

Ads Service Terms & Conditions

(...)

SECTION 1. DEFINITIONS (ALLEGRO.PL)

The following terms and phrases used in these Terms & Conditions have the following meanings:

(...)

30. **Product** — ~~the product of the relevant price for a given Cost Unit per Click or per 1,000 (one thousand) Impressions multiplied by the ratio of the number of Clicks to the number of Impressions of the Advertising Message during the Advertising Message display, modified by the parameter defining the match of the Goods presented in the given Advertising Message to the subject of the site on which the Allegro Display Space is located.~~ the value calculated for each Advertising Message in order to determine its order of display on the Allegro Display Space. The value of the Product takes into account the following factors:

- a. The value of the Cost Unit (in particular the maximum price per Click);
- b. The “matching” parameter of the Advertising Message (including the degree to which the offered Goods are related to the behaviour of Buyers or potential buyers);
- c. The quality parameters of the offer presented in the Advertising Message, including, in particular, its historical popularity, the Seller’s sales quality score, and its price;
- d. The expected performance of the Advertising Message, namely the likelihood that the display of the ad will lead to a Click

31. **Product Ranking** — ~~the sequence of all Advertising Messages for a given form of Advertising Message on Allegro, calculated on a case by case basis.~~ the order in which Advertising Messages are displayed, as determined each time based on the values of the Products and applicable to the relevant type of Advertising Message and Allegro Display Space. Failure of an Advertising Message to meet the Qualification conditions shall exclude it from being displayed in the relevant Allegro Display Space, even if the mathematical value of the Product would otherwise place it at the top of the Ranking. **Qualification** means the process of verifying and approving an Advertising Message for placement in the Product Ranking, which involves determining whether a given Advertising Message may be considered when determining the order of display. Qualification is based on criteria appropriate to the given context and Display Space, including in particular on the basis of the achievement by the Advertising Message of the minimum required value of the Product.

(...)

33. Cost Unit — the fee for the display of the Advertising Message, which, subject to the contents of paragraph 5.4 below, includes the following sales model:

a. **Max CPC** — a unit used to settle Sponsored Offers based on the number of clicks on an Advertising Message. The Advertiser determines the maximum gross price it is prepared to pay for one Click, up to the amount of the Daily Budget and taking into account the Total Budget, while the possibility of specifying the maximum gross price does not apply to the Advertising Network Display Space. In this case, the fee for one Click is determined in accordance with the rules specified by a given Advertising Network Publisher [and increased by the Service Fee](#), up to the amount of the Daily Budget and taking into account the Total Budget.

b. **Max CPM** — a unit used to settle Display Ads based on the number of impressions of the Advertising Message. 1 CPM is the cost of every initiated 1,000 Impressions. The Advertiser shall set the maximum gross price it is willing to pay for every initiated 1,000 Impressions.

c. **Dynamic CPC** — a unit used to settle Sponsored Offers based on the number of Clicks on an Advertising Message. The Advertiser sets the average gross price it is willing to pay for one Click up to the amount of the Daily Budget and including the Total Budget. With Dynamic CPC:

i. The average gross price referred to above will be calculated for the entire estimated duration of the Advertising Message display, however, it will be recalculated after each change of the estimated average gross price by the Advertiser.

ii. Due to changing market conditions and the expected advertising value of the Advertising Message (calculated taking into account the predictions of the Company's machine learning models and algorithms that account for, in particular, the changing market conditions for the publication of the Advertising Message), the gross price per Click on the Advertising Message will fluctuate and may deviate from the assumed average gross price, however, it will not be lower than the value of the minimum price per Cost Unit and will not be higher than 200% of the average gross price specified by the Advertiser.

iii. With the Dynamic CPC model, the Company seeks to reach the average gross price specified by the Advertiser in line with the above conditions, however, there is no guarantee that it will be actually reached.

iv. The possibility to specify the average gross price does not apply to the Advertising Network Display Space — in this case, the fee per Click is set in line with the rules specified by the relevant Advertising Network Publisher [and increased by the Service Fee](#), up to the amount of the Daily Budget and taking into account the Total Budget.

v. The Advertiser may select the Cost Unit for each Advertising Message via the Ads Service Dashboard.

(...)

47. Service Fee — a flat-rate or percentage-based fee charged by the Company for providing Advertising Message display services, managing and optimizing the display of the Advertising Message, and maintaining and developing the technological infrastructure supporting the effectiveness of Advertising Message display in the Advertising Network Display Space. This fee is added to the cost of the Cost Unit charged by the Advertising Network Publisher. The current Service Fee is available at <https://salescenter.allegro.com/terms/tabela-marza-google-7G3Y4gnk1uv>. The Service Fee will not exceed 20% of the gross value (i.e., the cost plus the VAT due) of the Cost Unit charged by the Advertising Network Publisher.

