



# Online Media Kit



# We guide your future clients

Simplified product search, customized recommendations and expert advice: tools to increase your conversion



## Comparison

Compare tyres fast and conveniently, to meet consumer expectations.



## News

The latest information about OE tyres, reviews and tyre manufacturers.



## Expertise

Expert advice on regulations, road safety, tyre types and tyre care.



# An international reach

A multinational network with a local perspective

## rezulteo

United Kingdom  
[tyres.rezulteo.uk](https://tyres.rezulteo.uk)

Austria  
[reifen.rezulteo.at](https://reifen.rezulteo.at)

Belgium  
[banden.rezulteo.be](https://banden.rezulteo.be)  
[pneu.rezulteo.be](https://pneu.rezulteo.be)

France  
[pneu.rezulteo.fr](https://pneu.rezulteo.fr)

Germany  
[reifen.rezulteo.de](https://reifen.rezulteo.de)

Italy  
[pneumatici.rezulteo.it](https://pneumatici.rezulteo.it)

Netherlands  
[banden.rezulteo.nl](https://banden.rezulteo.nl)

Poland  
[opony.rezulteo.pl](https://opony.rezulteo.pl)

Spain  
[neumaticos.rezulteo.es](https://neumaticos.rezulteo.es)

Switzerland  
[reifen.rezulteo.ch](https://reifen.rezulteo.ch)  
[pneu.rezulteo.ch](https://pneu.rezulteo.ch)  
[pneumatici.rezulteo.ch](https://pneumatici.rezulteo.ch)

Turkey  
[lastik.rezulteo.tr](https://lastik.rezulteo.tr)



# A qualified audience

Details about the users

**92%** are planning their next tyre purchase

**54%** are looking for compatible tyres for their car

**55%** are looking for the best prices and offers.

**+1,2M**

Pageviews

**90%**

New Users

**2%**

Conversion Rate

**70%**

Mobil Users

**45%**

25-44 Years

**72%**

Male Users



# Reasons to rely on us

Individual solutions to reach a high-value, purchase-ready audience



## Target audience

Use our tools to reach your marketing goals: branding, performance, etc.



## Touch point

Benefit from a high conversion rate.



## Premium Customer Journey

Communicate through a brand safe and dedicated platform, providing a great UX.

# More visibility, more traffic, more sales

Why display your brand on rezulteo?

## Accelerate the buying process



Target affinity audiences for your online shop and retail stores.

## Boost your visibility



Be present at the key stages of the online customer journey.

## Increase brand awareness



Provide an attractive online customer journey and user experience.



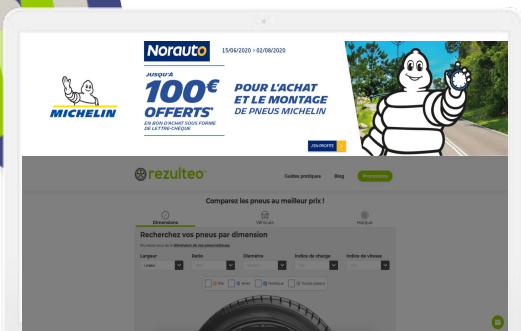
# Display advertising

To achieve your Branding objectives

- **Brand safe environment**
- **Highly visible premium formats**
- **High-value target audience**

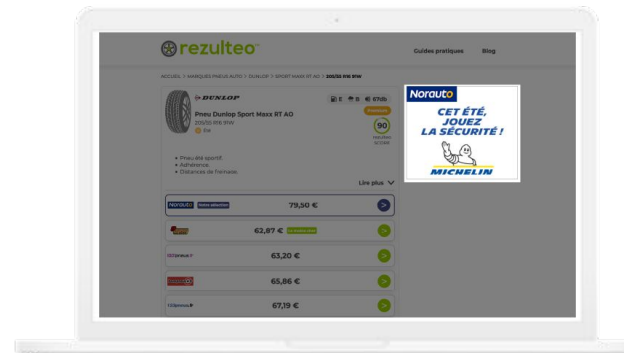
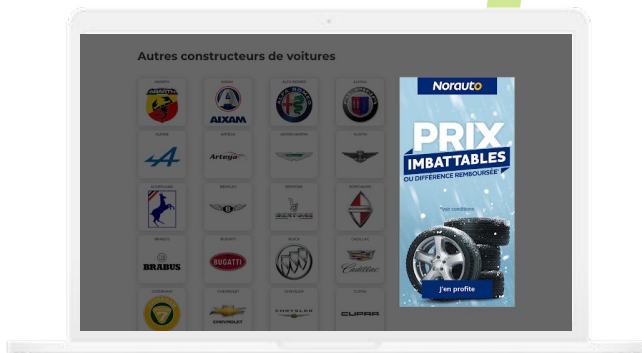
## Banner

