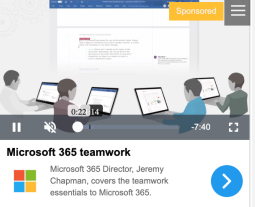# N.Rich ABM Advertising formats specification

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.	Improve collaboration — 5 must have additions your group chat at work needs
		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 (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.	
			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.	
Video ad	Engagement 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	Microsoft 365 teamwork — Microsoft 365 Director, Jeremy Chapman, covers the teamwork essentials to Microsoft 365.
		Description: 90 chars	Recommended duration: 1.5 to 3 minutes	Relevant content is more important than production value	
				Aim to educate and tease potential viewers	
			Upload from Youtube or import as .mp4, file size limit: 30MB	Avoid giving out all the details so that viewers have a reason to proceed to your landing page to learn more	
Video ad CTA	Click	Headline: 23 chars	n/a	Shown after the video has been completely viewed	
		Description: 90 chars		Use your strongest value proposition and CTA	
		Button text: 23 chars			Demo link
Article ad	Enagegement Reader: 50% scrolled	Header (above image): 23 chars	1 image (.jpg / .png)	Use snippets from existing blogs/white papers/articles/web content	Team Work — Breakthrough teamwork tools: 4 tips to identify what works for you. 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
		Title (on top of image): 90 chars	Landscape: 800x600px or more	Compose as a preview / teaser to the contents of the landing page	
		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	
Article ad CTA	Click	Title: 23 chars	n/a	Should be placed to the bottom of the article, never at the top / middle	
		Description: 90 chars		Use your strongest value proposition and CTA	
		Button text: 23 chars			Demo link