AMEX Display Targeting 2017

A-1 targeting (zonder bezoek)

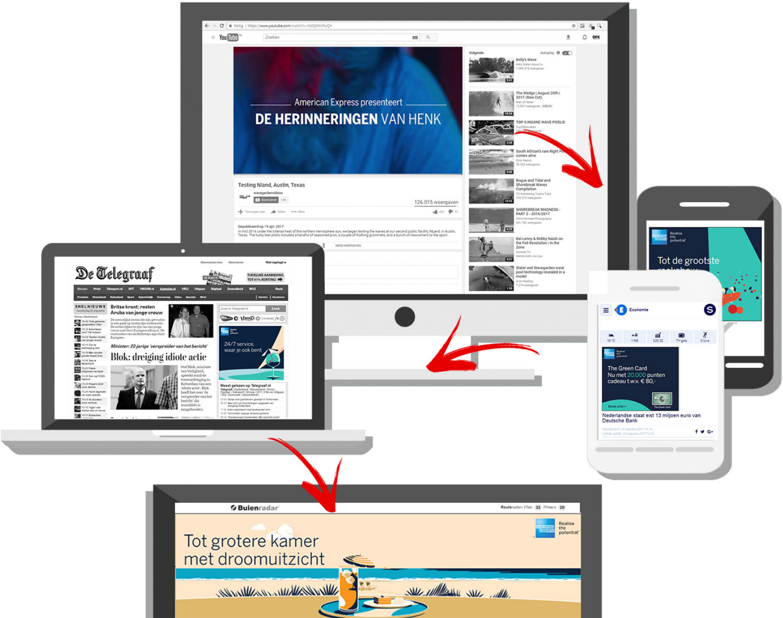
Frequentie cap van 6

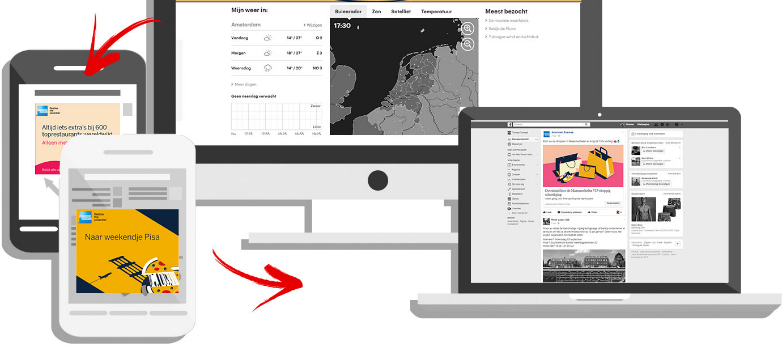
1x touch, 2x tell, 3x sell,

ACROSS
all
DEVICES

Hier gaat het om targeting van
algemen prospects zonder profiel.

- filmpje, video banner, Rene
- Tell banner 001, sparen
- Sell banner 001, 1e jaar gratis
- Tell banner 002, global ass
- Sell banner 002, punten
- Sell banner 003, gratis en punten


American Express presenteert
DE HERINNERINGEN VAN HENK
Testing Nland, Austin, Texas
126.015 weergaven
De Telegraaf
24/7 service, waar je ook bent
Tot de grootste
The Green Card
Nu met 20.000 punten cadeau t.w.v. € 80,-
Nederlandse staat eist 13 miljoen euro van Deutsche Bank
Buienradar
Realise the potential
Tot grotere kamer met droomuitzicht


Mijn weer in:
Amsterdam
Vandaag
Morgen
Woensdag
Buienradar
Zon
Satelliet
Temperatuur
17:30
Meest bezocht
Altijd iets extra's bij 600 toprestaurants wereldwijd
Naar weekendje Pisa
American Express

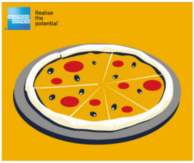
Touch 001

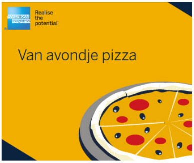
Filmpje 001 /Renee

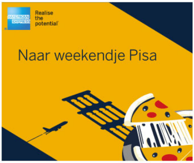
American Express presenteert
DE ERVARINGEN VAN RENÉE

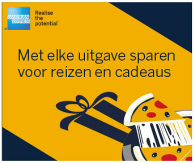
Tell 001

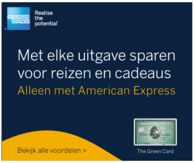
Sparen /Culinair


Realise the potential

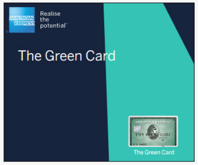

Realise the potential
Van avondje pizza

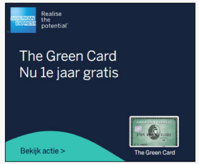

Realise the potential
Naar weekendje Pisa


Realise the potential
Met elke uitgave sparen voor reizen en cadeaus

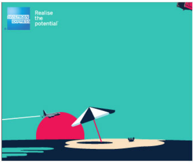

Realise the potential
Met elke uitgave sparen voor reizen en cadeaus
Alleen met American Express
Bekijk alle voordelen >
The Green Card

