

# Marketing Services

JANUARY 2026

# Formats & Creative Guidelines

# Zalando Formats

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5 Guidelines for the EAA (European Accessibility Act)

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# Colour contrast

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)

Sufficient colour contrast on images with elements such as logotypes

- Text and interface elements need to be clear and readable for users with vision impairments
- If pictorial logos or logotype is displayed over an image, the logo and any image of text must maintain a minimum contrast ratio of 3:1 with the background to ensure readability. Use a contrast analyzer ([e.g. free Adobe Web Tool](#)) if you want to test a certain contrast ratio.
- Graphical elements used purely for decoration are not subject to contrast requirements

Examples



 Contrast too low



 Ok

# Logotype on images

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)

Where technologies support the intended visual presentation, text should be used to convey information instead of using images of text — except in the following situations:

## Customizable

- The image of text can be visually customized to the user's requirements (Change the language, enlarge the text size, spacing etc.)

## Essential

- Logotypes (text that is part of a logo or brand name, except small text) are considered essential.

# Logotype in assets: Do's

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)



○ Pure Image



○ Sufficient colour contrast between logo and image



○ Sufficient colour contrast between logo and image

# Logotype in assets: Don'ts

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)



✗ Insufficient contrast leads to poor readability



✗ Insufficient colour contrast between logo and image



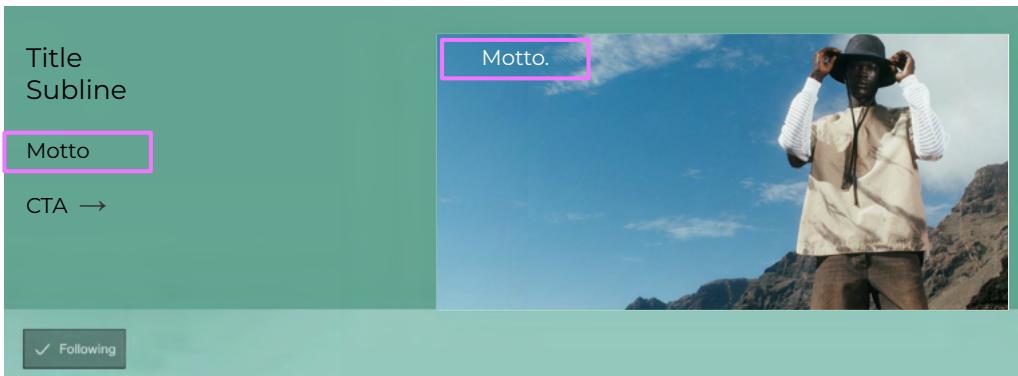
✗ Insufficient colour contrast between logo and image



✗ Complicated background with insufficient colour contrast between logo and image leads to poor readability

# No duplicated text/image content

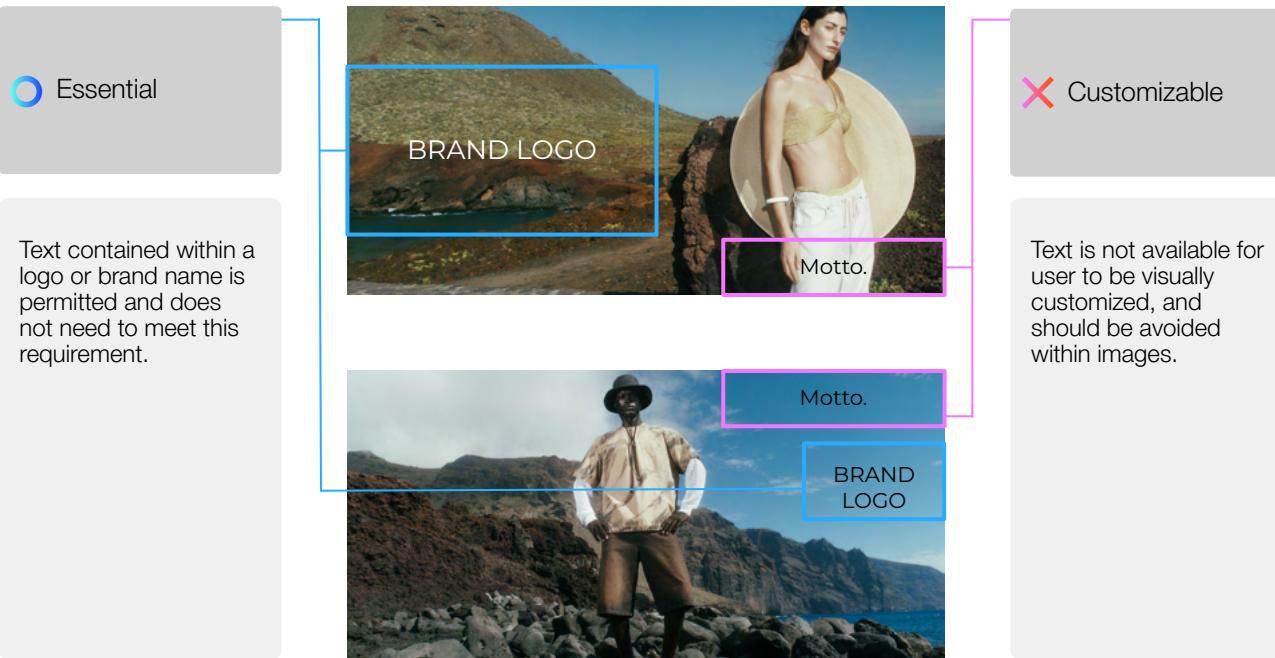
General guidelines for images and videos in accordance with the European Accessibility Act (EAA)



Avoid duplicated content that does not enhance clarity or support user comprehension. Texts on images can't be customized, text should only be used in the respective text section next to the image (and not duplicated).

# No static text/mottos on images

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)



# No static text/mottos on images

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)



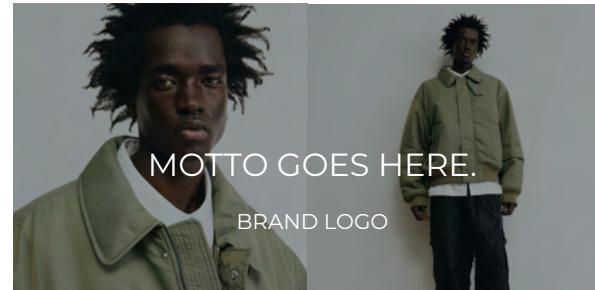
✗ Text is placed on the image, not available to customize



✗ Text is placed on the image, not available to customize



✗ Text is placed on the image, not available to customize



✗ Text is placed on the image, not available to customize

# Must have: alternative text for images/videos

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)

- For all images there will be an alternative text applied describing the content, in the language of each market
- Important note for partners: there is no need to provide these alternative texts to ZMS, the descriptions will be automated in the near future.

## Example for alternative text

1 adult wearing clothing from the fashion brand XYZ...



# Must have: video captions

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)

- For all videos, captions need to be added to provide essential audio information in the language of each market. This includes dialogue, speaker identification, and relevant non-speech sounds such as sounds effects.
- Important note for partners: there is no need to provide captions to ZMS, the captions will be automated in the near future.

Video example with captions



# No motion/video flashing

General guidelines for images and videos in accordance with the European Accessibility Act (EAA)

- Videos and animated images should not flash more than 3 times in any 1 second period, unless the flash is below the general flash and red flash thresholds.

Examples



Ok

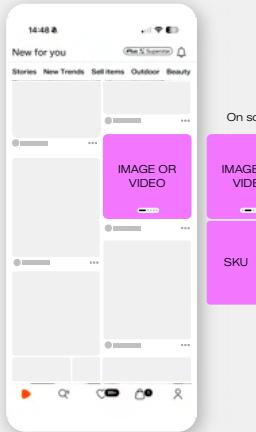


Too many flashes  
(over 3 in any 1 second period)

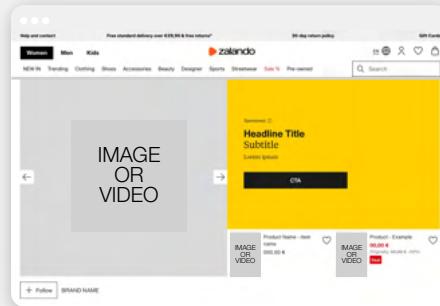


# Zalando Formats 1/2

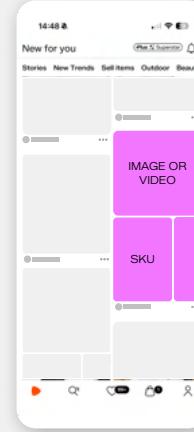
Awareness Teaser | Feed



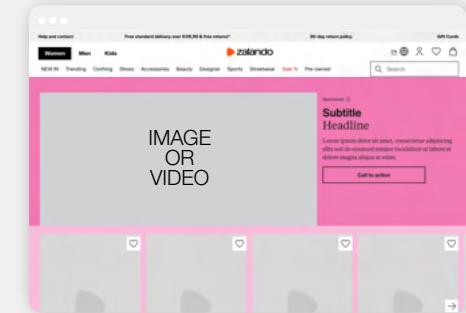
Awareness Teaser | Homepage



Collection Teaser | Feed

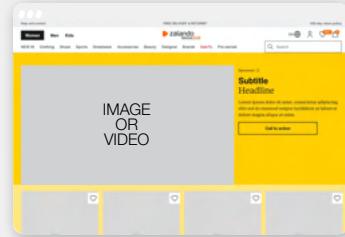


Collection Teaser | Homepage

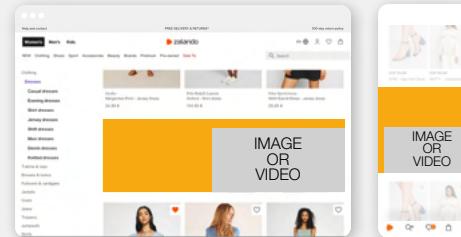


# Zalando Formats 2/2

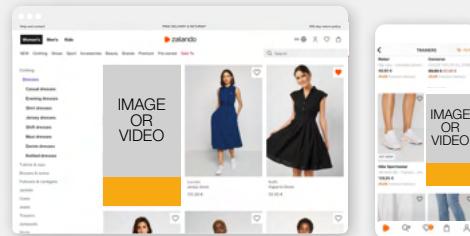
Collection Teaser (Homepage Video)



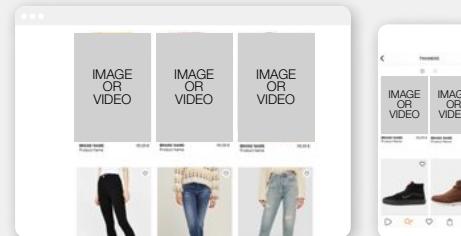
Collection Teaser (Catalog)