A targeted and premium format available throughout the customer journey.



## Rectangle

Standard format with high visibility at the key stages of the conversion funnel.



Price List per country available on demand. Do not hesitate to contact us if you would like a tailor-made offer to meet your specific objectives!

# Our Display offers

Formats	Locations	Weekly price	Monthly price
<b>Banner Car Funnel</b>	CarSelector CarSelector List Vehicles directory	<a href="#">Request a quote</a>	
<b>Banner Tyre Funnel</b>	TyreSelector TyreSelector List Tyres directory Edito		
Formats	Locations	Weekly price	Monthly price
<b>Rectangle</b>	Vehicles directory Result page (Tyre) Product page	<a href="#">Request a quote</a>	



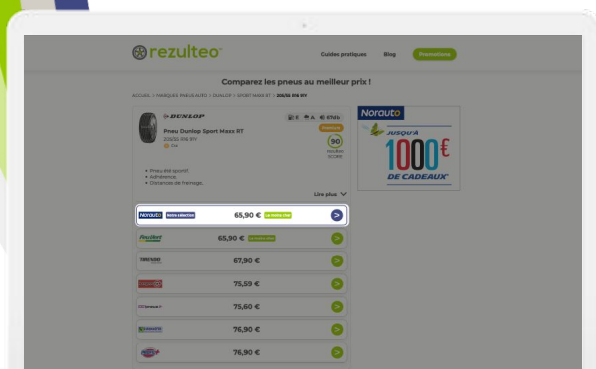
# Native advertising

Boost your online conversion!

- Use native, integrated formats
- Benefit from rezulteo's image
- Increase your conversion rate

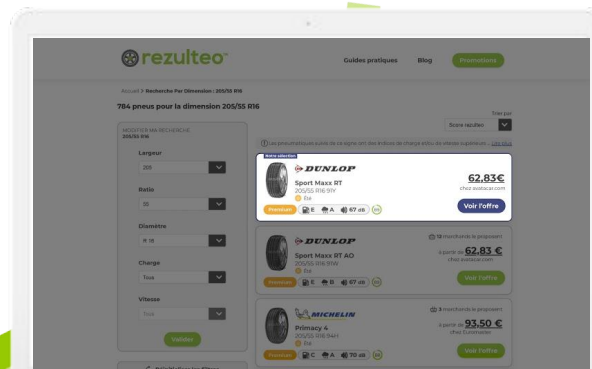
## Premium Partner

Pole position in the price comparison heat map



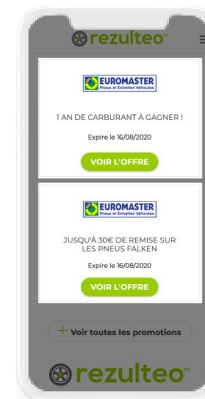
## “Sponsored” tyre

Pole position in the results lists (available from Q1 2021)



## Cards

Highlight special offers!



Price List per country available on demand. Do not hesitate to contact us if you would like a tailor-made offer to meet your specific objectives!

