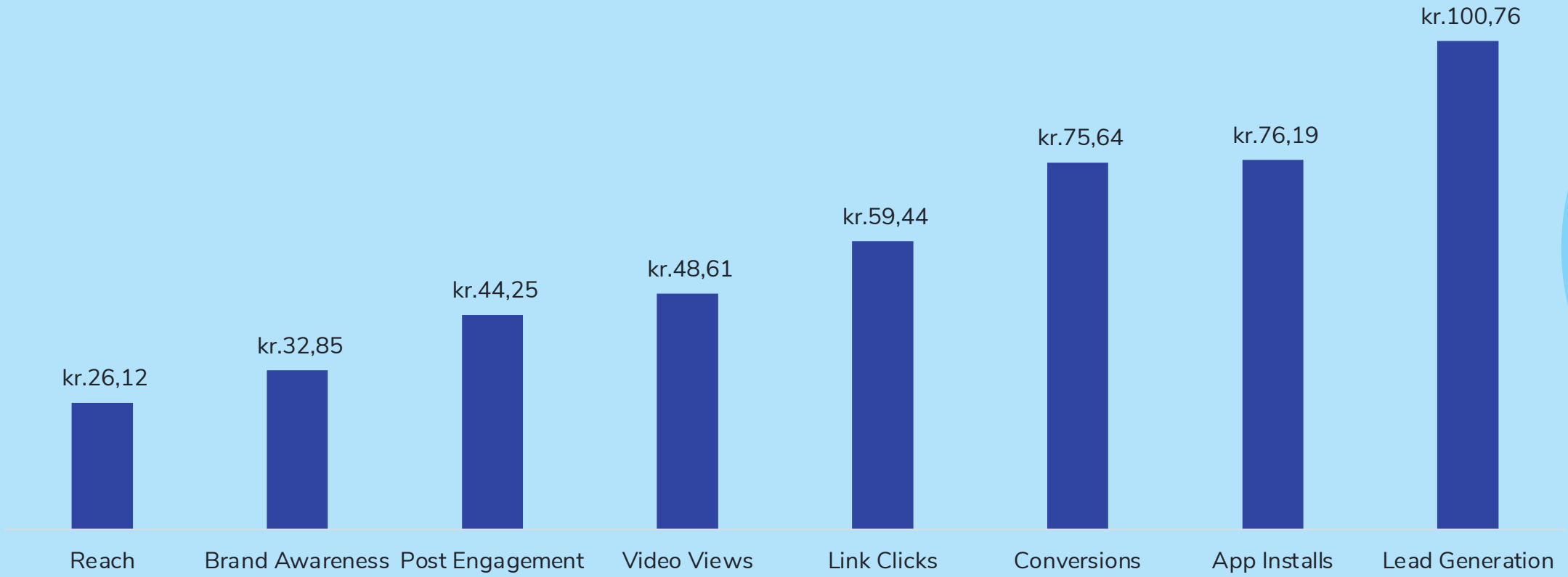
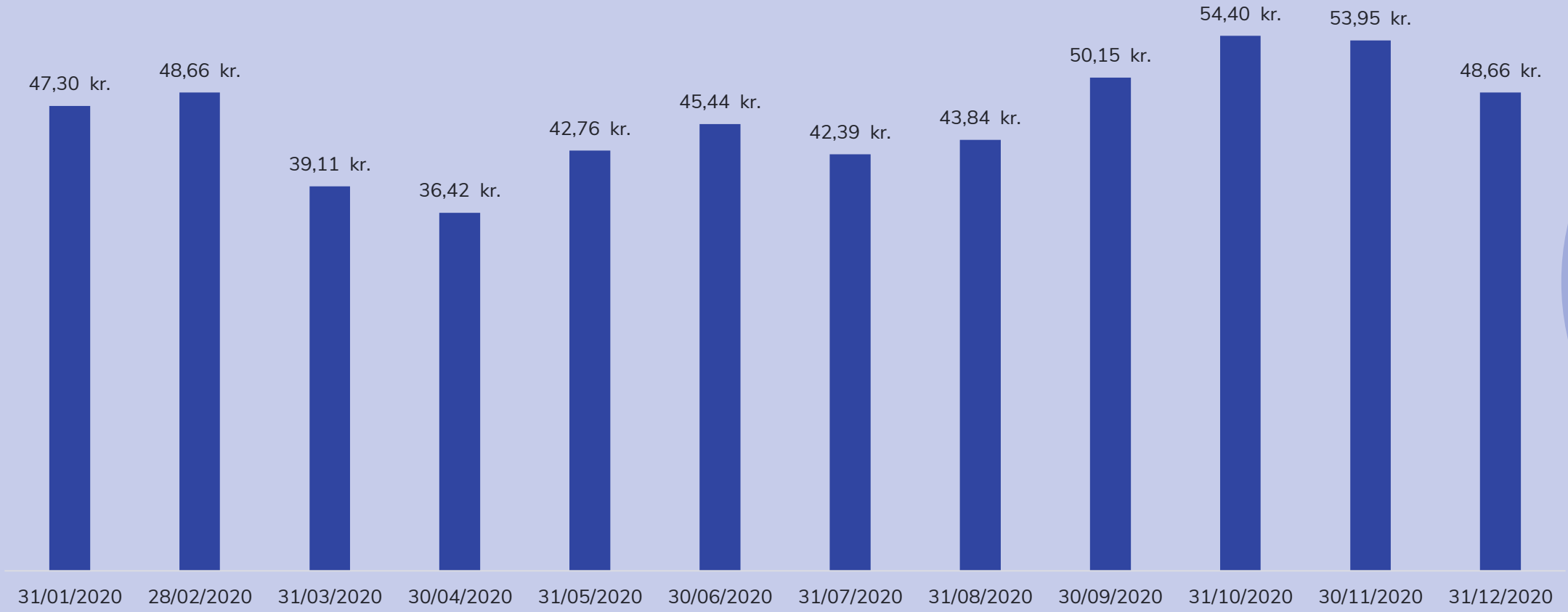
Annoncepriser pr. objective



