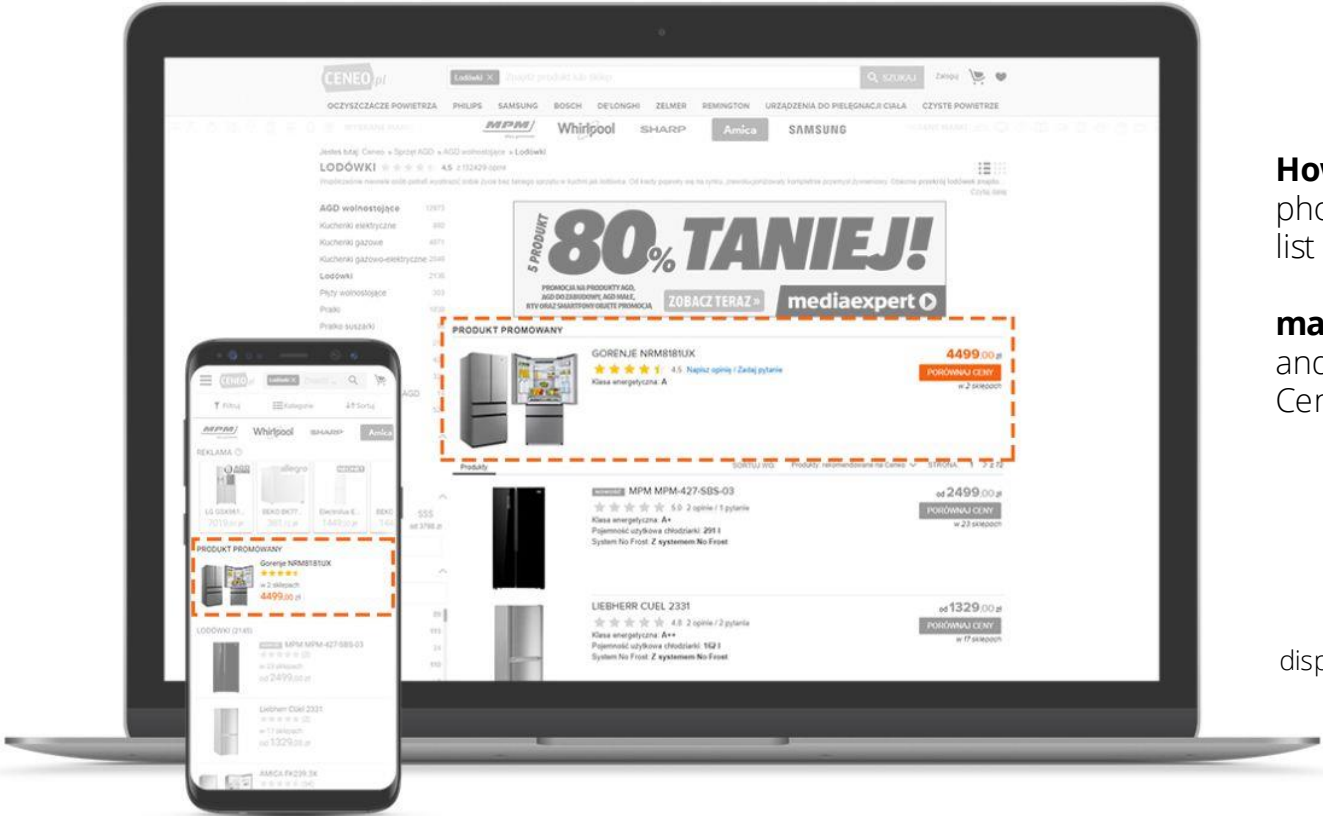
1 zł

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

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)

POSITIONER - KEYWORDS

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

1 VIEW
MULTISCREEN

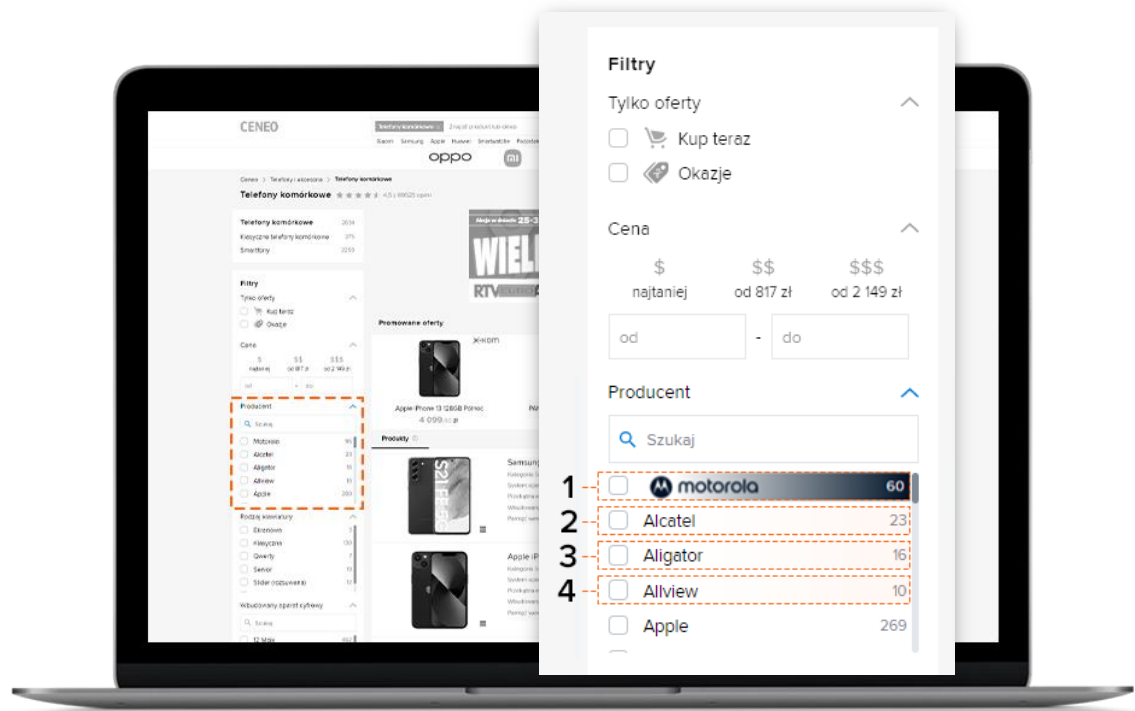
1 zł

model: CPV



GO TO CATEGORY PAGE FORMATS

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

model: FF

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

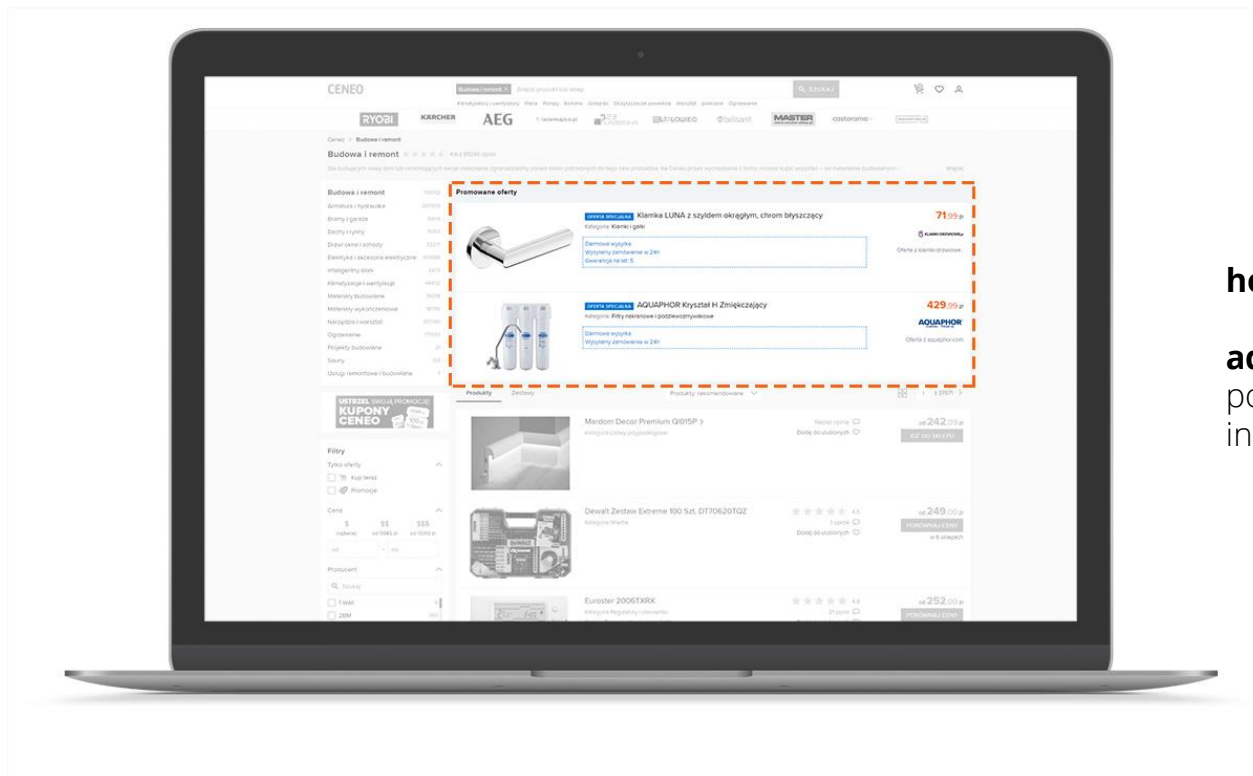
PLACE 2
Positioning of the manufacturer's filter in the industry

250 zł



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

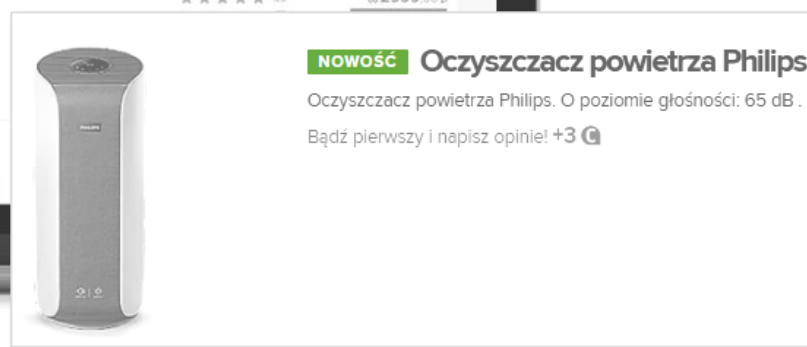
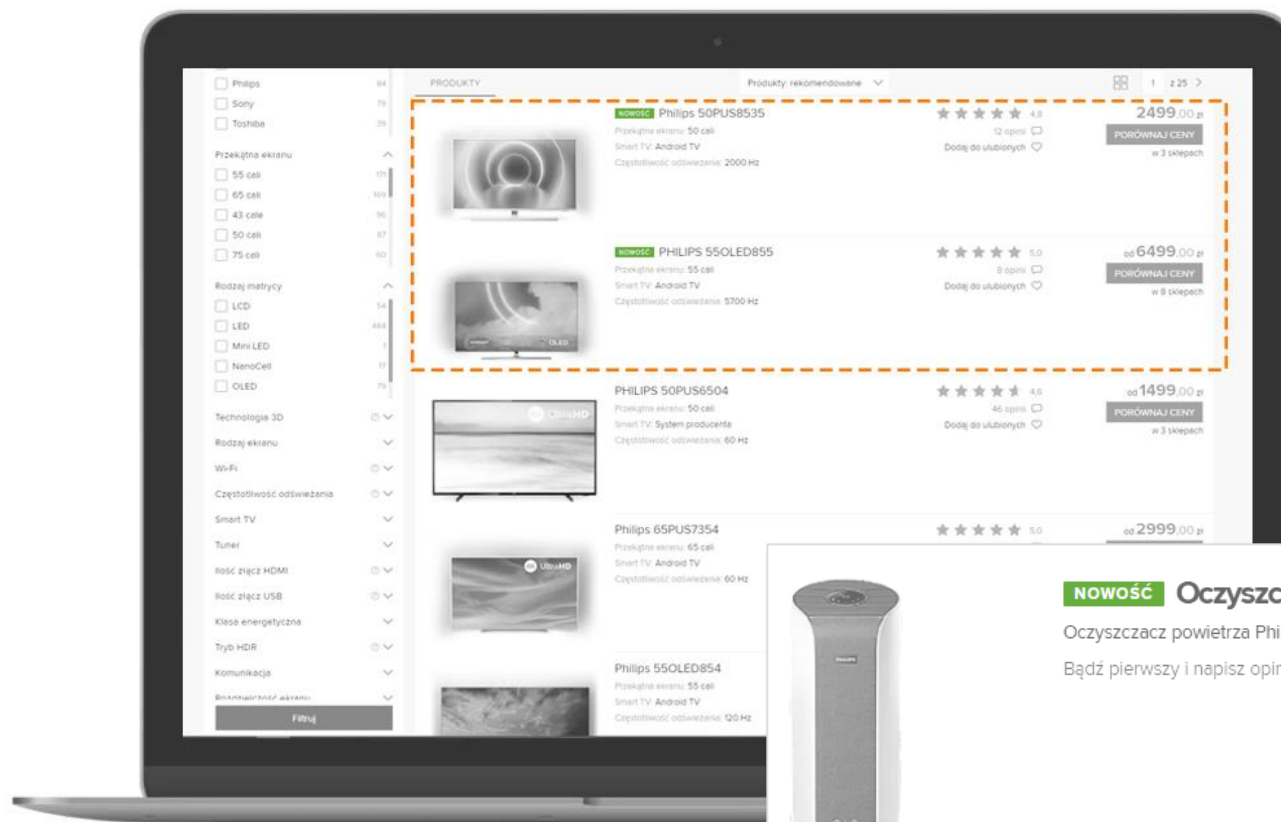
model: FF



