

| Ad format | Engagement metric | Textual elements | Image / video elements | Creative notes | Sample |
|-------------------------|--------------------------------------|---|--|---|----------------------------------|
| Cross-Channel ad | Click | <p>1-5 headlines: 30 chars</p> <p>1-5 descriptions: 80 chars</p> <p>CTA text: Predefined options (localized versions available)</p> | <p>1-15 images (.jpg / .png)</p> <p>Landscape (1.91:1): 1200 x 628px or more</p> <p>Square: 600 x 600px or more (The system will give you an option to crop square images from your uploaded landscape images)</p> <p>File size limit: 5120KB</p> <p>n/a</p> | <p>Automatically mixes and matches the creative elements: all combinations of image+text must make sense.</p> <p>Focus more on landscape than square images (80/20). Add at least 2 of each format.</p> <p>Avoid using text on images, it will confuse the optimisation, can be the cause of ad disapprovals from Google.</p> <p>Do not use blurry images of any kind, including background blur. These types of images may get disapproved.</p> <p>Use the maximum amount of creative elements to increase results.</p> <p>If possible, you should add 5 headlines and 5 descriptions. This will have the biggest impact on the performance.</p> | |
| Video ad | Engagement Video view: 20s played | <p>Headline: 23 char</p> <p>Description: 90 chars</p> | <p>Aspect ratio: 16:9</p> <p>Recommended duration: 1.5 to 3 minutes</p> <p>Upload from Youtube or import as .mp4, file size limit: 30MB</p> | <p>Sound is off by default: best to embed subtitles on the video file if possible</p> <p>Relevant content is more important than production value</p> <p>Aim to educate and tease potential viewers</p> <p>Avoid giving out all the details so that viewers have a reason to proceed to your landing page to learn more</p> | |
| Video ad CTA | Click | <p>Headline: 23 chars</p> <p>Description: 90 chars</p> <p>Button text: 23 chars</p> | n/a | <p>Shown after the video has been completely viewed</p> <p>Use your strongest value proposition and CTA</p> | <p>Demo link</p> |
| Article ad | Engagement Reader: 50% scrolled | <p>Header (above image): 23 chars</p> <p>Title (on top of image): 90 chars</p> <p>Article text: 1500-2500 chars</p> | <p>1 image (.jpg / .png)</p> <p>Landscape: 800x600px or more</p> <p>File size limit: 5120KB</p> | <p>Use snippets from existing blogs/white papers/articles/web content</p> <p>Compose as a preview / teaser to the contents of the landing page</p> <p>Header+title+image set relevancy and give reason to read</p> <p>Ensure proper formatting, to build a well structured article</p> | |
| Article ad CTA | Click | <p>Title: 23 chars</p> <p>Description: 90 chars</p> <p>Button text: 23 chars</p> | n/a | <p>Should be placed to the bottom of the article, never at the top / middle</p> <p>Use your strongest value proposition and CTA</p> | <p>Demo link</p> |
| Image ad | Click | n/a | <p>1 image (.jpg, .jpeg, .png)</p> <p>File size limit: 150KB</p> <p>300x250 - Medium Rectangle</p> <p>300x600 - Half Page</p> <p>970x250 - Billboard</p> <p>336x280 - Large Rectangle</p> <p>250x250 - Square</p> | <p>This is the standard static display ad format.</p> | |