

ONLINE MEDIKIT 2019

rezulteo informs and guides your future customers

With a unique tyre search, personalised recommendations, fitting centre locator and expert advice, rezulteo is more than just a price comparison site.

Comparison tool

Simplified, interactive tyre search for results adapted to the user



Directory

Making it easy to locate and contact nearby fitting centres



News and reviews

Blog, special offers, performance tests and all the latest tyre info



Advice

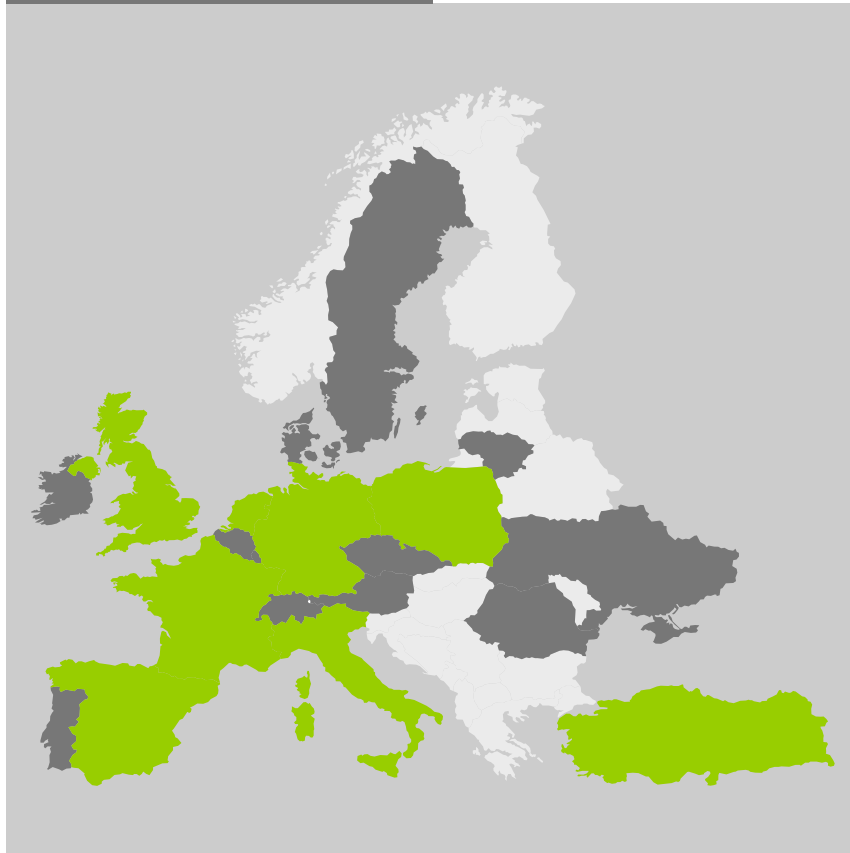
Live chat service and tyre advice guides available to customers





rezulteo has an international reach

Our site is present and active in numerous European countries



rezulteo 2.0

France

pneu.rezulteo.fr

Germany

reifen.rezulteo.de

Spain

neumaticos.rezulteo.es

Italy

pneumatici.rezulteo.it

Netherlands

banden.rezulteo.nl

UK

tyres.rezulteo.co.uk

Poland

opony.rezulteo.pl

Turkey

lastik.rezulteo.com.tr

rezulteo

Ireland

rezulteo-tyres.ie

Belgium

rezulteo-banden.be
rezulteo-pneu.be

Denmark

rezulteo-daek.dk

Sweden

www.rezulteo-däck.se

Portugal

rezulteo-pneu.com.pt

Austria

rezulteo-reifen.at

Switzerland

rezulteo-reifen.ch
rezulteo-pneu.ch
rezulteo-pneumatici.ch

Czech Republic

rezulteo-pneumatiky.cz

Hungary

rezulteo-gumi.hu

Lithuania

rezulteo-padangos.lt

Arabic-speaking Countries

rezulteo-itarat.com



rezulteo™

Our audience

Our global monthly audience in numbers



2 310 000
Page views

25% 75%

55%
38% 7%

18-34 years
41%
34-54 years
42%
+55 years
17%

85%
New visitors

Conversion rate

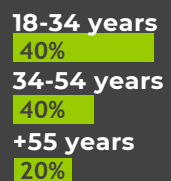
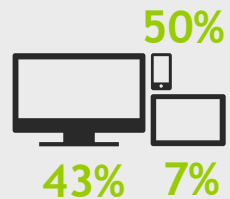
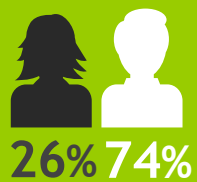
Get to know your future customers...

