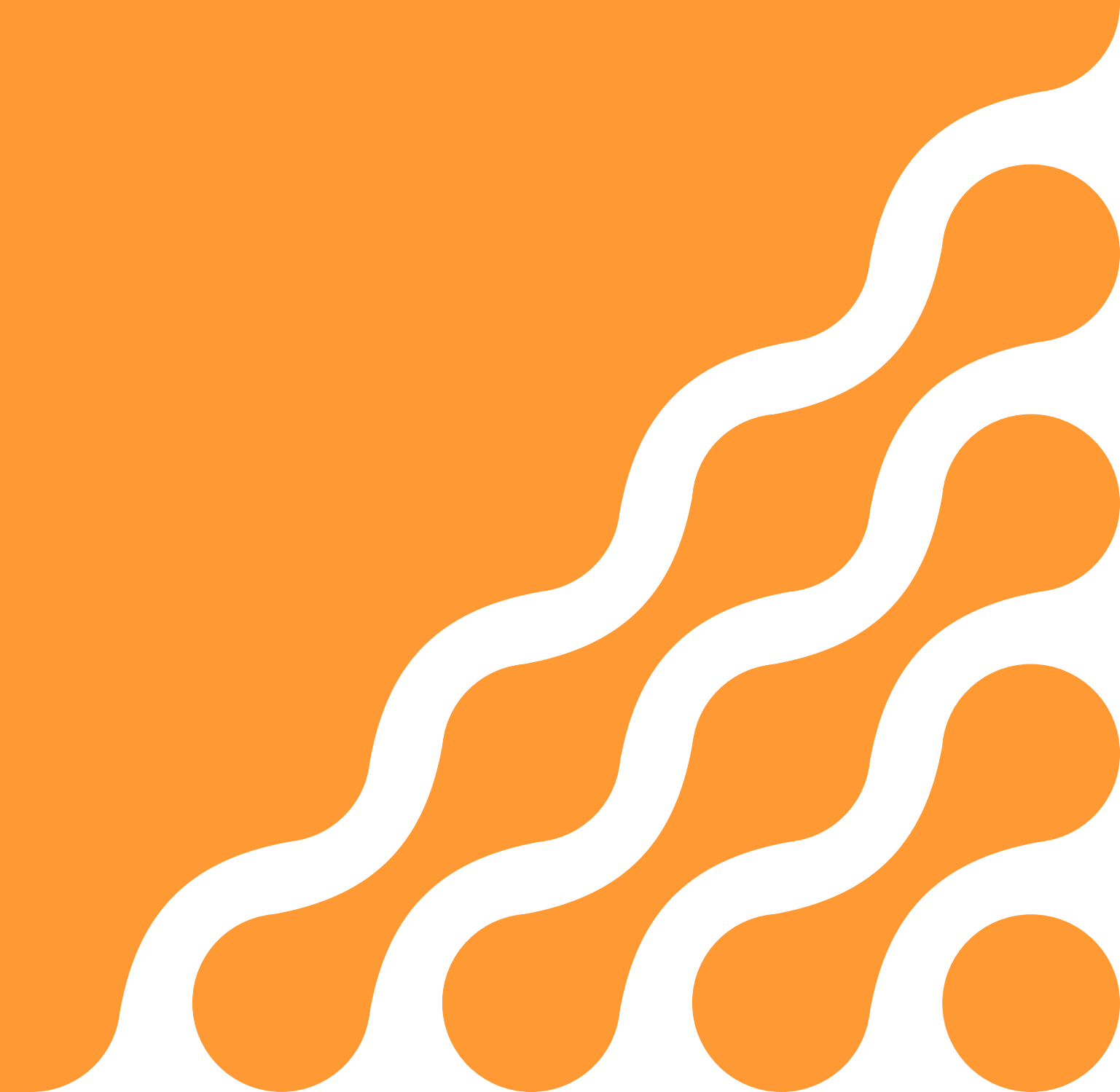


**R2B2** 

**MEDIA KIT 2023**



The R2B2 ad network provides extensive reach across all devices, and with programmatic buying, you can launch campaigns instantly. Inventory is optimized in real time to help you achieve KPIs and allow you to manage campaigns yourself. You get access to all our premium and standard IAB ad formats, advanced targeting, instant statistics, and campaign results.