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

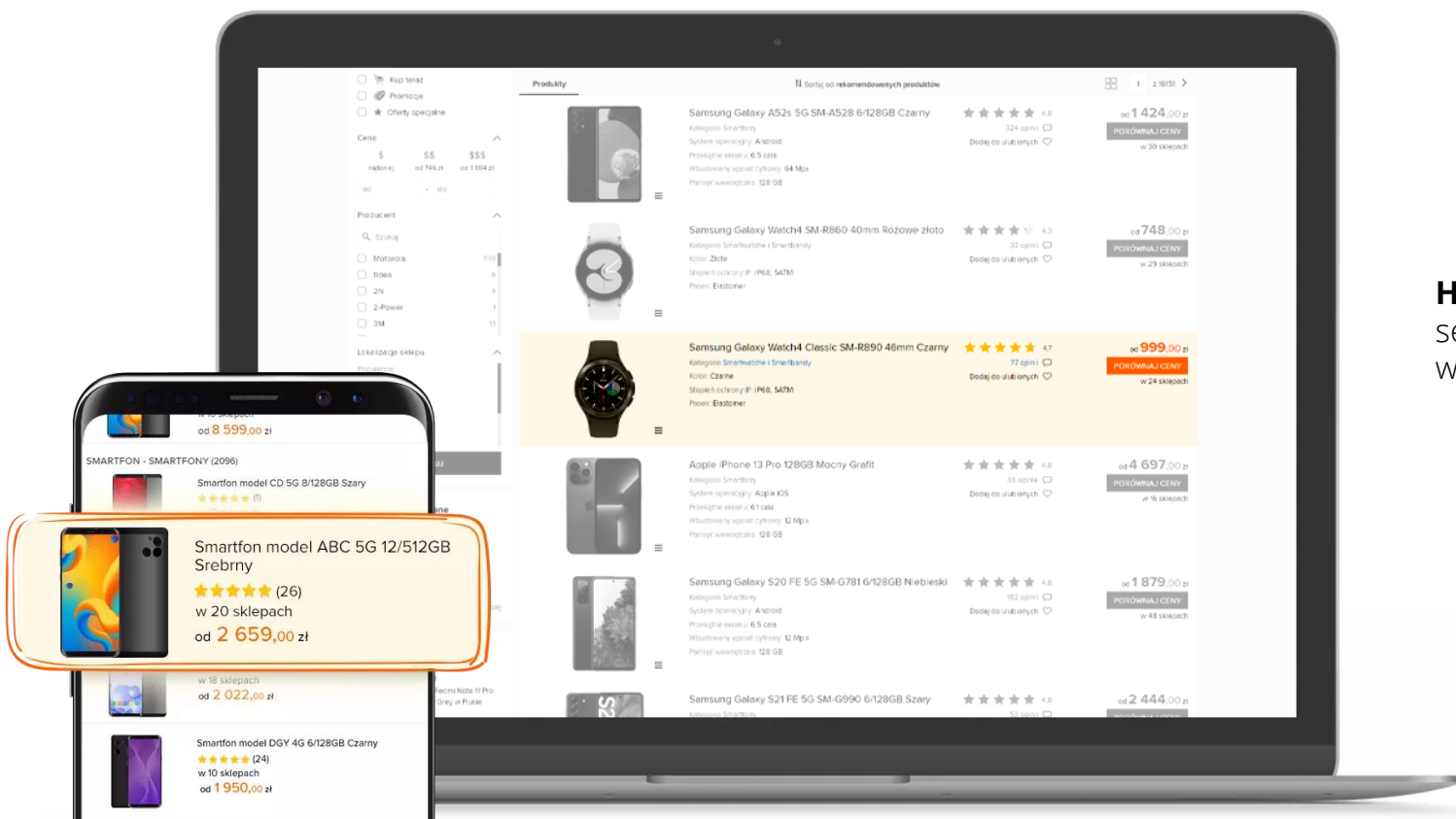




GO TO CATEGORY PAGE FORMATS

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

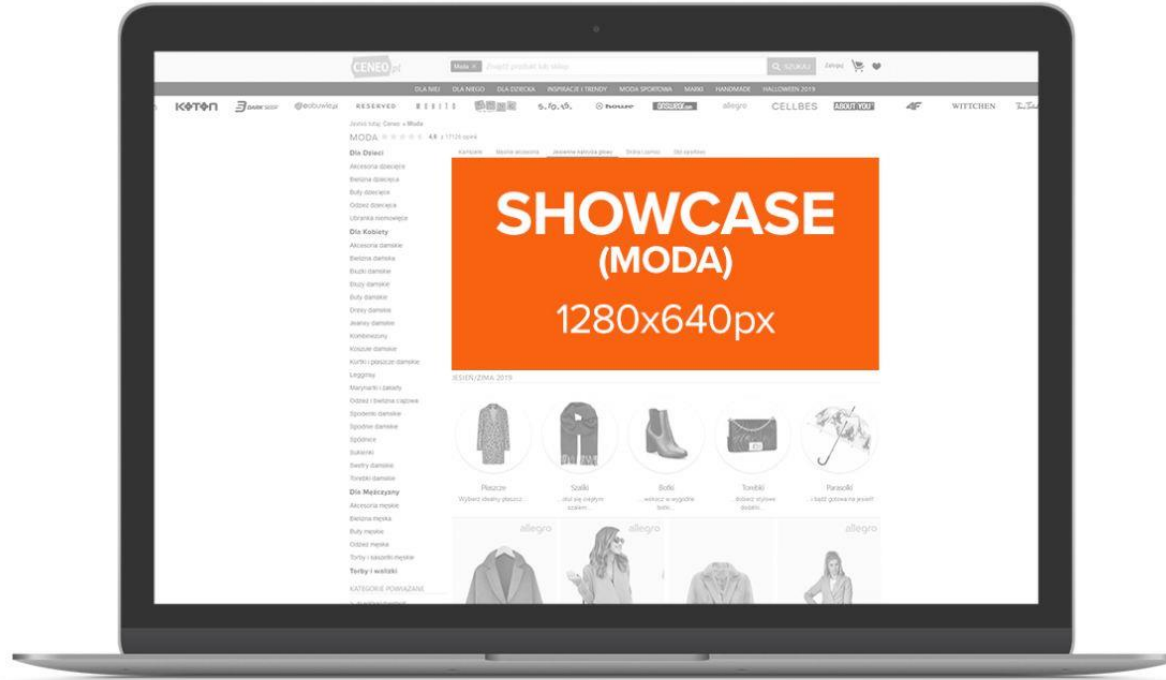
model: FF



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

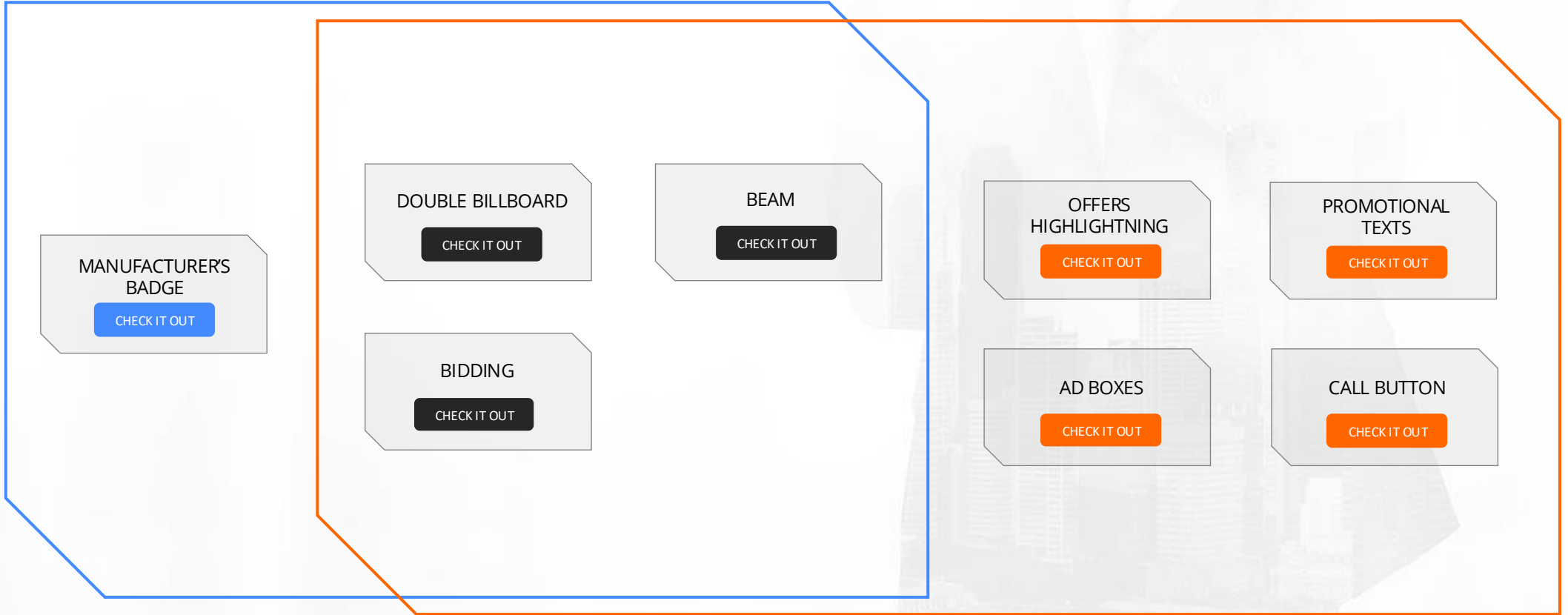
300 zł

400 zł in Q4

model: FF



PRODUCERS



SHOPS



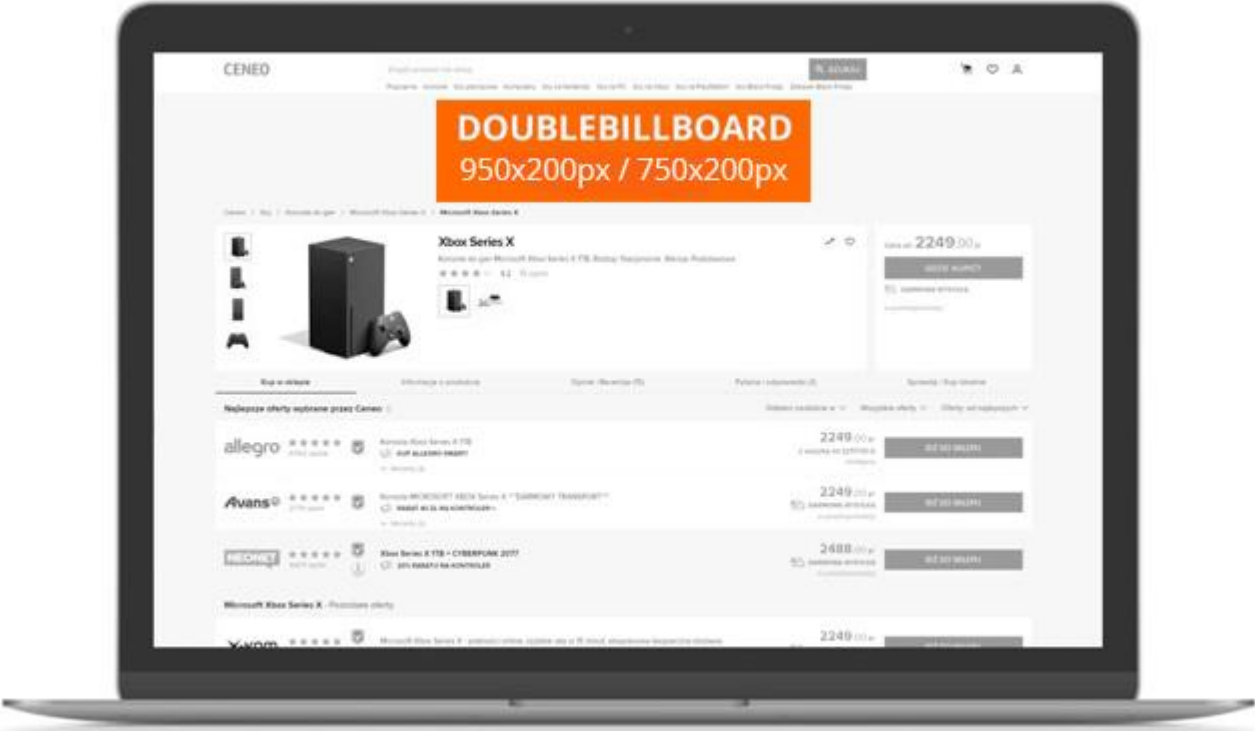
- product dedicated to shops
- product dedicated to producers



