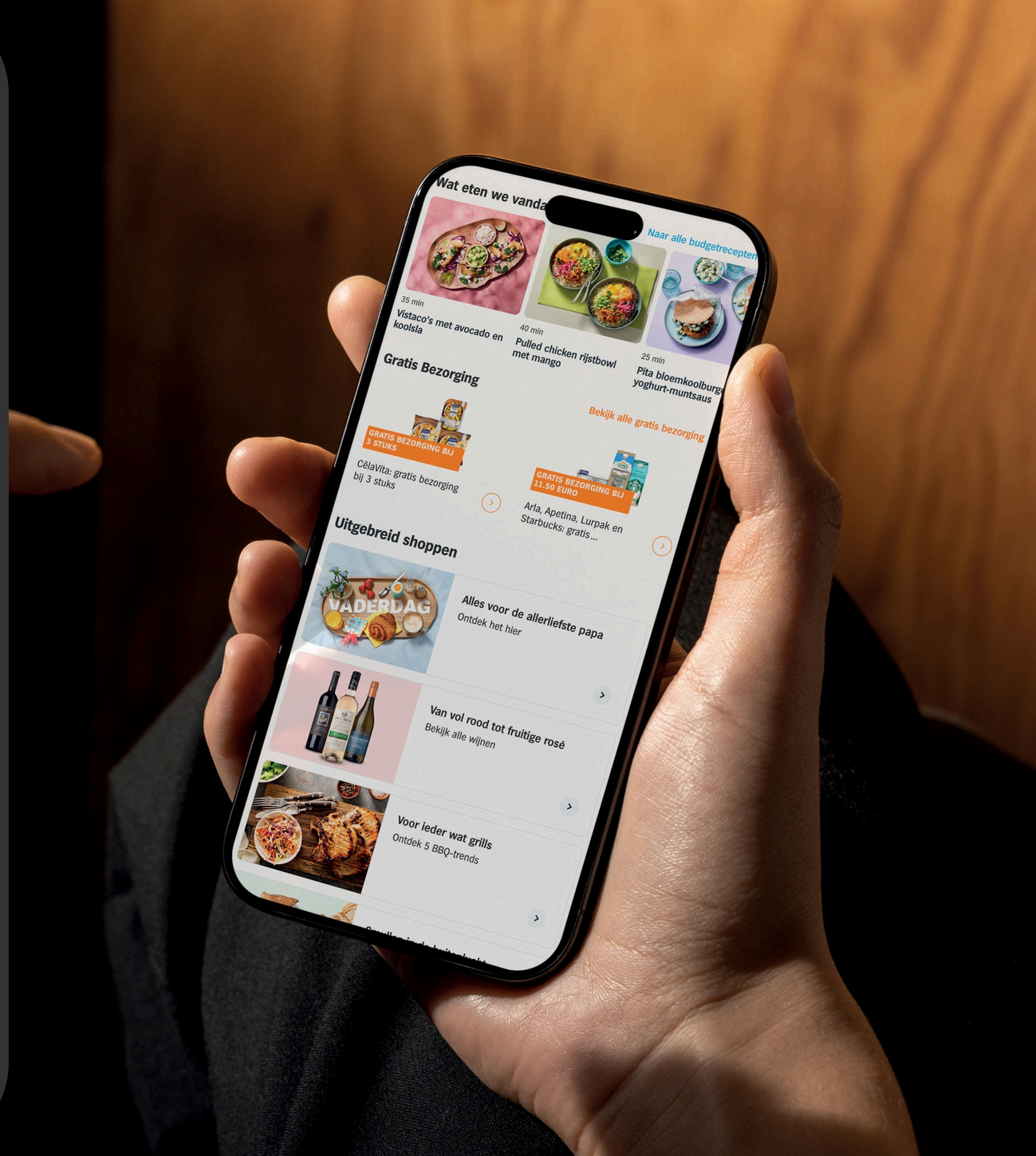
Rate card Direct2Basket

2027

TECH ADS



What is Direct2Basket?

With Direct2Basket, shoppers add a product from the banner straight into the basket of their own supermarket or web shop, in one click.

1.

Our system identifies the correct shopping app.

2.

The user clicks on the banner ad.

3.

