

GO FOR MORE AWARENESS during
the **PRE-FESTIVE SEASON** with the
PREMIUM GRATITUDE
PROGRAM

1.11.2019 – 31.12.2019



Spend at least 20% of your monthly budget on premium formats* and get a bonus next month.**

1) If the spending rate of premium formats exceeds 20% of the monthly spending, a bonus coupon equals 30% of the spending amount spent on premium formats***.

2) If the spending rate of premium formats exceeds 30% of the monthly spending, a bonus coupon equals 40% of the spending amount spent on premium formats***.

3) If the spending rate of premium formats exceeds 40% of the monthly spending, a bonus coupon equals 50% of the spending amount spent on premium formats***.

Extended period: 1.11.2019 – 31.12.2019

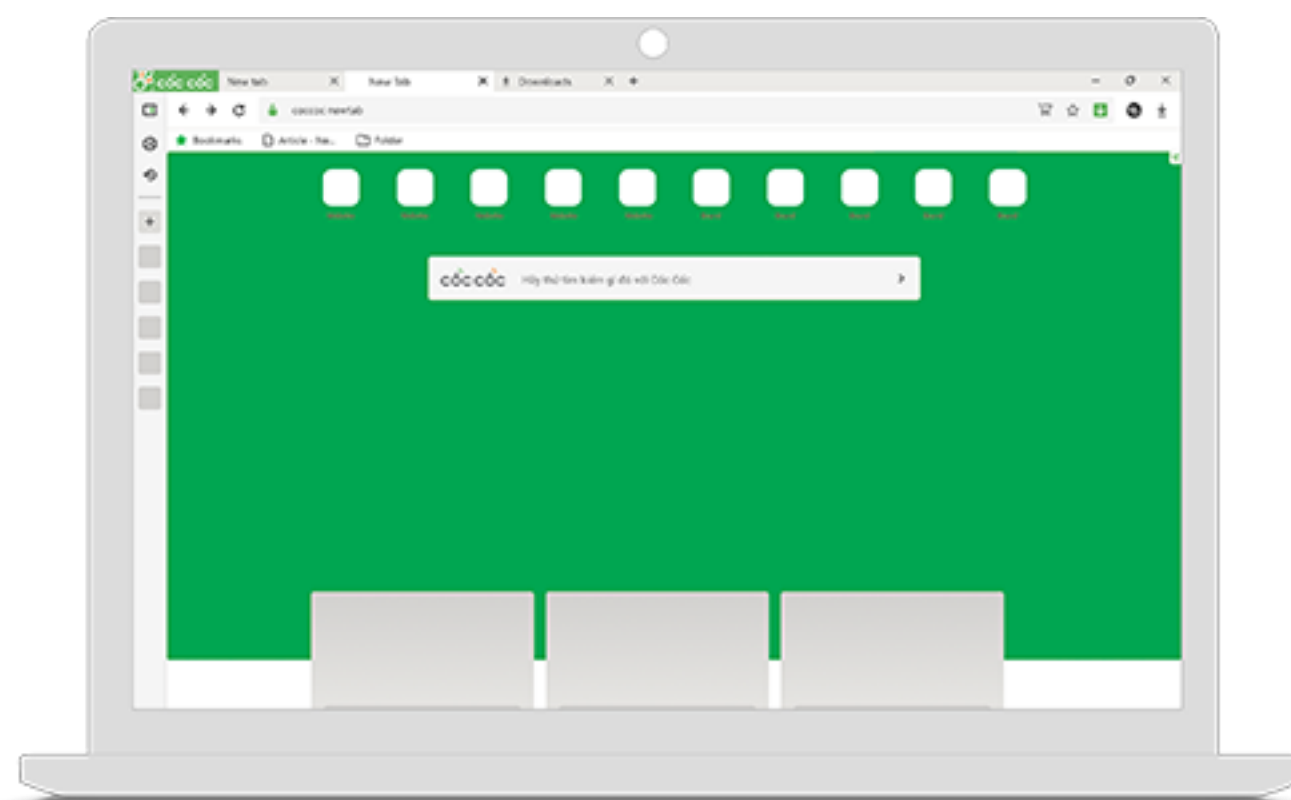
**Video, Skin, Video Skin*

***An account top up with money to be spent in Cốc Cốc Ad Platform*

The offer does not intersect with other promotions and client discounts.