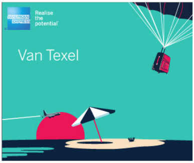
Sell 001
1e jaar gratis

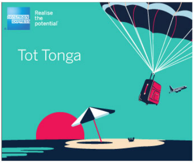

Realise the potential
The Green Card
The Green Card

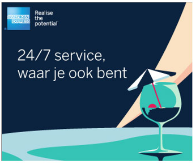


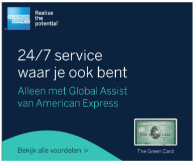
Tell 002
Global assist /24/7 service


Realise the potential

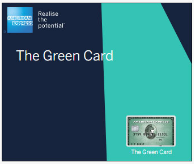

Realise the potential
Van Texel

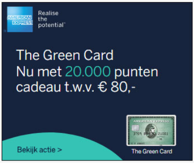

Realise the potential
Tot Tonga


Realise the potential
24/7 service,
waar je ook bent

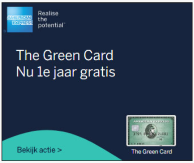

Realise the potential
24/7 service
waar je ook bent
Alleen met Global Assist
van American Express
Bekijk alle voordelen >
The Green Card

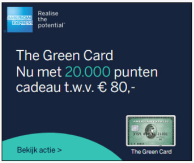
Sell 002
Punten


Realise the potential
The Green Card
The Green Card



Sell 003
Gratis en punten (dit moet nog in 1 scherm)





A-2 targeting (zonder bezoek)
Frequentie cap van 10
1x touch, 2x tell, 3x sell,

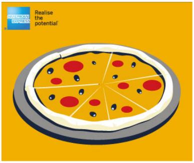
Hier gaat het om targeting van
algemen prospects met profiel.

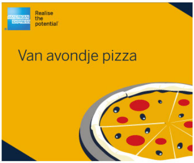
- filmpje, video banner, Rene
- Tell banner 001, sparen
- Tell banner 002, global ass
- Sell banner 001, gratis
- Tell banner 003, sparen 002
- Sell banner 002, punten
- Cialdini banner,
- filmpje, video banner, Henk (korter)
- Tell banner 004, pre sales
- Sell banner 003, gratis en punten

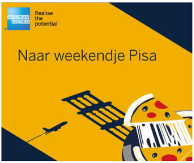
Touch 001
Filmpje 001 /Renee

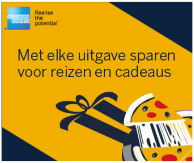
American Express presenteert
DE ERVARINGEN VAN RENÉE

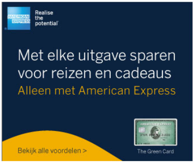
Tell 001
Sparen /Culinair


Realise the potential

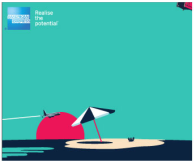

Realise the potential
Van avondje pizza

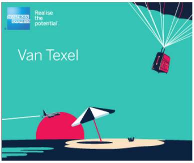

Realise the potential
Naar weekendje Pisa

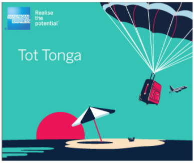

Realise the potential
Met elke uitgave sparen voor reizen en cadeaus

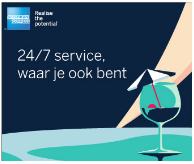

Realise the potential
Met elke uitgave sparen voor reizen en cadeaus
Alleen met American Express
Bekijk alle voordelen >
The Green Card

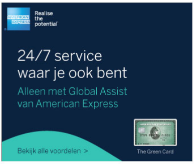
Tell 002
Global assist /24/7 service


Realise the potential

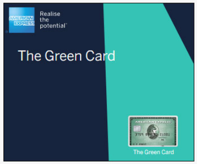

Realise the potential
Van Texel

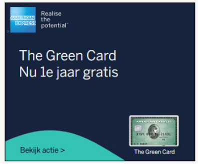

Realise the potential
Tot Tonga


Realise the potential
24/7 service,
waar je ook bent

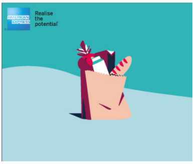

Realise the potential
24/7 service
waar je ook bent
Alleen met Global Assist
van American Express
Bekijk alle voordelen >
The Green Card

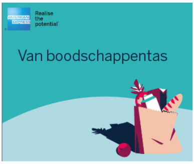
Sell 001
1e jaar gratis

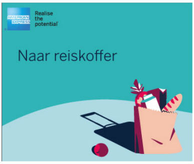

Realise the potential
The Green Card
The Green Card

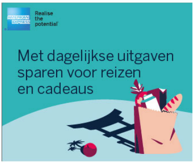


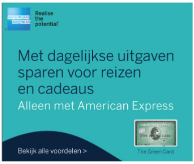
Tell 003
Sparen /002


Realise the potential

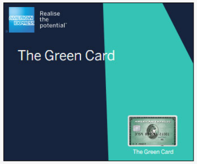

Realise the potential
Van boodschappentas

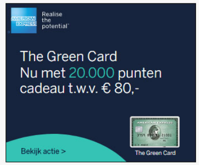

Realise the potential
Naar reiskoffer


Realise the potential
Met dagelijkse uitgaven
sparen voor reizen
en cadeaus


Realise the potential
Met dagelijkse uitgaven
sparen voor reizen
en cadeaus
Alleen met American Express
Bekijk alle voordelen >
The Green Card

Sell 002
Punten


Realise the potential
The Green Card
The Green Card



Cialdini
Random scherm

Realise the potential

American Express, sinds 1850.

Nu het eerst jaar gratis t.w.v. €75

Ontdek meer ›

The Green Card

Realise the potential

Meer dan 110 miljoen kaarthouders.

Nu het eerst jaar gratis t.w.v. €75

Ontdek meer ›

The Green Card

Realise the potential

Aanvraag makkelijk en snel geregeld.

