



BRAND STORY / ADVERTORIAL

The upday Brand Story contains a native ad card and a sponsored story presented on a landing page created especially for you. Through the upday brand story, you are enabled to engage users through storytelling.

Required components

1. Determine the theme and focus of the brand story, including whether the brand story will be a native story or rather focus on new product highlights
2. Supply upday with at least five key facts about the brand story content and/or your product
3. Provide upday with at least five pictures along with optional videos or gifs for the brand story. Upon request, these can also be provided by upday
4. Target URL that leads to your website or your product
5. Your brand Logo

Benefits

Positive associations

- Acquire positive associations to your brand and products through your brand story

Display ad card KPIs include:

- Clicks and ad impressions



Delivery of ad creatives

All ad creatives should be delivered separately to ads@upday.com 7 workdays prior to campaign start

KPI reporting

- Detailed reporting of all relevant campaign KPIs
- This includes visits, reading time, users who scrolled at least 75% of the page, bounce rate and clicks on CTA

Content

- The brand story includes a unique landing page designed by upday
- The brand story is written by journalistic partners of upday who know our audience and what content they love

[Preview-Video](#)