- 92% are planning their next tyre purchase
- 54% use the site to find compatible tyres for their car
- 55% visit the site to find the best prices and view special offers

Source : Google Analytics, average monthly audience 2018



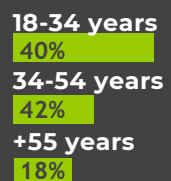
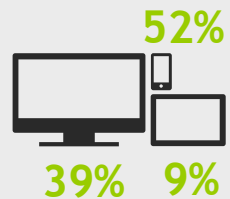
Monthly audience France



Source : Google Analytics, average monthly audience 2018



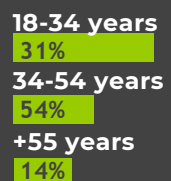
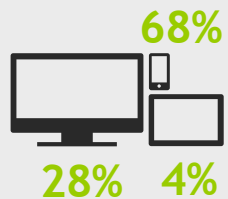
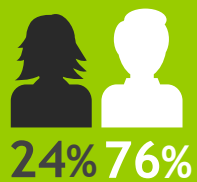
Monthly audience Germany



Source : Google Analytics, average monthly audience 2018



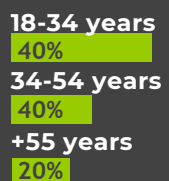
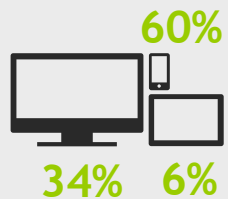
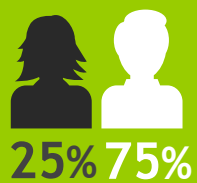
Monthly audience Spain



Source : Google Analytics, average monthly audience 2018



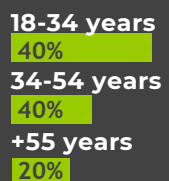
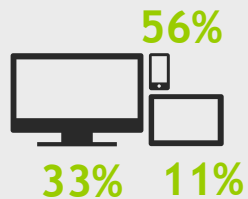
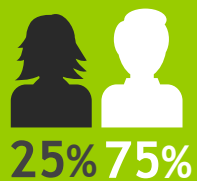
Monthly audience Italy



Source : Google Analytics, average monthly audience 2018



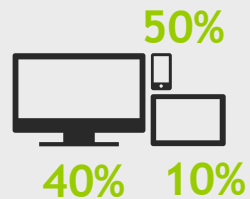
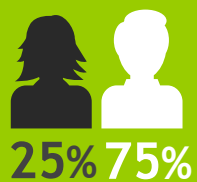
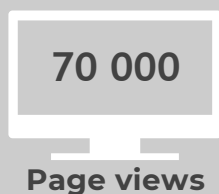
Monthly audience Netherlands



Source : Google Analytics, average monthly audience 2018



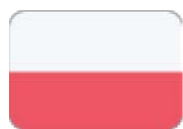
Monthly audience United Kingdom



18-34 years
40%
34-54 years
40%
+55 years
20%



Source : Google Analytics, average monthly audience 2018



Monthly audience Poland

153 000

Page views



25% 75%

43%



53% 4%

18-34 years

52%

34-54 years

36%

+55 years

12%

88%



New visitors

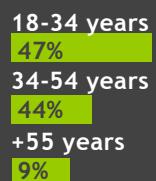
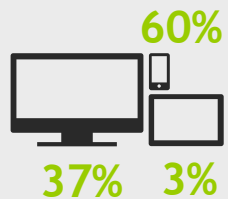
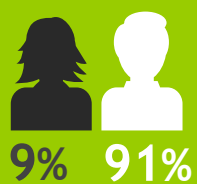


Conversion rate

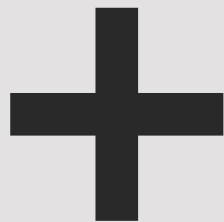
Source : Google Analytics, average monthly audience 2018



Monthly audience Turkey

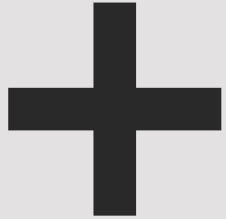


Source : Google Analytics, average monthly audience 2018



rezulteo™

Our solutions



Why display your brand on rezulteo?