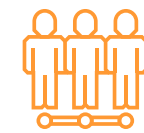
The R2B2 network operates in a wide range of geos. You can see some of our flagship territories below:

- Czechia
- Slovakia
- Italy
- Bulgaria
- Austria
- Brazil
- India
- And more



# In-depth targeting

## Sociodemographics



## Behavior



## Time



## Geography



## Retargeting



## 1st-party data



## 3rd-party data



## Screen type



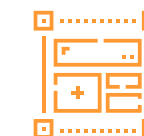
## Domain



## Mobile make and model



## Content



## Customized



# Ad formats

Choose from a wide variety of ad formats. Do you have specific requirements or creative ideas? Contact us. With R2B2 tech and format suite sky is limit.

Find out more at [r2b2.io](https://r2b2.io).

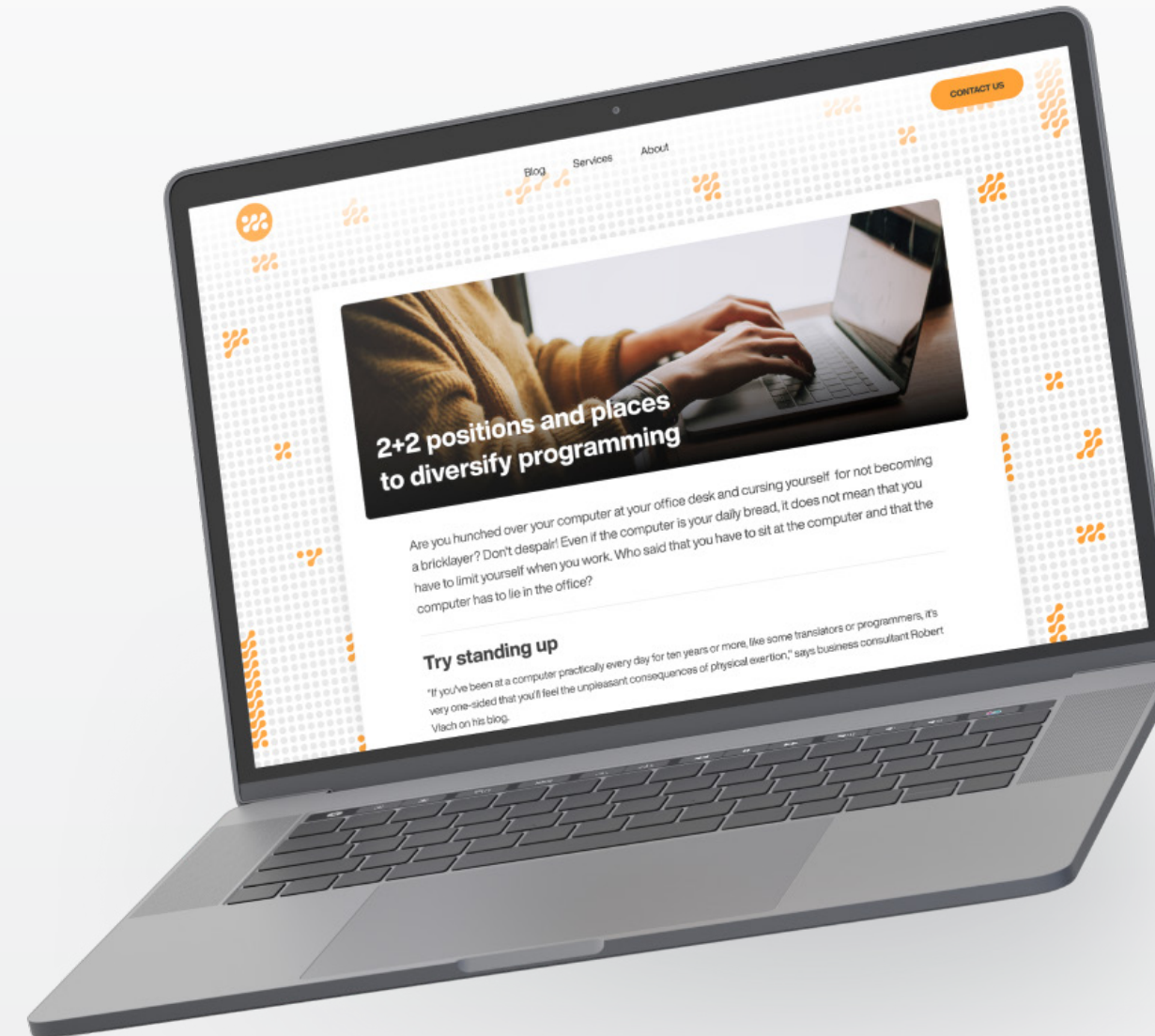




## Banners

 All devices |  Display

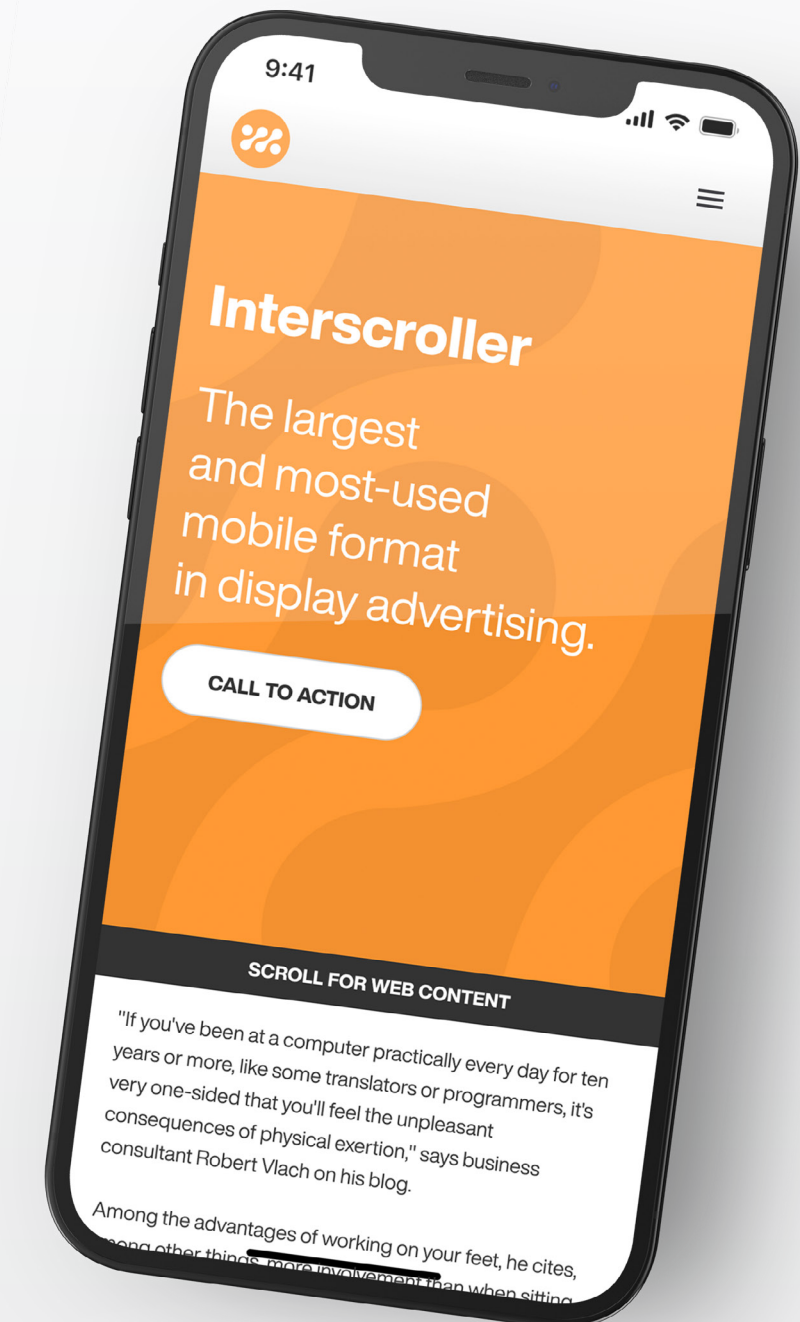
Banners are the most traditional and widespread format. Make the most of their extensive reach to the greatest variety of audiences by using multiple targeting methods. Banners also support rich media, which adds to their appeal.



## Takeover Skins

 Desktop |  Display

Takeover Skins are big enough to cover even large computer screens. They appear as the page background and don't interfere with website content. Big advertisers often use Takeover Skins in their campaigns because they are good for brand promotion.