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

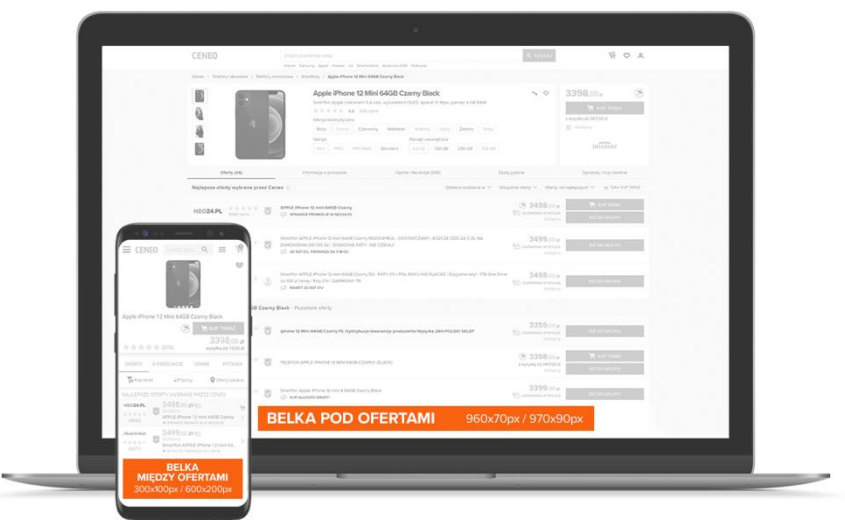
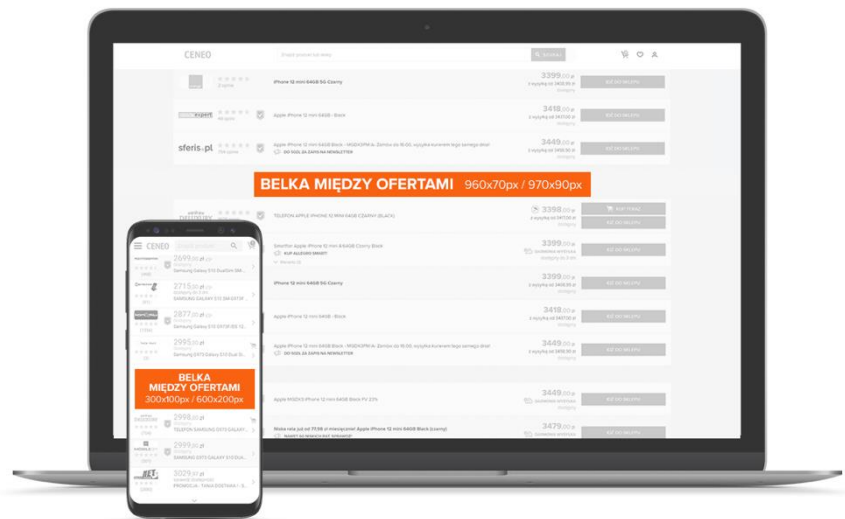
BELOW OFFERS

displayed below offers' list

1 000 PV
MULTISCREEN

30 zł*
40 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)