Nu het eerst jaar gratis t.w.v. €75

Ontdek meer ›

The Green Card

Realise the potential

Tussentijds opzeggen mogelijk.

Nu het eerst jaar gratis t.w.v. €75

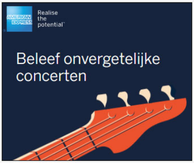
Ontdek meer ›

The Green Card

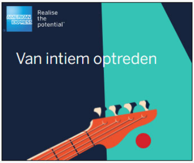
Touch 002
Filmpje 002 /Henk

American Express presenteert
DE HERINNERINGEN VAN HENK

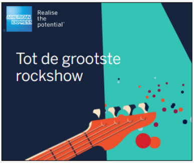
Tell 004
Pre sales /invites


Realise the potential

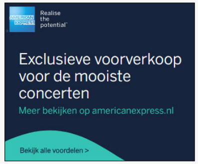
Beleef onvergetelijke concerten


Realise the potential

Van intiem optreden


Realise the potential

Tot de grootste rockshow



Realise the potential

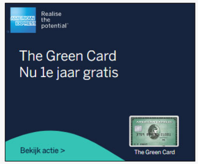
Exclusieve voorverkoop voor de mooiste concerten

Meer bekijken op americanexpress.nl

Bekijk alle voordelen >

Sell 003

Gratis en punten (dit moet nog in 1 scherm)

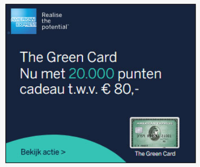


Realise the potential

The Green Card
Nu 1e jaar gratis

Bekijk actie >

The Green Card



Realise the potential

The Green Card
Nu met 20.000 punten cadeau t.w.v. € 80,-

Bekijk actie >

The Green Card

B-1 re-targeting (kort bezoek)

Frequentie cap van 20

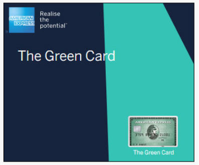
2x touch, 7x tell, 6x sell, 5x Cialdini

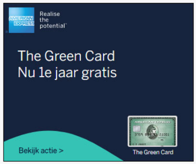
Hier gaat het om targeting van
een bezoeker aan de AMEX website (korten dan 50 sec)

- Sell banner 001, gratis
- Tell banner 001, sparen
- Tell banner 002, global ass
- Tell banner 003, sparen 002
- Sell banner 002, punten
- Cialdini banner 001
- filmpje, video banner 001, Rene
- Tell banner 004, pre sales
- Sell banner 003, gratis en punten
- Cialdini banner
- Tell banner 005, vervangende kaart
- Tell banner 006, kamer of lounge (kaart)
- Sell banner 004, gratis
- Tell banner 007,Dining
- filmpje, video banner 002, Henk
- Sell banner 005, Punten
- Cialdini banner
- Tell sparen
- Global ass
- Sell gratis en punten

Sell 001

1e jaar gratis


AMERICAN EXPRESS
Realise the potential
The Green Card
The Green Card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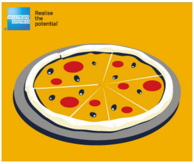
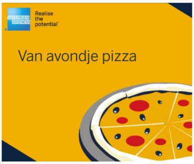
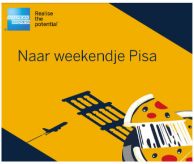
The Green Card
Nu 1e jaar gratis
Bekijk actie >
The Green Card

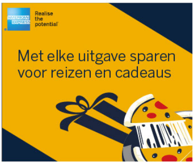
Tell 001

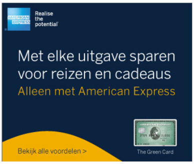
Sparen /Culinair


AMERICAN EXPRESS
Realise the potential


AMERICAN EXPRESS
Realise the potential
Van avondje pizza

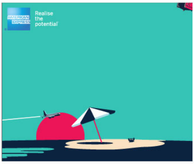

AMERICAN EXPRESS
Realise the potential
Naar weekendje Pisa

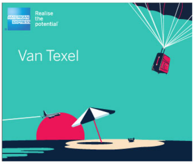

AMERICAN EXPRESS
Realise the potential
Met elke uitgave sparen
voor reizen en cadeaus

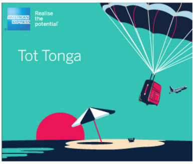

AMERICAN EXPRESS
Realise the potential
Met elke uitgave sparen
voor reizen en cadeaus
Alleen met American Express
Bekijk alle voordelen >
The Green Card

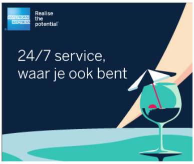
Tell 002

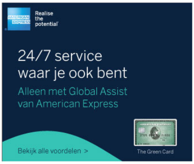
Global assist /24/7 service


AMERICAN EXPRESS
Realise the potential


AMERICAN EXPRESS
Realise the potential
Van Texel

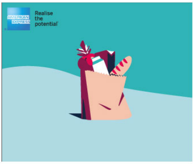

AMERICAN EXPRESS
Realise the potential
Tot Tonga

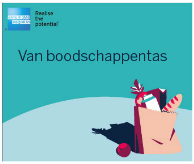

AMERICAN EXPRESS
Realise the potential
24/7 service,
waar je ook bent


AMERICAN EXPRESS
Realise the potential
24/7 service
waar je ook bent
Alleen met Global Assist
van American Express
Bekijk alle voordelen >
The Green Card