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY (ALLEGRO.PL)

(...)

3.2.

In order to display an Advertising Message, the Advertiser should perform the following actions in the Ads Servicer Dashboard:

- a. indicate the Marketplace on which the Advertising Message is to be published;
- b. specify Offers or Classifieds on Allegro to be promoted under the Advertising Message;
- c. specify the value of the relevant Cost Unit it is willing to pay depending on the selected form of Advertising Message, subject to paragraph 33;
- d. specify the start date of the display of the selected Advertising Message;
- e. set the Daily Budget for the selected Advertising Message;
- f. specify the Display Space in which Advertising Messages are to be promoted.

In order to maximize the effectiveness of Advertising Messages, the Company may independently select display channels (Allegro Display Space, Advertising Network Display Space), advertising formats, and bidding strategies, using proprietary optimization algorithms and Allegro purchase data (first-party data).

(...)

SECTION 5. FEES (ALLEGRO.PL)

(...)

5.3.

The amount of fees due to the Company will be calculated based on the actual use by the Advertiser of the funds allocated for the Sponsored Offer display in the Daily Budget and the Total Budget, if defined, and the statistics made available to the Advertiser in the Ads Service Dashboard. [The basis for calculating the amount of fees due to the Company for the display of Advertising Messages on the Advertising Network Display Space is the cost of purchasing the Advertising Network Display Space plus the Service Fee. The Service Fee is the difference between the amount charged from the Advertiser \(according to the declared rate for the Cost Unit or the Total Budget\) and the actual cost of purchasing the Advertising Network Display Space. The costs of individual Cost Units provided in the Advertising Network Display Space include the costs charged by the Advertising Network Publisher and the Service Fee. The total cost visible to the Advertiser in the Ads Service Dashboard includes the Service Fee already charged, which reduces the available Daily Budget and Total Budget. The Company is not obliged to specify the individual components of the Advertising Message display fees and will only present the total fee for display.](#)

5.4.

The Advertiser acknowledges that methods of settlement of Cost Units, Daily Budgets, and Total Budgets, within the publication of Advertising Messages on individual Advertising Network Publishers' websites, may differ from the rules provided for in these Terms & Conditions. In such a case, the rules for settling individual indicators in accordance with the rules specified by the Advertising Network Publishers [and rules for charging the Service Fee](#) shall apply. Within the Allegro Ads Service, the Company shall notify of different rules for settling individual indicators by referring to relevant provisions and rules or the Advertising Network Publishers' terms and conditions. Beginning to use the service is tantamount to acceptance of these conditions.

(...)

SECTION 1. DEFINITIONS (ALLEGRO.CZ)

The following terms and phrases used in these Terms and Conditions have the following meanings:

(...)

27. Product – ~~the product of the maximum price per one Click and the ratio of the number of Clicks to the number of Impressions of Advertising Message during the Advertising Message display, modified by the parameter of matching the Item subject to the given Advertising Message to the subject of the website on which the Allegro Display Space is located.~~ [the value calculated for each Advertising Message](#)

in order to determine its order of display on the Allegro Display Space. The value of the Product takes into account the following factors:

- a. The value of the Cost Unit (in particular the maximum price per Click);
- b. The "matching" parameter of the Advertising Message (including the degree to which the offered Goods are related to the behaviour of Buyers or potential buyers);
- c. The quality parameters of the offer presented in the Advertising Message, including, in particular, its historical popularity, the Seller's sales quality score, and its price;
- d. The expected performance of the Advertising Message, namely the likelihood that the display of the ad will lead to a Click

28. Product Ranking — ~~the sequence of all Advertising Messages for a given form of Advertising Message on Allegro, calculated on a case by case basis.~~ the order in which Advertising Messages are displayed, as determined each time based on the values of the Products and applicable to the relevant type of Advertising Message and Allegro Display Space. Failure of an Advertising Message to meet the Qualification conditions excludes it from being displayed in the relevant Allegro Display Space, even if the mathematical value of the Product would otherwise place it at the top of the Ranking. **Qualification** means the process of verifying and approving an Advertising Message for ranking in the Product Ranking, which involves determining whether a given Advertising Message may be considered when determining the order of display. Qualification is based on criteria appropriate to the given context and Display Space, including in particular on the basis of the achievement by the Advertising Message of the minimum required value of the Product.

(...)