***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)

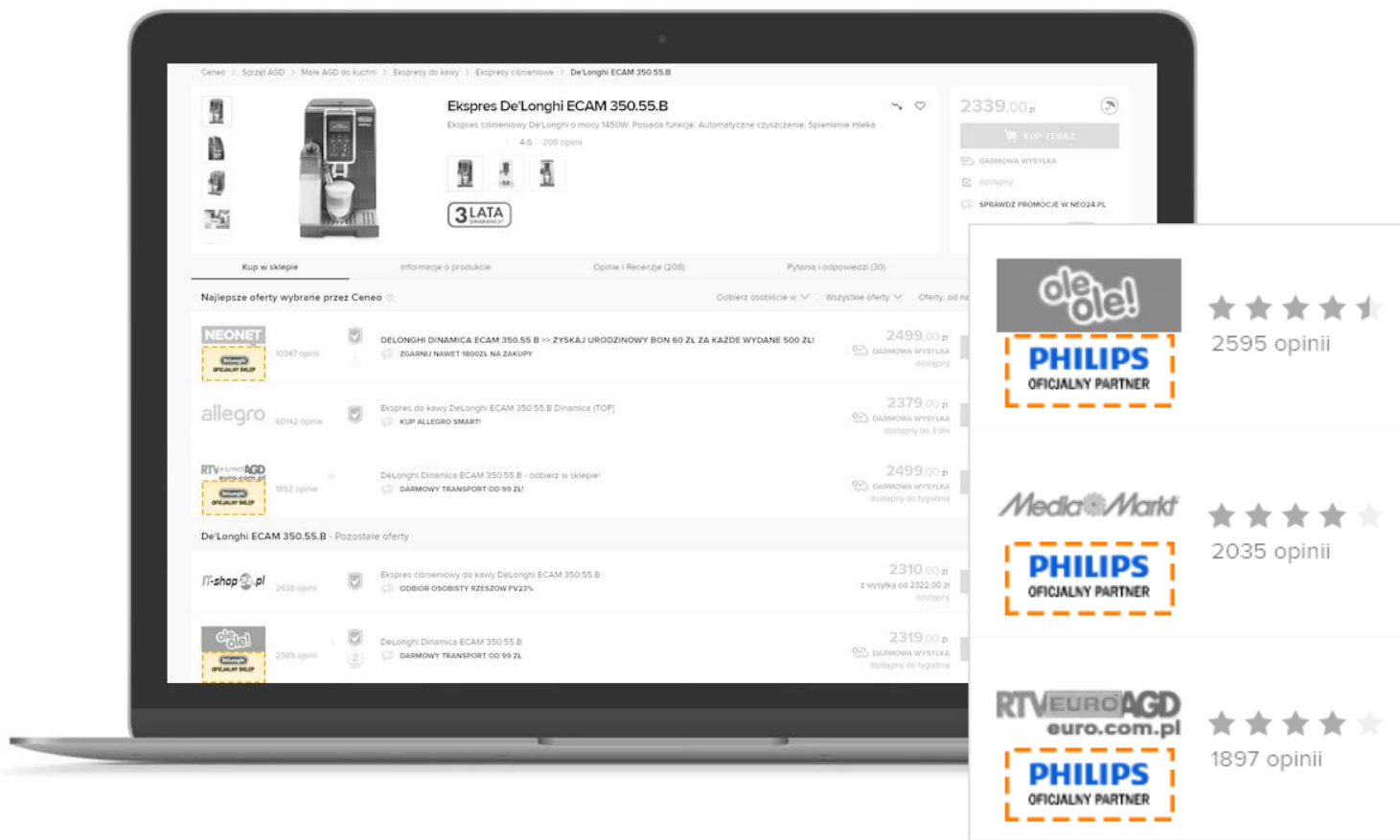
Format
750 x 200 px, 950 x 200 px



GO TO PRODUCT PAGE FORMATS

MANUFACTURER'S BADGE

RECTANGULAR BADGE UNDER THE LOGO OF YOUR AUTHORIZED PARTNERS



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

dimensions: **500x200 px**

file type: **png**

30 DAYS
MULTISCREEN

6 000 zł

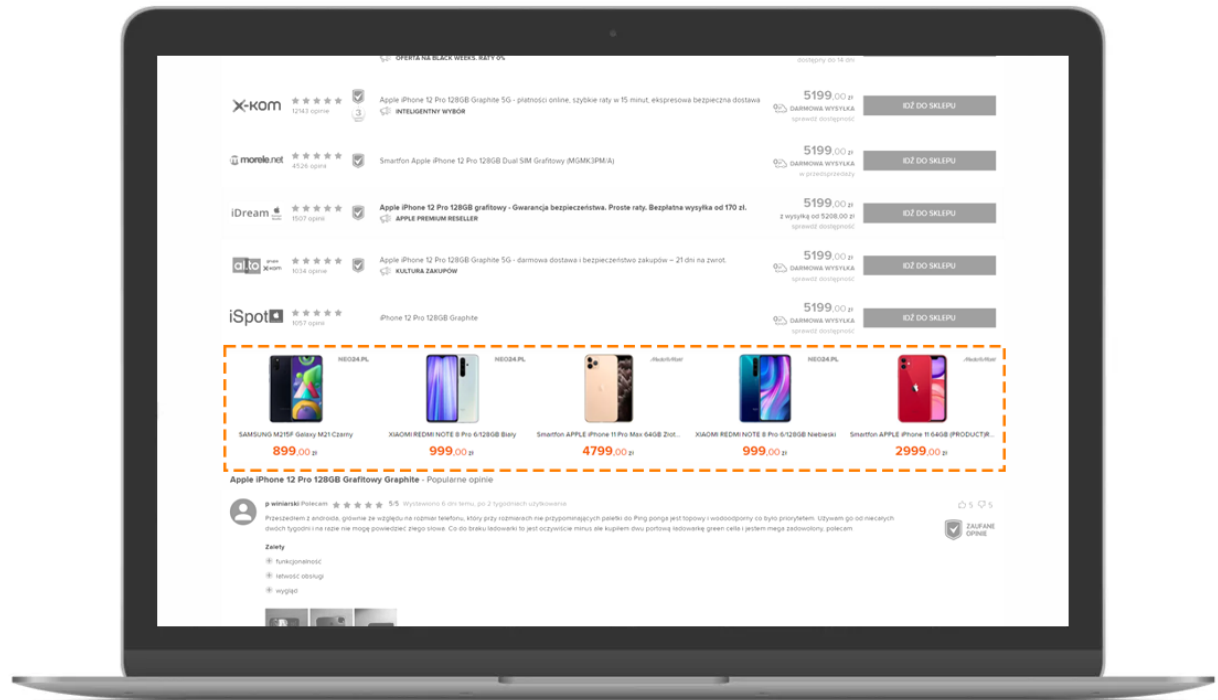
model: FF



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

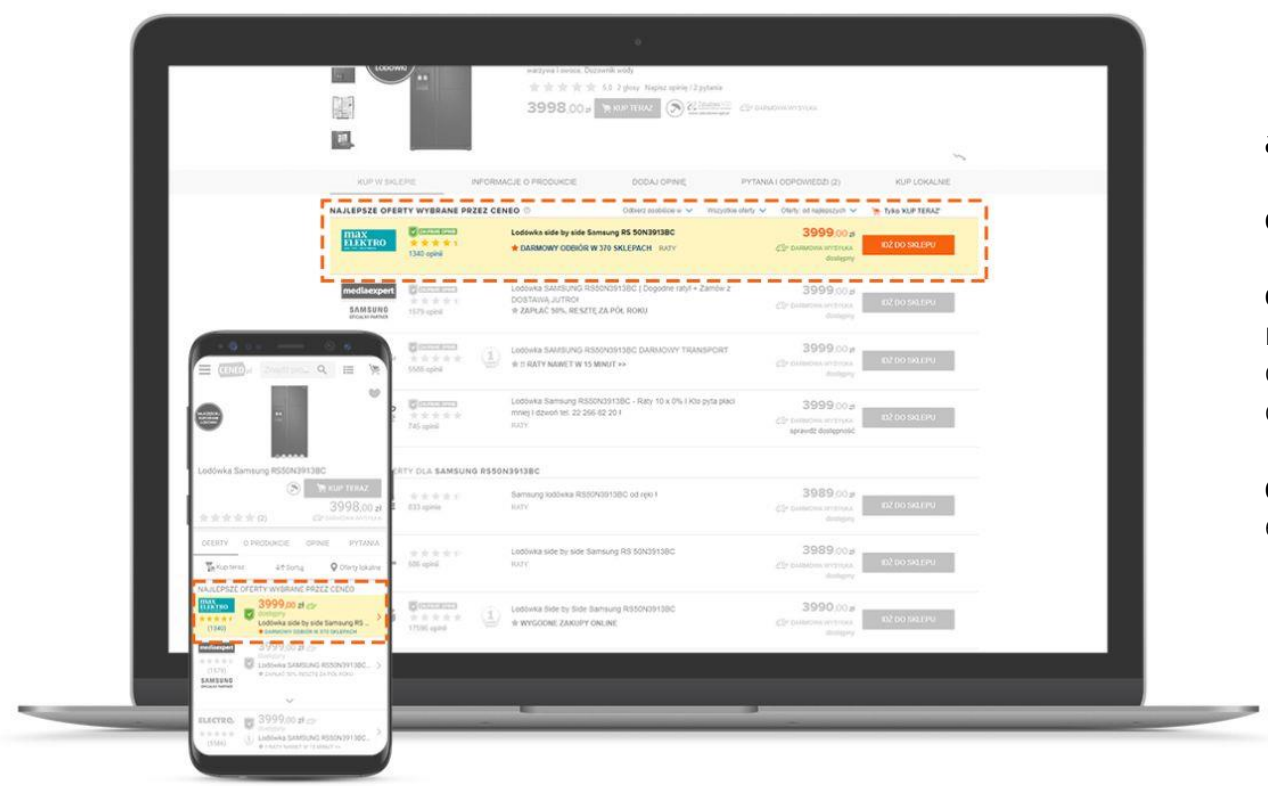




GO TO PRODUCT PAGE FORMATS

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
*11,88 zł (additional -50%)

30 DAYS
1 CATEGORY

45,76 zł
*22,88 zł (additional -50%)

90 DAYS
1 CATEGORY
MULTISCREEN

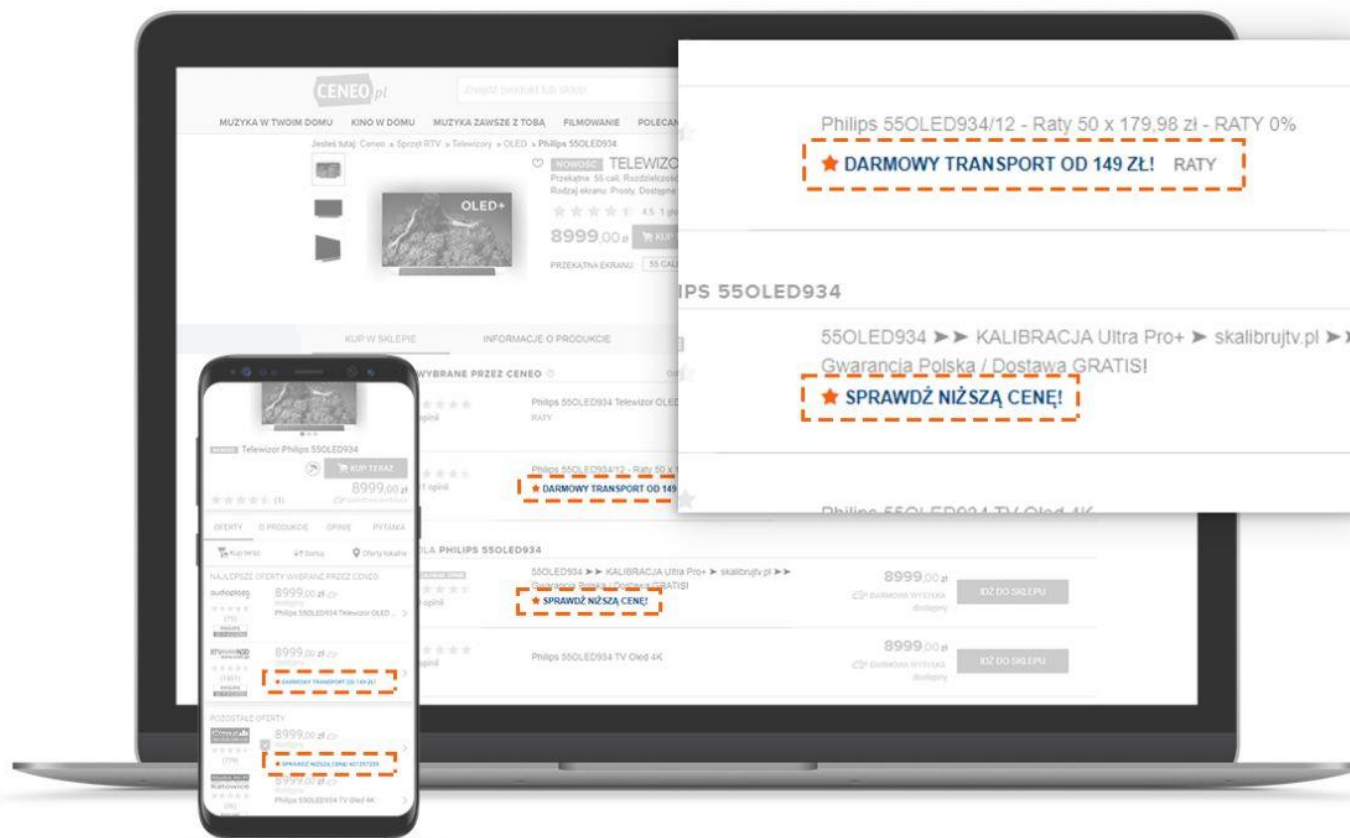
101,64 zł
*50,82 zł (additional -50%)