****Allowed to be spent on premium formats during the next month.*

CỐC CỐC PREMIUM FORMATS



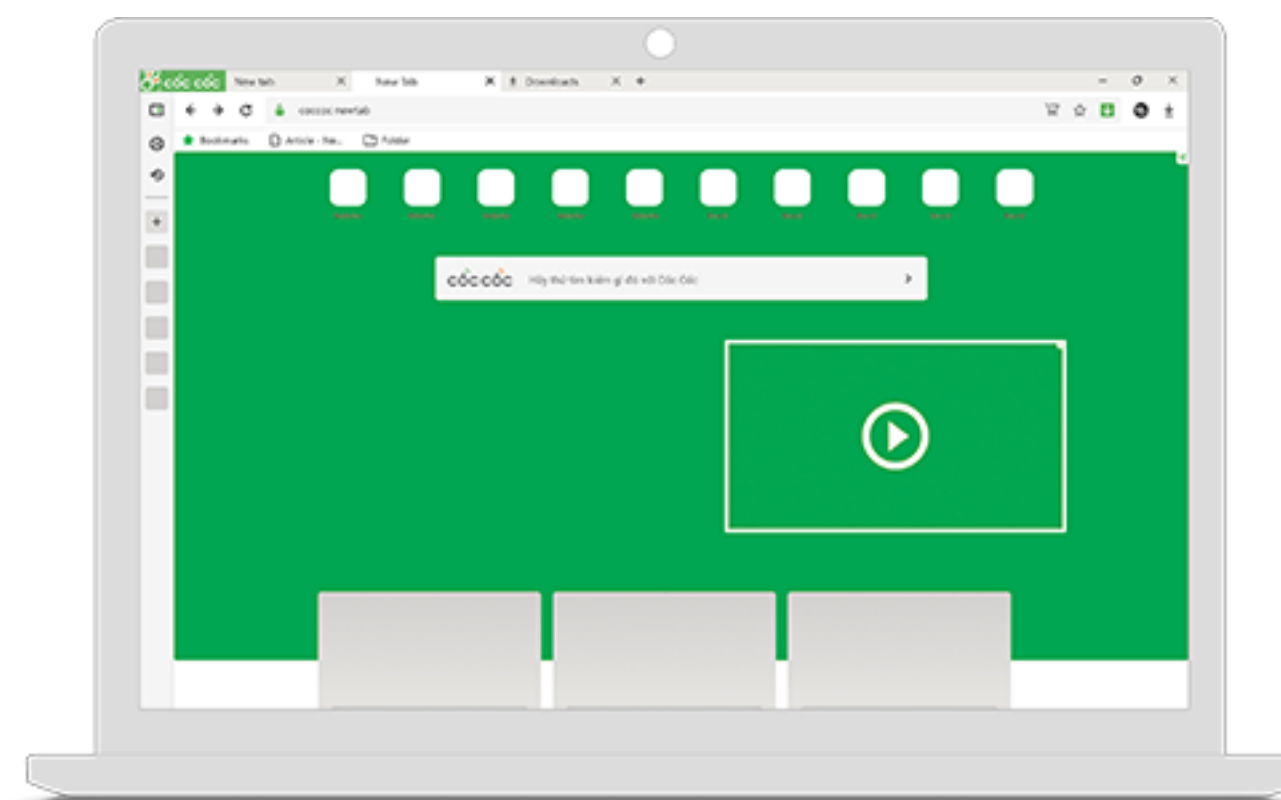
NEWTAB SKIN

The most popular ad format for large brand promotion campaigns, often with [the BrandLift survey](#)

