## N.Rich ABM Advertising formats

Engagement metric	Textual elements			
	Textual cicilients	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.	Microsoft 365 Copilot  Al-Powered Work Boost
	CTA text: Predefined options (localized versions available)	Square: 600 x 600px or more (The system will give you an option to crop square images from your uploaded landscape images)	Avoid using text on images, it will confuse the optimisation, can be the cause of ad disapprovals from Google.  Do not use blurry images of any kind, including background blur. These types of images may get disapproved.	Experience efficient work with Microsoft Copilot AI
		File size limit: 5120KB	Use the maximum amount of creative elements to increase results.	
		n/a	If possible, you should add 5 headlines and 5 descriptions. This will have the biggest impact on the performance.	
Engagement <b>Video ad</b> Video view: 20s played	Headline: 23 char	Aspect ratio: 16:9	Sound is off by default: best to embed subtitles on the video file if possible	Column benefits and Spontored Spontored Spontored
	Description: 90 chars	Recommended duration: 1.5 to 3 minutes  Upload from Youtube or	Relevant content is more important than production value Aim to educate and tease potential viewers	Copilet  Microsoft 365 Copilet  Experience the future of work. Learn
	·	import as .mp4, file size limit: 30MB	that viewers have a reason to proceed to your landing page to learn more	more about MS 385 Copilot and unlock your potential.
Click	Headline: 23 chars  Description: 90 chars	n/a	completely viewed Use your strongest value	
	Button text: 23 chars		<u> </u>	<u>Demo link</u>
	Header (above image): 23 chars	1 image (.jpg / .png)	blogs/white papers/articles/web content	Enhancing work with AI  To be the later former for the later for the later former form
Enagegement	Title (on top of image): 90 chars	Landscape: 800x600px or more	Compose as a preview / teaser to the contents of the landing page	Introducing Microsoft 365 Copilot: Your Ultimate Work Companion
	Article text: 1500-2500 chars	File size limit: 5120KB	Header+title+image set relevancy and give reason to read Ensure proper formatting, to build a well structured article	In a world driven by innovation and aspiration, our natural inclination is to dream, create, and achieve. The pursuit of purpose in our work fuels our desire to craft masterpleses, unearth discoveries and establish thrivina communities
Click	Title: 23 chars	n/a	Should be placed to the bottom of the article, never at the top / middle	
	Description: 90 chars Button text: 23 chars		Use your strongest value proposition and CTA	<u>Demo link</u>
Click	n/a	1 image (.jpg, .jpeg, .png) File size limit: 150KB 300×250 - Medium Rectangle 300×600 - Half Page 970×250 - Billboard 336×280 - Large Rectangle 250×250 - Square	This is the standard static display ad format.	Demystifying Generative AI Webinar The era of AI is now. Watch now >
	Engagement Video view: 20s played  Click  Enagegement Reader: 50% scrolled	Click  CTA text: Predefined options (localized versions available)  Headline: 23 char  Engagement Video view: 20s played  Description: 90 chars  Click  Headline: 23 chars  Description: 90 chars  Button text: 23 chars  Header (above image): 23 chars  Title (on top of image): 90 chars  Article text: 1500-2500 chars  Click  Description: 90 chars  Button text: 23 chars	Click  Cl	Fish mages (.jpg./.png)   Indicate the state of the sta