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

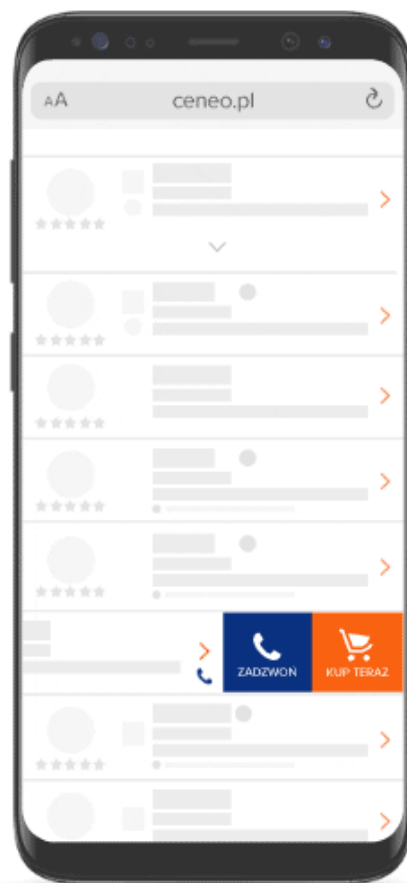
30 DAYS
MULTISCREEN

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

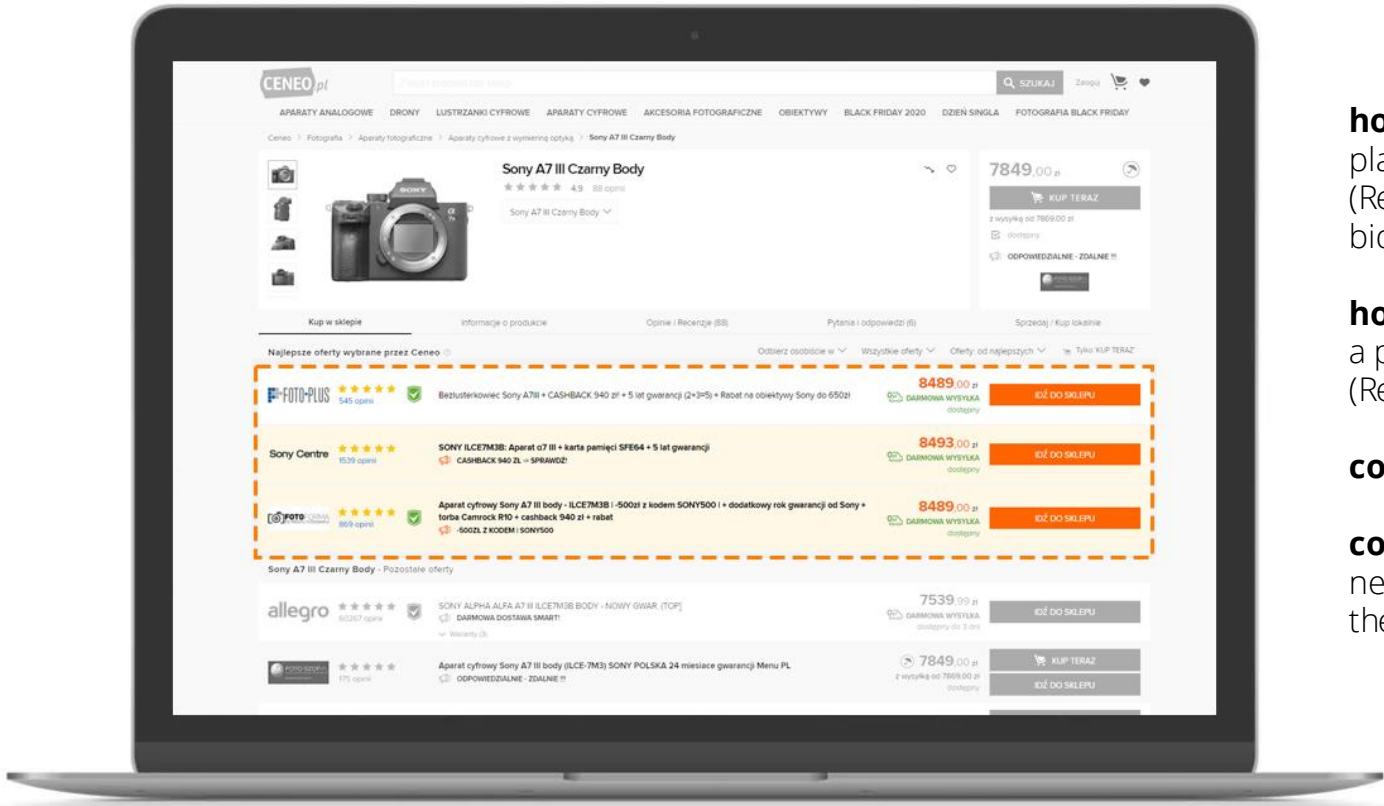
350 zł

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

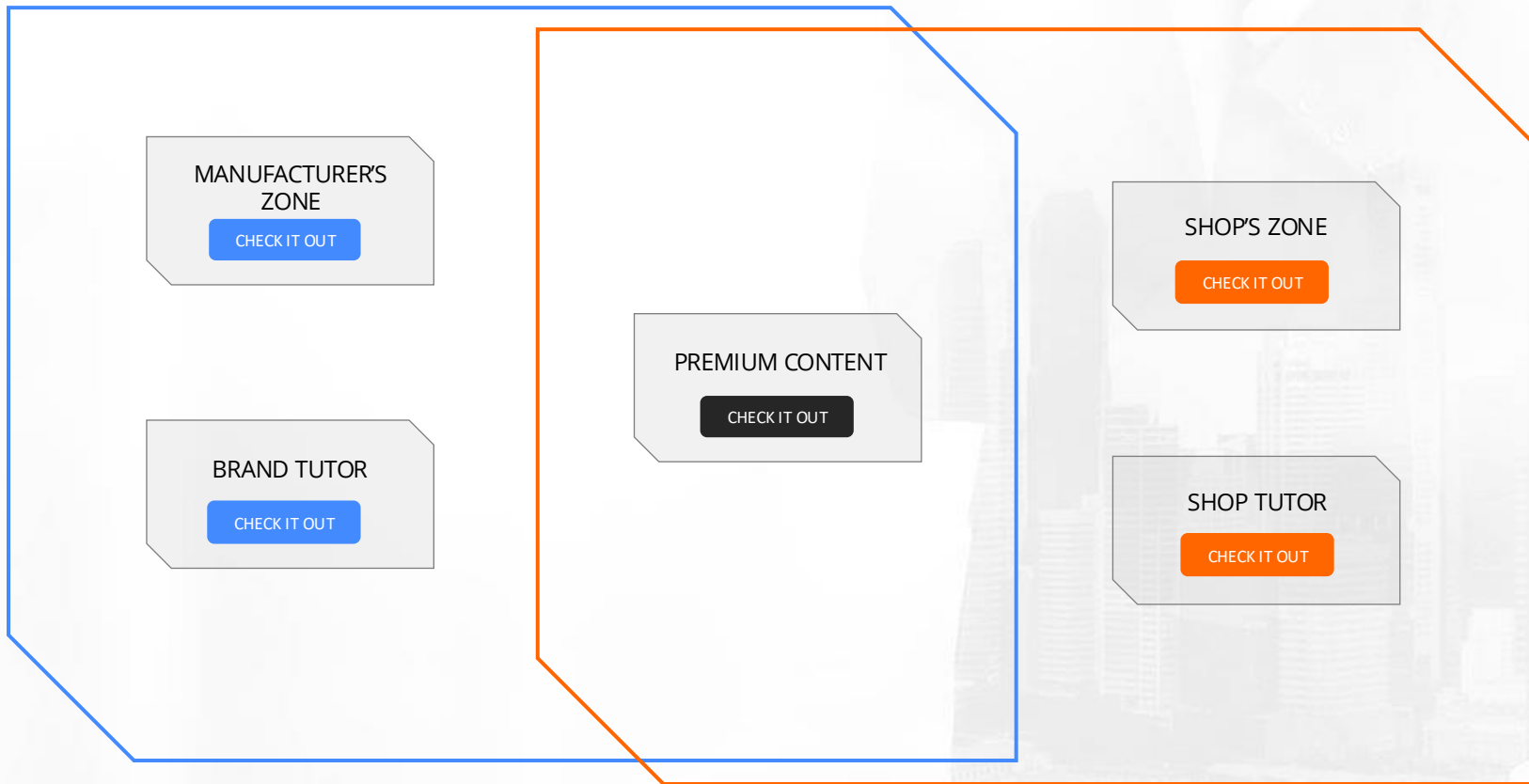
cost: the price list standard rate + the minimum value necessary to outbid your direct competitor, but not less than the minimum charge required

1 CLICK
MULTISCREEN

from 0,04 zł

model: CPC

PRODUCERS



SHOPS

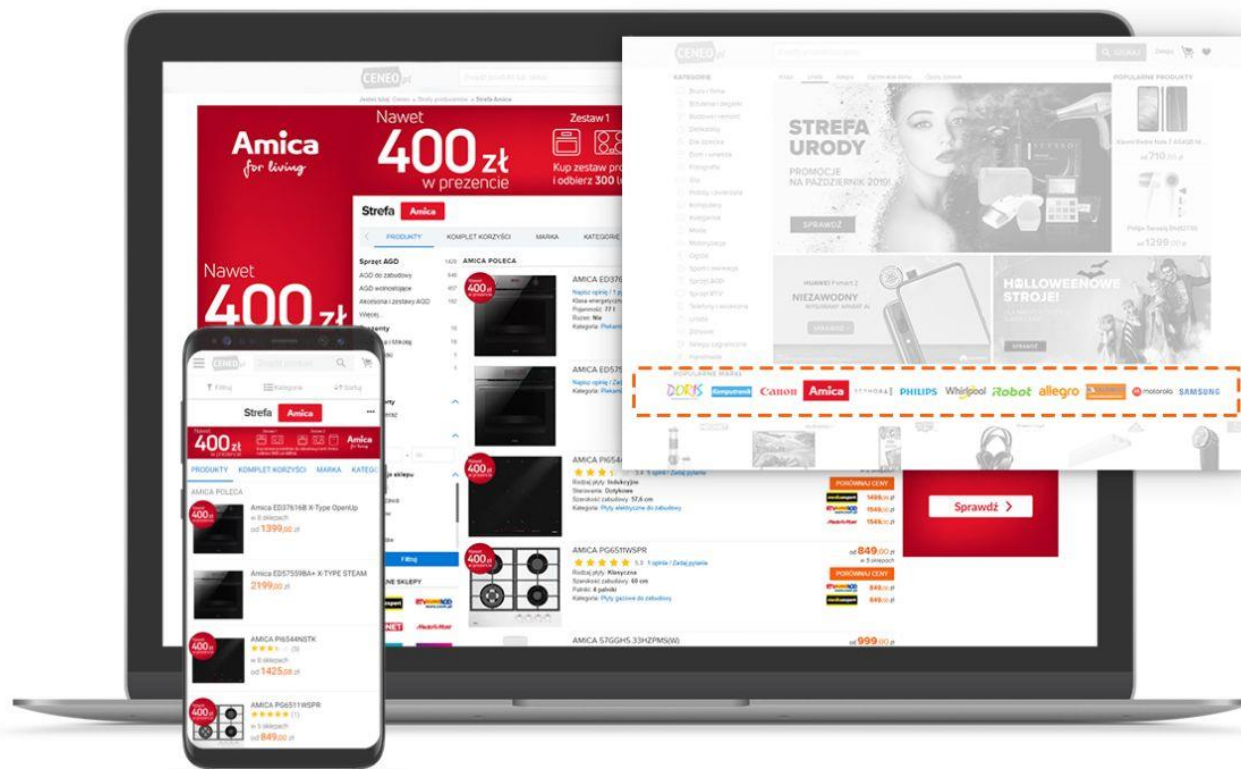


- product dedicated to shops
- product dedicated to producers

GO TO CONTENT FORMATS

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

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 / 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

