

Direct high quality users to your webpage

Opinary Product Specs

We bring traffic to your website, from an extremely high quality environment that is contextually appropriate to your topics. This traffic can contribute to the marketing goals of advertisers, such as:

- ❑ Website visits
- ❑ Conversions on landing pages

Opinary content has two elements



Engagement Tool + Ad Format

With Opinary, there are two elements: pre- and post-vote. Both are tailored to your brand and the interests of your target audience.



The pre-vote phase creates maximum interaction to direct your target group to your landing page. The post-vote phase takes place on your landing page and thus drives dwell time and performance.

1. Engagement tools



Speedo



Slider



Multiple Choice

Engagement tools

The Speedo

□ Description

The Speedo is our most engaging format and is particularly suitable for driving traffic to a landing page.

□ Possible applications

Speedos are contextually integrated into articles and can activate target groups through targeted questions and direct them to a landing page.

□ Performance

The Speedo was viewed 1.7 billion times by German users last year. The average click-through rate across all sectors is 2%.



The Slider

□ Description

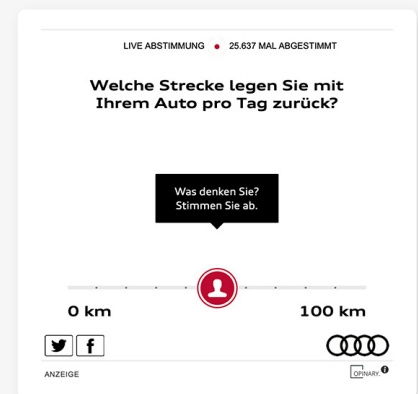
The Slider tool invites users to quickly and playfully estimate an answer. Users can express their opinion on a scale.

□ Possible applications

The Slider tool is particularly suitable for mapping numerical questions and qualifying customers before they are redirected to the right landing page. Scales range from classic units such as €, %, km/h or kg, to emotional ones such as ★ or ♥. It is particularly popular with our automotive and insurance clients.

□ Performance

The key to the success of the Slider tool lies in its correct use. With the right question, the Slider can achieve interaction rates of up to 4%. So the Slider almost comes close to our most opinionated tool, the Speedo.



Engagement tools

■ The Multiple Choice tool

□ Description

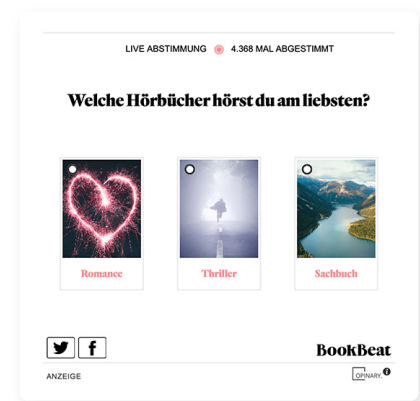
The Multiple Choice tool offers the possibility to provide target groups with different answer options that are clearly distinguishable from each other. Emotive visuals can be used at the question level.

□ Possible applications

The Multiple Choice tool is particularly suitable to gain a deeper understanding of a target group, to segment them or to thematically activate users who are already highly prequalified.

□ Performance

Due to the specific response options, the interaction rate is lower than with other Opinary tools. Users who vote on the Multiple Choice tool are generally more likely to click when it comes to traffic to your landing page.



Engagement tool product details

Design requirements for the Opinary Tool

For the individual poll design for your brand we need the following assets (at least three days before the start of the campaign):

Logo

- ☐ Vector logo file
- ☐ File format: .ai, .eps. or .svg
- ☐ Horizontal & icon version for better readability



Horizontal logo



Icon logo

Type

- ☐ Two different variants recommended (bold & regular)
- ☐ File format: .otf or .ttf