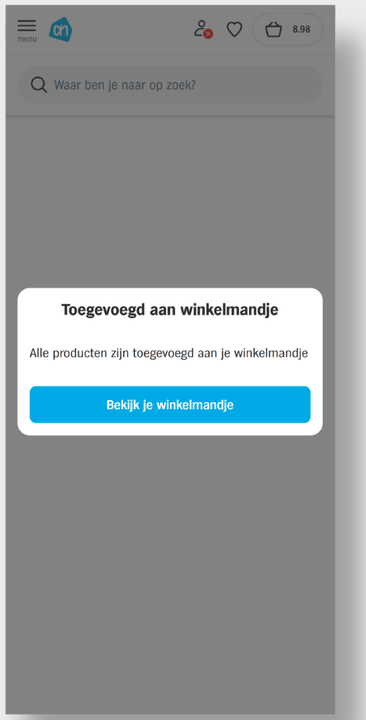
The product is automatically added to the basket.

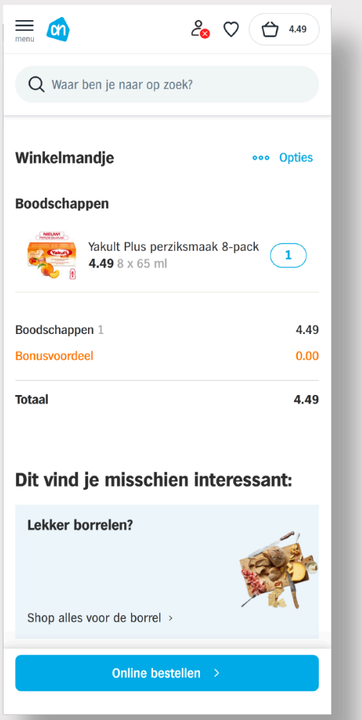
4.

The user can buy the product without hassle.









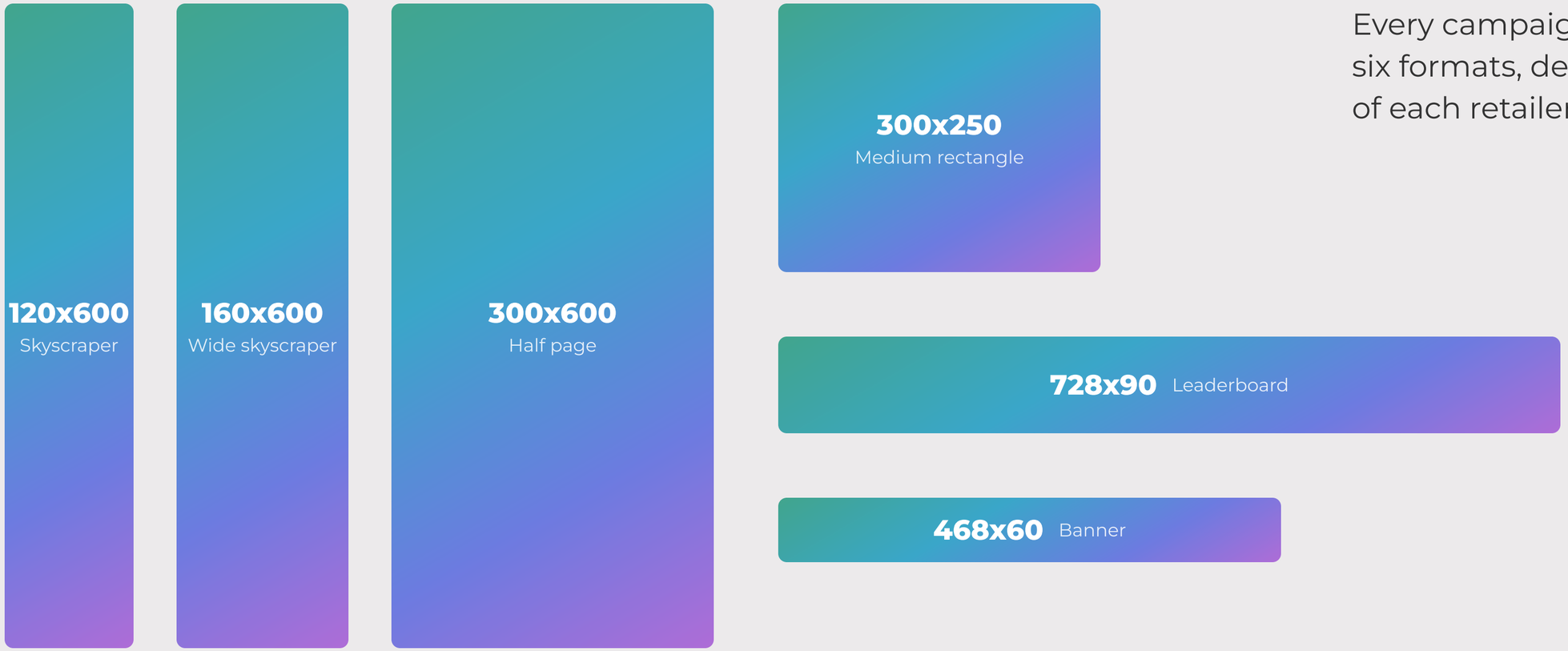
Connected retailers and brands.