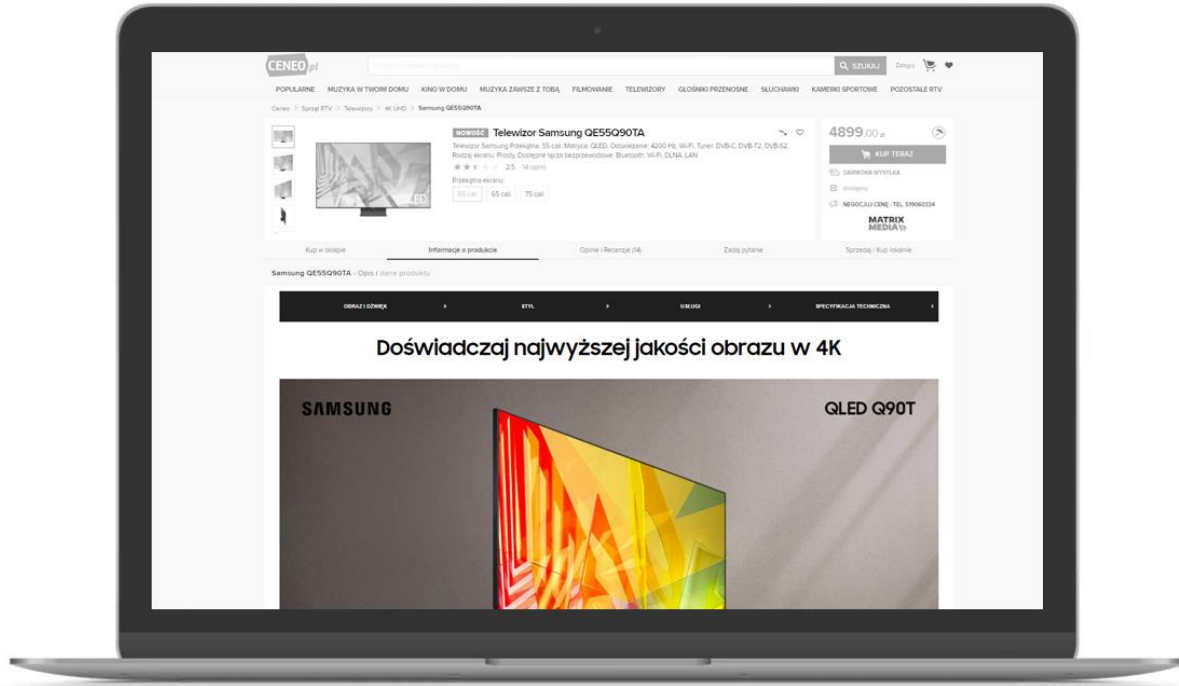
model: FF



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

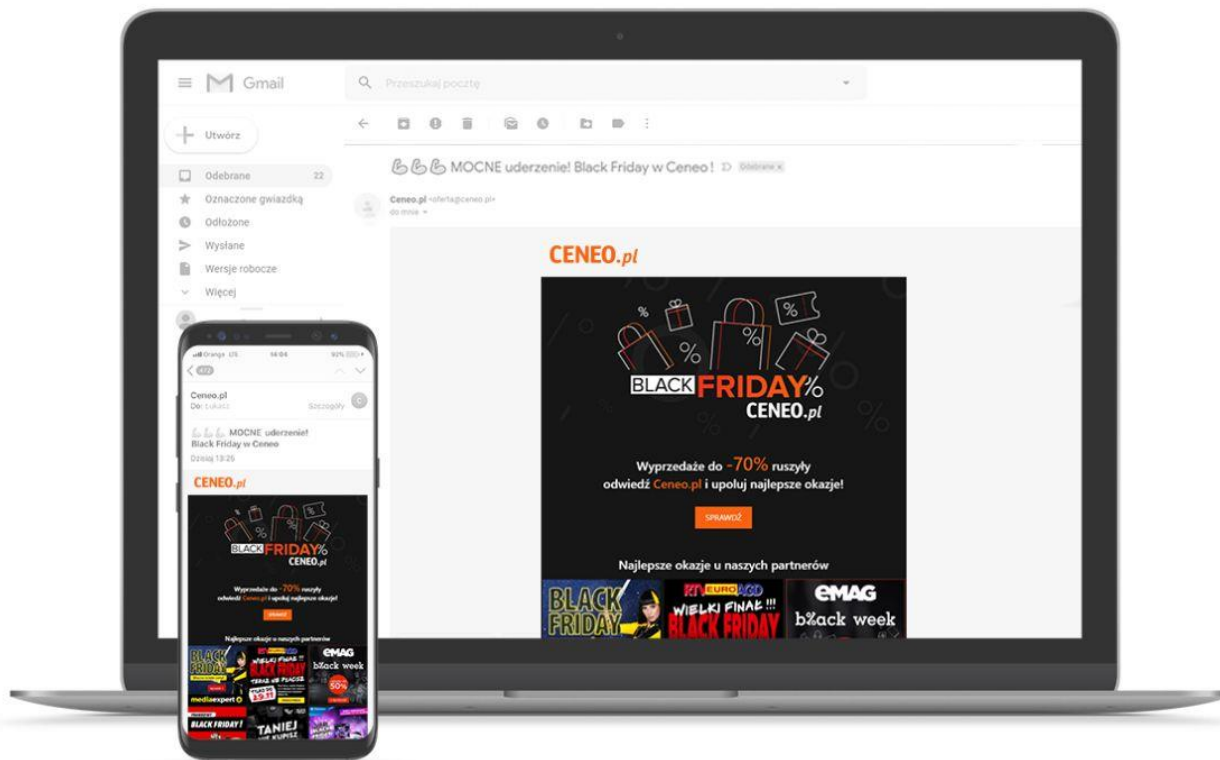
CENEO



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**

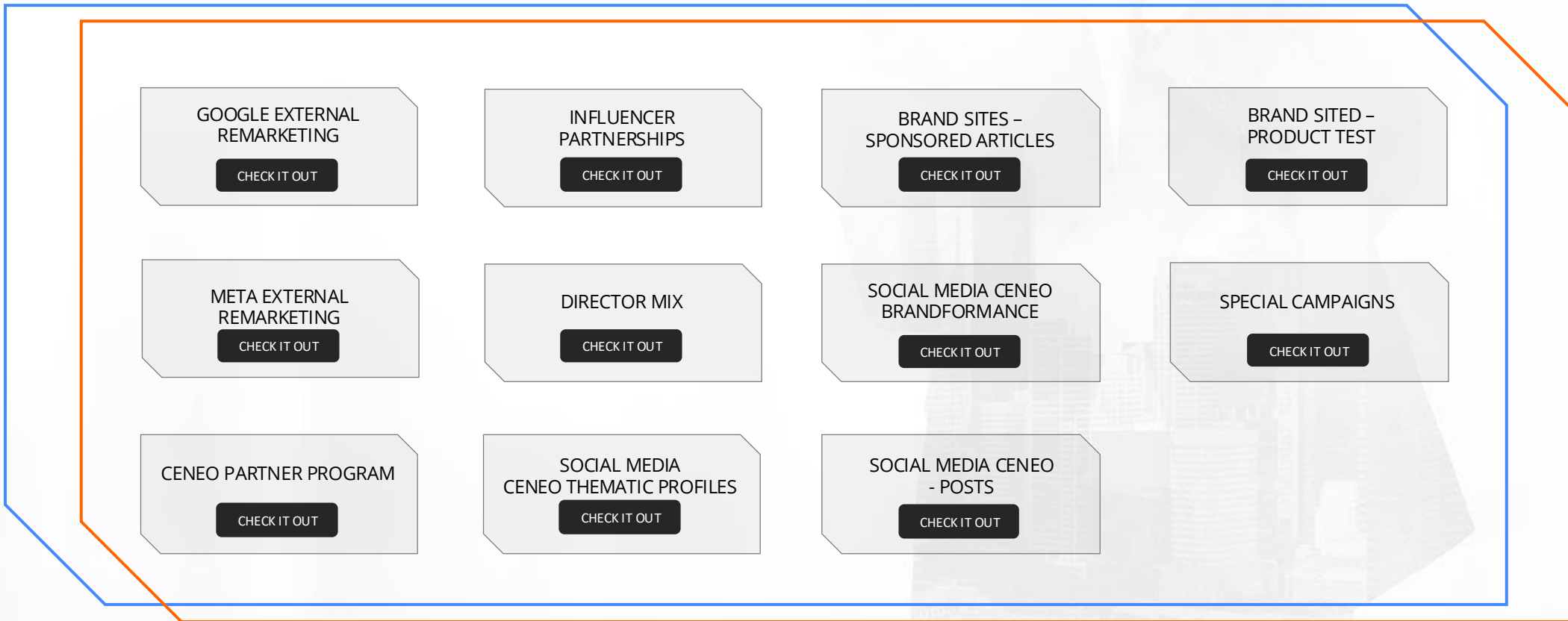
1 DELIVERY
MULTISCREEN

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

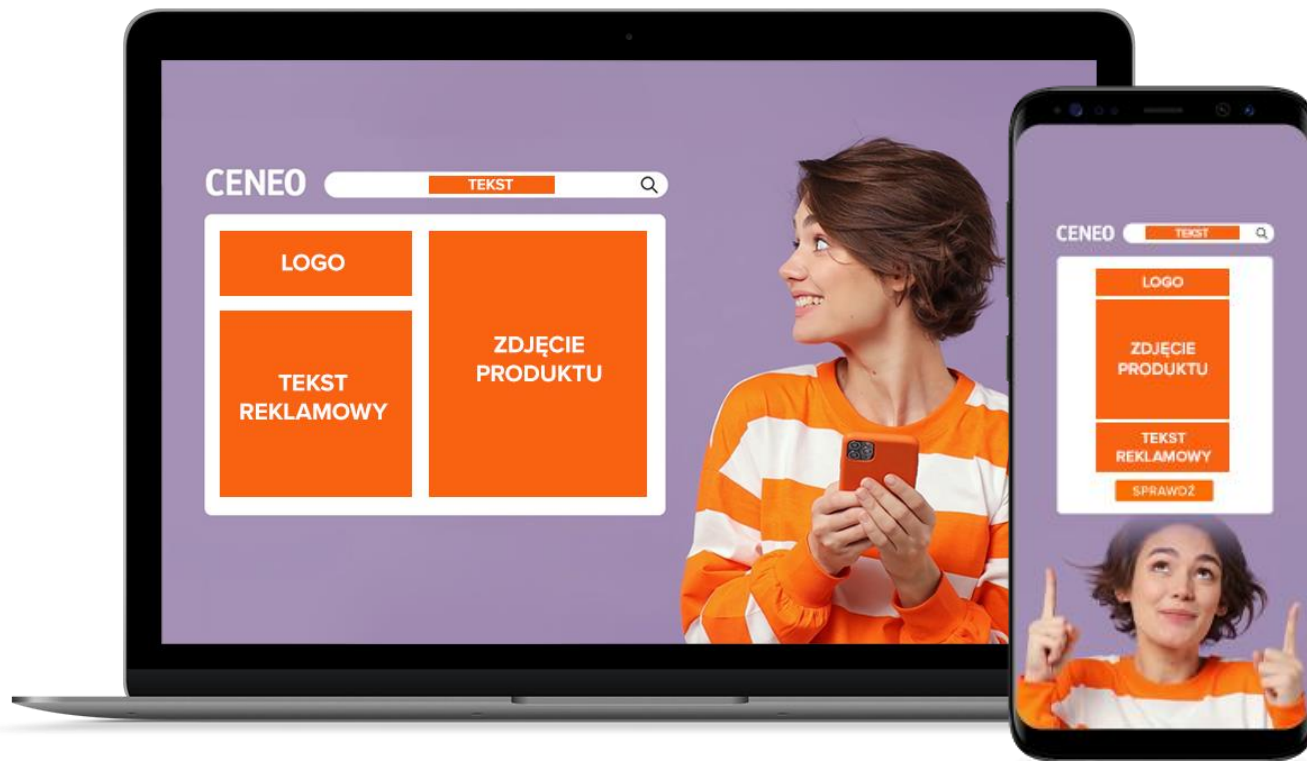
model: CPC



GO TO MARKETING FORMATS

DIRECTOR MIX

VIDEO AND PROSPECTING REMARKETING



Video remarketing in the form of a 6-second non-skippable YouTube video and skippable on Meta Platforms.

Video prospecting on TikTok platform.

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

80% / 20%

Remarketing / Prospecting

1M IMPRESSIONS

15 000 zł

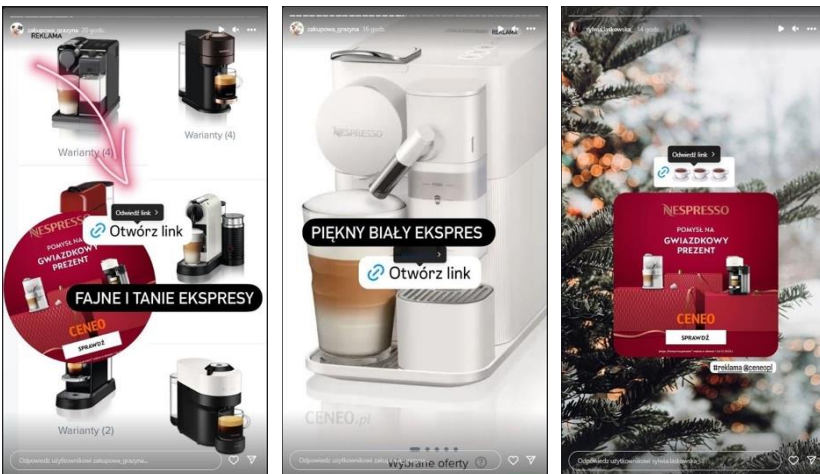
2M IMPRESSIONS

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
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	Link txt + Title up to 40 characters with spaces format: jpg. Gif. Maximum file size: 1 MB
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
CENEO	Brand Profile Women and men 18 - 44 years old	565 000	 8,3k Fans
wnętrza ze smakiem <i>niebanalne aranżacje wnętrz</i>	home and interior, renovation and garden Women 25-44 years old	607 000	 22k Fans  31,7k Users
dbam o siebie	Healthcare, lifestyle and fitness Women 25-44 years old	380 000	 7,8k Users
CENEO beauty Ceneo Beauty	Fashion, cosmetics, jewellery Women 18 - 34 years old	299 000	
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
Dzidziusiowo	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
Uwieram się jak Facet	Profile for men 25-44 years old	77 000	 6,2k Fans  51,3k Users
Królestwo zwierząt	Profile for dog or cat owners People aged 25 to 54 (predominantly women)	58 000	 4,3k Users
Ekspert Ceneo	Profile for fans of gaming and tech news Man 18-34 years old	37 000	

CENEO SOCIAL MEDIA

BRANDFORMANCE

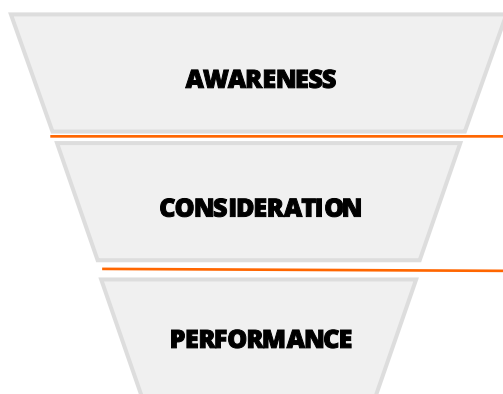
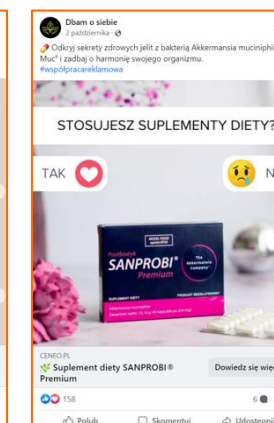
A brand awareness campaign focused on user **engagement** combined with CPC activities.

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**.

	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



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**.

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
	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: 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.

Co dwie kawy, to nie jedna. Testujemy ekspres Krups Evidence One EA895E

Zobacz popularne ekspresy KRUPS

- Krups Roma EA8708 od 1120,00 zł
- Krups Roma EA8708 od 1199,00 zł
- Krups Evidence Eco Desi. od 1899,00 zł
- KRUPS Evidence EA8900 od 1999,00 zł
- Krups Rio EA8168 od 1799,00 zł
- Krups Invention Professional od 2799,00 zł
- KRUPS EA8900 Evidence od 2599,00 zł
- KRUPS Evidence EA8908 od 2199,00 zł

Przeczytaj również

Wygodna obsługa

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)

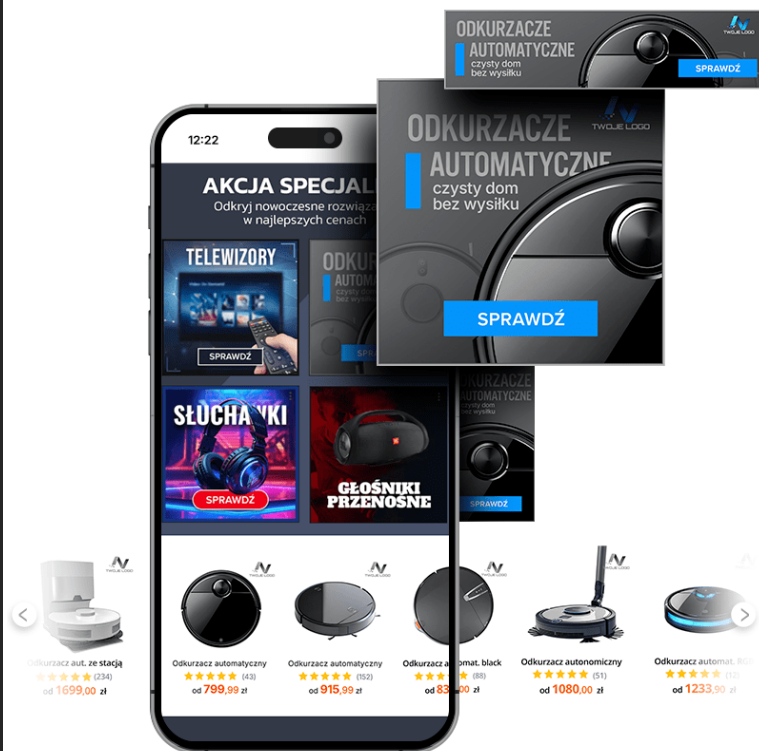
11 thematic services with a combined reach of 2 million views per month

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	-
NEW Client's Google Banner Campaign	400k	4k
	2,12m views	8k views

