

Social Cards

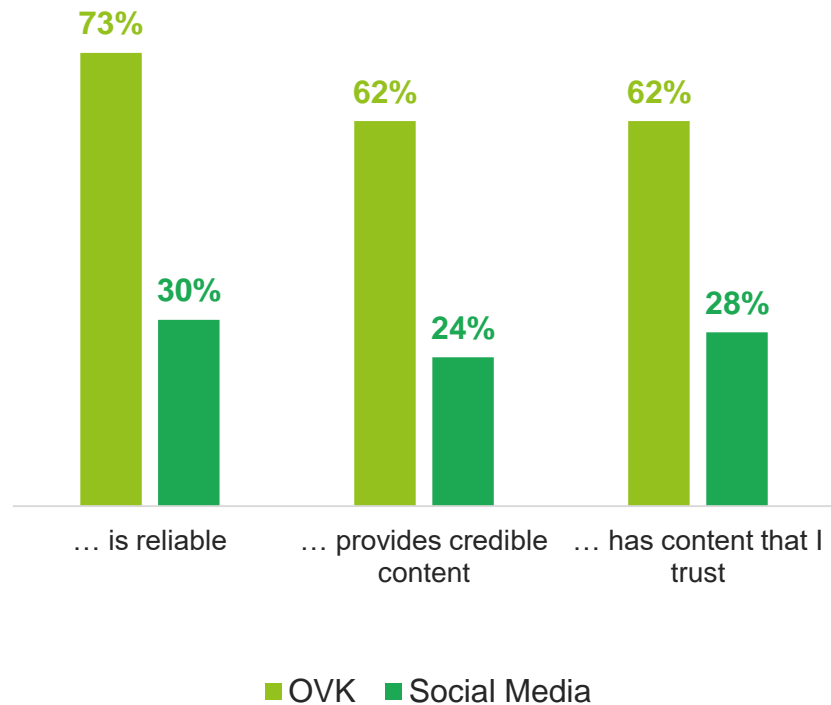
More reach for your social media campaigns



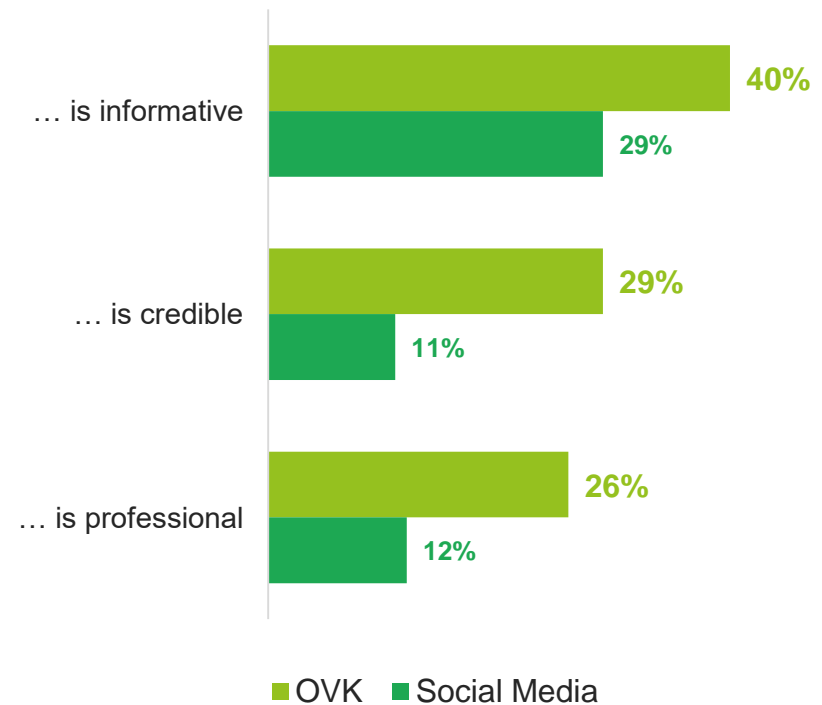
Why social media alone is not enough

High-quality environments prove to be powerful

The OVK / social media environment...



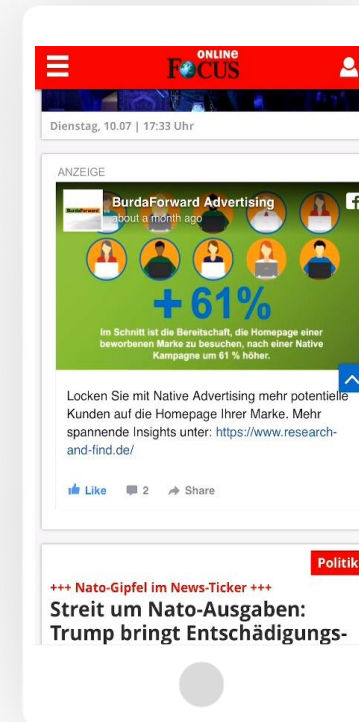
Advertising in the OVK / social media environment...



Source: OVK / BVDW Study 2018: High-quality environments prove to be powerful

5 reasons for Social Cards

- Brand safety – social campaigns reach new target groups in trusted environments.
- Stronger engagement and awareness compared to social news feeds.
- Start your campaign faster by using creatives which were approved by the publisher.
- Reach a new audience outside the social media environment and gain new followers.
- Attention-grabbing format in mobile environment which is accepted by the users.



What are Social Cards?

Simple and innovative: Place your social media campaigns on our media brands



With Social Cards we offer the chance to deliver your existing social posts as digital ads in the secure environment of our publisher brands.

- native integration of photos, videos, articles and Facebook URL postings, Instagram and Twitter *
- available on almost every mobile page and on multi-screen upon request
- no production needed, simply provide the URL or the account

Inspire more people

Take the reach of your social posts to another level with Social Cards



CONTEXT

Your social media posts in an contextually matching environment of **trusted media brands**.

BRANDING

Promote your social posts in a strong branding environment and **benefit from more awareness**.

AUDIENCE

Reach a new audience outside the social media environment and gain **new followers**.

Discover Social Cards.

We are looking forward to support your campaign.