📱 BRAND STORY

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

Display ad card KPIs include:

• Clicks and ad impressions

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

Guaranteed views

• 5.000 views are guaranteed for your brand story

Positive associations

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

upday for SAMSUNG

Campaign optimization

Optimize campaign by chosable ad frequency cap

- For each placement, the display ad frequency cap for number of impressions can be chosen per creative, per device, per user and per day and lifetime
- Our standard frequency cap is 3/24h per creative

Optimize campaign by making ads responsive

- By delivering open data and all assets of your ad campaign, we adjust your ads in terms of responsiveness within upday

Targeting

Scope

- We provide an array of targeting possibilities. Within upday, it is possible to display ad creatives in either TOP NEWS, MY NEWS or ROS (Run of Site)

Geography

- Ad creatives can be targeted based on geo-location, per country, city (down to ZIP code) and IP address

Time

- Ad creatives can be targeted based on time, i.e. display ads only being displayed during a specific time of the day

Device

- upday is pre-installed on the following Samsung Galaxy devices: Samsung Note 8 & 9, S9, S9+, S8, S8+, S7, S7 Edge, S6, S6 Edge, A3, A5, as from the J-series: J7, J5, and J3

According to Reading Preferences (1st Party Data)

- Discover 12 different interest categories
- Up to 16 subcategories per category possible
- Semantic keyword targeting based on Reading Preferences

adsquare (3rd Party Data)

- A variety of further accurate data at scale can be included, to target more relevant campaigns based on audiences and their context (e.g. Gender, Age, Purchasing Power, etc.). Additional charges may apply.

Practicalities

- Ad creatives are due at least three business days ahead of campaign start
- Ads will to be shown after every 3rd card in the Top News section and after every 5th card in the My News section
- upday uses Google Ad Manager

Interest Categories & Sub-Categories

- Our 1st party data allow advertisers to segment and target our audience within one or more of the following Interest Groups and Subcategories:

Interest Groups	Subcategories
Business	Companies; Career; Digital Economy; Media & Advertising; More Business; Personal Finance; Start Ups; Stock Markets
Cars & Transport	Planes; Boats & Yachts; Cars; More Cars & Transport; Motorbike
Culture	Architecture; Art & Design; Art house Film; Books; More Culture; Photography; Stage
Entertainment	More Entertainment; Cinema; TV & Radio; Celebrities
Life & Style	Beauty; Sex & Relationships; Fashion; Food & Drink; Health & Fitness; Home & Garden; More Lifestyle; Pets
Music	Pop; Classical music; Electro; Hip Hop & RnB; More Music; Rock; Country & Folk
News	World News; UK News; Opinion
Politics	Local Politics; World Politics; Politics Opinion
Science & Education	Body & Mind; Earth & Nature; History; More Science; Physics & Space; School & University
Sports	Boxing; Cricket; Cycling; Extreme Sports; National Football; International Football; Formula 1; Golf; Martial Arts; More Sports; Motor Sports; Rugby; Tennis; Athletics; US Sports; Winter Sports
Tech	Apps; Smart Living; Games; Gadgets & Computer; More Tech; Mobiles & Tablets; Software & Development; Internet
Travel	Activity Holidays; Cruises; More Travel; Local Destinations; Ski Holidays; World Destinations

upday **for** SAMSUNG