Integrated with more than 1,500 retailers across Europe.

CONNECTED RETAILERS

TRUSTED BY LEADING BRANDS

Banner formats.



Every campaign gets a full set of six formats, designed in the style of each retailer.

Examples of retailer sets.

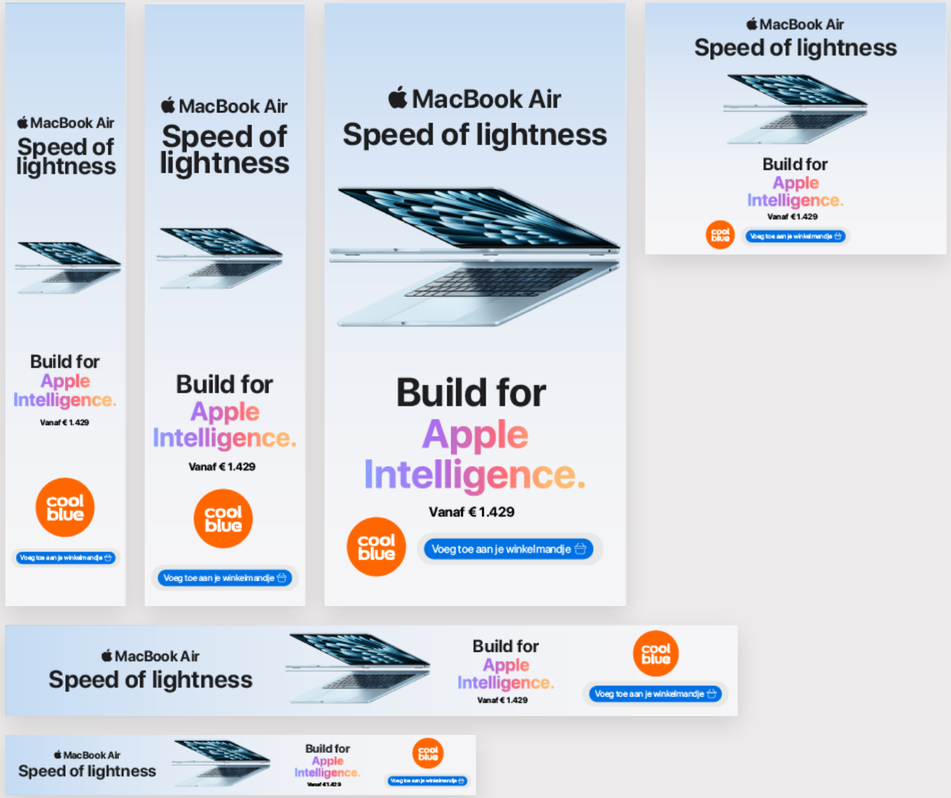


Albert Heijn × Bonduelle



Jumbo × Oreo

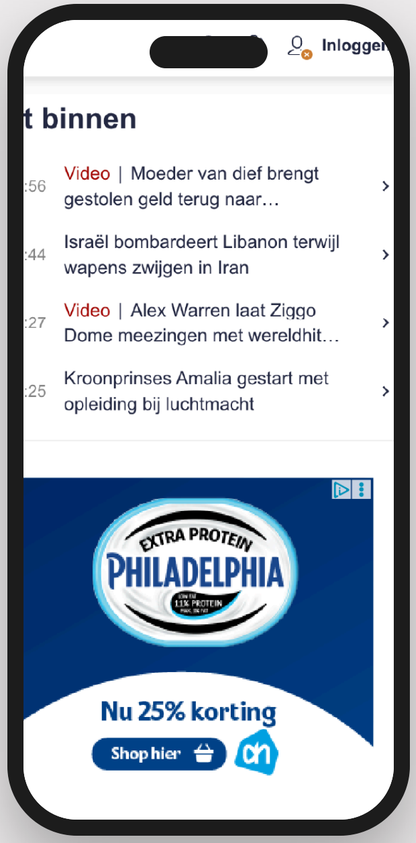
Examples in practice.



