

B2C.

Organic social media.

Facebook - Instagram

-  Followers: 14.098
-  Multiple posts
-  Individual sharing potential
-  Expected views: 20.000
-  Expected visitors: 500

Paid social media.

Facebook - Instagram

-  Multiple posts
-  Expected views: 300.000
-  Expected visitors: 3.000

Own mail.

-  16.000 consumers
-  Multiple dedicated emails
-  Expected views: 7.500
-  Expected visitors: 1.500

Mediaplan 2025

 60.000 visitors



External mail.

Sovendus - Shopbuddies
Promojagers - Pluxee - myShopi

-  3.050.000 consumers
-  Multiple dedicated emails
-  Expected visitors: 30.000


Affiliate.

Cost per click campaign



-  Expected visitors: 1.700

Banners.



Pluxee website & app

-  Expected visitors: 300

SMS marketing.




-  40.000 consumers
-  Expected visitors: 3.000

Google Ads.

-  2.800.000 views
-  Expected visitors: 20.000




B2B.

Own mail.

-  7.000 merchants contacts
-  Multiple dedicated emails
-  Expected merchants: 100

External mail.

Pluxee

-  12.500 merchants contacts
-  One dedicated email
-  Expected merchants: 50

Organic social media.

LinkedIn

-  Followers: 4.120
-  Multiple posts
-  Individual sharing potential
-  Expected reach: 5.000
-  Expected merchants: 25

Paid social media.

LinkedIn

-  Multiple posts
-  Expected reach: 50.000
-  Expected merchants: 25

Mediaplan

 200 merchants