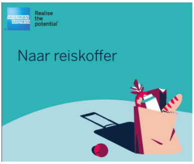
Tell 003

Sparen /002

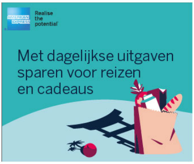

AMERICAN EXPRESS
Realise the potential


AMERICAN EXPRESS
Realise the potential

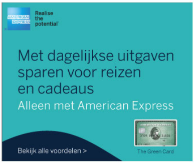
Van boodschappentas


AMERICAN EXPRESS
Realise the potential

Naar reiskoffer


AMERICAN EXPRESS
Realise the potential

Met dagelijkse uitgaven sparen voor reizen en cadeaus


AMERICAN EXPRESS
Realise the potential

Met dagelijkse uitgaven sparen voor reizen en cadeaus

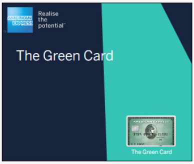
Alleen met American Express

Bekijk alle voordelen >

The Green Card

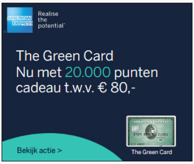
Sell 002

Punten


AMERICAN EXPRESS
Realise the potential

The Green Card

The Green Card


AMERICAN EXPRESS
Realise the potential

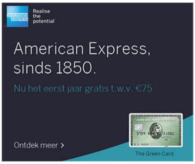
The Green Card
Nu met 20.000 punten
cadeau t.w.v. € 80,-

Bekijk actie >

The Green Card

Cialdini

Random scherm

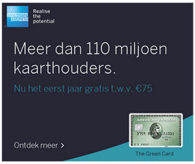

AMERICAN EXPRESS
Realise the potential

American Express, sinds 1850.

Nu het eerst jaar gratis t.w.v. €75

Ontdek meer >

The Green Card

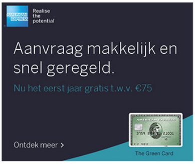

AMERICAN EXPRESS
Realise the potential

Meer dan 110 miljoen kaarthouders.

Nu het eerst jaar gratis t.w.v. €75

Ontdek meer >

The Green Card

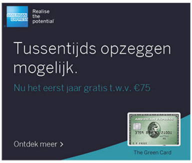

AMERICAN EXPRESS
Realise the potential

Aanvraag makkelijk en snel geregeld.

Nu het eerst jaar gratis t.w.v. €75

Ontdek meer >

The Green Card


AMERICAN EXPRESS
Realise the potential

Tussentijds opzeggen mogelijk.

Nu het eerst jaar gratis t.w.v. €75

Ontdek meer >

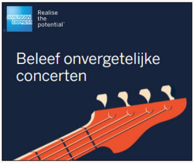
The Green Card

Touch 001

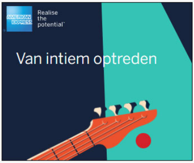
Filmpje 001 /Renee

American Express presenteert
DE ERVARINGEN VAN RENÉE

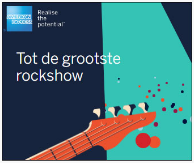
Tell 004
Pre sales /invites


Realise the potential

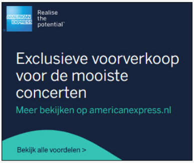
Beleef onvergetelijke concerten


Realise the potential

Van intiem optreden


Realise the potential

Tot de grootste rockshow

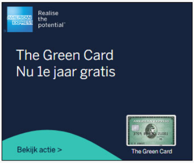

Realise the potential

Exclusieve voorverkoop voor de mooiste concerten

Meer bekijken op americanexpress.nl

Bekijk alle voordelen >

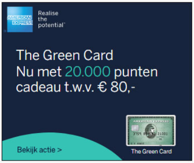
Sell 003
Gratis en punten (dit moet nog in 1 scherm)


Realise the potential

The Green Card
Nu 1e jaar gratis

Bekijk actie >

The Green Card

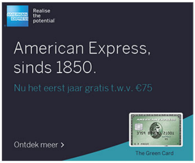

Realise the potential

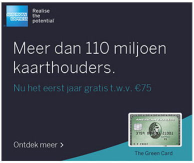
The Green Card
Nu met 20.000 punten cadeau t.w.v. € 80,-

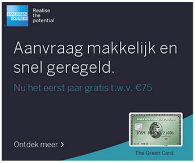
Bekijk actie >

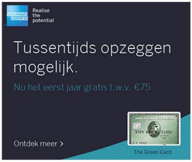
The Green Card

Cialdini
Random scherm

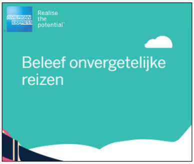

Realise the potential
American Express, sinds 1850.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

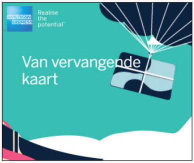

Realise the potential
Meer dan 110 miljoen kaarthouders.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

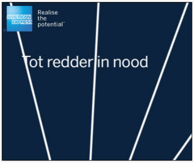

Realise the potential
Aanvraag makkelijk en snel geregeld.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

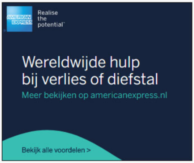

Realise the potential
Tussentijds opzeggen mogelijk.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

Tell 005
Vervangende kaart

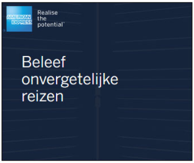

Realise the potential
Beleef onvergetelijke reizen

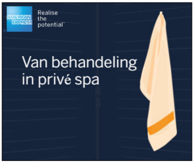

Realise the potential
Van vervangende kaart

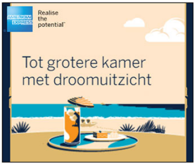

Realise the potential
Tot redder in nood

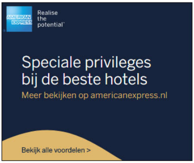

Realise the potential
Wereldwijde hulp bij verlies of diefstal
Meer bekijken op americanexpress.nl
Bekijk alle voordelen >