In-Catalog Ad

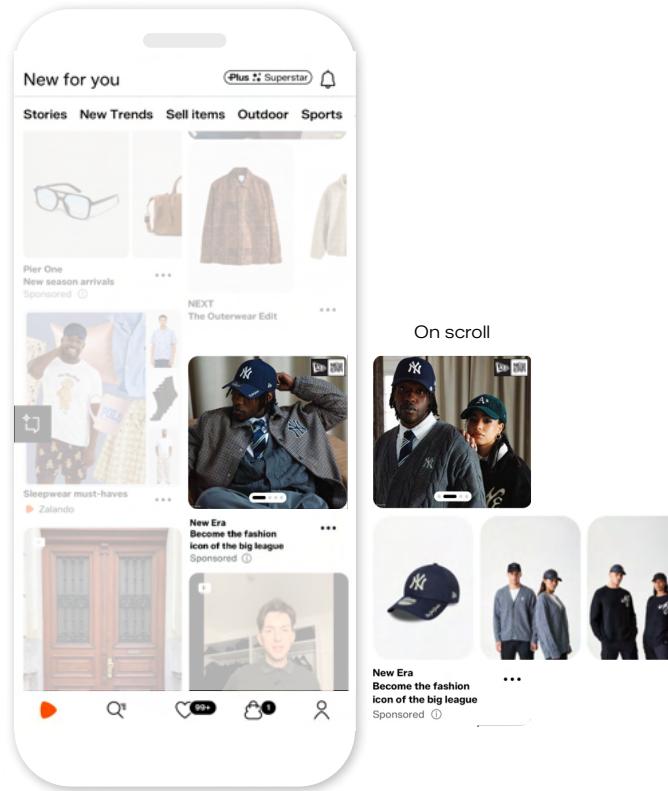


Sponsored Products



# Awareness Teaser | Feed

// Sponsored Brands  
// Awareness



# Awareness Teaser | Feed

## Text Elements

Title	22 characters
Subtitle	42 characters

NOTE: The same copy will be displayed across all slides.

## Carousel

Cover Slide Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	No SKUs
Cover Slide Animated Image (optional) 10s muted	W: 700	H: 674	MP4	Max. 3 MB	
Slide 1 Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUs
Slide 2 Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUs
Slide 3 Image (optional)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUs
Slide 4 Image (optional)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUs

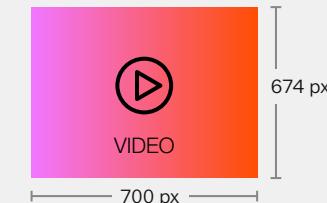
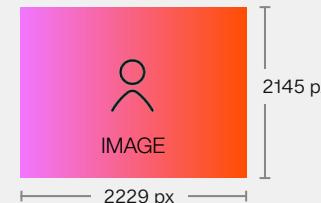
## Considerations

- Image color must be no brighter than #F3F3F3.
- No additional borders needed.
- **Creatives should never contain text.**

Text elements appear below the teaser and carousel.

- Try to match the SKUs to the image for maximum engagement

## All devices



# Awareness Teaser | Feed Safe Zone & Logo

## Squarish logos (3x2 aspect ratio)

Static max 668x429px

Animated max 210x135px

Examples

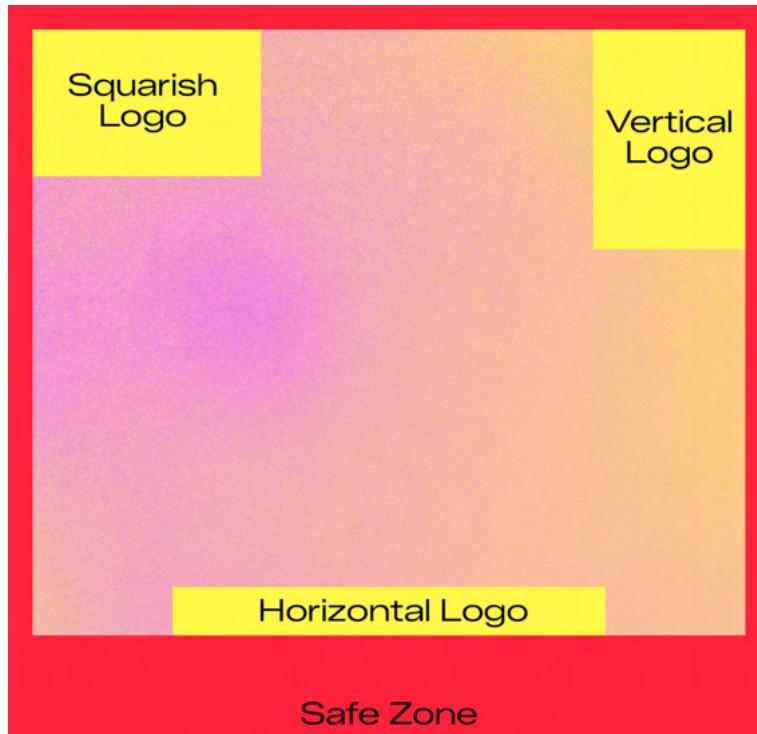


## Horizontal logos (6x1 aspect ratio)

Static max 1265x142px

Animated max 395x45

Examples



## Vertical logos (2x3 aspect ratio)

Static max 445x643px

Animated max 140x200px

Examples



## Considerations for logo placement (all formats)

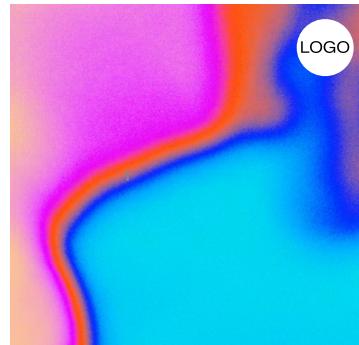
- **Include a logo** for higher brand awareness
- the logo can be placed anywhere on the creative, but **leave a safe zone** at the bottom: → 300px for static & 100px for animated
- **leave a border** to avoid the logo being cut off, → 72px for static & 24px for animated

# Awareness Teaser | Feed - Legibility

The image displays considerably smaller than the original size. The display size is 177.5x169px.

Ensure proper legibility with:

- Large enough logo size  
(at least 215px for static or 83px for animated)
- Proper contrast with the background
- No additional text or slogans  
(neither in the logo nor atop the image)



✓ Logo is large enough to read in smaller format  
(at least 215px for static or 83px for animated)

✓ No slogans or additional text

✓ Clear contrast with background



✗ Logo is too small

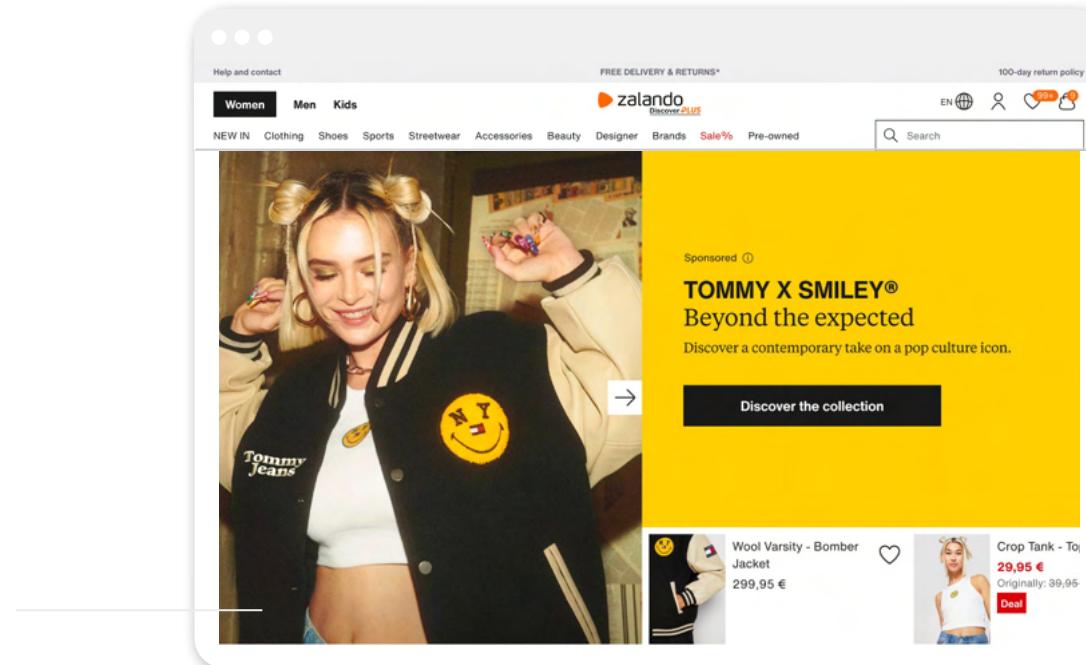
✗ Logo has no clear contrast with background

✗ Image contains slogan or additional text

# Awareness Teaser | Homepage\*

// Sponsored Brands

// Awareness



\* available only on web and on the Kids home on the app

# Awareness Teaser | Homepage

## Text Elements

Title	22 characters
Subtitle	42 characters
Paragraph	95 characters
CTA	22 characters

NOTE: The same copy will be displayed across all slides.

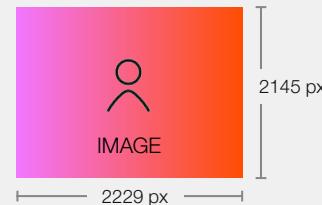
## Carousel

Cover Slide Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	
Cover Slide Animated Image (optional) 10s muted	W: 700	H: 674	MP4	Max. 3 MB	
Slide 1 Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS
Slide 2 Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS
Slide 3 Image (optional)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS
Slide 4 Image (optional)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS

## Considerations

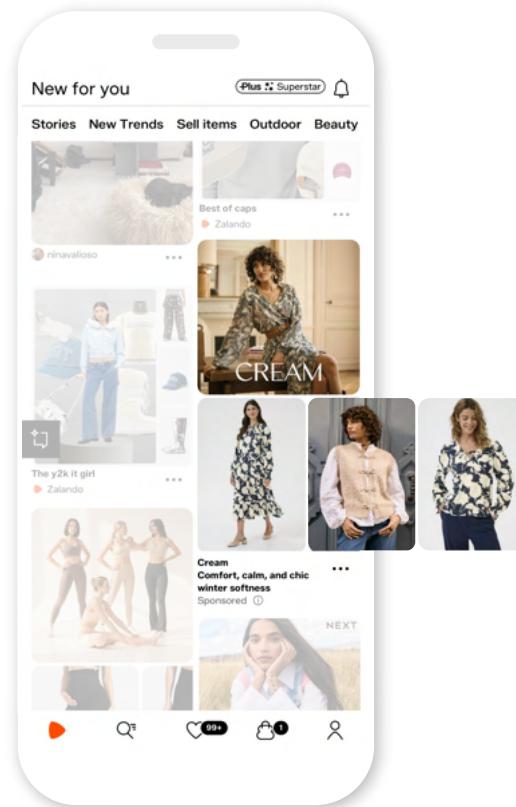
- Image color must be no brighter than #F3F3F3.
- Logo integration / position: Cannot be on the bottom half of the image
- No additional borders needed.
- Creatives should never contain text. Headline, subtitle and CTA appear as overlay elements.