abcdefghijklmnopqrstuvwxyz

Your typeface

Colors

- ☐ File format: RGB values or #HEX codes

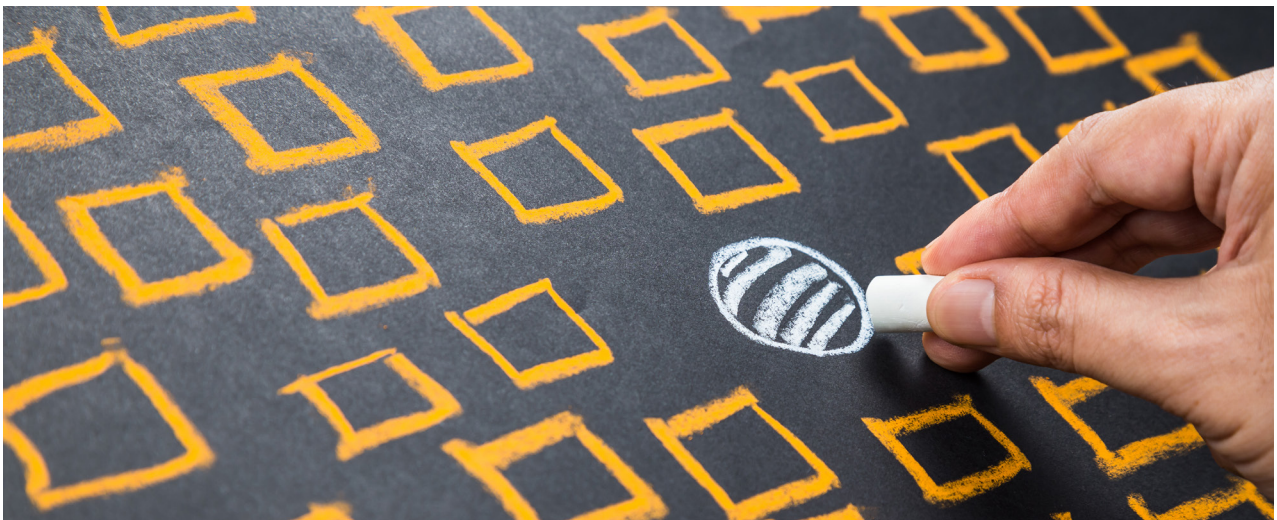
Toyota Red
#EB0A1E

Black
#000000

Your colors

CI-Guidelines

- ☐ Additionally, if you provide us with brand guidelines, our design team will use this to ensure that your Opinary tool is fully brand compliant.



2. Ad formats



Traffic Boost

Ad formats

⚡ Traffic Boost

□ Description

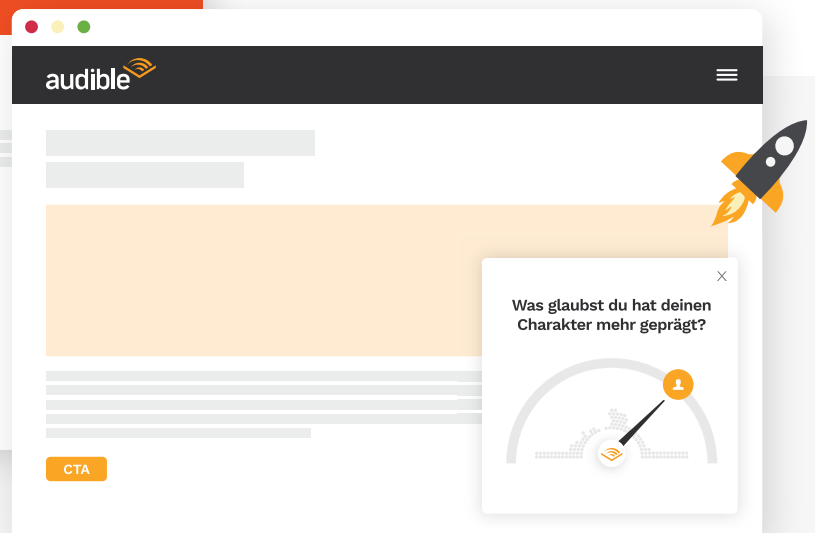
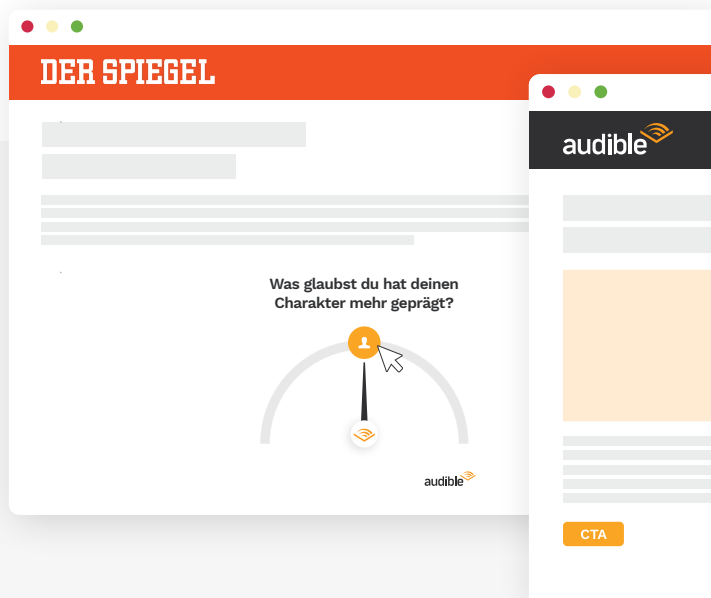
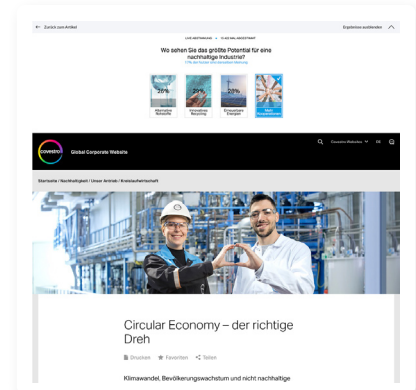
Traffic Boost is a product clearly designed for performance. After voting, users are directed to an external landing page where they can see the results of the vote. Thus, high-quality traffic can be scalably directed to your landing page.