Tell 006
Kamerupgrade

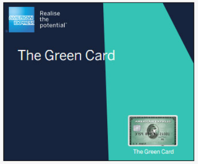

Realise the potential
Beleef onvergetelijke reizen

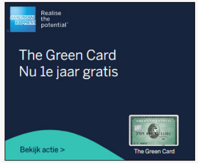

Realise the potential
Van behandeling in privé spa


Realise the potential
Tot grotere kamer met droomuitzicht

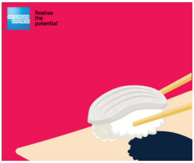

Realise the potential
Speciale privileges bij de beste hotels
Meer bekijken op americanexpress.nl
Bekijk alle voordelen >

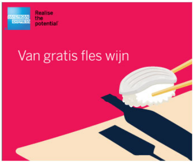
Sell 001
1e jaar gratis

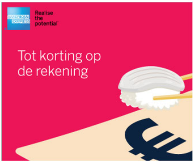

Realise the potential
The Green Card
The Green Card

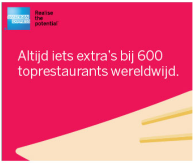


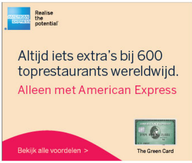
Tell 007
Dining


Realise the potential


Realise the potential
Van gratis fles wijn


Realise the potential
Tot korting op de rekening


Realise the potential
Altijd iets extra's bij 600 toprestaurants wereldwijd.

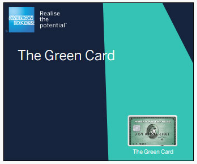

Realise the potential
Altijd iets extra's bij 600 toprestaurants wereldwijd.
Alleen met American Express
Bekijk alle voordelen >
The Green Card

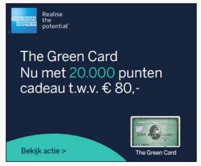
Touch 002
Filmpje 002 /Henk

American Express presenteert
DE HERINNERINGEN VAN HENK

Sell 002

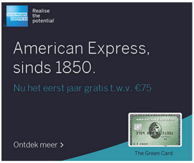
Punten

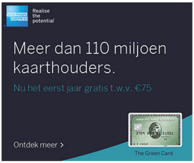

Realise the potential
The Green Card
The Green Card

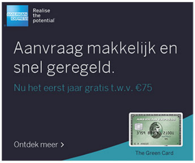


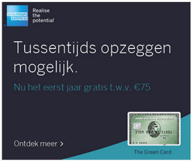
Cialdini

Random scherm


Realise the potential
American Express, sinds 1850.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

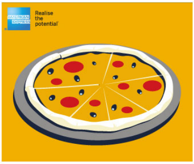

Realise the potential
Meer dan 110 miljoen kaarthouders.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

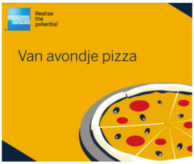

Realise the potential
Aanvraag makkelijk en snel geregeld.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

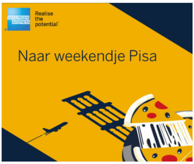

Realise the potential
Tussentijds opzeggen mogelijk.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card

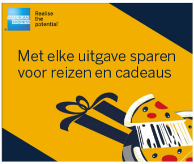
Tell 001

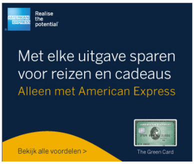
Sparen /Culinair


Realise the potential

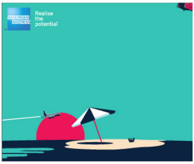

Realise the potential
Van avondje pizza

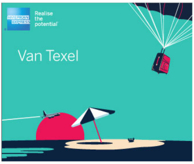

Realise the potential
Naar weekendje Pisa

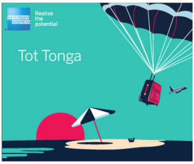

Realise the potential
Met elke uitgave sparen voor reizen en cadeaus

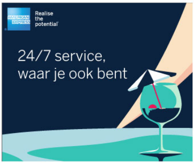

Realise the potential
Met elke uitgave sparen voor reizen en cadeaus
Alleen met American Express
Bekijk alle voordelen >
The Green Card

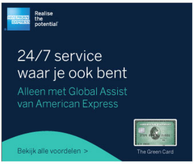
Tell 002
Global assist /24/7 service


Realise the potential

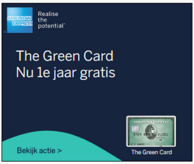

Realise the potential
Van Texel

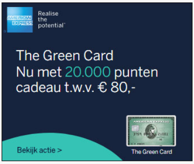

Realise the potential
Tot Tonga


Realise the potential
24/7 service, waar je ook bent


Realise the potential
24/7 service waar je ook bent
Alleen met Global Assist van American Express
Bekijk alle voordelen >
The Green Card

Sell 003
Gratis en punten (dit moet nog in 1 scherm)





AMEX Display Targeting 2017

C-1 re-targeting (lang bezoek)

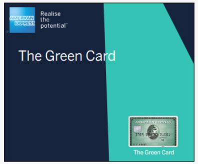
Frequentie cap van 20

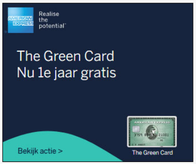
2x touch, 5x tell, 8x sell, 5x Cialdini

Hier gaat het om targeting van
algemen prospects zonder profiel.