## All devices



# Collection Teaser | Feed

// Sponsored Collections  
// Consideration  
// on Ad Manager



# Collection Teaser | Feed

## Text Elements

Subtitle 22 characters

Headline 42 characters

NOTE: The creative itself should never contain text.  
Deliver text elements separately. Do not use all caps.  
Do not use URLs in text elements.

## SKU Carousel

Provide a list of 25 SKUs (optional).

## Static Image Creatives

App W: 2229 H: 2145 JPEG Max. 500 KB

Animated Creatives (Optional. Short product-focused animation. No sound or text)

App W: 700 H: 674 MP4 Max. 3 MB

A 3 to 10 second video (no sound or text) is allowed, but an image is still required.

## Considerations

- Creatives should never contain text. Text elements appear below SKU carousel.
- No margins/borders: if creative consists of multiple images, the creative should not contain margins.  
No outlines/borders should be included.
- Creatives are subject to approval by Zalando. Please contact your Partner Consultant for further details.
- Please note that for your campaign on the Feed, different formats must not feature identical text, images or SKUs. Each must be distinctive.

# Collection Teaser | Feed

## Safe Zone & Logo

### Vertical logos (2x3 aspect ratio)

Static max 445x643px

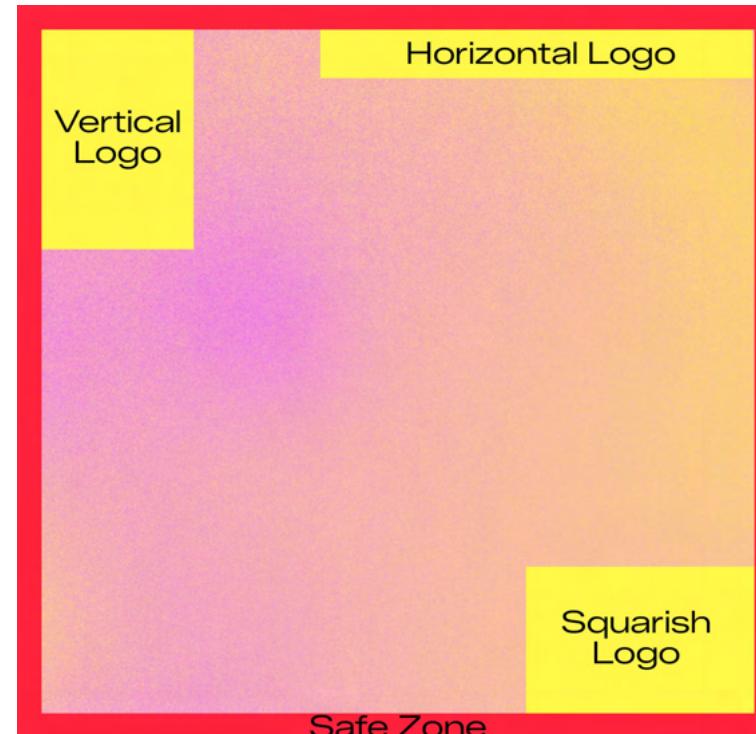
Animated max 140x200px

Examples



### Considerations for logo placement (all formats)

- **Include a logo** for higher brand awareness
- **leave a safe zone** to avoid the logo being cut off  
→ 72px for static & 24px for animated
- **Ensure strong contrast** with background



### Horizontal logos (6x1 aspect ratio)

Static max 1265x142px

Animated max 395x45

Examples



### Squarish logos (3x2 aspect ratio)

Static max 668x429px

Animated max 210x135px

Examples

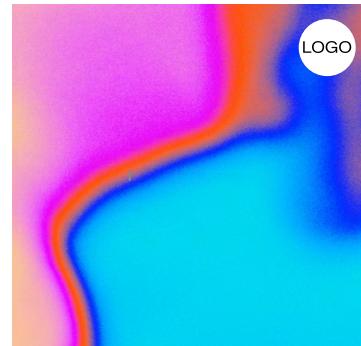


# Collection Teaser | Feed - Legibility

The image displays considerably smaller than the original size. The display size is 177.5x169px.

Ensure proper legibility with:

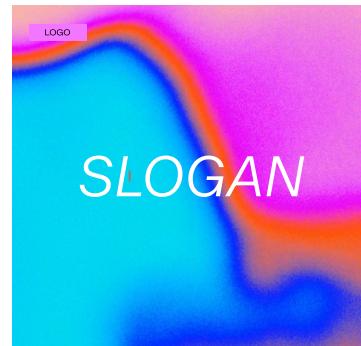
- Large enough logo size  
(at least 215px for static or 83px for animated)
- Proper contrast with the background
- No additional text or slogans  
(neither in the logo nor atop the image)



✓ Logo is large enough to read in smaller format  
(at least 215px for static or 83px for animated)

✓ No slogans or additional text

✓ Clear contrast with background



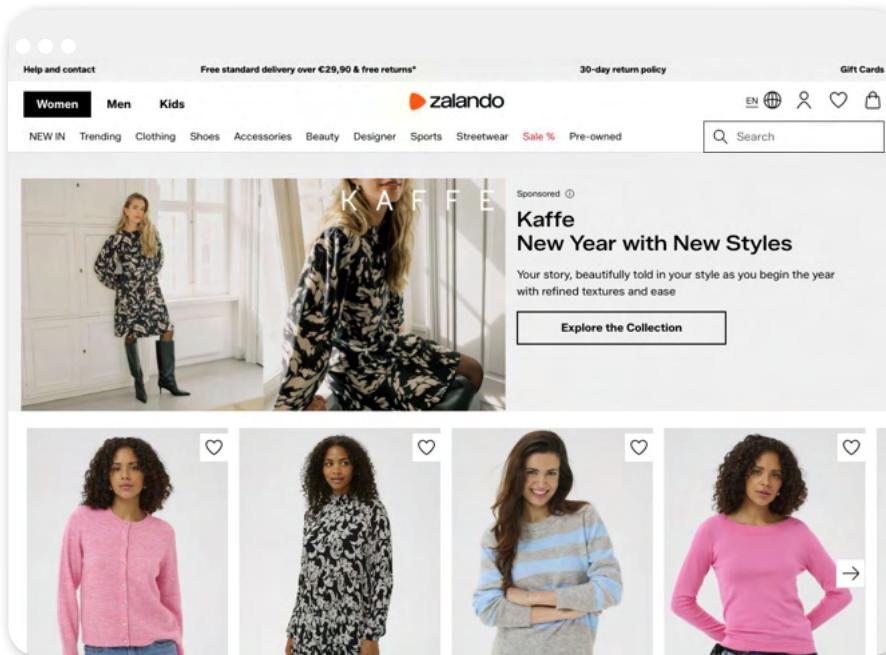
✗ Logo is too small

✗ Logo has no clear contrast with background

✗ Image contains slogan or additional text

# Collection Teaser | Homepage\*

// Sponsored Collections  
// Consideration  
// on Ad Manager



\* available only on web and on the Kids home on the app

# Collection Teaser | Homepage

## Text Elements

Subtitle	22 characters
Headline	42 characters
Long Description (optional)	95 characters
CTA	22 characters

NOTE: The creative itself should never contain text. Deliver text elements separately. Do not use all caps. Do not use URLs in text elements.

## Static Image Creatives

Web Desktop	W: 2079	H: 1000	JPEG	max. 500 KB
App & Web Mobile	W: 2229	H: 2145	JPEG	Max. 500 KB

## Animated Creatives (Optional. Short product-focused animation. No sound, text or logos)

Web	W: 1604	H: 772	MP4	max. 3 MB
App & Web Mobile	W: 700	H: 674	MP4	Max. 3 MB

A 3 to 10 second video (no sound or text) is allowed, but an image is still required.

## SKU Carousel

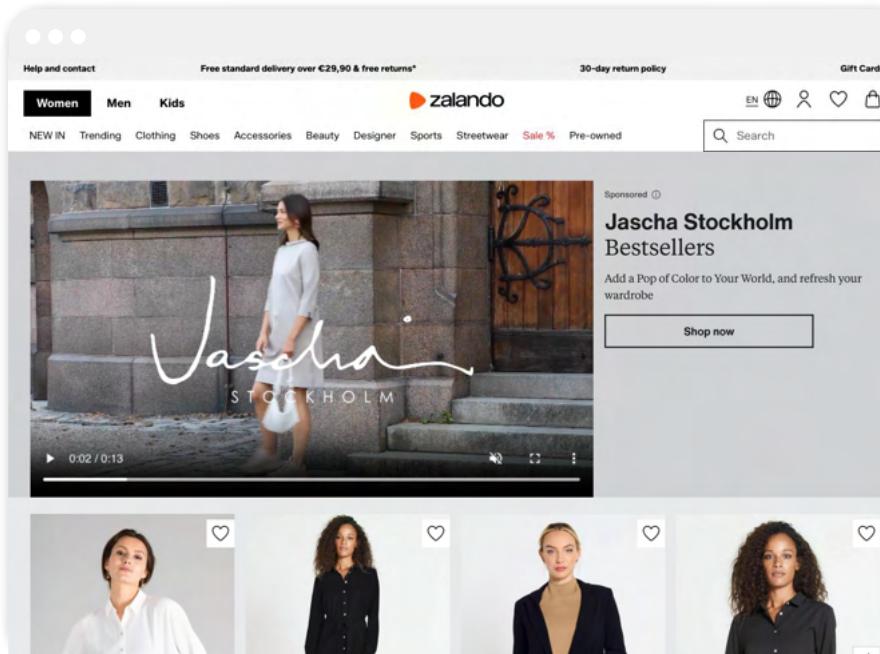
Provide a list of 25 SKUs (optional).

## Considerations

- Creatives should never contain text. Headline, subtitle and CTA appear as overlay elements.
- No margins/borders: if creative consists of multiple images, the creative should not contain margins. No outlines/borders should be included.
- Creatives are subject to approval by Zalando. Please contact your Partner Consultant for further details.
- Please note that for your campaign on the Zalando Homepage, different formats must not feature identical text, images or SKUs. Each must be distinctive.

# Collection Teaser | Homepage Video\*

// Sponsored Collections  
// Consideration  
// on Ad Manager



\* available only on web and on the Kids home on the app

# Collection Teaser | Homepage Video

## Text Elements

Subtitle 22 characters

Headline 42 characters

Long Description (optional) 95 characters

CTA 22 characters

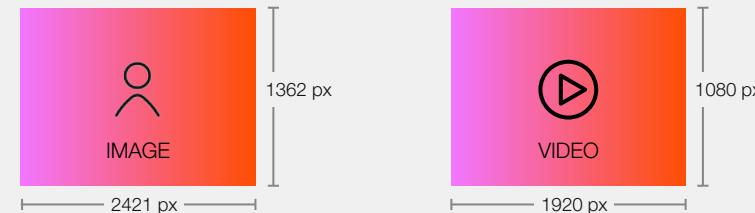
NOTE: The creative itself should never contain text. Deliver text elements separately. Do not use all caps. Do not use URLs in text elements.

