N.RICH 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). Add at least 2 of each format.	
		CTA text: Predefined options (localized versions available)	Square: 600 x 600px or more	Do not use text on images , it will confuse the optimisation	Improve collaboration 5 must have additions your group chat at work needs
				Do not use blurry images or any kind, including background blur. This kinds of images will be disapproved.	
			File size limit: 5120KB	Use the maximum amount of creative elements to increase results. Most importantly, add 5 headlines and 5 descriptions.	
Video ad	Engagement Video view: 20s played	Headline: 23 char	Aspect ratio: 16:9	Longer videos work better in B2B	Sponsored =
		Description: 90 chars	Recommended duration: 1.5 to 3 minutes	Sound of as default: use captions if possible	
			Upload from Youtube or 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	Microsoft 365 teamwork Microsoft 365 Director, Jeremy Chapman, covers the teamwork essentials to Microsoft 365.
		Description: 90 chars		Focus on super-engaged viewers, not	
		Button text: 23 chars		a major source of clicks	<u>Demo link</u>
Article ad	Enagegement Reader: 50% scrolled	Header (above image): 23 chars	1 image (.jpg / .png)	Repurpose existing blogs/white papers/articles/web content	Team Work Sponsor Breakthrough teamwork tools: 4 tips to identify what works for you
		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		Title: 23 chars	n/a	Should be placed to the bottom of the article	When teams need to spend time looking for resources, wait for other people to get back to ther or try to knit together information from different software or devices, projects end up running late. Team members rush to meet deadlines making it
		Description: 90 chars		Focus on super-engaged readers, not	
		Button text: 23 chars		a major source of clicks	<u>Demo link</u>
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