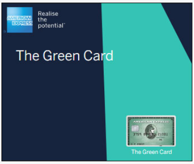
- Sell banner 001, gratis
- Sell banner 002, punten
- Sell banner 003, gratis en punten
- Tell banner 001, sparen
- Tell banner 002, sparen 2
- Cialdini banner
- filmpje, video banner 001, Renee
- Tell banner 003, global ass
- Tell banner 004, vervangende kaart
- Cialdini banner
- Tell banner 005 kamer of lounge (kaart)
- Tell banner 006, Pre sales
- Sell banner 004, gratis en punten
- Tell banner 007, Dining
- filmpje, video banner 002, Henk
- Sell banner 005, gratis en punten
- Cialdini banner
- Tell sparen
- Cialdini banner 005
- Sell banner 006, gratis en punten

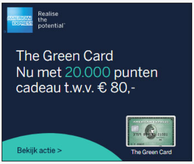
Sell 001
1e jaar gratis


Realise the potential
The Green Card
The Green Card

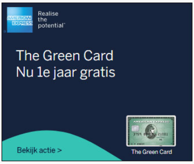


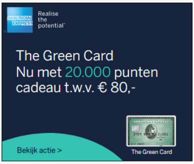
Sell 002
Punten


Realise the potential
The Green Card
The Green Card

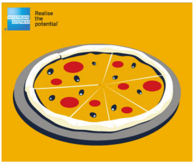


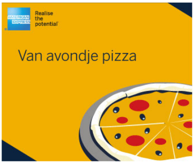
Sell 003
Gratis en punten (dit moet nog in 1 scherm)

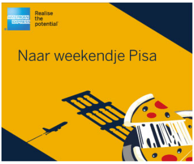


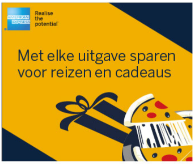


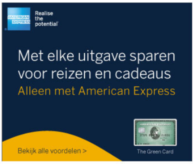
Tell 001
Sparen /Culinair


Realise the potential


Realise the potential
Van avondje pizza


Realise the potential
Naar weekendje Pisa


Realise the potential
Met elke uitgave sparen
voor reizen en cadeaus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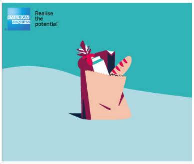
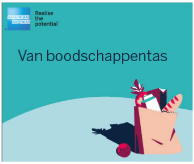
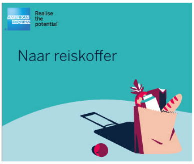
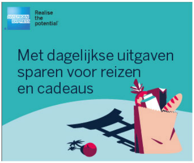
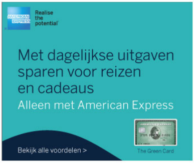
Tell 003
Sparen /002


Realise the potential


Realise the potential
Van boodschappentas


Realise the potential
Naar reiskoffer


Realise the potential
Met dagelijkse uitgaven sparen voor reizen en cadeaus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Met dagelijkse uitgaven sparen voor reizen en cadeaus
Alleen met American Express
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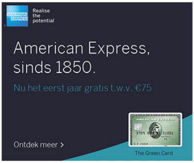
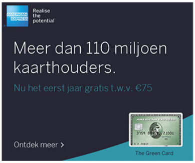
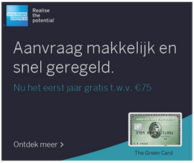
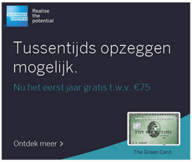
Cialdini
Random scherm


Realise the potential
American Express, sinds 1850.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card


Realise the potential
Meer dan 110 miljoen kaarthouders.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card


Realise the potential
Aanvraag makkelijk en snel geregeld.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card


Realise the potential
Tussentijds opzeggen mogelijk.
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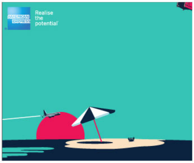
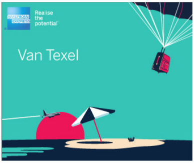
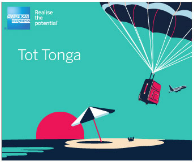
Touch 001
Filmpje 001 /Renee

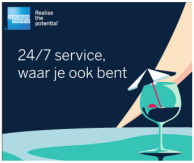
American Express presenteert
DE ERVARINGEN VAN RENÉE

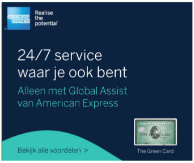
Tell 002
Global assist /24/7 service


AMERICAN EXPRESS
Realise the potential


AMERICAN EXPRESS
Realise the potential
Van Texel


AMERICAN EXPRESS
Realise the potential
Tot Tonga


AMERICAN EXPRESS
Realise the potential
24/7 service,
waar je ook bent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24/7 service
waar je ook bent
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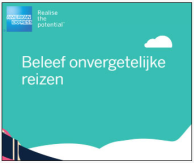
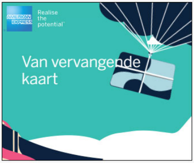
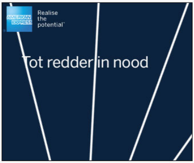
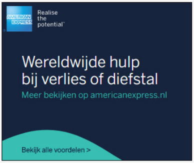
Tell 005
Vervangende kaart