## Video Creatives (supports audio and video controls)

Web Desktop	W: 1920	H: 1080	MP4	max. 10 MB (min. 20 sec, max. 70 sec)
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Video thumbnail	W: 2421	H: 1362	JPEG	Max. 500 KB
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### Video Guide



## SKU Carousel

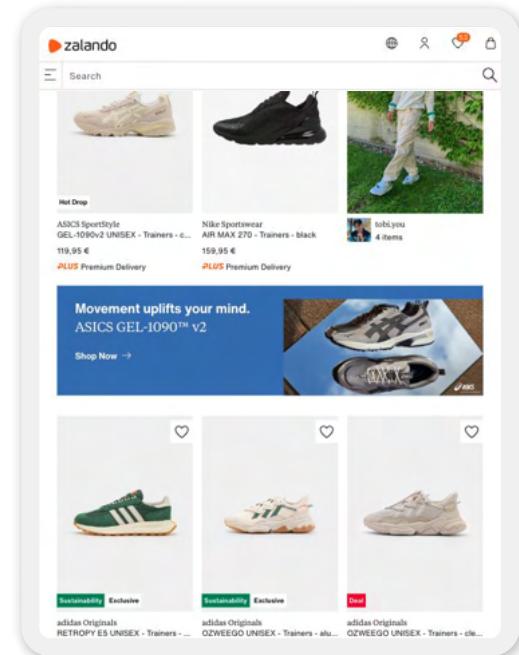
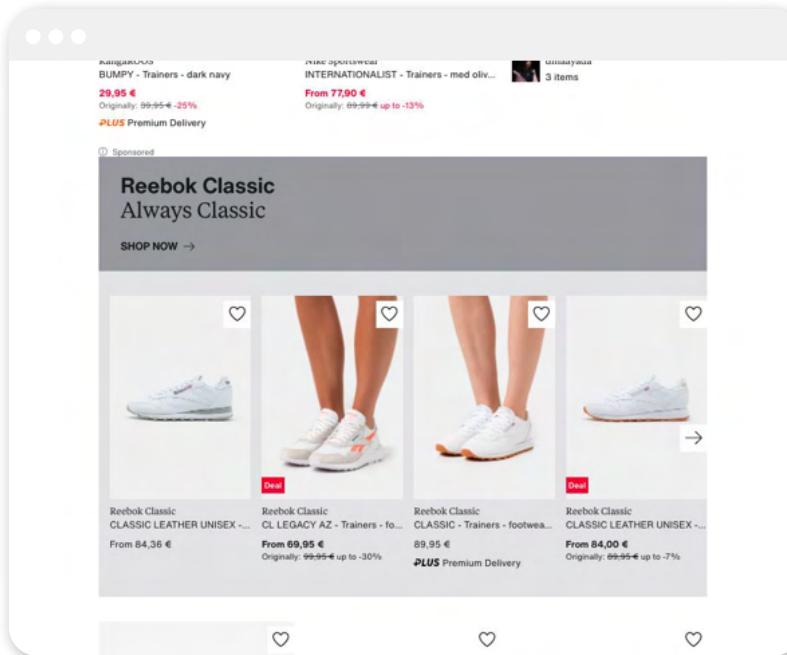
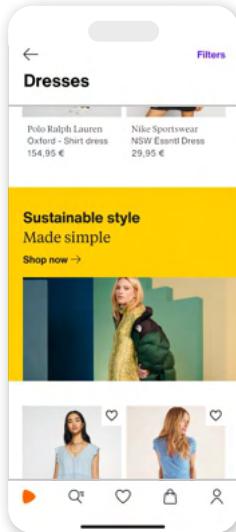
Provide a list of 25 SKUs (optional).

## Considerations

- voice overs must be accompanied by localised subtitles
- Image color no brighter than #F3F3F3.
- Logo position is flexible but must not touch the edges.
- No borders needed.
- For Zalando Homepage campaigns, different formats must feature unique text, images, and SKUs—no duplicates.

# Collection Teaser | Catalog

// Sponsored Collections  
 // Consideration



# Collection Teaser | Catalog

## Text Elements

Subtitle	22 characters
Headline	42 characters
Long Description (optional)	95 characters
CTA	22 characters

NOTE: The creative itself should never contain text. Deliver text elements separately. Do not use all caps. Do not use URLs in text elements.

## Static Image Creatives

Web & App	W: 1484	H: 714	JPEG	max. 500 MB
Designer category	W: 2229	H: 2145	JPEG	max. 500 MB

## Animated Creatives (Optional. Short product-focused animation. No sound, text or logos)

Web only	W: 1484	H: 714	MP4	max. 3 MB
Max 10-sec silent video, no text. Static images are still required for pre-animation and fallback use.				

## Considerations

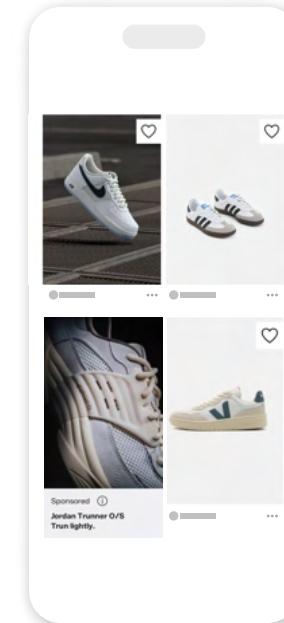
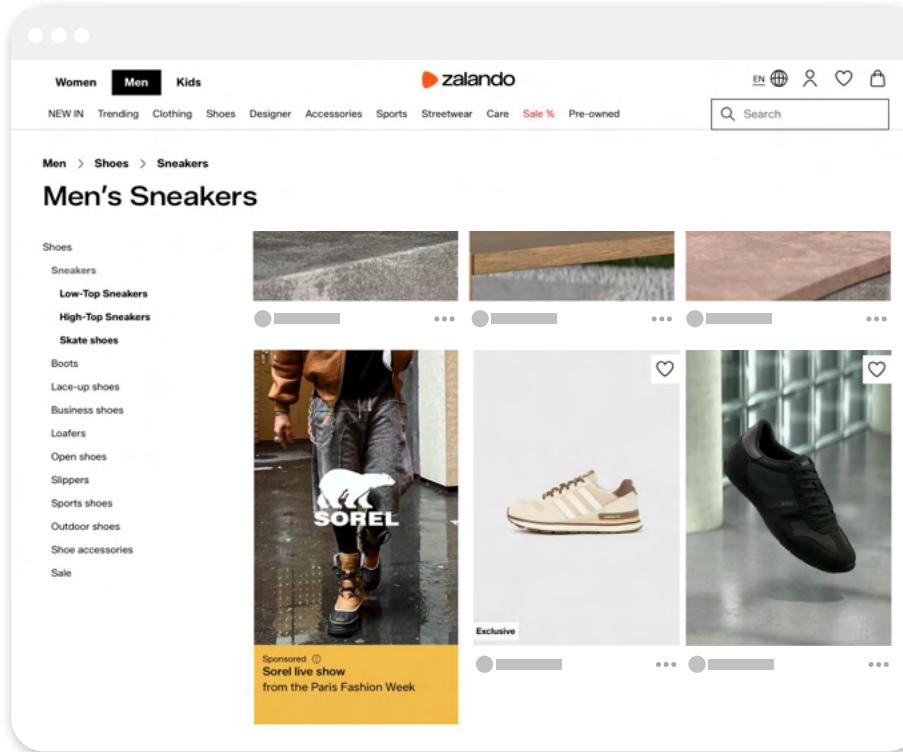
- Creatives must focus on the product and match the category.
- Product must be available on the category page.
- Image color no brighter than #F3F3F3.
- No borders needed.
- Logo position: flexible, but avoid touching edges.
- Dynamic Catalog Teasers auto-generated – no extra creatives needed.

## Video Creatives: app only (supports audio and video controls, not available on Designer)

Web Desktop	W: 1920	H: 1080	MP4	max. 10 MB (min. 20 sec, max. 70 sec)
Video thumbnail	W: 2421	H: 1362	JPEG	Max. 500 KB

# In-Catalog Ad

// Sponsored Collections  
// Consideration



# In-Catalog Ad

## Text Elements

Headline 32 characters

Subtitle 22 characters

NOTE: The creative itself should never contain text.  
Deliver text elements separately. Do not use all caps.  
Do not use URLs in text elements.

## Image Teaser

Web W: 877 H: 1266 JPEG/GIF max. 500 KB

App W: 877 H: 1266 JPEG Max. 500 KB



1266 px

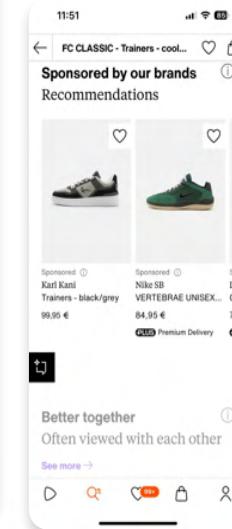
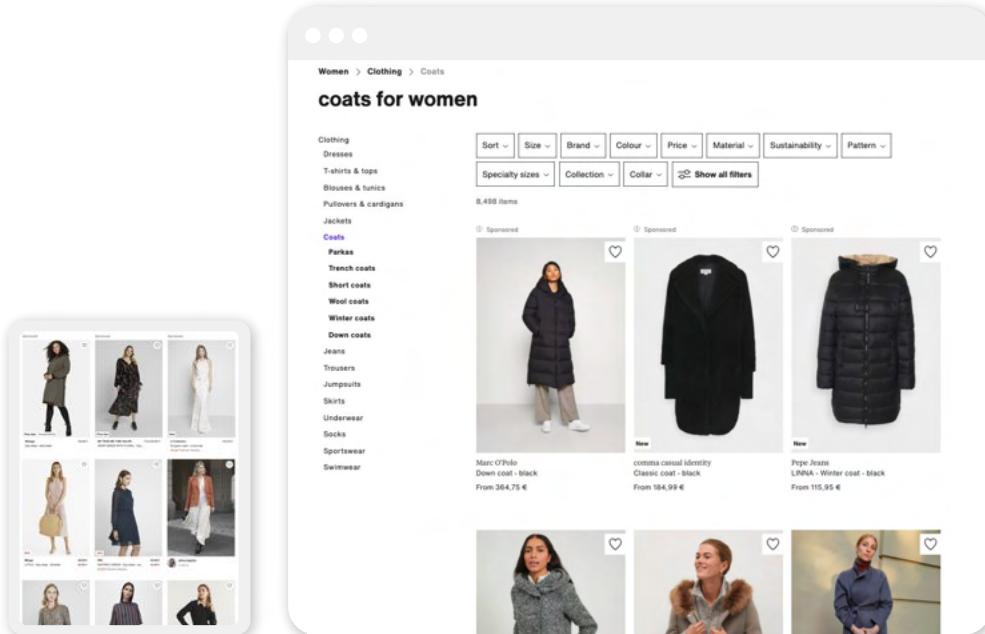
877 px

## Considerations

- Display ad: fixed 10th position on every catalog page.
- Background must contrast strongly with #DBDBDB.
- Promoted product must be available on landing page.
- Creatives must focus on product and match the category.
- Logo: flexible placement, but no touching edges.