30. Cost Unit — the fee for the display of the Advertising Message, which, subject to the contents of paragraph 5.4 below, includes the following sales model:

a. **Max CPC** — a unit used to settle Sponsored Offers based on the number of clicks on an Advertising Message. The Advertiser determines the maximum gross price it is prepared to pay for one Click, up to the amount of the Daily Budget and taking into account the Total Budget, while the possibility of specifying the maximum gross price does not apply to the Advertising Network Display Space. In this case, the fee for one Click is determined in accordance with the rules specified by a given Advertising Network Publisher **and increased by the Service Fee**, up to the amount of the Daily Budget and taking into account the Total Budget,

b. **Max CPM** — a unit used to settle Display Ads based on the number of impressions of the Advertising Message. 1 CPM is the cost of every initiated 1,000 Impressions. The Advertiser shall set the maximum gross price it is willing to pay for every initiated 1,000 Impressions.

(...)

38. Service Fee — a flat-rate or percentage-based fee charged by the Company for providing Advertising Message display services, managing and optimizing the display of the Advertising Message, and maintaining and developing the technological infrastructure supporting the effectiveness of Advertising Message display in the Advertising Network Display Space. This fee is added to the cost of the Cost Unit charged by the Advertising Network Publisher. The current Service Fee is available at <https://salescenter.allegro.com/terms/tabela-marza-google-7G3Y4gnk1uv>. The Service Fee will not exceed 20% of the gross value (i.e., the cost plus the VAT due) of the Cost Unit charged by the Advertising Network Publisher.

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY (ALLEGRO.CZ)

(...)

3.2.

In order to display an Advertising Message, the Advertiser should perform the following actions in the Ads Service Dashboard:

- a. indicate the Marketplace on which the Advertising Message is to be published;
- b. specify Listings on Allegro to be promoted under the Advertising Message;
- c. specify the value of the relevant Cost Unit it is willing to pay depending on the selected form of Advertising Message;
- d. specify the start date of the display of the selected Advertising Message;
- e. set the Daily Budget for the selected Advertising Message;
- f. specify the Allegro Display Space in which Advertising Messages are to be promoted.

In order to maximize the effectiveness of Advertising Messages, the Company may by itself select display channels (Allegro Display Space, Advertising Network Display Space), advertising formats, and bidding strategies, using proprietary optimization algorithms and Allegro purchase data (first-party data).

(...)

SECTION 5. FEES (ALLEGRO.CZ)

(...)

5.3.

The amount of fees due to the Company will be calculated based on the actual use by the Advertiser of the funds allocated for the Sponsored Offer display in the Daily Budget and the Total Budget, if defined, and the statistics made available to the Advertiser in the Ads Service Dashboard. [The basis for calculating the amount of fees due to the Company for the display of Advertising Messages on the Advertising Network Display Space is the cost of purchasing the Advertising Network Display Space plus the Service Fee. The Service Fee is the difference between the amount charged from the Advertiser \(according to the declared rate for the Cost Unit or the Total Budget\) and the actual cost of purchasing the Advertising Network Display Space. The costs of individual Cost Units provided in the Advertising Network Display Space include the costs charged by the Advertising Network Publisher and the Service Fee. The total cost visible to the Advertiser in the Ads Service Dashboard includes the Service Fee already charged, which reduces the available Daily Budget and Total Budget. The Company is not obliged to specify the individual components of the Advertising Message display fees and will only present the total fee for the display.](#)

5.4.

The Advertiser acknowledges that methods of settlement of Cost Units, Daily Budgets, and Total Budgets, within the publication of Advertising Messages on individual Advertising Network Publishers' websites, may differ from the rules provided for in these Terms & Conditions. In such a case, the rules for settling individual indicators in accordance with the rules specified by the Advertising Network Publishers [and rules for charging the Service Fee](#) shall apply. Within the Allegro Ads Service, the Company shall notify of different rules for settling individual indicators by referring to relevant provisions and rules or the Advertising Network Publishers' terms and conditions. Beginning to use the service is tantamount to acceptance of these conditions.

(...)

SECTION 1. DEFINITIONS (ALLEGRO.SK)

The following terms and phrases used in these Terms and Conditions have the following meanings:

(...)

27. Product – ~~the product of the maximum price per one Click and the ratio of the number of Clicks to the number of Impressions of Advertising Message during the Advertising Message display, modified by the parameter of matching the Item subject to the given Advertising Message to the subject of the website on which the Allegro Display Space is located.~~ [the value calculated for each Advertising Message](#)

in order to determine its order of display on the Allegro Display Space. The value of the Product takes into account the following factors:

- a. The value of the Cost Unit (in particular the maximum price per Click);
- b. The "matching" parameter of the Advertising Message (including the degree to which the offered Goods are related to the behavior of Buyers or potential buyers);
- c. The quality parameters of the offer presented in the Advertising Message, including, in particular, its historical popularity, the Seller's sales quality score, and its price;
- d. The expected performance of the Advertising Message, namely the likelihood that the display of the ad will lead to a Click

