

Background

What is the Black Friday Gift Guide?

Black Friday in 2020 was the busiest day ever for iDEAL. According to the Dutch Payments Association, the online payment service processed approximately 4.65 million transactions with an estimated value of 395 million euros. During this abundance of offers, how do you ensure that your product is top of mind with the consumer?

To help consumers find their way through the maze of offers, DPG Media offers a Gift Guide on NU.nl and AD.nl: a handy tool to find a suitable gift or inspiration. The Gift Guide is an overview of products, selected by specialists from the branded content team of DPG Media.

Advertisers who want to put a product in the spotlights in the run-up to Black Friday (and the December holidays) can make use of the **Giftguide smarticle pack**.



Gift Guide smarticle pack



Your product in the spotlight on NU.nl and AD.nl

Join forces with Tweakers Partners and put your product in the digital showcase in the run-up to Black Friday (week 46 and 48) and the Holiday season (week 49 and 50). Your product will be featured in branded articles on NU.nl and AD.nl for one week, which generates a CTR of at least 25% to your webshop/website.



Fixed smarticle NUtech

5.000 article reads
CTR of 25%



NUshop voorpagina

4.000 article reads
CTR of 25%



Flexibele smarticle

5.000 article reads
CTR of 25%



Teaser ADtech

2.000 article reads
CTR of 25%

Net. Rate
€1.100
incl.
production

On average, 70% of article reads guaranteed

NU.nl: fixed smarticle on Nutech subpage

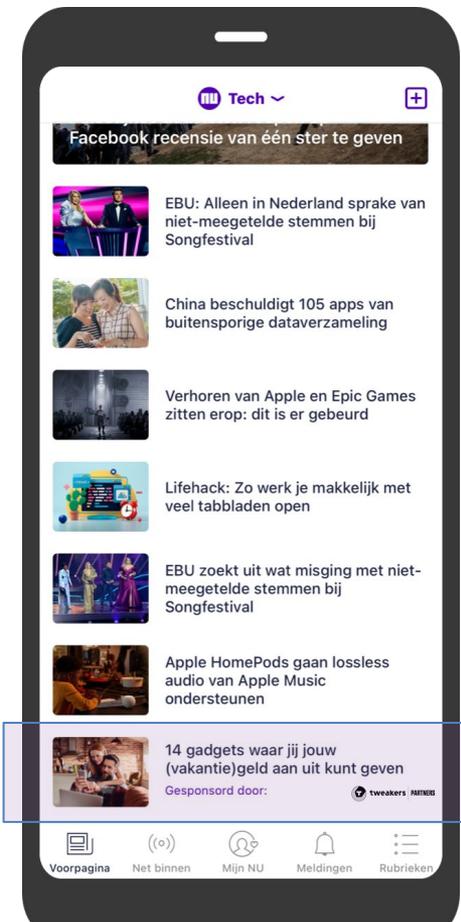
The fixed smarticle is a content teaser that has the look and feel of an editorial article, with clear sponsorship and a Tweakers Partners logo.

After clicking, the user is directed to the branded article which has room for 10 advertisers. Here, the Gift Guide products are highlighted with a large image, a short description and a clear CTA (including price or discount).

The fixed smarticle is live on the NUtech subpage for 7 days: from Monday to Monday.

Benchmark Nutech smarticle

- Avg. 250,000 impressions
- Avg. 5,000 article reads
- Avg. 25% CTR from article to your webshop/website