# Sponsored Products

// Sponsored Products  
 // Conversion  
 // on Ad Manager



Sponsored  
Products

Organic Brand  
SKUs

Move your brand up

# Zalando Formats Summary

## HOMEPAGE FORMATS

### Homepage Teaser: Static Creatives

Web Desktop	W: 2079	H: 1000	JPEG	max. 500 KB
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App & Web Mobile	W: 2229	H: 2145	JPEG	max. 500 KB
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- Creatives must not contain text; headline, subtitle, and CTA appear as overlays.
- No margins or borders, even for multi-image creatives.
- Zalando approval required; contact Partner Consultant for details.
- Provide a list of 25 SKUs (required).

### Homepage Teaser: Animated Creatives

(Optional. Short product-focused animation. No sound, text or logos)

Web	W: 1604	H: 772	MP4	max. 3 MB
-----	---------	--------	-----	-----------

App & Web Mobile	W: 700	H: 674	MP4	max. 3 MB
------------------	--------	--------	-----	-----------

A 3 to 10 second video (no sound or text) is allowed, but an image is still required.

- Web only. No additional borders needed.
- Zalando approval required; contact Partner Consultant for details.
- Animation (mp4) must not include any text
- Image teasers are required as well as fallback.
- Provide a list of 25 SKUs

### Video Teaser (supports audio and video controls)

Video	W: 1920	H: 1080	MP4	max. 10 MB (min. 20 sec, max. 70 sec)
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Video thumbnail	W: 2421	H: 1362	JPEG	max. 500 KB
-----------------	---------	---------	------	-------------

- Image color no brighter than #F3F3F3.
- Select background color from the provided palette.
- No borders needed.
- Text and background color will be added later, not part of the image.

## Countdown Teaser

Tablet	W: 1029	H: 1485	JPEG	max. 500 KB
Desktop	W: 2419	H: 1746	JPEG	max. 500 KB
Mobile	W: 1051	H: 1011	JPEG	max. 500 KB

- Available on request for exclusive, limited, or special product / collection drops.
- Image color no brighter than #F3F3F3.
- Logo placement: flexible, but avoid touching edges.
- No borders needed.

## Catalog Teaser: static

Web & App	W: 1484	H: 714	JPEG	max. 500 KB
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## Catalog Teaser: animated (Optional. Short product-focused animation. No sound, text or logos)

Web only	W: 1484	H: 714	MP4	max. 3 MB
Max 10-sec silent video, no text. Static images are still required for pre-animation and fallback use.				

- Creatives must focus on the product and match the category.
- Promoted product must be available on the category page.
- Image color no brighter than #F3F3F3.
- No borders needed.
- Static images required with animations, used before or if animation is disabled.
- Dynamic Catalog Teasers auto-generated (web only), no extra creatives needed.

## Video Creatives: app only (supports audio and video controls)

Video	W: 1920	H: 1080	MP4	max. 10 MB (min. 20 sec, max. 70 sec)
Thumbnail	W: 2421	H: 1362	JPEG	max. 500 KB

# Zalando Formats Summary

## CATALOG FORMATS

### In-Catalog Ad

Web & App      W: 877      H: 1266      JPEG / GIF      max. 500 KB

- Display ad format, fixed 10th position on every catalogue page.
- Image background must be a high color contrast with #DBDBDB to stand out on the page.
- Promoted product must be available on landing page.
- The creatives must be product focused and match the category.
- Logo position: flexible but should not touch the edges.
- GIF should have a smooth transition while looping (=infinite loop)

### Sponsored Products

No additional creatives needed – ads generated from the product feed. Please check SKUs selection with your Partner Consultant.

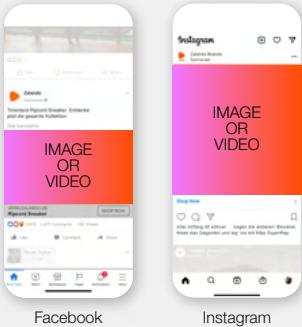
### Copy Requirements (characters)

	Subtitle	Headline	CTA	Description	Available Text
Homepage Teaser / Video Teaser	22	42	22	95 (optional)	—
Countdown Teaser	22 (post-release only)	42	22 (post-release only)	95 (optional)	30
Catalog Teaser / In-Catalog Ad	22	42	22	—	—

There are no copy requirements for Sponsored Products.

# Social Formats: Facebook & Instagram

Standard Link Ads



Facebook

Instagram

Dynamic Link Ads



Facebook

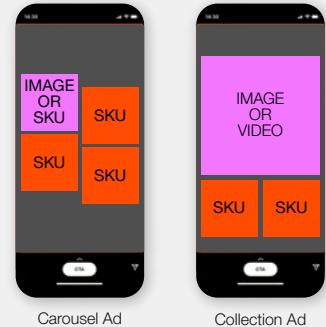
Instagram

Story & Polling Sticker



Instagram

IDynamic Story Ads



Carousel Ad

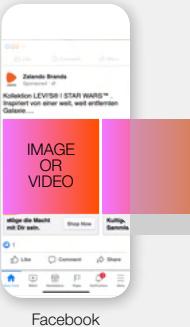
Collection Ad

Standard Reel Ads

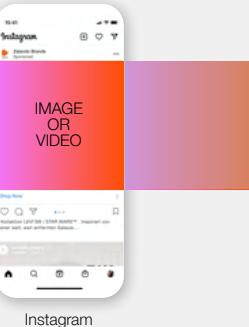


Instagram

Dynamic Carousel Ads



Facebook

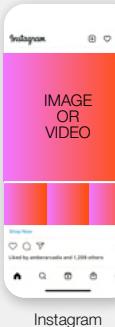


Instagram

Dynamic Collection Ads



Facebook



Instagram

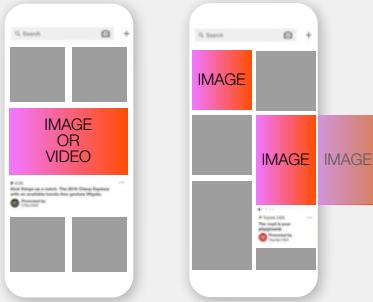
Instant Experience



Facebook

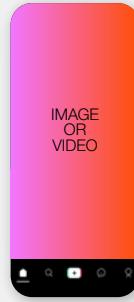
# Social Formats: Pinterest, TikTok, Snapchat

## Pinterest



## TikTok:

Hashtag Challenge,  
In-Feed/ODM,  
Collection Ad,  
Interactive Add-On,  
TopView,  
Spark Ad

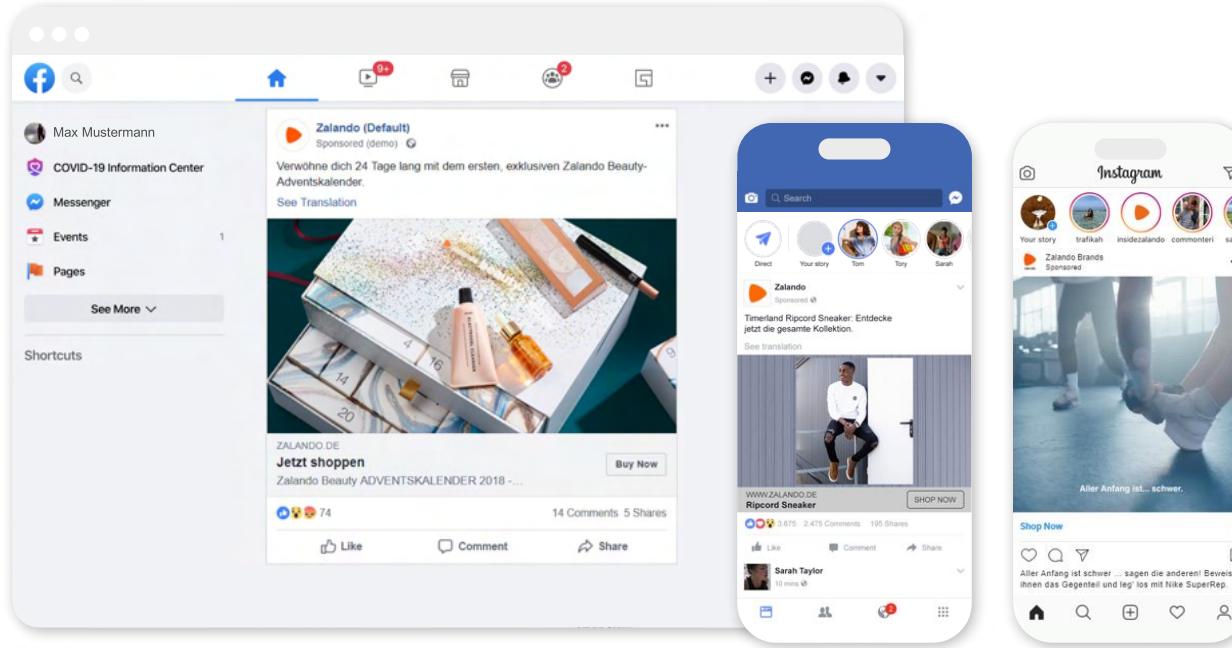


## Snapchat:

Snap Ads,  
Collection Ads,  
Commercial Ads,  
Story Ads,  
Dynamic Ads



# Standard Link Ads



# Standard Link Ads

## Text Elements (Facebook Guidelines)

Message	125 characters	<ul style="list-style-type: none"> <li>Mention your brand name in the message section.</li> </ul>
Title	25 characters	<ul style="list-style-type: none"> <li>Your image must not be more than 20% text.</li> </ul>
Description	30 characters	<ul style="list-style-type: none"> <li>Check it here.</li> </ul>

## Video Considerations

- Show the brand logo in the first few seconds to boost recognition.
- Keep videos under 15 seconds.
- Tailor content to your audience and branding phase (awareness, engagement/conversion).
- Video still, captions, and sound are optional but recommended.
- Bitrate: No limit for files under 1GB with 2-pass encoding. Otherwise, 8 Mbps for 1080p and 4 Mbps for 720p.