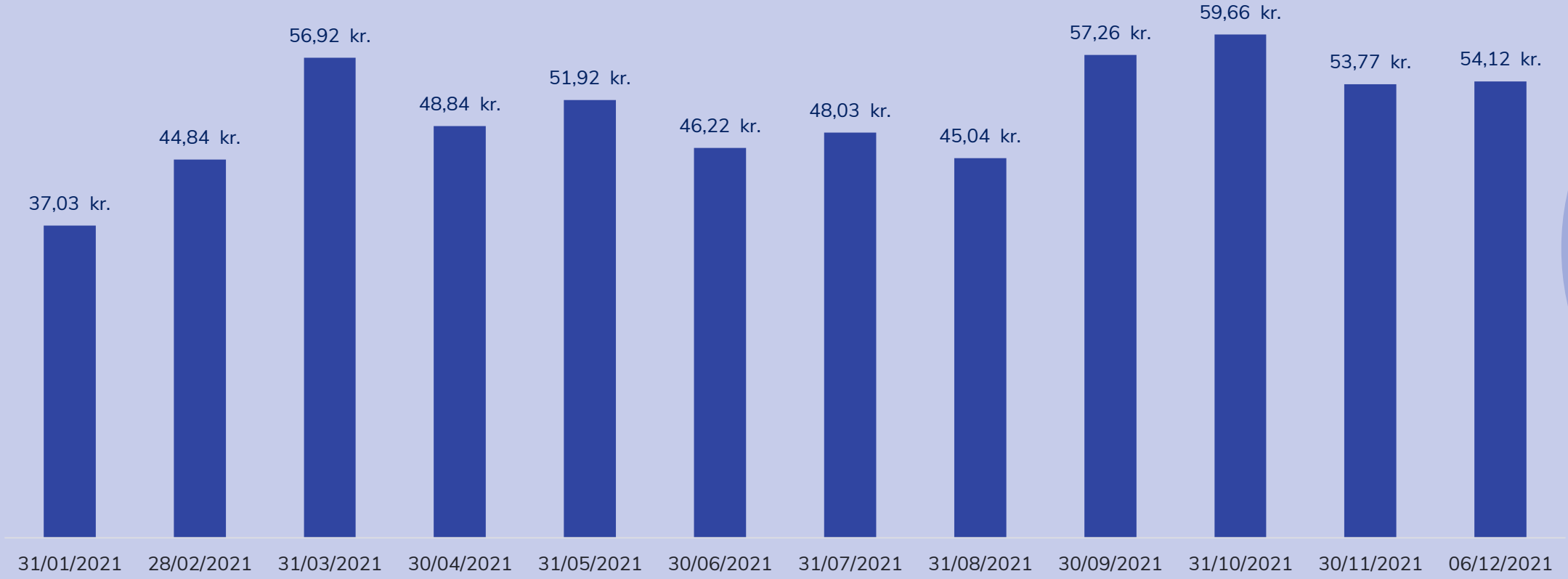
Mest populære objectives

1. Conversions
2. Reach
3. Link Clicks
4. Lead Generation
5. Video Views
6. Brand Awareness
7. Post Engagement
8. App Installs