AMERICAN EXPRESS
Realise the potential
Beleef onvergetelijke
reizen


AMERICAN EXPRESS
Realise the potential
Van vervangende
kaart


AMERICAN EXPRESS
Realise the potential
Tot redder in nood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Wereldwijde hulp
bij verlies of diefstal
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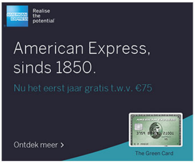
Cialdini
Random scherm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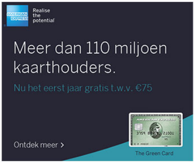
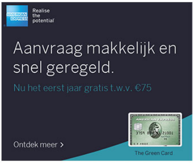
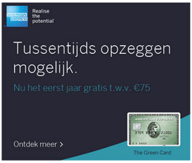
American Express,
sinds 1850.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card


AMERICAN EXPRESS
Realise the potential
Meer dan 110 miljoen
kaarthouders.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card


AMERICAN EXPRESS
Realise the potential
Aanvraag makkelijk en
snel geregeld.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
The Green Card


Realise the potential
Tussentijds opzeggen mogelijk.
Nu het eerst jaar gratis t.w.v. €75
Ontdek meer >
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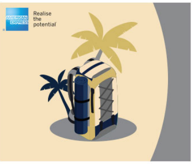
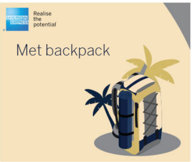
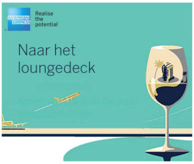
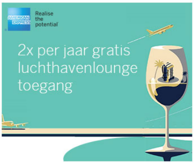
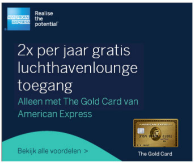
Tell 007
Luchthavenlounge toegang


Realise the potential


Realise the potential
Met backpack


Realise the potential
Naar het loungedeck


Realise the potential
2x per jaar gratis luchthavenlounge toegang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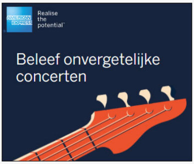
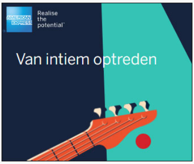
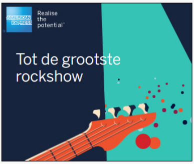
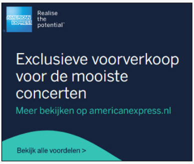
Tell 004
Pre sales /invites


Realise the potential
Beleef onvergetelijke concerten


Realise the potential
Van intiem optreden


Realise the potential
Tot de grootste rockshow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Exclusieve voorverkoop voor de mooiste concerten
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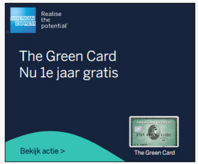
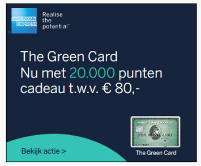
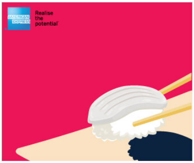
Sell 003
Gratis en punten **(dit moet nog in 1 scherm)**

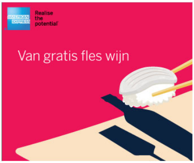


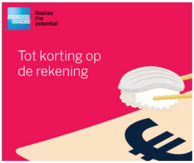


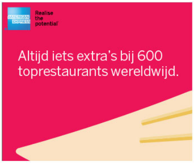
Tell 007

Dining


Realise the potential


Realise the potential
Van gratis fles wijn


Realise the potential
Tot korting op de rekening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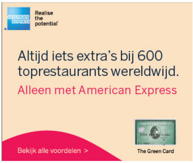
Altijd iets extra's bij 600 toprestaurants wereldwijd.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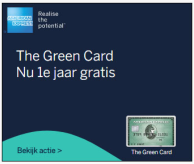
Touch 002

Filmpje 002 /Henk

American Express presenteert
DE HERINNERINGEN VAN HENK

Sell 003

Gratis en punten (dit moet nog in 1 scherm)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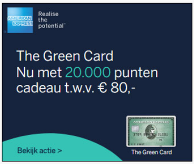
Nu 1e jaar gratis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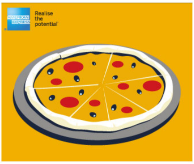
Nu met 20.000 punten
cadeau t.w.v. € 80,-

Tell 001
Sparen /Culinair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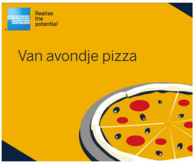
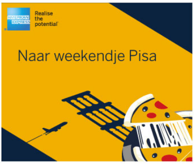
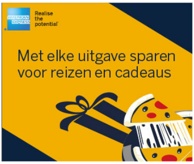

Realise the potential

Van avondje pizza


Realise the potential

Naar weekendje Pisa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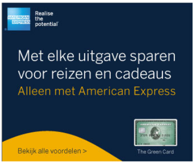
Met elke uitgave sparen
voor reizen en cadeaus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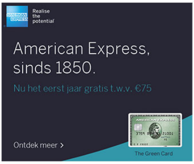
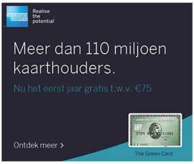
Alleen met American Express

Cialdini
Random scherm


Realise the potential
Ontdek meer >
The Green Card

American Express,
sinds 1850.
Nu het eerst jaar gratis t.w.v. €75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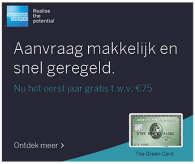
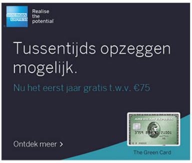
Ontdek meer >
The Green Card