Coolblue × MacBook Air



Philadelphia Cottage Cheese
Albert Heijn, on Het Parool



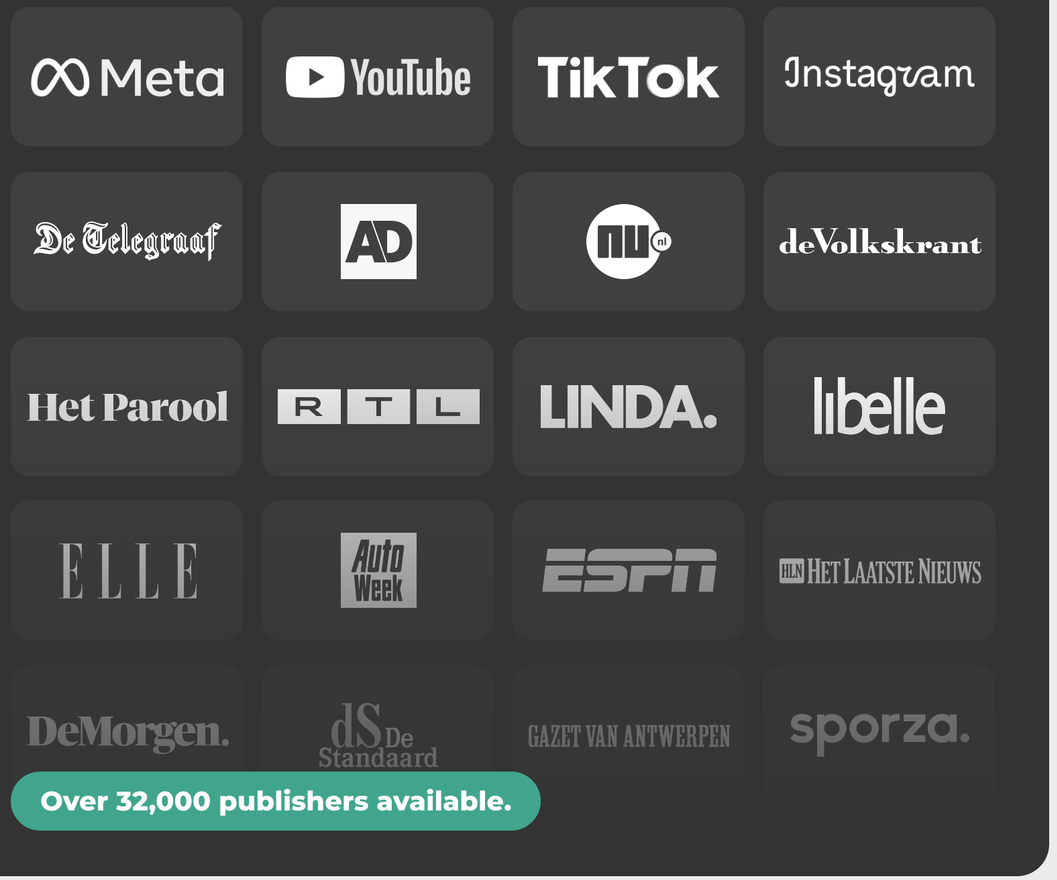
Philadelphia Extra Protein
Albert Heijn, on NU.nl

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TIER	BUDGET	CPM
A Tier A	On request	€ 8.23
B Tier B	On request	€ 6.84
C Tier C	On request	€ 4.98

Creative and reporting are included.
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Over 32,000 publishers available.

Audiences we reach.

With our own data and that of our data providers, we reach the right audience at the right moment.

DATA PROVIDERS

TECH ADS · Nielsen · Lotame · Meta

EXAMPLE AUDIENCES

And many more.

- Plant-based shopper
- Conscious consumer
- Bargain hunter
- Family shopper
- Fitfluencer
- Foodie
- No-nonsense man
- Health seeker
- Young parents
- Students
- Home cooks
- Sports fans
- Pet owners
- Wine lovers
- Beer lovers
- Snack lovers
- Breakfast lovers
- Premium shoppers
- Sustainable shoppers
- Tech lovers
- Gamers
- Travellers
- BBQ lovers
- Party people

Kickstart your campaign.

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“Invest in technology before your competitor does.”

Eduard Nandelall
CEO