We are happy to help with the optimal headline and teaser text.

Our requirements for your content:

- Available on an external website
- Contains an image, headline and teaser text
- Contains further campaign elements and corresponding "call-to-actions", contact forms, downloads or additional links.
- Two Image sizes in aspect ratio 16:9:
  - Desktop 250 x 144 pixels and mobile 580 x 326 pixels
- Length of headline: Max. 140 characters and 2 lines
- Length of teaser text: Max. 160 characters
- Teasers texts/headlines do not contain direct advertising messages

What we need:

- ✔ Link to the article
- ✔ Image
- ✔ Headline
- ✔ Teaser text
- If desired: clicktracker