

Consulting for online advertising

Would you like to advertise on the Internet for yourself and your company? Would you like to use Google AdWords or other display formats in the form of pop-ups, banner advertising, layer ads, or similar advertising? Would you like to optimize your website using SEO and thereby improve your search machine placement with certain keywords? Would you like to make your online advertising measurable and use analysis tools such as Google Analytics or Piwik to do this? Do you want your advertising to appear on mobile end units? Before you go online with your advertising, it is advisable to have it checked for legality in order to keep any costs for changes to a minimum. By having a corresponding check in advance, you can not only avoid irritating and costly warning notices but also problems with the removal of public content once it is online and any resulting contempt of court or contractual penalties.

What we offer

We will check for you the legal situation, particularly regarding the adherence to all competition law, brand law, data protection law, and copyright law questions in connection with your Internet advertising.

We will determine any risks in your advertising communication and show you the solutions on how to avoid these risks or at least minimize them. We are not always trying to keep an eye on the legal situation, but also to maintain the important advertising message for you, to the extent possible, so that the actual purpose of the advertising is not jeopardized. Obviously, we consider the particular details of the respective form of online advertising and its technical circumstances.

With risky advertising campaigns, we additionally show the possible legal and financial consequences so that you can consider them and correctly classify them in your decision.

Will be happy to accompany you in planning your online advertising campaigns, right from the beginning, so that you will have an overview of the risks early on and can consider the legal aspects during conception.

Scope of service

- Examination and assessment of the technical and legal situation
- Risk analysis of the respective advertising campaign
- Consulting and solution proposals for improving the advertising campaigns from a legal perspective

Costs

We normally offer these services to you calculated according to the time spent at a suitable



hourly rate. We believe that cost transparency and cost reliability form the basis of successful cooperation. We will be happy to provide you with an estimate of the expected costs and the cost risk before taking the job.