# Our native offerings

Formats	Weekly price	Monthly price
<b>Premium Partner</b>	500 €	1 900 €
<b>Sponsored Tyre</b>	700 €	2 600 €
<b>Pack Premium</b> (Premium Partner & Sponsored Tyre)	1 000 €	4 200 €
<b>Card</b>	400 €	1 500 €

*We can tailor-make a package to meet your objectives. We look forward to hearing from you!*

# Advertorial

Your content in the right context

**Placement:** rezulteo Blog, teaser on homepage

**Text:** up to 3,500 characters, including link

**Images:** up to 4 images

## Your Benefits

- Content creation by rezulteo editors
- SEO Optimization
- Internal links to related content
- Translation into other languages on demand

*Price List per country available on demand. Do not hesitate to contact us if you would like a tailor-made offer to meet your specific objectives!*

# Social Media marketing

Increase your reach with our social networking community



## Stay connected with your target audience!

Benefit from our community. Let us share your content (sharing) or let us speak for you (posting).

## Campaign:

- 1 month period (incl. 4 messages)
- 6 months period (incl. 2 messages per month)
- Tailor-made campaign (e.g. theme week)

Possibility to extend the campaigns internationally (on demand).

*Price List per country available on demand.  
Do not hesitate to contact us if you would like a  
tailor-made offer to meet your specific objectives!*



# Technical specifications Display

	Format px	Placement	File type	Quality	Comments
<b>Banner</b>	970x250 728x90 468x60 320x50	CarSelector CarSelector list Car directory TyreSelector TyreSelector list Tyre directory Editorial content	.jpg .png .gif	72 dpi	Responsive display ads
<b>Medium / Grand Rectangle</b>	300x600 300x250	Car directory Results page (Tyre) Product pages	.jpg .png .gif	72 dpi	Sticky on desktop

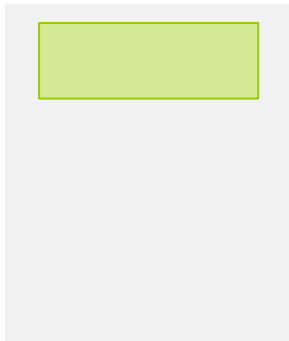
# Technical specifications Advertorial, Native, Social

	Placement	File type	Max size	Comments
<b>Premium Partner</b>	Tyre page			Pole position in price comparison heat map.
<b>Card</b>	Homepage	text		Titel max 50 characters.
<b>Advertorial</b>	Blog	text, .png, .jpg	150 KB (per image)	Max 3500 characters including links and max 4 images.
<b>Social Media</b>				

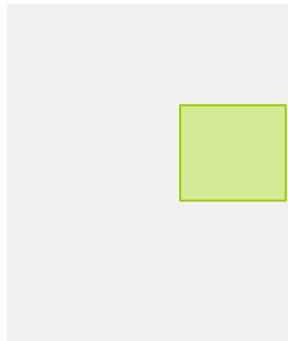


# Display layout

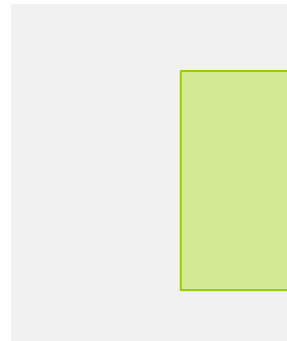
Banner



Medium rectangle  
on desktop



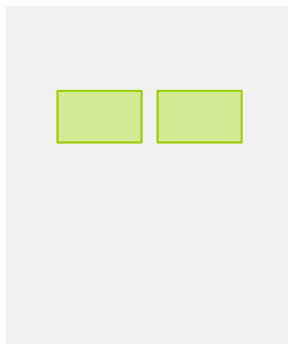
Large rectangle



Medium rectangle  
on mobile



Cards



Premium Partner



# Contact

Get in touch, we'd love to hear from you.

[marketing-rezulteo@lizeo-group.com](mailto:marketing-rezulteo@lizeo-group.com)

[florian.scellier@lizeo-group.com](mailto:florian.scellier@lizeo-group.com)

Digital marketing consultant

[florence.paladino@lizeo-group.com](mailto:florence.paladino@lizeo-group.com)

Marketing manager

## **Lizeo Group**

42, quai Rambaud  
69002 Lyon, France

[Find out more](#)



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@rezulteo\_tyres