28. Product Ranking — ~~the sequence of all Advertising Messages for a given form of Advertising Message on Allegro, calculated on a case by case basis.~~ the order in which Advertising Messages are displayed, as determined each time based on the values of the Products and applicable to the relevant type of Advertising Message and Allegro Display Space. Failure of an Advertising Message to meet the Qualification conditions excludes it from being displayed in the relevant Allegro Display Space, even if the mathematical value of the Product would otherwise place it at the top of the Ranking. **Qualification** means the process of verifying and approving an Advertising Message for ranking in the Product Ranking, which involves determining whether a given Advertising Message may be considered when determining the order of display. Qualification is based on criteria appropriate to the given context and Display Space, including in particular on the basis of the achievement by the Advertising Message of the minimum required value of the Product.

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30. Cost Unit — the fee for the display of the Advertising Message, which, subject to the contents of paragraph 5.4 below, includes the following sales model:

- a. **Max CPC** — a unit used to settle Sponsored Offers based on the number of clicks on an Advertising Message. The Advertiser determines the maximum gross price it is prepared to pay for one Click, up to the amount of the Daily Budget and taking into account the Total Budget, while the possibility of specifying the maximum gross price does not apply to the Advertising Network Display Space. In this case, the fee for one Click is determined in accordance with the rules specified by a given Advertising Network Publisher **and increased by the Service Fee**, up to the amount of the Daily Budget and taking into account the Total Budget,
- b. **Max CPM** — a unit used to settle Display Ads based on the number of impressions of the Advertising Message. 1 CPM is the cost of every initiated 1,000 Impressions. The Advertiser shall set the maximum gross price it is willing to pay for every initiated 1,000 Impressions.

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38. Service Fee — a flat-rate or percentage-based fee charged by the Company for providing Advertising Message display services, managing and optimizing the display of the Advertising Message, as well as maintaining and developing the technological infrastructure supporting the effectiveness of Advertising Message display in the Advertising Network Display Space. This fee is added to the cost of the Cost Unit charged by the Advertising Network Publisher. The current Service Fee is available at <https://salescenter.allegro.com/terms/tabela-marza-google-7G3Y4gnk1uv>. The Service Fee will not exceed 20% of the gross value (i.e., the cost plus the VAT due) of the Cost Unit charged by the Advertising Network Publisher.

(...)

SECTION 3. TERMS OF ADVERTISING MESSAGE DISPLAY (ALLEGRO.SK)

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In order to display an Advertising Message, the Advertiser should perform the following actions in the Ads Service Dashboard:

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- b. specify Listings on Allegro to be promoted under the Advertising Message;
- c. specify the value of the relevant Cost Unit it is willing to pay depending on the selected form of Advertising Message;
- d. specify the start date of the display of the selected Advertising Message;
- e. set the Daily Budget for the selected Advertising Message;
- f. specify the Display Space in which Advertising Messages are to be promoted.

In order to maximize the effectiveness of Advertising Messages, the Company may independently select display channels (Allegro Display Space, Advertising Network Display Space), advertising formats, and bidding strategies, using proprietary optimization algorithms and Allegro purchase data (first-party data).

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SECTION 5. FEES (ALLEGRO.SK)

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The amount of fees due to the Company will be calculated based on the actual use by the Advertiser of the funds allocated for the Sponsored Offer display in the Daily Budget and the Total Budget, if defined, and the statistics made available to the Advertiser in the Ads Service Dashboard. [The basis for calculating the amount of fees due to the Company for the display of Advertising Messages on the Advertising Network Display Space is the cost of purchasing the Advertising Network Display Space plus the Service Fee. The Service Fee is the difference between the amount charged from the Advertiser \(according to the declared rate for the Cost Unit or the Total Budget\) and the actual cost of purchasing the Advertising Network Display Space. The costs of individual Cost Units provided in the Advertising Network Display Space include the costs charged by the Advertising Network Publisher and the Service Fee. The total cost visible to the Advertiser in the Ads Service Dashboard includes the Service Fee already charged, which reduces the available Daily Budget and Total Budget. The Company is not obliged to specify the individual components of the Advertising Message display fees and will only present the total fee for the display.](#)

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(...)

SECTION 1. DEFINITIONS (ALLEGRO.HU)

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in order to determine its order of display on the Allegro Display Space. The value of the Product takes into account the following factors:

- a. The value of the Cost Unit (in particular the maximum price per Click);
- b. The "matching" parameter of the Advertising Message (including the degree to which the offered Goods are related to the behaviour of Buyers or potential buyers);
- c. The quality parameters of the offer presented in the Advertising Message, including, in particular, its historical popularity, the Seller's sales quality score, and its price;
- d. The expected performance of the Advertising Message, namely the likelihood that the display of the ad will lead to a Click

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(...)