

Recipe Booster



ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Extend the visibility of your recipe beyond the initial 2-week banner period included in the Recipe Pack.

Duration

2 weeks

Media Booking

4 weeks

Nice to know

- Ideal to combine with the Recipe Pack as you'll be able to extend the banner period easily and without additional creative cost to maintain top-of-mind presence and traffic to your recipe.
- Custom campaign scheduling option while your recipe is online (13 weeks).
- Banner on recipe inspiration page & recipe search listing page.

Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Impressions

KPI 2 - CTR

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION

