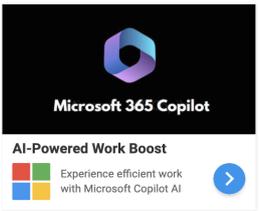


Ad format	Engagement metric	Textual elements	Image / video elements	Creative notes	Sample
<b>Cross-Channel ad</b>	Click	<p>1-5 headlines: 30 chars</p> <p>1-5 descriptions: 80 chars</p> <p>CTA text: Predefined options (localized versions available)</p>	<p>1-15 images (.jpg / .png)</p> <p>Landscape (1.91:1): 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><b>Avoid using text on images</b>, it will confuse the optimisation, can be the cause of ad disapprovals from Google.</p> <p><b>Do not use blurry</b> 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>	
<b>Video ad</b>	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>	
<b>Video ad CTA</b>	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><a href="#">Demo link</a></p>
<b>Article ad</b>	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>	
<b>Article ad CTA</b>	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><a href="#">Demo link</a></p>
<b>Image ad</b>	Click	n/a	<p>1 image (.jpg, .jpeg, .png)</p> <p>File size limit: 150KB</p> <p><b>300x250 - Medium Rectangle</b></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>	