



# HEY!

THANK YOU FOR  
DOWNLOADING OUR GUIDE  
ON THE COST PER THOUSAND  
IMPRESSIONS!

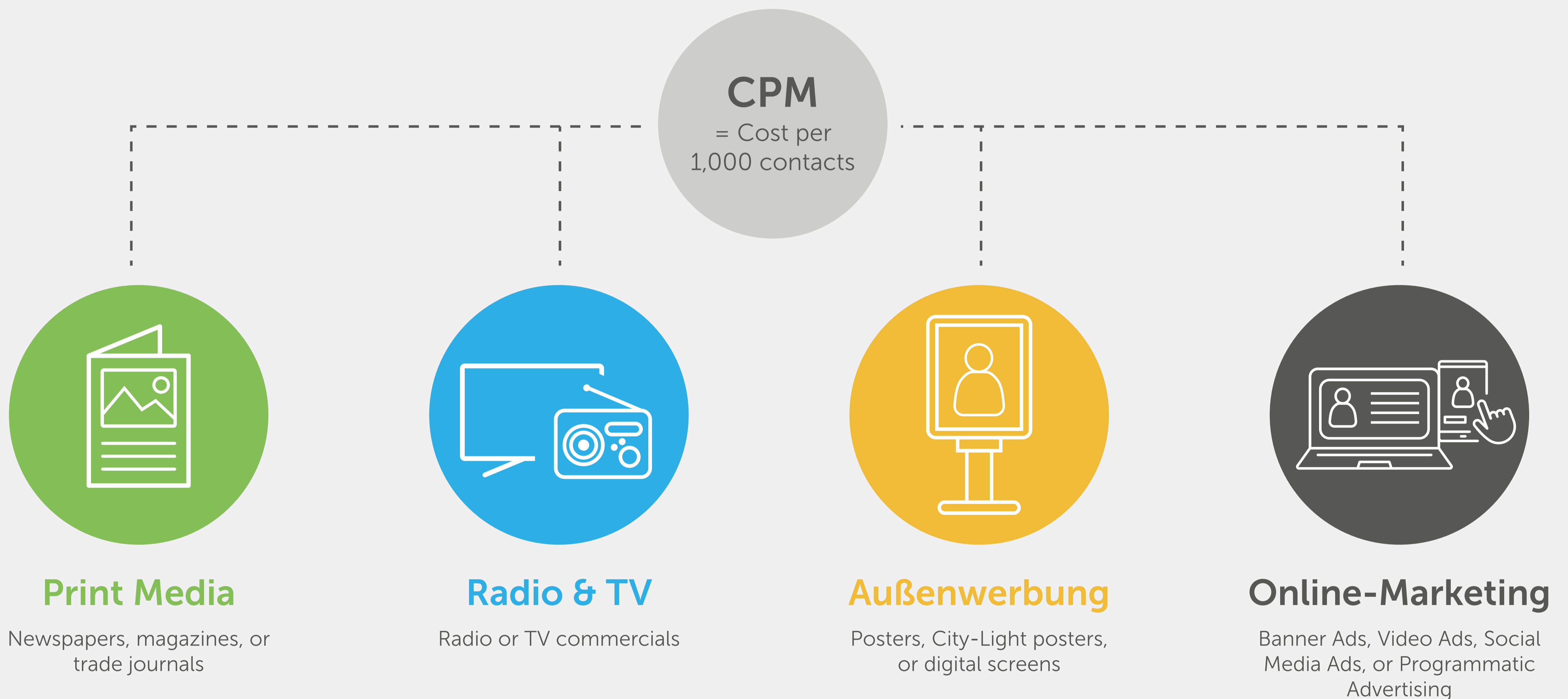
WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!  
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR  
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

## Cost per thousand impressions (CPM)



### Advantage: Comparability across all channels

Because it can be applied universally, it can help make campaigns across different media comparable. An advertiser can therefore calculate whether an ad in a trade magazine or a social media post is cheaper per 1,000 impressions.