## Facebook

Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30 MB
Video (Opt. 1)	16:9		MP4, MOV	max. 15 sec   max. 4 GB
Video (Opt. 1) Still Image	W: 1200	H: 628	JPEG	max. 30 MB
Video (Opt. 2)	1:1		MP4, MOV	max. 15 sec   max. 4 GB
Video (Opt. 2) Still Image	W: 1080	H: 1080	JPEG	max. 30 MB

## Instagram

Image	W: 1080	H: 1080	JPEG, PNG	max. 30 MB
Video	9:16 or 1:1		MP4, MOV	max. 15 sec., max 4 GB

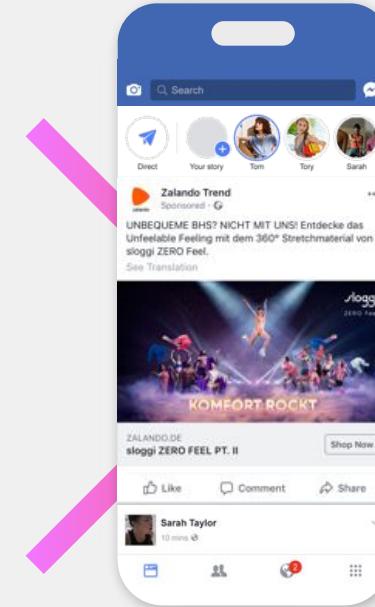
# Standard Link Ads

DOs & DON'Ts



## Dos

- Have a clear view on the product.
- Have a bright, eye-catching background.
- Use simple, short text with brand name and message.

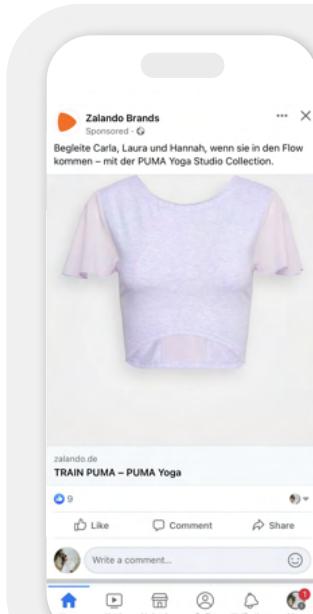


## Don'ts

- Avoid adding too many elements on the picture.
- Avoid using a dark background, which is usually less eye-catching.

# Dynamic Link Ads

DYNAMIC



## Text Elements (Facebook Guidelines)

**Message** 125 characters Mention your brand name in the message section.

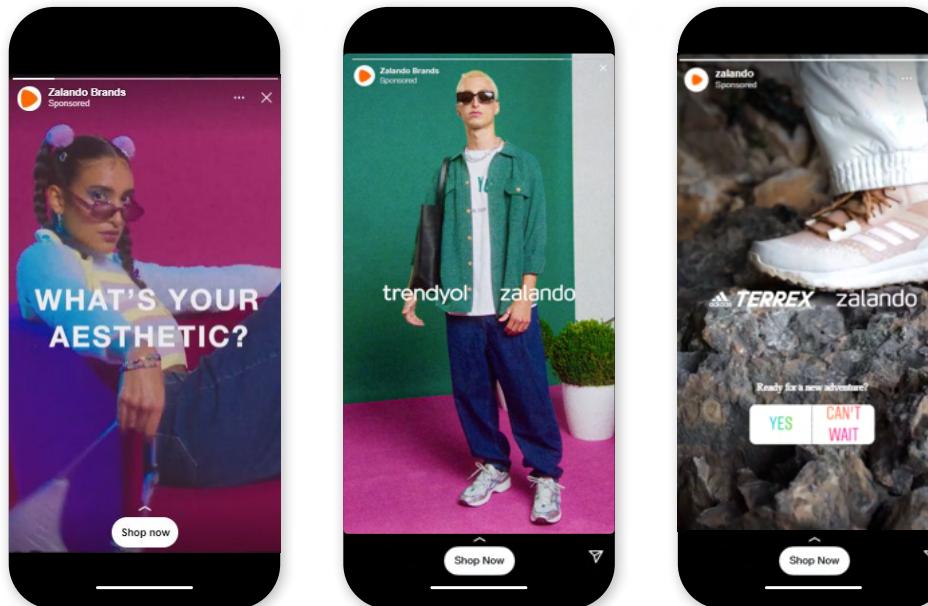
**Title** 25 characters

**Description** 30 characters

No additional creatives needed – ads generated from the product feed.

# Standard Story Ads

REGULAR



Standard Stories ads cannot track lower funnel metrics.

# Standard Story Ads

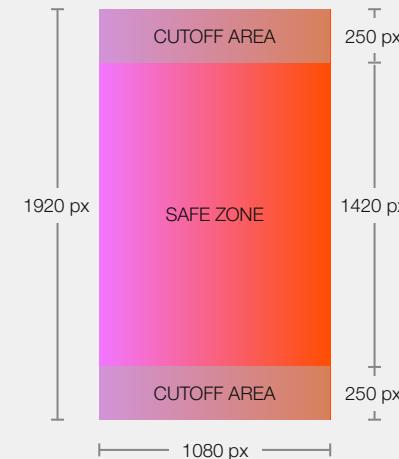
REGULAR

## Video Considerations

- Up to 10 cards (images or videos) in a single story ad.
- Add captions directly to the video, as they aren't available separately.
- Leave 14% (250 pixels) at the top and 20% (340 pixel) at the bottom of the video free from text/logos to avoid overlapping with profile icons or CTAs. Keep key elements within a 1080x1420px area for 1080x1920px videos.
- Include key messaging in the video or image, as no text can be added afterward.

## Instagram Stories & Polling Sticker Ads

Image	W: 1080	H: 1920	JPEG, PNG	max. 30 MB
Video	9:16		MP4, MOV, GIF	15 seconds – 60 minutes, max. 4 GB



## Polling Sticker Ads Considerations

- Polling stickers allow two-answer polls. Provide the text for the poll buttons to the activation team.
- We recommend to include the poll question in the creative.
- Keep your poll and sticker within the center 860x1320 pixels, leaving at least 110 pixels on the left and right, and 300 pixels on the top and bottom.

# Standard Story Ads

## DOS & DON'TS



### Dos

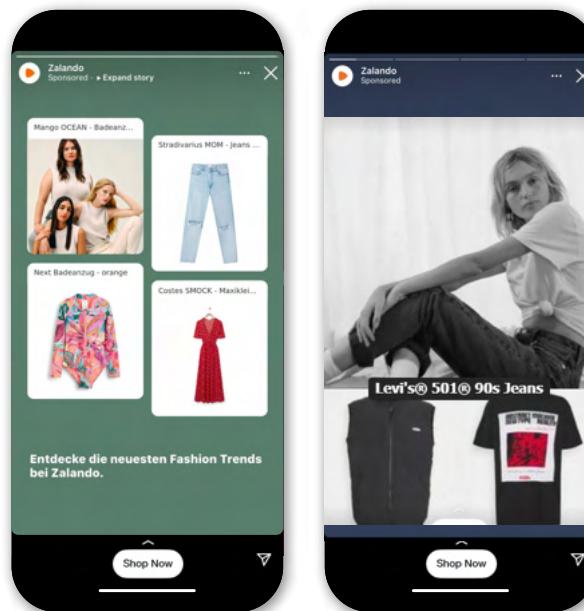
- Keep it short and begin with your brand.
- Tell your story with and without sound.
- Experiment with overlays for key message.
- Take advantage of the right-left or left-right movement.
- Remember that different phones have slightly different interfaces.



### Don'ts

- Avoid adding too many elements on the picture.
- Avoid using a dark background, which is usually less eye-catching.
- Avoid positioning your key message in the danger zone.

# Dynamic Story Ads



Carousel ad  
in Instagram Story

Collection ad  
in Instagram Story

# Dynamic Story Ads

## Text Elements

Title 40 characters

## Carousel Ad considerations

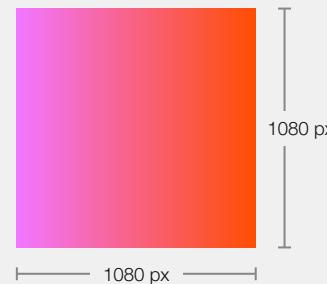
- Additional creatives not mandatory, but we can add an image if there is a theme.

## Collection Ad considerations

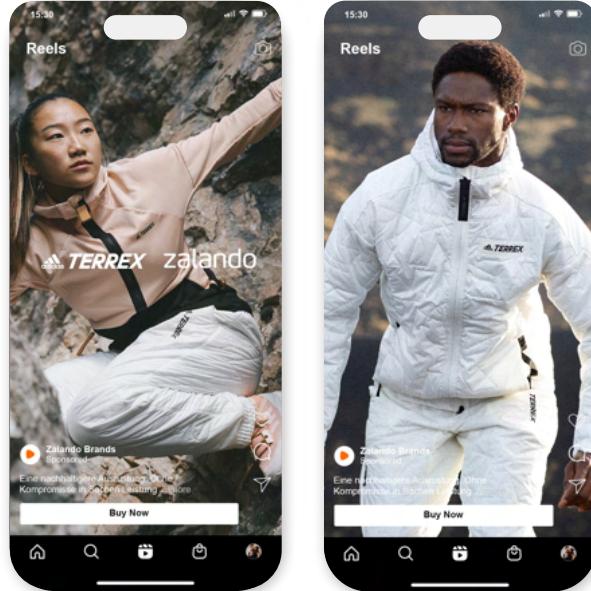
- Image or video required

## Instagram

Image	W: 1080	H: 1080	JPEG, PNG	max. 30 MB
Video	1:1		MP4, MOV	max. 15 sec., max 4 GB



# Standard Reel Ads



Reels ads cannot track lower funnel metrics.

# Standard Reel Ads

## Text Elements

Description 72 characters

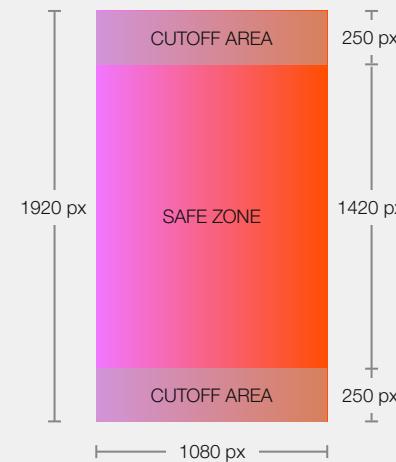
## Carousel Ad considerations

- Additional Full-screen 9x16 skippable looping video ad served as interstitials in Reels Immersive Viewer.
- Audio is optional but encouraged (sound/music).
- Add captions directly to the video, as they aren't available separately.
- Leave 14% (250 pixels) at the top and bottom free from text/logos to avoid overlaps with profile icons or CTAs. Key elements should fit within a 1080x1420 area for 1080x1920 videos.
- Include key messaging in the video/image, as no text can be added later.
- Primary text can be up to 72 characters.