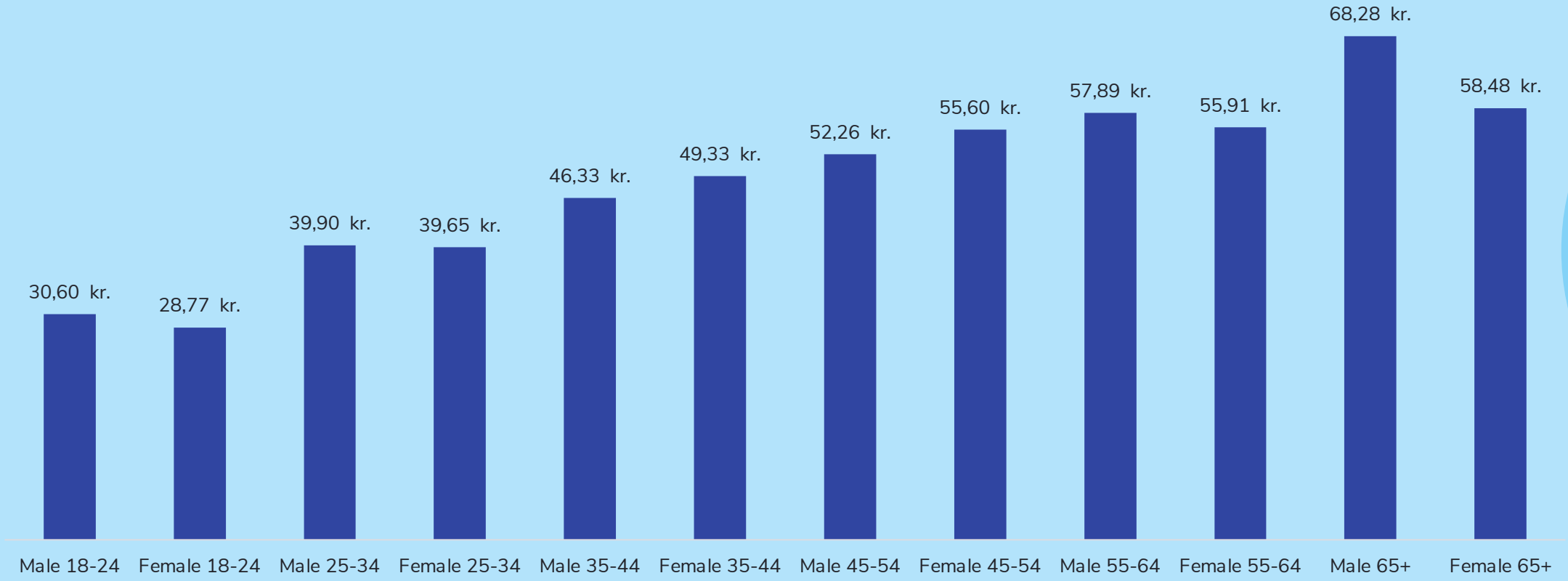
Annoncepriser i løbet af året 2020



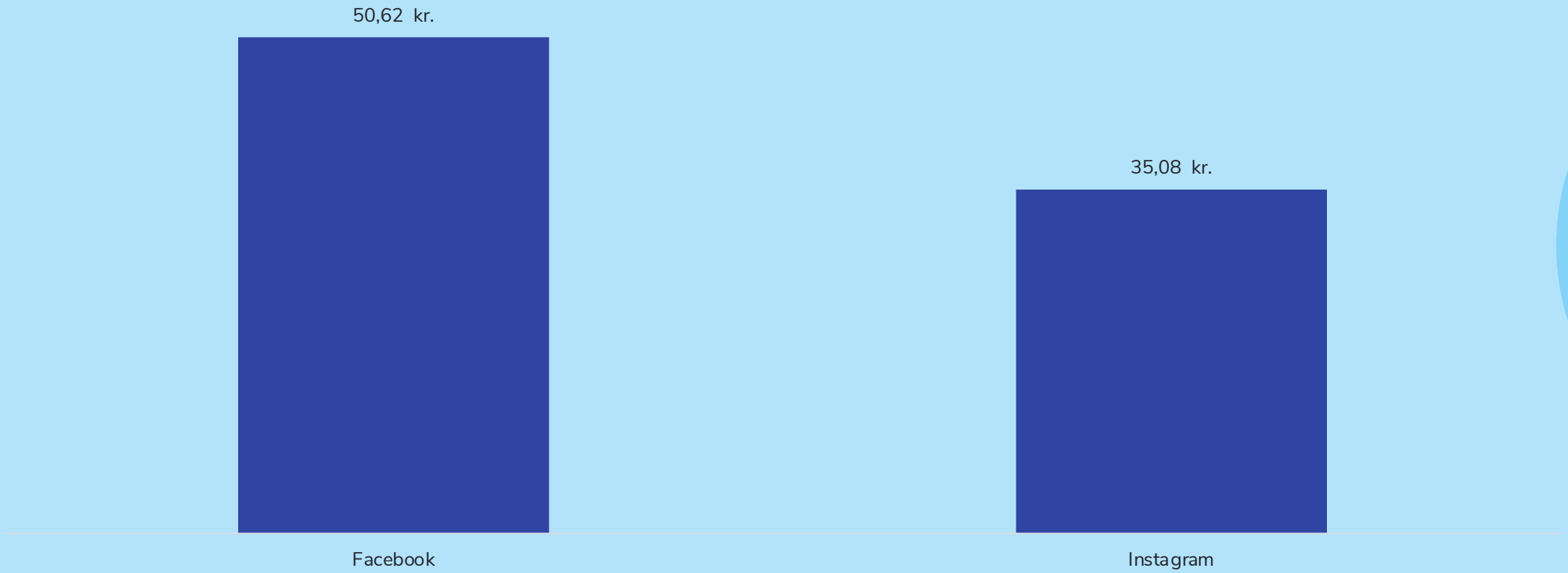
Annoncepriser i løbet af året 2021



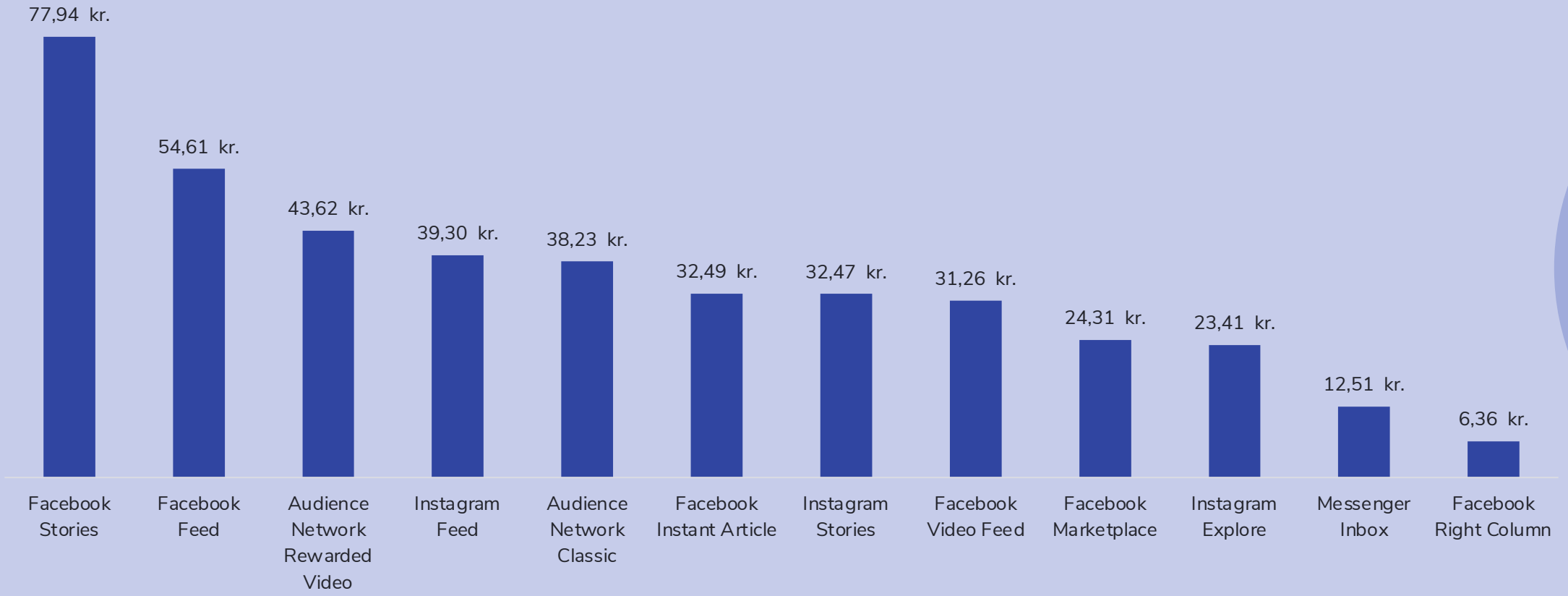
Annoncepriser pr. demografi



Annoncepriser pr. platform



Annoncepriser pr. placering



Annoncepriser pr. industri

	CPM	CPC	CTR	vtr 100%	engagement rate all clicks