FORMAT: Static + animation

CHARGE METHOD: CPM / CPD

TARGETING: Geography, time, age, gender, interests, remarketing, competitors



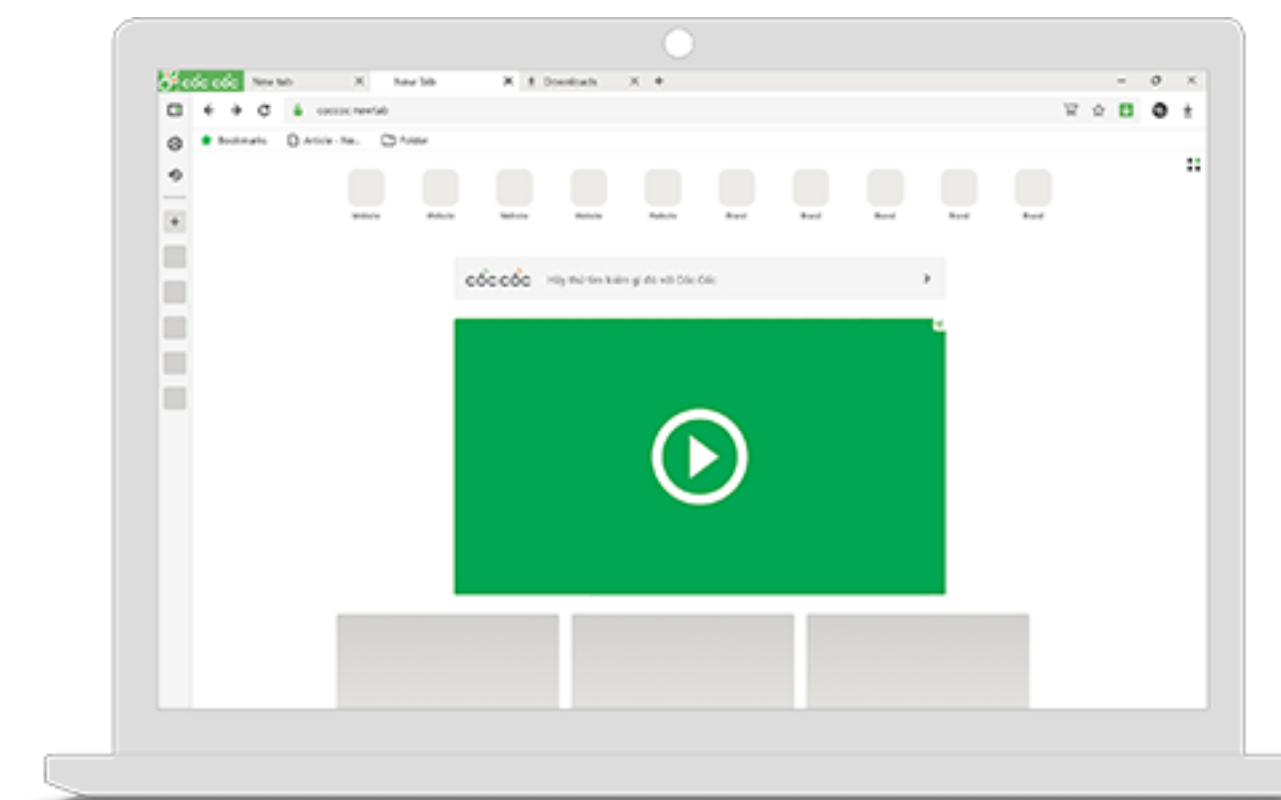
VIDEO SKIN

The ad format takes up the entire new tab page and contains videos to help you convey the message and brand image in the most impressive way.

FORMAT: Static, animation + video (MP4, VAST, VAST + VPAID)

CHARGE METHOD: CPM / CPD

TARGETING: Geography, time, age, gender, interests, remarketing, competitors



VIDEO BANNER

The featured video is in the middle of the new tab page, making it easy to impress users

FORMAT: MP4, VAST, VAST + VPAID

CHARGE METHOD: CPM / CPD

TARGETING: Keywords, geographic location, time, age, gender, remarketing, competitors

GO FOR MORE

**WITH CỐC CỐC
CLIENT SUCCESS TEAM**

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