## Interscroller

 Mobile |  Display

Interscroller works on the principle of parallax scrolling. The ad is positioned on the website background and is gradually revealed as the user scrolls down the page. The user controls how quickly it is uncovered, which can be taken advantage of when creating ad content.



## Native Ads

 All devices |  Native

Native Ads are usually placed in-feed, that is, between articles. They look like organic content but click through to the advertiser’s website. They always consist of a headline, an image, and a short text.



## In-Media

 Desktop |  Display

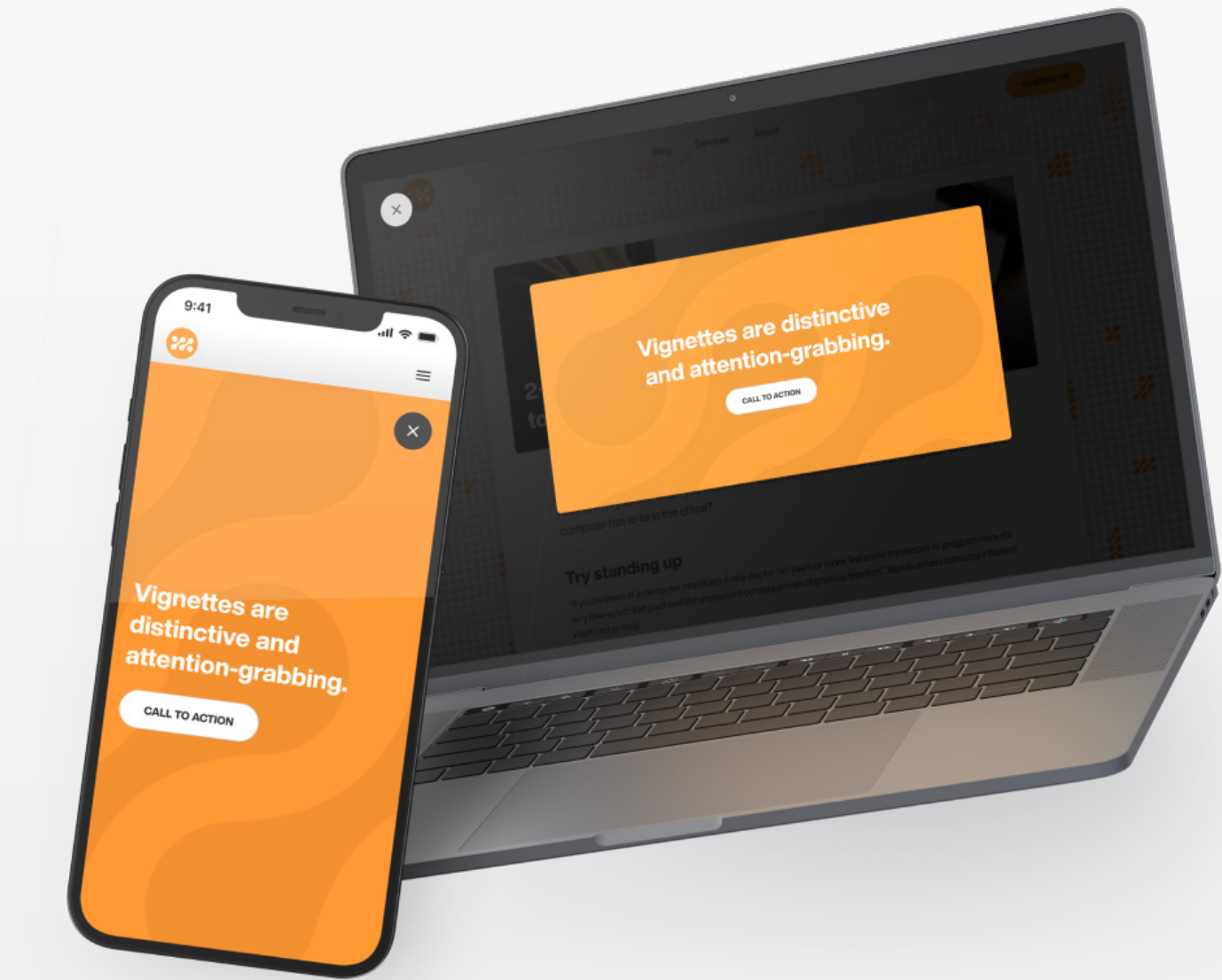
In-Media is a variable desktop format that appears in specific media. It can be placed on videos and images. A variety of dimensions and display options are available, as well as multiple ad types (display and native).



