

FAQ

Our support hotline receives calls every day concerning issues on the campaign booking and the sale of advertising space on Ströer SSP. You can find the most frequently asked questions in the following Frequently Asked Questions (FAQ).

Is using Ströer SSP free of charge?

There is no charge for opening a customer account with Ströer SSP. For publishers: If you sell advertising space on Ströer SSP or accept campaigns for your advertising space, your advertising income will be reduced by a commission. For advertisers: If you book a campaign via Ströer SSP, you will be charged the amount set for the campaign. This is payable via credit card, prepayment or direct debit (after approved credit check only).

Do I have to sign a contract when working with Ströer SSP?

Working with Ströer SSP is nonbinding. Should you not be interested in working with us anymore, just remove the advertising space code delivered by us (if you are a publisher) or stop the current campaigns (if you are an advertiser). You can also tell us to deactivate your account.

Who can I contact with further questions?

Should you have any further questions or would like personal advice, please contact our support. You can call our hotline (+49 800-2372253) or send an e-mail to info@stroeer-ssp.de. If you are calling from Germany, the hotline is free of charge. Costs from other countries may vary. Our support is available Monday to Friday from 9am to 6pm (UTC+1).

How do I create an Ströer SSP account?

In general, publishers and advertisers can create an account via our website. But as the front end is in German only, we advise you to contact our support. We can then inform you about criteria that has to be fulfilled and to be fulfilled and can then help you set up an account. You can call the Ströer SSP support hotline (+49 800-2372253) or send an e-mail to info@stroeer.de. If you are calling from Germany, the hotline is free of charge. Costs from other countries may vary. Our support is available Monday to Friday from 9am to 6pm (UTC+1).

What is the difference between CPM and CPC?

The CPM (Cost per mille) indicates the cost for 1,000 views per ad. If you choose Cost per Click (CPC) as measurement, you will be charged for every click on the ad, regardless how often the ad has been shown. Within the Ströer SSP market place, this method is only available for IAB standard formats and text ads.