□ Possible applications

Traffic Boost is particularly suited to directing users to content that has been published on your own website. This can be, for example, the first step for an email registration or a business deal.

□ Performance

Traffic Boost guarantees a fixed click price of 70 cent on average. However, the price varies depending on topic and industry.



▲ Results combined with your landing page

Ad format product details

⚡ Traffic Boost

□ Integration type

The voting result is displayed on the landing page as an overlay in the bottom right corner in the personalised design.

There are two ways to integrate the voting result on the landing page:

□ Google Tag Manager (GTM) Template:

Thanks to the template, the integration takes less than 10 clicks.
A detailed introduction is provided by our Client Success team.

□ Direct integration of the script in the source code or in the Content Management System (CMS):

To do this, our script must be manually integrated into the landing page.

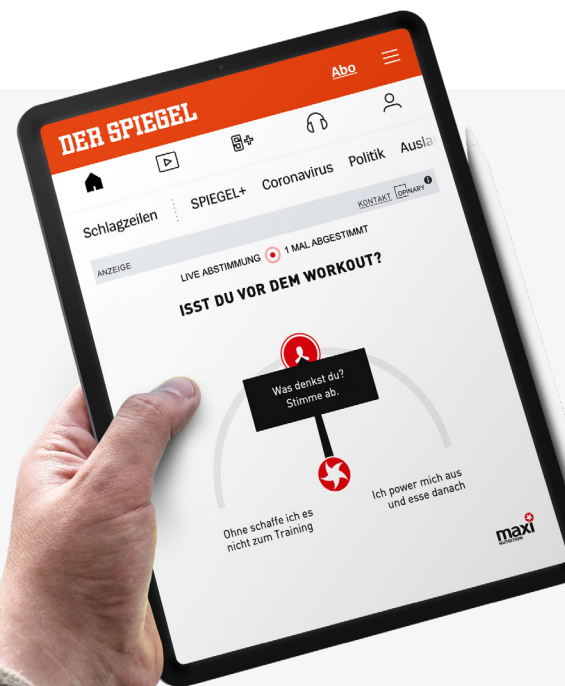
Alternatively, we offer a variant without integration. In this case, there is no effort on your part; the voting result is only displayed on the publisher page as soon as the user returns.

□ Data protection

The integration of the Opinary code on the part of the advertiser only serves to graphically display the voting result. This integration does not trigger any further data collection on the part of the advertiser. It is therefore a classic link forwarding - all data was previously collected on the publisher's side.

The conclusion of an order processing contract or an agreement on joint responsibility are therefore not necessary.

⚡ trafficboost
by **OPINARY**



Your contact

Every day we help clients create more conversions on their landing page. With every booking, you can look forward to guaranteed high-quality traffic. By asking questions that strongly pre-qualify users, we direct only those who are really interested to your landing page. Our team would be happy to help you launch an interactive campaign.



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Arrange appointment





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