Reach out to internet users who are in the process of buying tyres

Audience targeting

Multiple options according to your objectives: display, affiliation, web2store



User search insights

Benefit from our knowledge of the customers tyre purchase process



Recommendations

Let us guide your future customers!



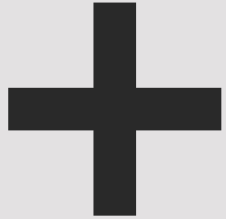
Increased conversion

Take advantage of a high brand conversion rate



How we can boost your sales

Why promote your brand on rezulteo?



Accelerate the buying process

Establish your presence at every stage of the online customer journey



Improve your visibility

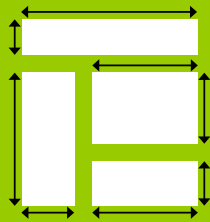
Attract an interested audience to your e-shops and sales points



Enhance your brand

Offer your customers an innovative and informative shopping experience

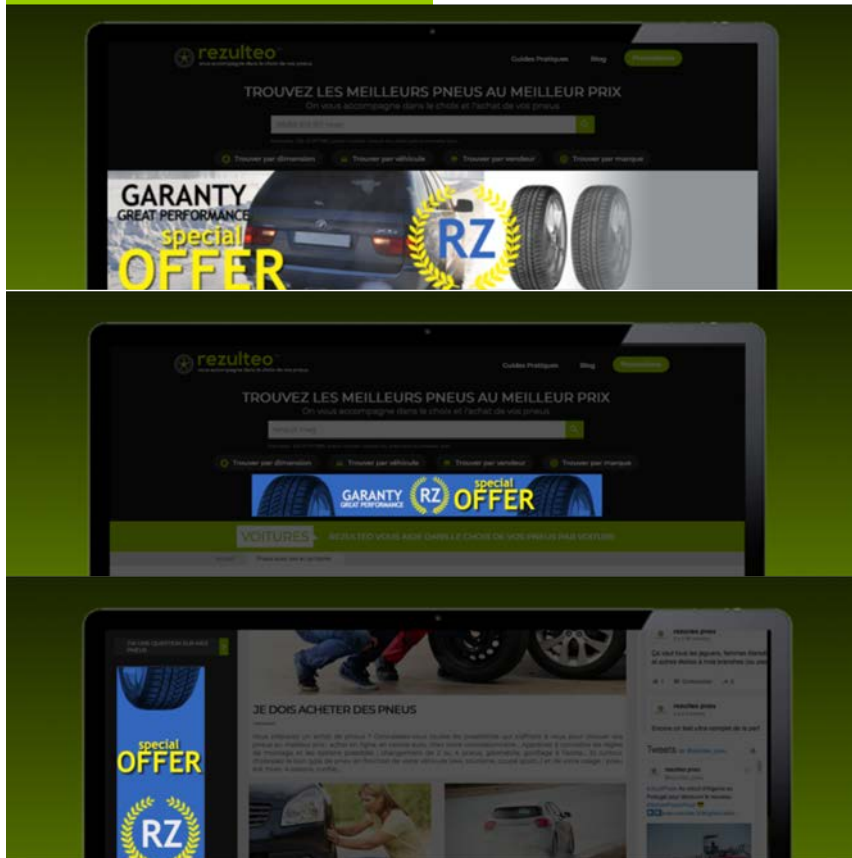
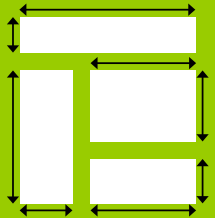