SEASONAL CAMPAIGN

20 000 zł

PREMIUM SEASONAL CAMPAIGN

25 000 zł

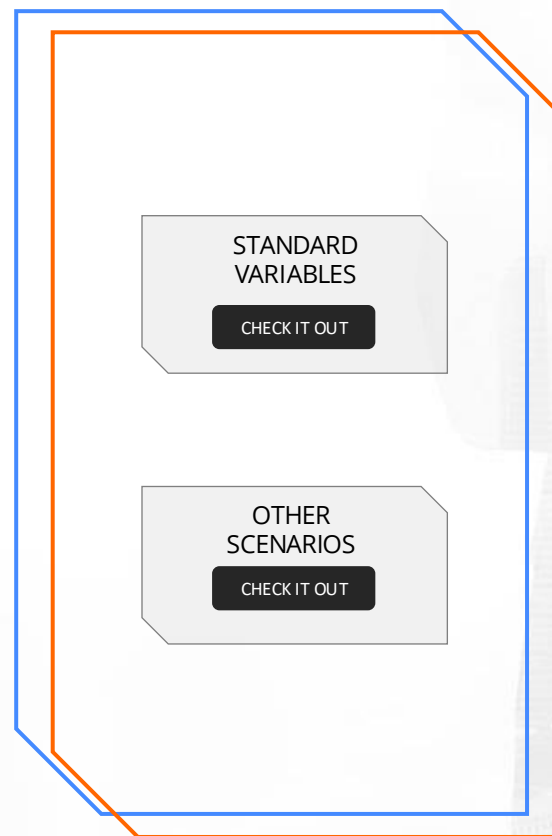
Limited offer

model: FF



INTERNAL MARKETING BASED ON PURCHASING SCENARIOS

PRODUCERS



SHOPS



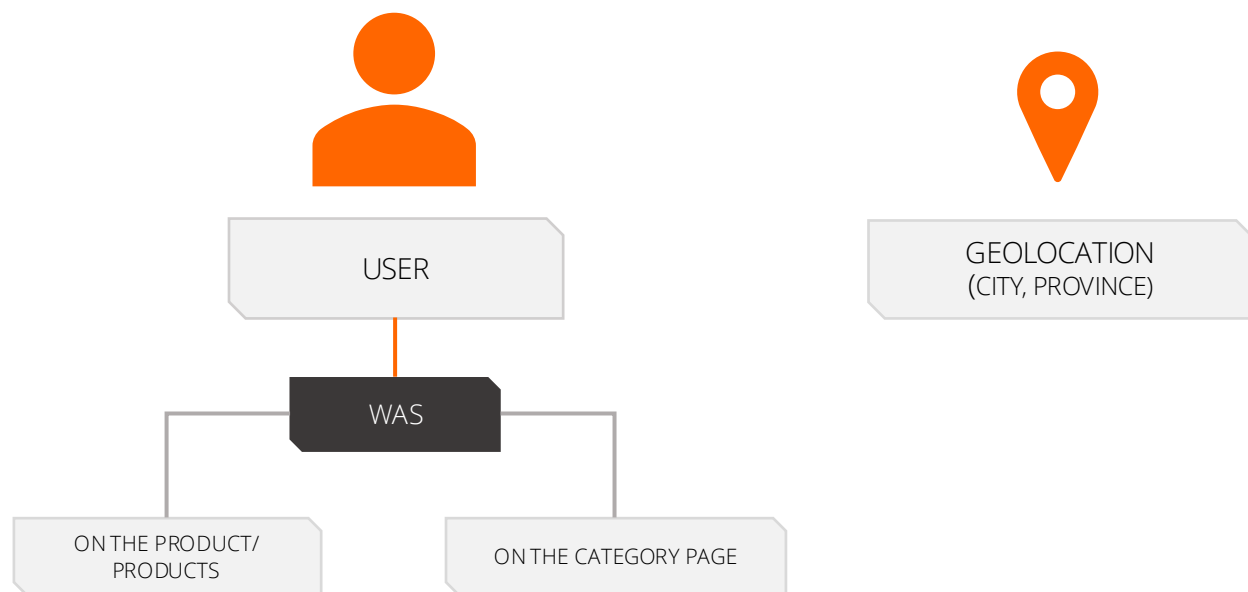
- product dedicated to shops
- product dedicated to producers



GO TO BEHAVIORAL ADS FORMAT

STANDARD VARIABLES

USER-ORIENTED ADVERTISING



Possibility of targeting based on other scenarios - individual pricing.

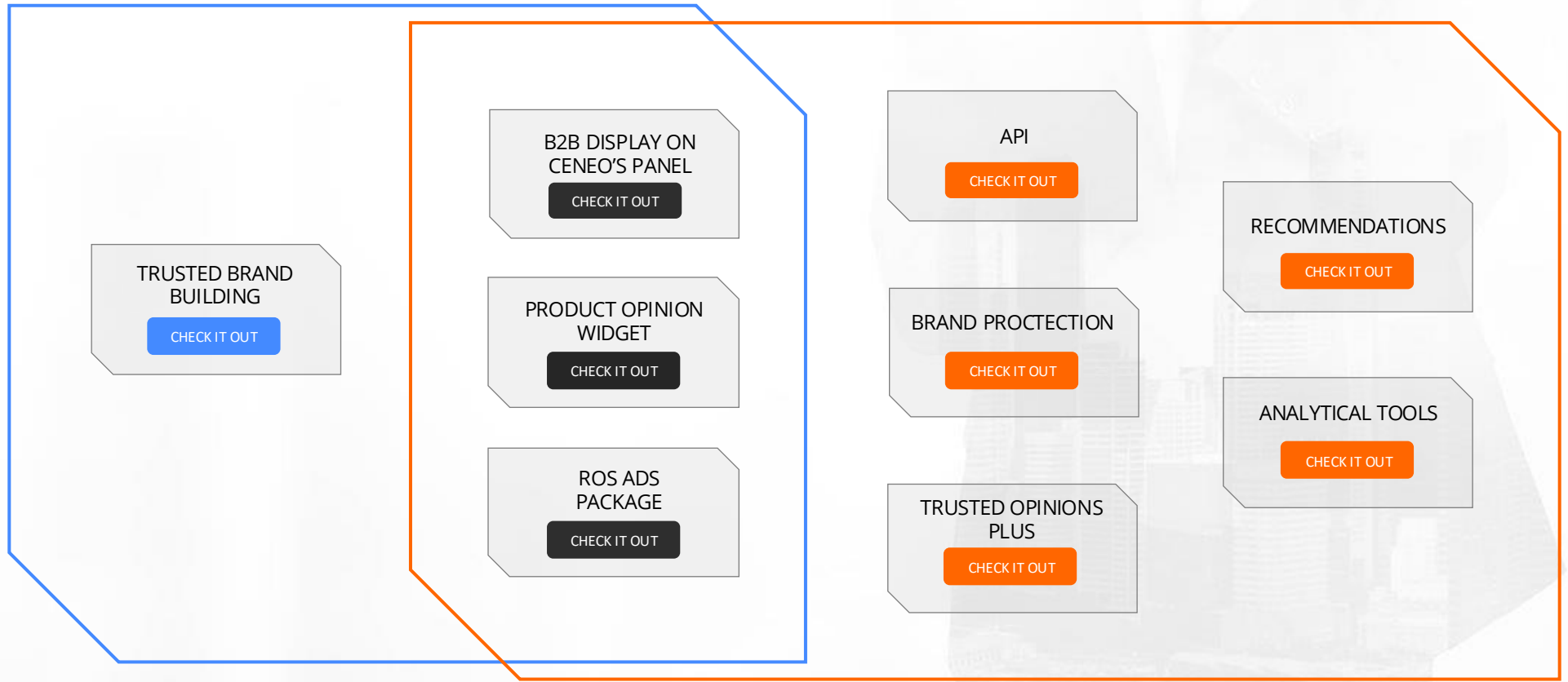
1 000 PV
MULTISCREEN

70 zł
80 zł in Q4

model: CPM



PRODUCERS



SHOPS



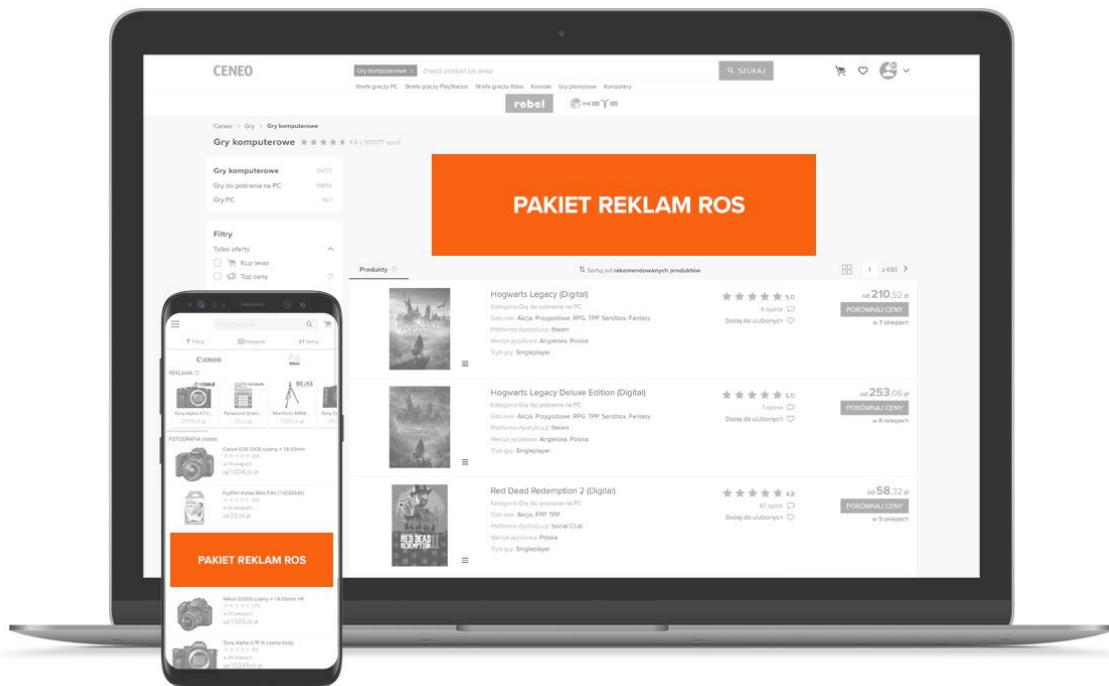
- product dedicated to shops
- product dedicated to producers



