



## Price list PAYBACK Poland 2023

Subject to short term changes

Status: 27.02.2023

			Official Partner	
Product	Format	Comments	Standard price list	Sed card ID
Stand alone print mailing	TBD	Individually per partner/request	on request	ID 100
Ticketing @ Till	Ticketing @ Till	Targeting possible, no minimum volume	on request	ID 101
Multipartner newsletter	Big space	Minimum volume 0,15m*	185 PLN CPM	ID 23a
	Teaser space	-	6 250 PLN FF	ID 23b
Partner (Stand Alone Newsletter)	Fully dedicated newsletter	Dispatch cost depends on number of target groups	350 PLN CPM up to 5 TG 400 PLN CPM up to 10 TG 450 PLN CPM up to 15 TG	ID 24
RDNL (Redemption newsletter)	Big space	-	125 PLN CPM	ID 27a
	Teaser space		100 PLN CPM	ID 27b
ETN (Event triggered newsletter)	Fully dedicated newsletter	No minimum volume, additional cost for setup	Individual CPM cost	ID 28
	Setup fee		14 100 PLN FF	
Birthday newsletter	Coupon	Quarterly booking only, coupon must be valid (consistent offer) through quarter. Volume: 385k per quarter	19 000 PLN FF	ID 25
Welcome Newsletter	Fully dedicated newsletter	Newsletter for new Partners	185 PLN CPM	ID 29
Website	Teaser UNTARGETED	All available ad formats. Minimum volume. 0,1m	51 PLN CPM	ID 32-36
	Teaser TARGETED	All available ad formats. Minimum volume. 0,1m	62 PLN CPM	

Mobile	UNTARGETED	All available ad formats. Minimum volume. 0,1m	31 PLN CPM	ID 41-43
	TARGETED	All available ad formats. Minimum volume. 0,1m	36 PLN CPM	
Mobile	Near-time challenges	Up to 3 TG	80 000 PLN FF	ID 44
	Real-time challenges		120 000 PLN FF	ID 45a
	Real-time challenge with progress bar		156 000 PLN FF	ID 45b
	PAYBACK GO	-	25 PLN CPM	ID 48
Mobile Push	Push message untargeted	Minimum volume 0,005m	700 PLN CPM	ID 50
	Push message targeted	Minimum volume 0,005m	TG: demography 1 000 PLN CPM TG: behavioral 1 200 PLN CPM TG: 3+ attributes 1 400 PLN CPM	
Standalone eCoupon		Standard (up to 3 TG) 2 weeks	10 000 PLN FF	ID 11-13
		Special (up to 3 TG) 2 weeks	25 000 PLN FF	
		Hero (up to 3 TG) 2 weeks	15 000 PLN FF	
SMS	SMS	Minimum volume 0,05m	600 PLN CPM	ID 51
ETS (Event triggered SMS)	SMS	Individual pricing (higher price above 2 CB), min. price 700 PLN	Individual CPM cost	
	Setup fee		14 100 PLN FF	
Social Media	Facebook & Instagram formats	Facebook post	3 200 PLN FF	ID 110-114
		Instagram post	7 200 PLN FF	
		Facebook & Instagram posts	3 000 PLN FF	
		Facebook/Instagram story	2 200 PLN FF	
Extra Blog	SEO campaign	Start package	6 500 PLN FF	ID 121
		Optimal package	10 500 PLN FF	ID 122
		Content Master package	18 000 PLN FF	ID 123
Special offer	Partner of the month	Marketing package with premium placements	125 000 PLN FF	ID 200
Other	Analytics man-day		3 700 PLN FF	-