Advertising spaces

Advertising spaces

Display



Banner: 1920 x 400px

Display pages: Homepage & Special Offers



Leaderboard: 728x90 px

Display pages: Directories (distribution, vehicle & product), List of Results & Tyre Selector



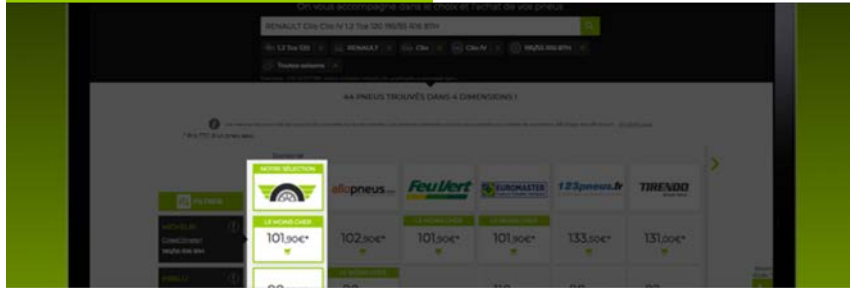
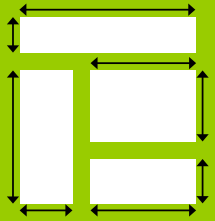
Skyscraper: 120x600px OR 160x600px

Mobile : 250x300px

Display pages: Blog & Tyre advice section

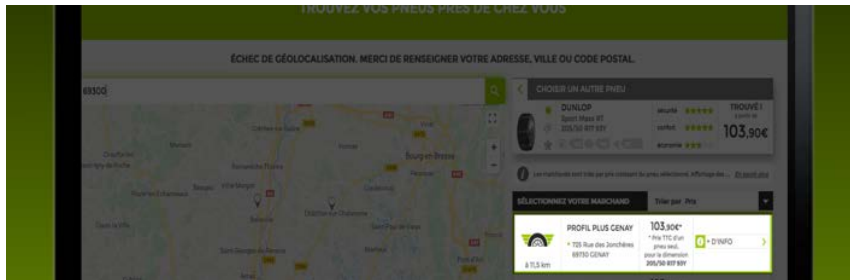
Advertising spaces

Performance



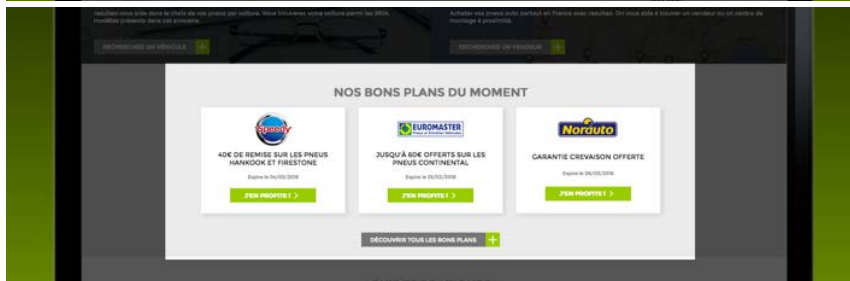
Top partner

Display page: Top of the price comparison tool



Boost Link

Display page: Top of the search results



Cards







Display pages: Homepage & Directories (distribution, vehicle & product)

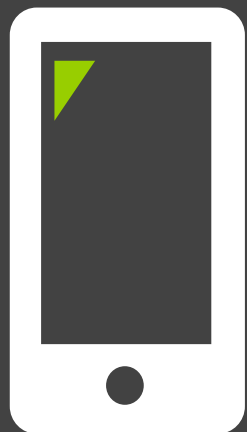


Prices & specifications 2019

Prices & specifications



Formats & specification		Price
Display	 Banner	file: 1920 x 400 pixels, resolution: 72 dpi, format: jpg, png, swf, gif Contact us
	 Leaderboard	file: 728 x 90 pixels, resolution: 72 dpi, format: jpg, png, swf, gif Contact us
	 Skyscraper	file: 120x600px OR 160x600px mobile: 200x250px resolution: 72 dpi, format: jpg, png, swf, gif Contact us
Performance	 Top partner	- Contact us
	 Boost Link	title: 50 characters max., text: 140 characters max. Contact us
	 Cards	title: 50 characters max. Contact us



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