
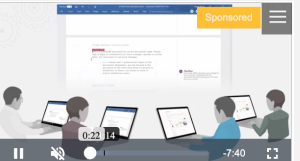





# N.Rich ABM Advertising formats specification

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.	 <p><b>Improve collaboration</b></p> <p>5 must have additions your group chat at work needs</p>
		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	<p><b>Do not use text on images</b>, it will confuse the optimisation</p> <p><b>Do not use blurry</b> images or any kind, including background blur. This kinds of images will be disapproved.</p>	
			File size limit: 5120KB	Use the maximum amount of creative elements to increase results. Most importantly, add 5 headlines and 5 descriptions.	
n/a	If possible, you should add 5 headlines and 5 descriptions. This will have the biggest impact on the performance.				
Video ad	Engagement Video view: 20s played	Headline: 23 char	Aspect ratio: 16:9	Longer videos work better in B2B	 <p><b>Microsoft 365 teamwork</b></p> <p>Microsoft 365 Director, Jeremy Chapman, covers the teamwork essentials to Microsoft 365.</p> <p><a href="#">Demo link</a></p>
		Description: 90 chars	Recommended duration: 1.5 to 3 minutes	Sound of as default: use captions if possible	
Video ad CTA	Click	Headline: 23 chars	n/a	Relevant content is more important than production value	<p><a href="#">Demo link</a></p>
		Description: 90 chars		Shown under the video and after the video was viewed	
Article ad	Engagement Reader: 50% scrolled	Header (above image): 23 chars	1 image (.jpg / .png)	Repurpose existing blogs/white papers/articles/web content	 <p><b>Team Work</b></p> <p><b>Breakthrough teamwork tools: 4 tips to identify what works for you</b></p> <p><i>When teams need to spend time looking for resources, wait for other people to get back to them or try to knit together information from different software or devices, projects end up running late. Team members rush to meet deadlines making it</i></p> <p><a href="#">Demo link</a></p>
		Title (on top of image): 90 chars	Landscape: 800x600px or more	Header+title+image set relevancy and give reason to read	
Article ad CTA	Click	Article text: 1500-2500 chars	File size limit: 5120KB	Content should appear editorial instead of an advertisement	<p><a href="#">Demo link</a></p>
		Title: 23 chars	n/a	Should be placed to the bottom of the article	
Article ad CTA	Click	Description: 90 chars	n/a	Focus on super-engaged readers, not a major source of clicks	<p><a href="#">Demo link</a></p>
		Button text: 23 chars			

For the full guideline, please visit [N.Rich Knowledgebase](#)

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