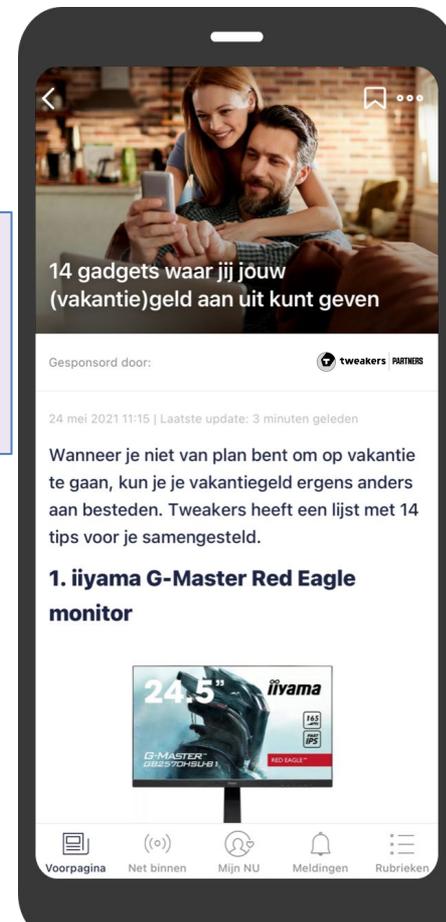
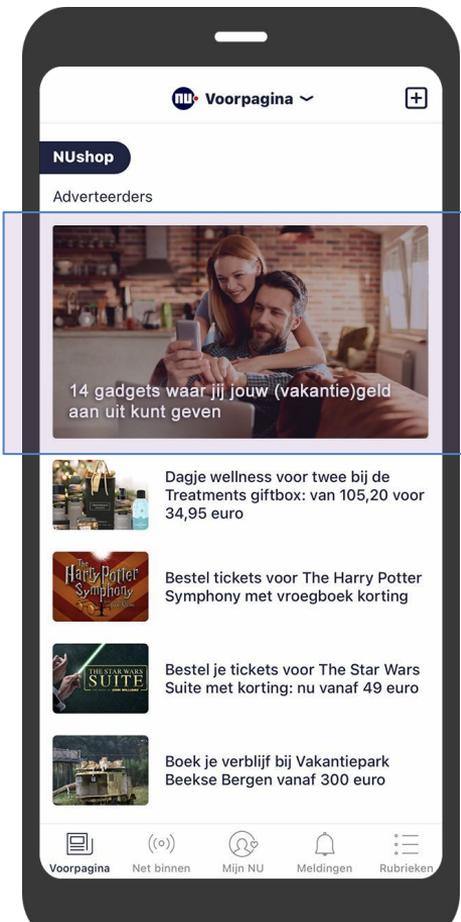
NU.nl: fixed NUshop frontpage

NUshop is a section on the frontpage where special offers from advertisers are highlighted. Every NUshop article is visible for 24 hours.

In the week of the smarticle going live on the NUtech subpage, the Gift Guide article will be placed in the NUshop.

Benchmark NUshop

- Avg. 400,000 impressions
- Avg. 4,000 article reads
- Avg. 25% CTR from article to your webshop/website



AD.nl: flexible smarticle

The flexible smarticle is the default format for branded articles on AD.nl.

After clicking, the user is directed to the branded article with room for about 10 advertisers. Here, the Gift Guide products are highlighted with a large image, a short description and a clear CTA (including price or discount).

The smarticle has various styles that are delivered during one week.

Benchmark flexible smarticle

- Avg. 1,000,000 impressions
- Avg. 5000 article reads
- Avg. 25% CTR from article to your webshop/website