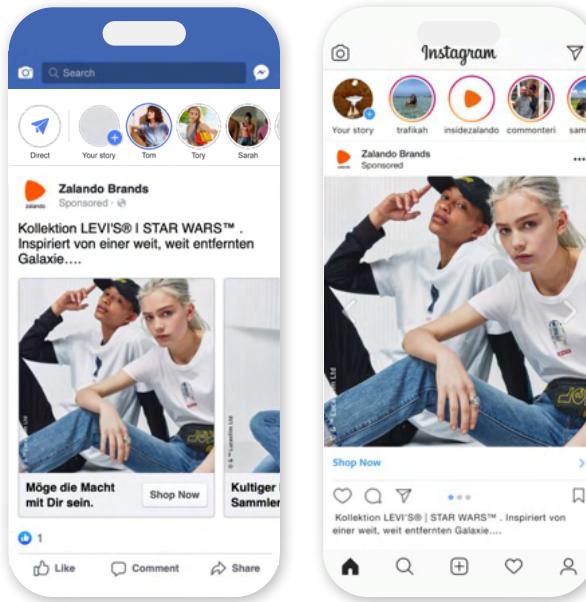
## Instagram Stories & Polling Sticker Ads

Video 9:16 MP4, MOV, GIF

max. 30 seconds  
max. 4 GB



# Dynamic Carousel Ads



# Dynamic Carousel Ads

## Text Elements (Facebook Guidelines)

Message	125 characters	<ul style="list-style-type: none"> <li>Mention your brand name in the message section.</li> </ul>
Title	40 characters	<ul style="list-style-type: none"> <li>Your image must not be more than 20% text. <a href="#">Check it here.</a></li> </ul>
Description	20 characters	

## Considerations

Carousel Ads are created through Dynamic campaigns that combine uploaded creatives with dynamic products, tailored to individual user behaviour.

- A carousel can include both images and videos.
- Card order can be pre-set or optimised by the algorithm for best performance.

### Video

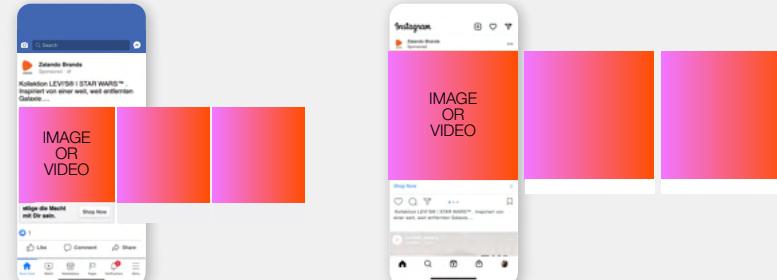
- Recommended length: max 15 seconds.
- Display logo in the first few seconds to boost brand recognition.
- Tailor videos to suit the target audience and align with the branding phase (awareness, engagement, or conversion).

## Facebook

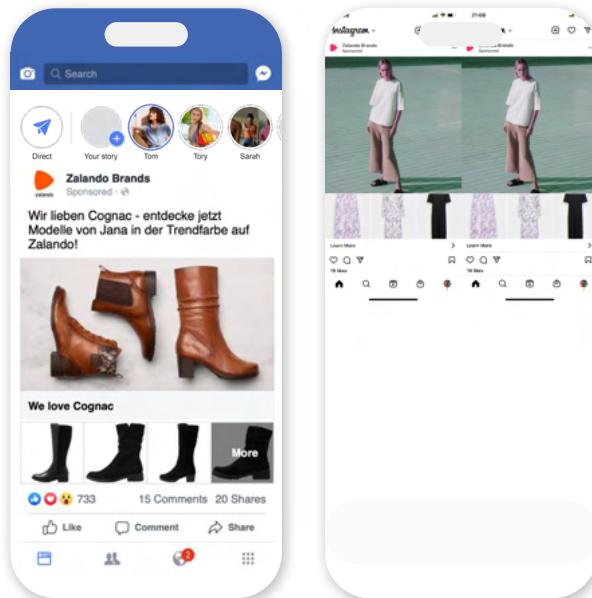
Image	W: 1080	H: 1080	JPEG, PNG	min. 2, max. 10 images max. 30MB each
Video	1:1		MP4, MOV	max. 15 sec   max. 4 GB

## Instagram Feed Placement

Image	W: 1080	H: 1080	JPEG, PNG	min. 2, max. 10 images each max. 30MB
Video	1:1	min 720x720	MP4, MOV	max. 15 sec   max. 4 GB



# Dynamic Collection Ads



# Dynamic Collection Ads

## Text Elements (Facebook Guidelines)

Message	125 characters	• Mention your brand name in the message section.
Headline	40 characters	

## Considerations

Collection Ads are created through Dynamic campaigns that combine uploaded creatives with dynamic products, tailored to individual user behaviour.

- Collection Ads include images/videos and dynamic SKUs.
- This format is mobile-only.
- Use a large SKU set (minimum 25) in case of stock issues, and provide the list of SKUs to your Partner Consultant.

## Video

- Recommended length: max 15 seconds.
- Display logo in the first few seconds to boost brand recognition.
- Tailor videos to suit the target audience and align with the branding phase (awareness, engagement, or conversion).

## Facebook Feed Placement

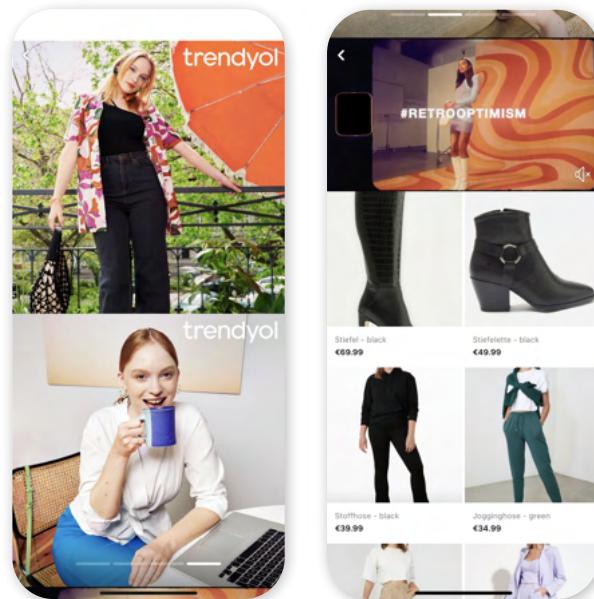
Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30MB each
Video	16:9 or 1:1		MP4, MOV	max. 15 sec   max. 4 GB

## Instagram Feed Placement

Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30MB
Video	16:9 or 1:1	min. 720x720	MP4, MOV	max. 15 sec   max. 4 GB



# Instant Experience Ads



# Instant Experience Ads

## Text Elements

Text block	<500 words	• Captions are not recommended in video
Button	30 characters	

## Instant Experience Ads

Image (fit to width)	W: 3240	H: no min.	JPEG, PNG	allows for variable height
Image (fit to height)	W: no min.	H: 5760		forces image to fit screen top-to-bottom
Video	Ideally portrait (9:16)		MP4, MOV	max. 720p

## Considerations

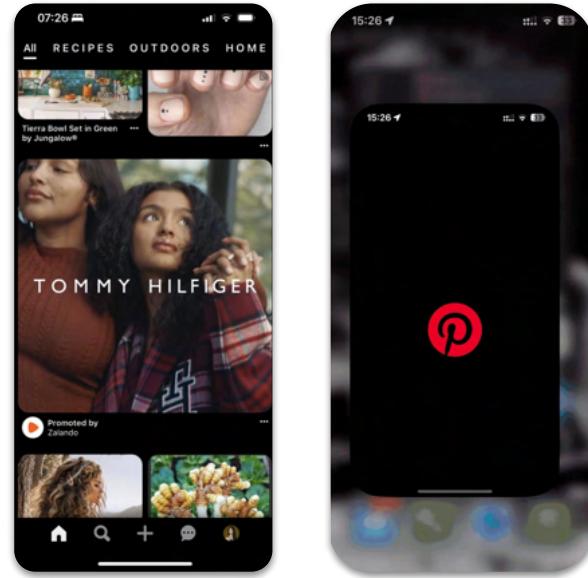
- Up to 20 images are supported
- CTA is not automatically included. If you want a CTA, it must be included in the image or video.
- Images used in tilt-to-pan are compressed for performance and usability. Be aware that this can make text appear blurry.
- More info can be [found here](#).

## Video

- Captions are not recommended for video

# Pinterest Premiere Spotlight

On Home | On Search



# Pinterest Premiere Spotlight

## Text Elements

	On Home	On Search
Title	40 characters	30 characters
CTA Button	No	“Visit”
Sound	Auto off in feed, available in close up	Auto-off in feed, controls available in video
Click in feed	Leads to close up	Leads directly to outbound destination URL

## Considerations

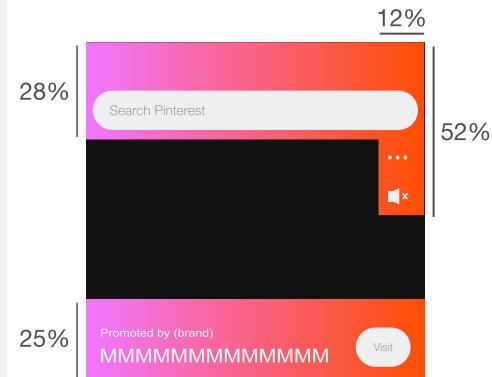
- Avoid all-white/black backgrounds. No white color background video to give contrast with the white headline and Learn more button.
- Lean into bold colors and active pacing
- Avoid UGC produced content to ensure premier quality
- Adjust for sound off environment (as all audio will initially be muted until user takes action)
- Keep text and branding within the designated safe zones
- Multi-day campaigns require at least 2 assets
- Same-day home and search takeovers require different assets
- Leverage lifestyle videos featuring inclusive talent and themes.

## Pinterest Premiere Spotlight specs

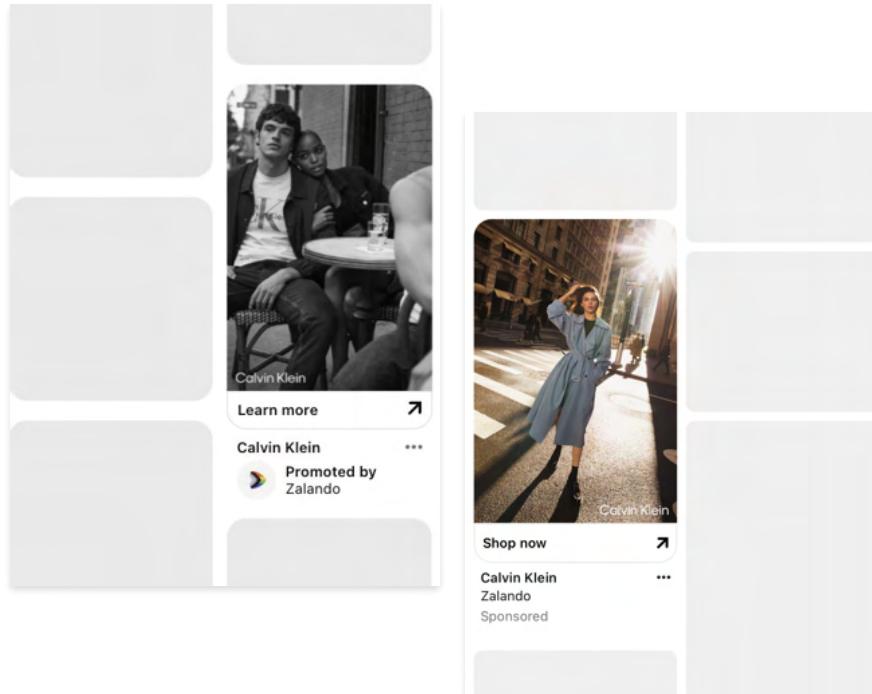
On Home	1:1 or 16:9	MP4, MOV, M4V	2GB, 2 min max, 6-15 seconds recommended	1080p Encoding: H.264 or H.265
On Search	1:1	MP4, MOV, M4V	30 sec max, 6-15 seconds recommended	1080p Encoding: H.264 or H.265