Sports	**16,26 kr.**	2,30 kr.	1,83%	31,06%	0,79%
Media & Entertainment	**22,03 kr.**	2,69 kr.	1,52%	19,05%	1,03%
Travel	**27,20 kr.**	3,84 kr.	1,42%	25,40%	0,85%
NGOs	**32,47 kr.**	3,48 kr.	1,11%	13,77%	0,52%
E-commerce	**39,11 kr.**	4,40 kr.	0,92%	21,20%	0,41%
Home Living	**40,11 kr.**	6,83 kr.	0,80%	17,62%	0,56%
Retail	**46,86 kr.**	8,26 kr.	0,58%	21,12%	0,32%
Financial Services	**47,81 kr.**	7,05 kr.	0,65%	9,35%	0,27%
Gambling	**52,01 kr.**	9,42 kr.	0,50%	18,22%	0,49%
Telco	**52,02 kr.**	7,12 kr.	0,55%	11,62%	0,24%
Fashion	**53,78 kr.**	9,84 kr.	0,70%	17,45%	0,61%
Automotive	**55,04 kr.**	4,13 kr.	1,15%	7,03%	0,75%
Electronics	**58,04 kr.**	7,43 kr.	0,64%	12,25%	0,56%
Governmental/Politics	**61,22 kr.**	4,96 kr.	0,96%	6,07%	0,40%
Pension & Insurance	**85,03 kr.**	12,39 kr.	0,38%	13,86%	0,42%