## Sticky Ads

 All devices |  Display

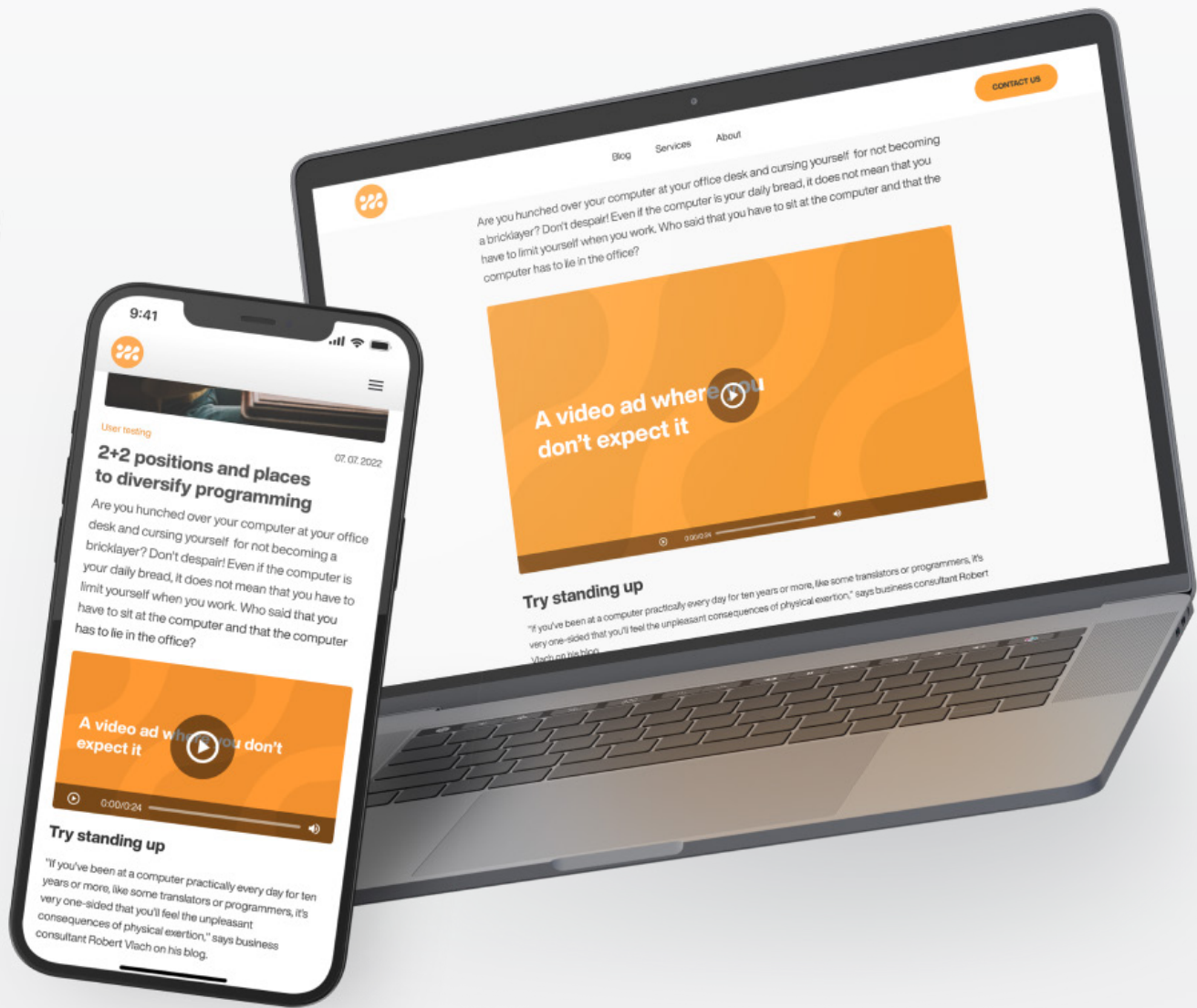
Sticky Ads guarantee 100% visibility and the highest click-through rate. Just like other formats, their appeal can be enhanced with rich media. For fast conversion, include the Click 2 Call feature that directly dials a phone number.