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

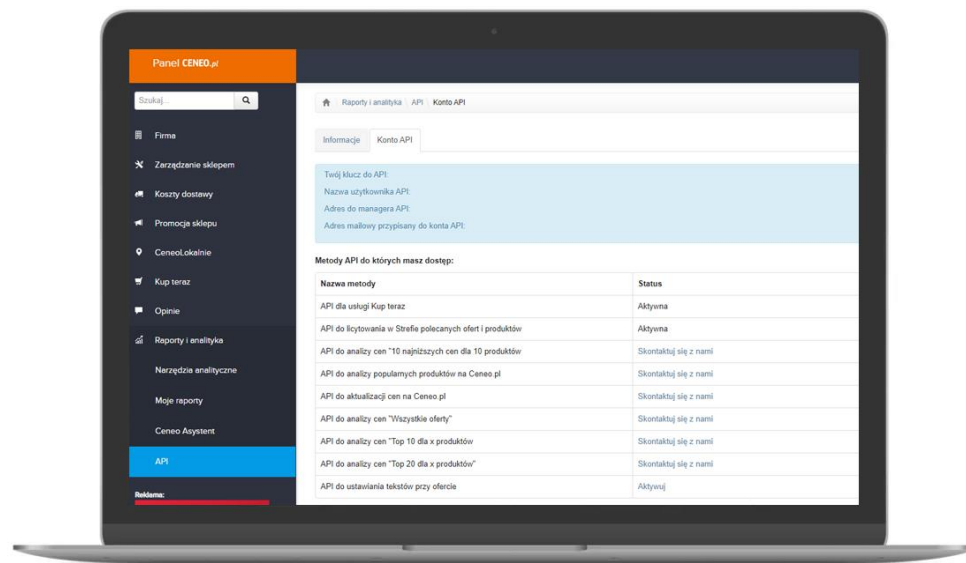
model: CPM



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

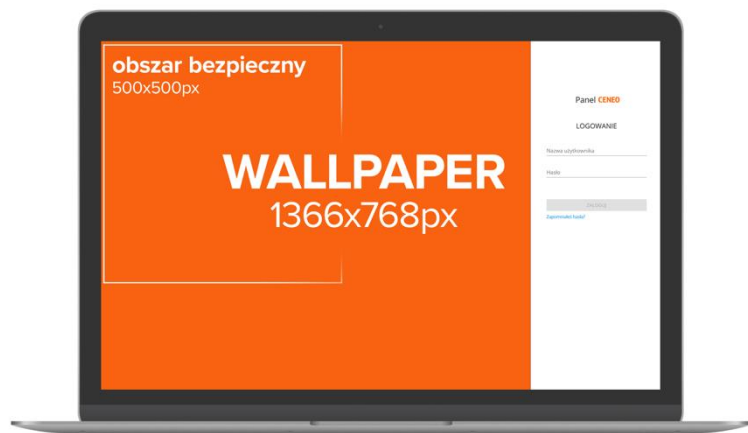




GO TO OTHER SERVICES PRODUCTS

B2B DISPLAY ON CENEO'S PANEL

B2B ADVERTISEMENT ADDRESSED TO STORES PRESENT ON CENEO



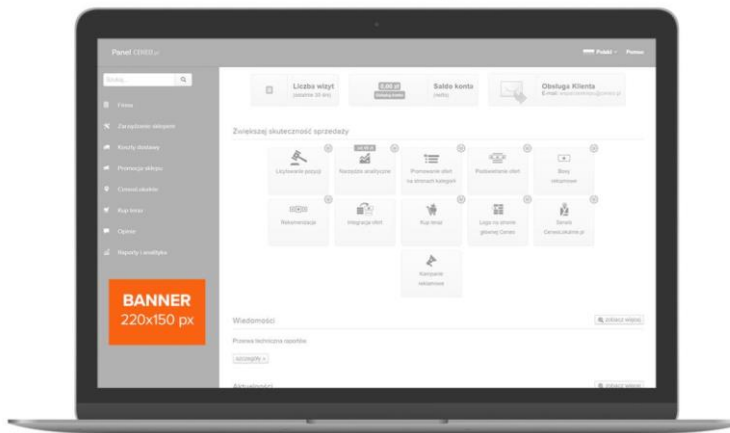
WALLPAPER

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    


DANE OPINIE


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

Nazwa firmy TwójSklep

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

Memetyral  NIE POLECAM


1/5 Wystawiono 2 tygodnie temu Opinia wyjaśniana w programie  Zaufane opinie


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  Zaufane opinie

Krzaku  POLECAM

5/5 Wystawiono 2 miesiące temu


Ok

Forma dostawy Odbiór osobisty

5/5

Ok

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

Kazia  POLECAM

5/5 Wystawiono 2 miesiące temu

wszystko odbyło się bez problemu jestem zadowolona

Forma dostawy DHL

5/5

ok

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**

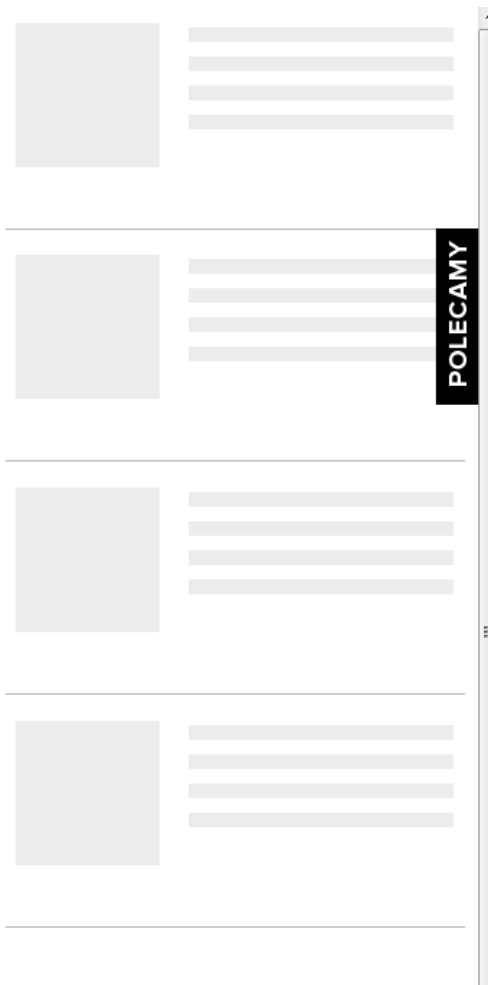
STANDARD

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

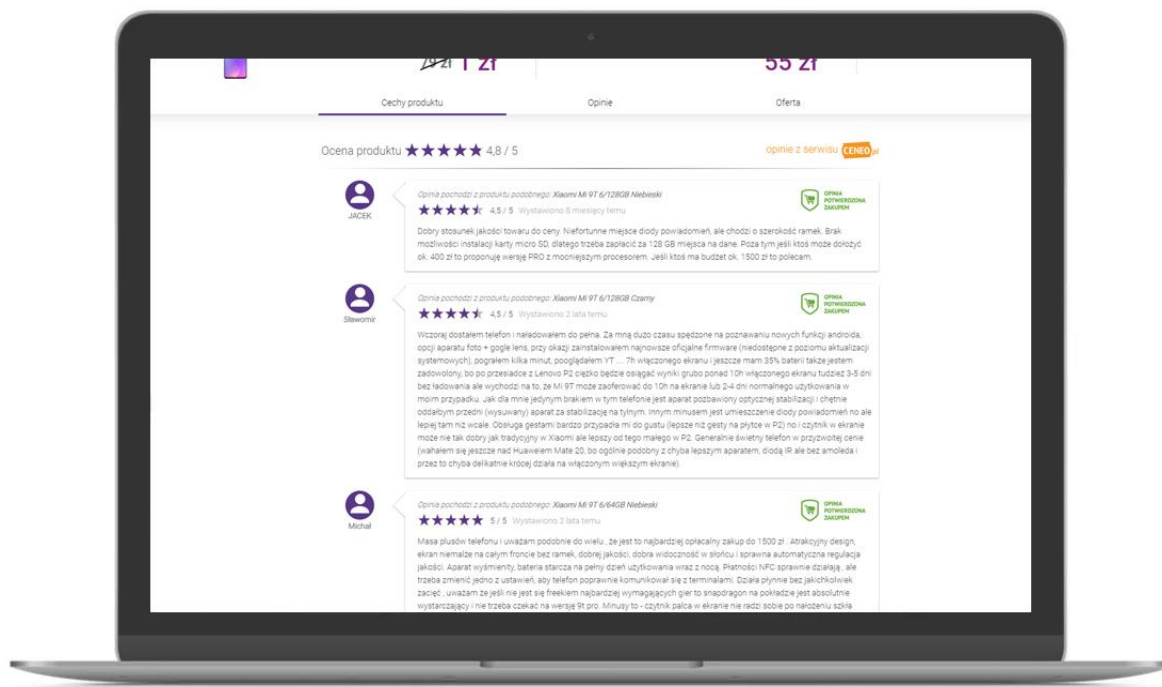
model: FF



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	S SHOP	P PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
WIDGET	✓	✓	FF	DESKTOP	1	day	7 500 zł / 10 000 zł in Q4
				MOBILE			8 500 zł / 11 000 zł in Q4
SCROLL FOOTER	✓	✓		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	S SHOP	P PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
TOP BANNER	✓	✓	CPM	MULTISCREEN	1 000	pageviews	70 / 80 zł in Q4
TOP BANNER WIDEO	✓	✓		MULTISCREEN	1 000	pageviews	100 zł
SHOWCASE 1	✓	✓	FF	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				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
POPULAR SHOPS	✓	✓		MULTISCREEN	30	day	1 000 zł / 1500 zł in Q4
AD BOXES	✓		CPC	MULTISCREEN	1	click	10 zł




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CATEGORY PAGE

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PRICE LIST

FORMAT NAME	S SHOP	P PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]*	
TOP BANNER	✓	✓	CPM	MULTISCREEN	1 000	pageviews	70 / 80 zł in Q4	
TOP BANNER WIDEO	✓	✓		MULTISCREEN	1 000	pageviews	100 zł	
DOUBLE BILLBOARD	✓	✓	CPM	DESKTOP	1 000	pageviews	80 zł / 90 zł in Q4	
BANER SEARCH	✓		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	30	days	1 700 zł	
BEAM ON THE OFFERS LIST		✓	✓	CPM	MULTISCREEN	1 000	pageviews	40 zł / 50 zł in Q4
BEAM BELOW OFFERS LIST	✓	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			✓	CPV	MULTISCREEN	1	view	1 zł
MANUFACTURER FILTER POSITIONING	✓	✓	FF	MULTISCREEN	1	day	150 – 500 zł	
CATEGORY PAGE PROMO		✓	✓	CPM	MULTISCREEN	1 000	pageviews	from 15 zł
RECOMMENDED PRODUCT	✓	✓		FF	MULTISCREEN	30	days	5 100 zł / 5 550 zł in Q4
NEW PRODUCT					MULTISCREEN	30	days	5 100 zł / 5 550 zł in Q4
PRODUCTS HIGHLIGHTNING					MULTISCREEN	30	days	1 050 zł / 1 350 zł in Q4
FASHION SHOWCASE			✓		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	S SHOP	P PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]*
DOUBLE BILLBOARD	✓	✓	CPM	DESKTOP	1 000	pageviews	70 zł / 80 zł in Q4
BEAM BETWEEN OFFERS	✓	✓	CPM	MULTISCREEN	1 000	pageviews	60 zł / 70 zł in Q4
BEAM BELOW OFFERS	✓	✓	CPM	MULTISCREEN	1 000	pageviews	30 zł / 40 zł in Q4
MANUFACTURER'S BADGE		✓	FF	MULTISCREEN	30	days	6 000 zł
AD BOXES	✓		CPC	MULTISCREEN	1	click	from 1 zł
OFFERS HIGHLIGHTNING	✓		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
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

*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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PRICE LIST

TYPE OF SERVICE	FORMAT NAME	S SHOP	P PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]		
MANUFACTURER'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		
BRAND TUTOR	STARTER					FF	MULTISCREEN	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)
SHOP'S ZONE		✓				30	days	2 000 zł		
SHOP TUTOR		✓				30	days	3 000 zł (min. 3 months)		
CONTENT PREMIUM	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	S SHOP	P PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
MAILING	NEWSLETTER B2C	✓	✓	FF	MULTISCREEN	1	delivery	20 000 zł
EXTERNAL REMARKETING	FACEBOOK ADS / GOOGLE ADS	✓	✓	CPC	DESKTOP MOBILE	1	click	2 zł / 2,50 zł in Q4
DIRECTOR MIX	REMARKETING PROSPECTING WIDEO 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 MOBILE		Individual pricing	
CENEO SOCIAL MEDIA	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
THEMATIC SERVICES OF CENEO	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	S SHOP	P PRODUCER	CHARGING MODEL	 / 	NUMBER	UNIT	 PRICE [PLN]
PROMOTION ON THE ACTION PAGE			FF	MULTISCREEN	1	action	20 000 – 25 000 zł
FB ADS PROSPECTING							
DISTINCTION IN THE LISTING AND PRODUCT AREA							
ADVERTISING BOX ON THE HOMEPAGE							
BANNER CAMPAIGN							
ADVERTISING BOX IN THE NEWSLETTER							
GOOGLE BANNER CAMPAIGN							

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CENEO

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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]
BEHAVIORAL ADS	STANDARD VARIABLES			CPM	MULTISCREEN	1 000	pageviews	70 zł / 80 zł in Q4
	OTHER SCENARIOS			CPM	MULTISCREEN	1 000	pageviews	individual pricing
ROS ADS PACKAGE				CPM	MULTISCREEN	1 000	pageviews	40 zł
API						30	days	depends on API method
CENEO PANEL	BOX					1	day (min. 14 days)	400 zł
	WALLPAPER					1	day (min. 14 days)	600 zł
	NEWSLETTER B2B					1	mail	10 zł
BRAND PROTECTION						30	days	700 zł
TRUSTED OPINIONS PLUS				FF	MULTISCREEN	30	days	from 69 zł
ANALYTICAL TOOLS BRONZE								for free
ANALYTICAL TOOLS SILVER						30	days	49 zł
ANALYTICAL TOOLS GOLD								999 zł
RECOMMENDATIONS - STANDARD						30	days	for free
RECOMMENDATIONS - PREMIUM								99 zł
TRUSTED BRAND BUILDING	STANDARD					1	package	53 000 zł
	PREMIUM							70 000 zł
PRODUCT OPINION WIDGET						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
TOP BANNER	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)
BEAM BETWEEN OFFERS	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)
BEAM BELOW OFFERS	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)
BEAM ON THE OFFERS LIST	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)	-
BEAM BELOW OFFERS LIST	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)
POSITIONER – CATEGORY PAGE	60 zł (70 in Q4)	60 zł (70 in Q4)	-	60 zł (70 in Q4)	60 zł (70 in Q4)	60 zł (70 in Q4)	60 zł (70 in Q4)	60 zł (70 in Q4)
PRODUCT ROW – CATEGORY PAGE	60 zł (70 in Q4)	60 zł (70 in Q4)	-	60 zł (70 in Q4)	60 zł (70 in Q4)	60 zł (70 in Q4)	60 zł (70 in Q4)	60 zł (70 in Q4)
DOUBLE BILLBOARD – CATEGORY PAGE	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)
DOUBLE BILLBOARD – PRODUCT PAGE	-	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)
SKYSCRAPER – CATEGORY PAGE	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