



HEY!

VIELEN DANK, DASS DU UNSERE
ÜBERSICHT ZUM THEMA CPM
HERUNTERGELADEN HAST!

WIR HELFEN DIR AUCH GERNE IN ANDEREN BEREICHEN
WEITER! HIER KENNEN WIR UNS BESTENS AUS:

- SEO & Content-Marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & Online-Anwendungen
- Grafik- & Corporate-Design
- Motion-Design & Fernsehwerbung

DU HAST INTERESSE? DANN SCHAU AUF UNSERER WEBSITE
VORBEI UND INFORMIERE DICH:

ZUR WEBSITE!

CPM (Cost per Mille)

Comparison of Ad Formats and Advertisers

CPM allows for a direct comparison of the costs of ad formats and platforms based on reach—regardless of the medium or targeting.

Dependence on the success of other factors

The success of a campaign also depends on the creative content, the offer, and how the target audience is addressed.

5 Benefits of CPM

Price variability within a medium

Used to analyze the varying costs of different advertising placements (e.g., based on visibility, effectiveness, or target audience).

Applications

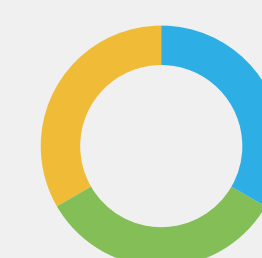
Used in traditional media (TV, radio, print) as well as in online advertising (e.g., banners).

Focus on reach rather than quality

Suitable for campaigns aimed at achieving high visibility, without a focus on engagement or the quality of leads.



<https://www.dreikon.de/en/news/glossary/cpm-cost-per-mille/>



DREIKON