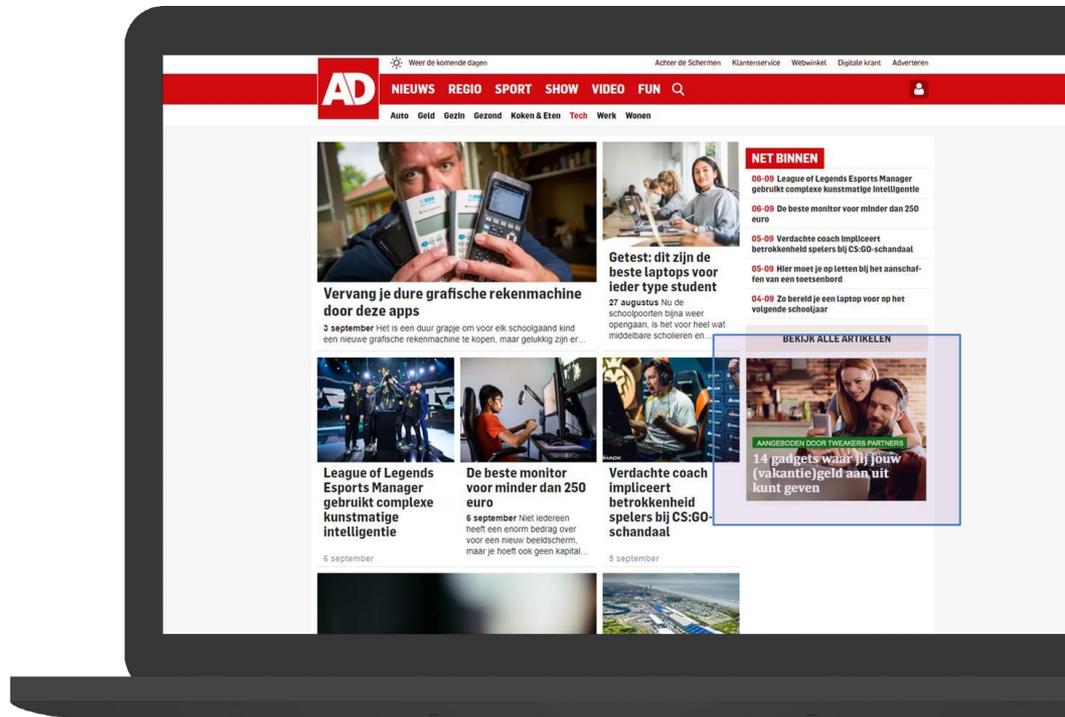
AD.nl: teaser on ADtech subpage

In the week of delivery of the flexible smarticle, the Giftguide article is also boosted by the ADtech subpage. The teaser will be available for one week.

After clicking, the user is directed to the Gift Guide article.

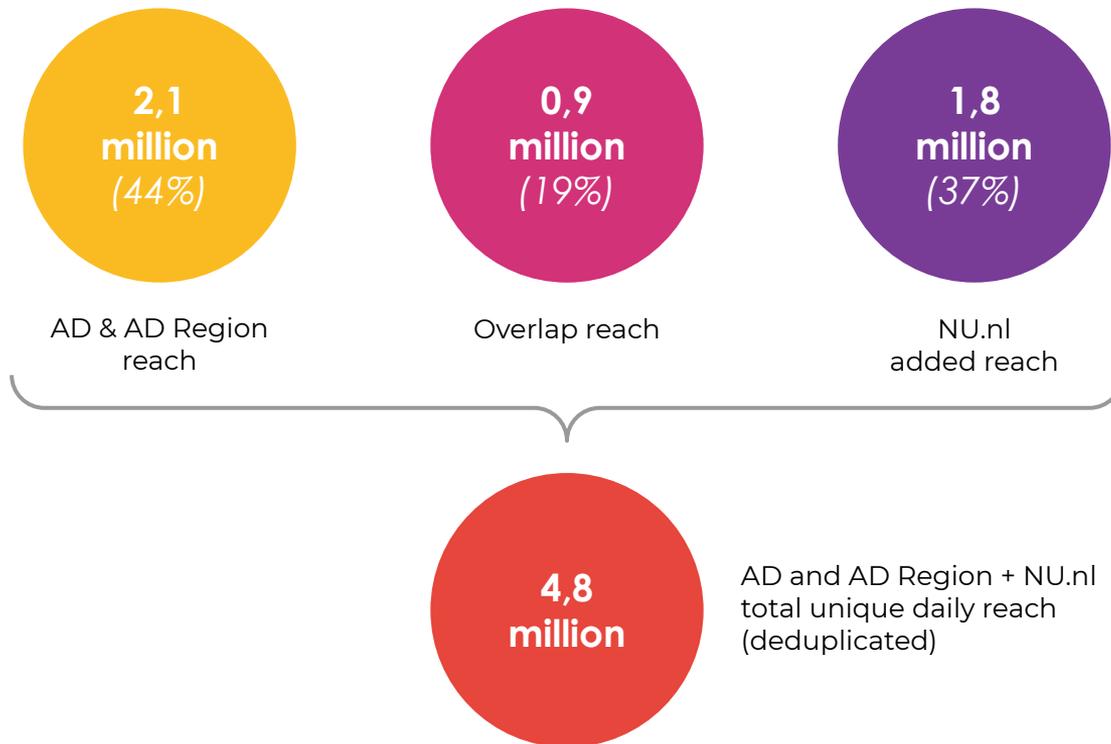
Benchmark ADtech fixed smarticle

- Avg. 200,000 impressions
- Avg. 2,000 article reads
- Avg. 25% CTR from article to your webshop/website



High unique added reach with AD and NU.nl

Use both brands for your campaign and reach the whole of the Netherlands!



Source: NOBO, average unique daily range Q1 2021

Delivery specifications



Black Friday goes live

- *Week 46 (November 15 to 21)*
- *Week 48 (29 to 5 December)*

Holiday season goes live

- *Week 49 (December 6 to 12)*
- *Week 50 (December 13 to 19)*

Delivery specifications

- *Text with max. 3 USPs of the product in approx. 85 words*
- *Sales/promotional price of the product*
- *Product image*
 - min. 1280x720px large*
 - In .jpg or .png file format*
 - No logos and or text in image*
- *URL to product/webshop*
 - Possibly with utm or click tracker*

Important: material must be delivered 10 working days before going live to [email address stating: week number of going live].