Meer dan 110 miljoen
kaarthouders.
Nu het eerst jaar gratis t.w.v. €75


Realise the potential
Ontdek meer >
The Green Card

Aanvraag makkelijk en
snel geregeld.
Nu het eerst jaar gratis t.w.v. €75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Tussentijds opzeggen
mogelijk.
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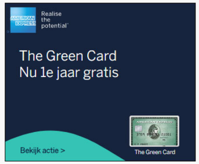
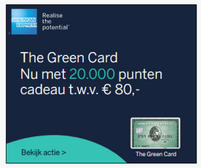
Sell 003
Gratis en punten (dit moet nog in 1 scherm)

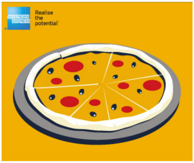




Ensighten

- Tell banner 001, sparen
- Tell banner 002, global ass
- Sell banner 001, gratis
- Tell banner 003, sparen 002
- Sell banner 002, punten
- Cialdini banner,
- Tell banner 004, pre sales
- Sell banner 003, gratis en punten

Tell 001
Sparen /Culinair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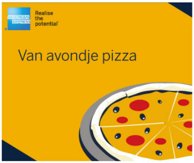
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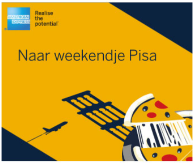
Van avondje pizza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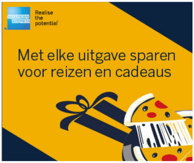
Naar weekendje Pisa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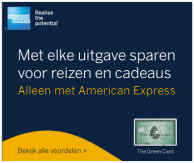
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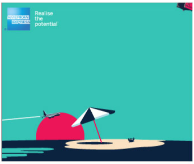
Tell 002
Global assist /24/7 service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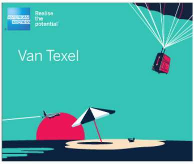
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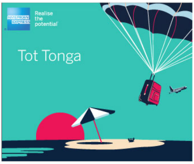
Van Texel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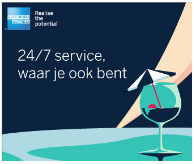
Tot Tonga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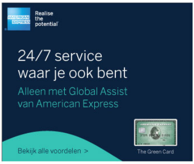
24/7 service,
waar je ook bent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24/7 service
waar je ook bent
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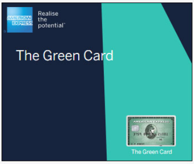
Sell 001
1e jaar gratis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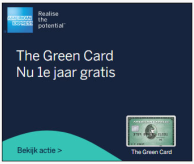
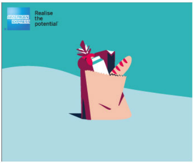


Tell 003
Sparen /002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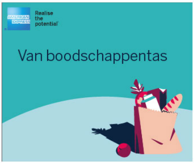
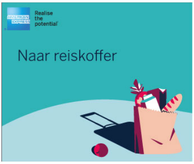
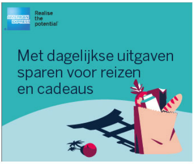

Realise the potential
Van boodschappentas


Realise the potential
Naar reiskoffer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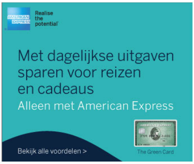
Met dagelijkse uitgaven
sparen voor reizen
en cadeaus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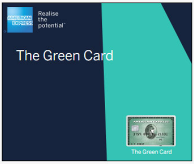
Sell 002
Punten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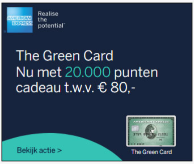
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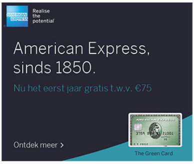
Nu met 20.000 punten
cadeau t.w.v. € 80,-

Cialdini

Random scherm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Ontdek meer >
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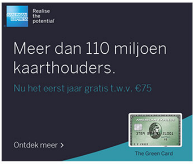
American Express, sinds 1850.

Nu het eerst jaar gratis t.w.v. €75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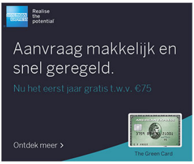
Meer dan 110 miljoen kaarthouders.

Nu het eerst jaar gratis t.w.v. €75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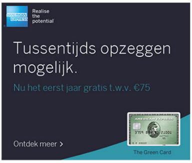
Aanvraag makkelijk en snel geregeld.

Nu het eerst jaar gratis t.w.v. €75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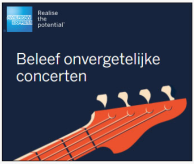
Tussentijds opzeggen mogelijk.

Nu het eerst jaar gratis t.w.v. €75

Tell 004

Pre sales /invites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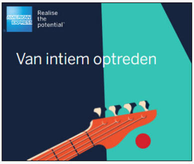
Beleef onvergetelijke concerten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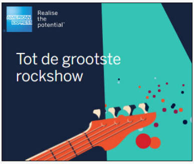
Van intiem optreden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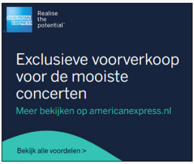
Tot de grootste rockshow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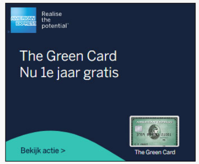
Exclusieve voorverkoop voor de mooiste concerten

Meer bekijken op americanexpress.nl

Sell 003

Gratis en punten (dit moet nog in 1 scherm)



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Nu 1e jaar gratis

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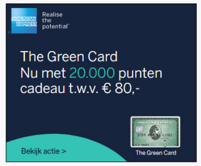

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Nu met 20.000 punten
cadeau t.w.v. € 80,-

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