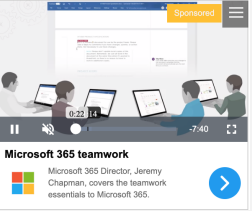# N.Rich ABM Advertising formats specification

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	Demo link
		Description: 90 chars		Use your strongest value proposition and CTA	
		Button text: 23 chars			
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
		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	Demo link
		Description: 90 chars		Use your strongest value proposition and CTA	
		Button text: 23 chars			

For the full guideline, please visit N.Rich Knowledgebase