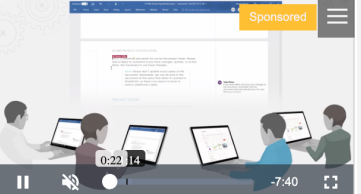# N.Rich ABM Advertising formats specification

Ad format	Engagement metric	Textual elements	Image / video elements	Creative notes	Sample
Cross- channel ad	Click	1-5 headlines: 30 chars	1-15 images (.jpg / .png)	Automatically mixes and matches the creative elements: all combinations of image+text must make sense.	
		1-5 descriptions: 80 chars	Landscape (1.91:1): 1200 x 628px or more	Focus more on landscape than square images (80/20)	
		CTA text: Predefined options (localized versions available)	Square: 600 x 600px or more	**Do not use text on images**, it will confuse the optimisation	
			File size limit: 5120KB	Use the maximum amount of creative elements to increase results	
Video ad	Engagement Video view: 20s played	Headline: 23 char	Recommended duration: 2-5 minutes	Longer videos work better in B2B	
		Description: 90 chars	Upload from Youtube	Sound of as default: use captions if possible	
			Import as .mp4, file size limit: 30MB	Relevant content is more important than production value	
Video ad CTA	Click	Headline: 23 chars	n/a	Shown under the video and after the video was viewed	
		Description: 90 chars		Focus on super-engaged viewers, not a major source of clicks	
		Button text: 23 chars			Demo link
Article ad	Enagegement Reader: 50% scrolled	Header (above image): 23 chars	1 image (.jpg / .png)	Repurpose existing blogs/white papers/articles/web content	
		Title (on top of image): 90 chars	Landscape: 800x600px or more	Header+title+image set relevancy and give reason to read	
		Article text: 1500-2500 chars	File size limit: 5120KB	Content should appear editorial instead of an advertisement	
Article ad CTA	Click	Title: 23 chars	n/a	Should be placed to the bottom of the article	
		Description: 90 chars		Focus on super-engaged readers, not a major source of clicks	
		Button text: 23 chars			Demo link