# Vignettes

📱 All devices | 👁 Display

Vignettes are distinctive and straightforward. You usually encounter them on editorial websites. As soon as an article is clicked, they display across the entire screen. To read the article, it is necessary to close the ad using the X.



# Outstream

📱 All devices | ▶ Video

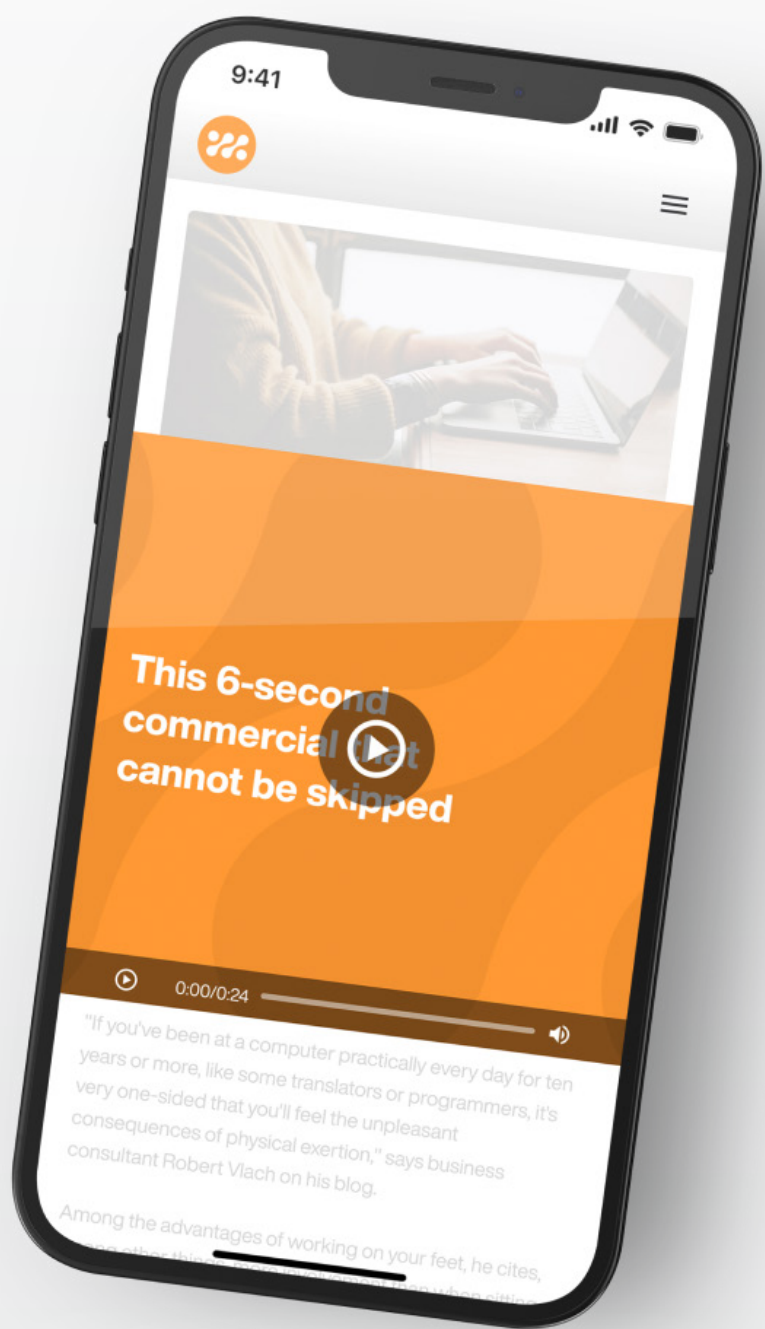
Outstream video ads can be used on websites without video content—such as pages with articles. The ad appears as the reader scrolls through the text.



# Instream

📱 All devices | ▶ Video

Three types of Instream ads are available—those that appear at the beginning of the video, mid-video, and at the end of the video.



# Bumper

 All devices |  Video

Bumper is a video format for short messages. It cannot be skipped. Bumper is displayed in the video player and is good for storytelling.

**See how our formats behave  
on desktop and mobile devices.  
You can test them all and get  
a closer look.**



**We are happy to answer all your questions. Please reach out to our programmatic experts.**



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