
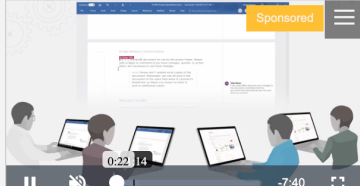





**N.R I C H**

# 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 1-5 descriptions: 80 chars CTA text: Predefined options (localized versions available)	1-15 images (.jpg / .png) Square: 300 x 300px or more Landscape (1.91:1): 600 x 314px or more File size limit: 5120KB	Automatically mixes and matches the creative elements: all combinations of image+text must make sense. Use more landscape than square images (80/20) Use the maximum amount of creative elements to increase results	 <p><b>Improve collaboration</b></p> <p>5 must have additions your group chat at work needs</p>
Video ad	Engagement Video view: 20s played	Headline: 23 char Description: 90 chars	Recommended duration: 2-5 minutes Upload from Youtube Import as .mp4, file size limit: 30MB	Longer videos work better in B2B Sound of as default: use captions if possible Relevant content is more important than production value	
Video ad CTA	Click	Headline: 23 chars Description: 90 chars Button text: 23 chars	n/a	Shown under the video and after the video was viewed Focus on super-engaged viewers, not a major source of clicks	<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>
Article ad	Engagement Reader: 50% scrolled	Header (above image): 23 chars Title (on top of image): 90 chars Article text: 1500-2500 chars	1 image (.jpg / .png) Landscape: 800x600px or more File size limit: 5120KB	Repurpose existing blogs/white papers/articles/web content Header+title+image set relevancy and give reason to read Content should appear editorial instead of an advertisement	 <p><b>Breakthrough teamwork tools: 4 tips to identify what works for you</b></p> <p>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</p>
Article ad CTA	Click	Title: 23 chars Description: 90 chars Button text: 23 chars	n/a	Should be placed to the bottom of the article Focus on super-engaged readers, not a major source of clicks	<p><a href="#">Demo link</a></p>

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

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