## Safe Zones

1:1	Video will cover the entire surface of carousel header, important content should fall between the search bar and title copy
16:9	Video will sit between the search bar and title copy. The background layer above and below the video will be a blurred static image pulled from the first frame of the video



# Pinterest Standard Ad



# Pinterest Standard Ad

## Text Elements

### On Home

Title	Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Up to 500 characters

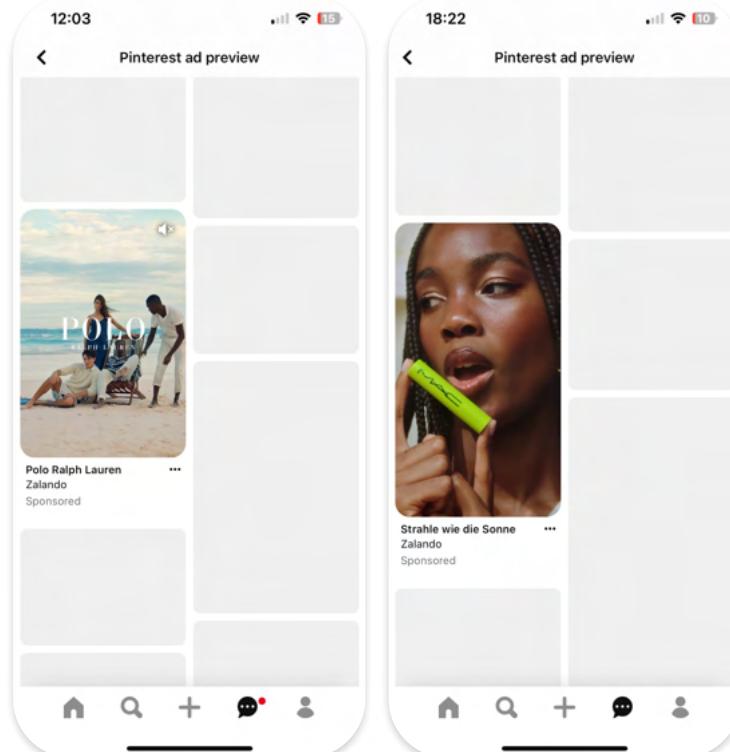
## Pinterest Standard Ad specs

Standard Image Ad	2:3	JPEG, PNG	Max file size: 32MB	1000x1500px
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## Considerations

- Put your product or service front and centre and if possible be used by a person.
- Clear branding - unless the product includes a large, visible logo.
- Text overlay is the copy that goes on your Pin image or video to give context. Use it to add more information about what the user is looking at - or to inject some personality.
- Pins with an aspect ratio greater than 2:3 might get cut off in people's feeds.
- Description ( up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

# Pinterest Standard Video



# Pinterest Standard Video

## Text Elements

### On Home

Title	Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Up to 500 characters

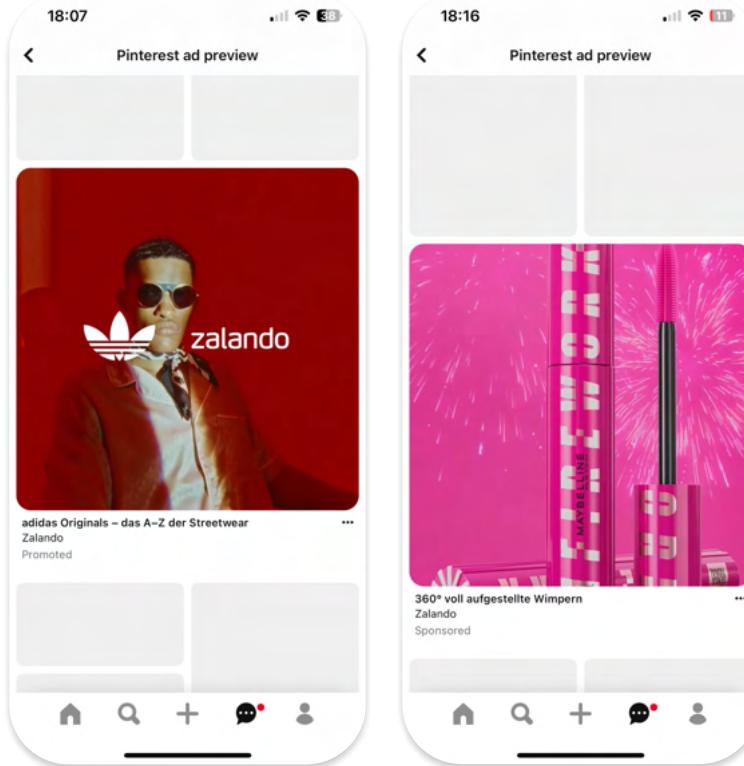
## Pinterest Standard Ad specs

Standard Video Ad	2:3 (recommended) or 9:16	MP4, MOV, M4V	Max file size: under 2GB. Min 4 sec, max 15 min (6-15 seconds recommended)	Encoding: H.264 or H.265
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## Considerations

- Videos between 8-15 seconds are the best performing.
- The majority of pinners watch video without sound. With that in mind, prioritise dynamic imagery and short descriptive text overlays over audio narratives and lengthy descriptions.
- Include a visual, branding and a headline in the first frame of your video.
- Clear branding - Unless the product includes a large, visible logo.
- Description ( up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

# Pinterest Max Width Video



# Pinterest Max Width Video

## Text Elements

### On Home

Title	Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Up to 500 characters

## Pinterest Max Width Video specs

### Max Width Video

16:9 or 1:1

MP4, MOV, M4V

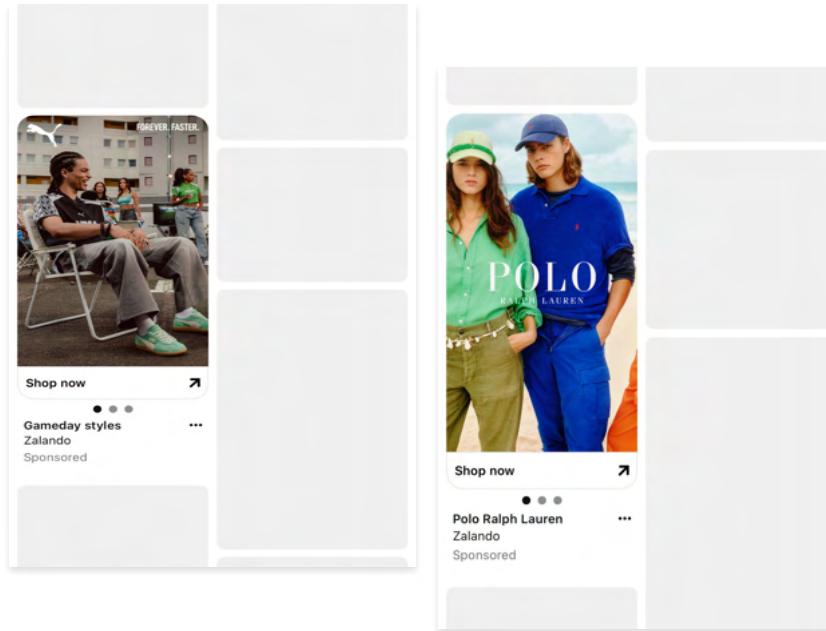
Max file size: 2GB.  
Minimum 4 seconds,  
maximum 15 minutes  
(6-15 sec recommended)

Encoding: H.264 or H.265

## Considerations

- Videos between 8-15 seconds are the best performing.
- Max. width videos cannot exceed the height of a 1:1 aspect ratio
- Clear branding - Unless the product includes a large, visible logo.
- The majority of pinners watch video without sound. With that in mind, prioritise dynamic imagery and short descriptive text overlays over audio narratives and lengthy descriptions.
- Include a visual, branding and a headline in the first frame of your video.
- Description ( up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

# Pinterest Carousel Ads



# Pinterest Carousel Ads

## Text Elements

### On Home

Title	Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Up to 500 characters

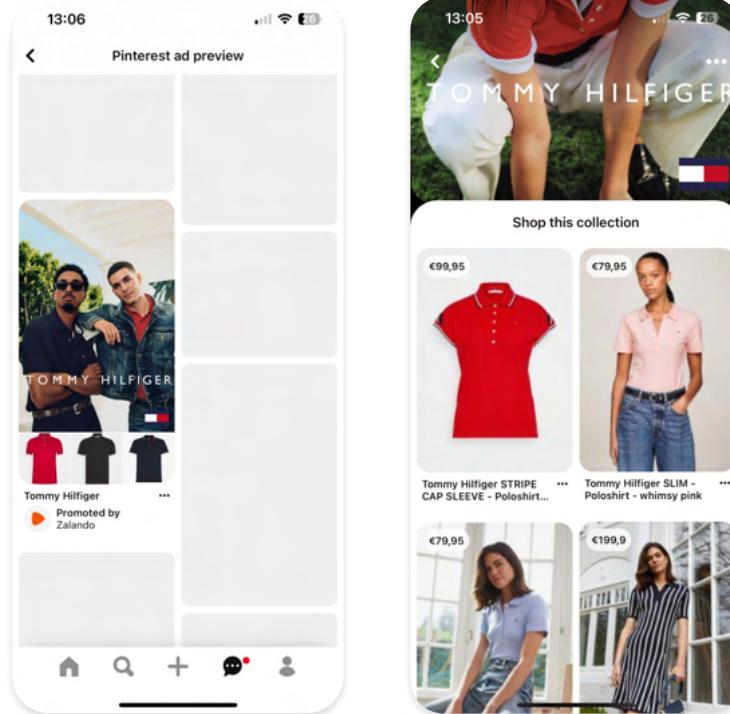
## Pinterest Carousel Ads specs

Carousel ads	2:3 or 1:1	PNG and JPEG (no videos/gifs)	Max file size: 32 MB per image. Min 2 and max 5 images per carousel
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## Considerations

- It is recommended to include a visual/text CTA to encourage swiping on each card especially on the first. Consider panoramic visuals so that as the user swipes they feel like they are moving along a scene.
- Tell the story across the five cards. Take the opportunity to pull out different product attributes or slit a headline and/or visual across them too.
- Include CTA by the end of the carousel.
- Clear branding - Unless the product includes a large, visible logo.
- Description (up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

# Pinterest Collection Ads



# Pinterest Collection Ads

Image Hero Creative | Video Hero Creative | Secondary Creative

## Text Elements

### On Home

Title	Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds.
Description	Up to 500 characters

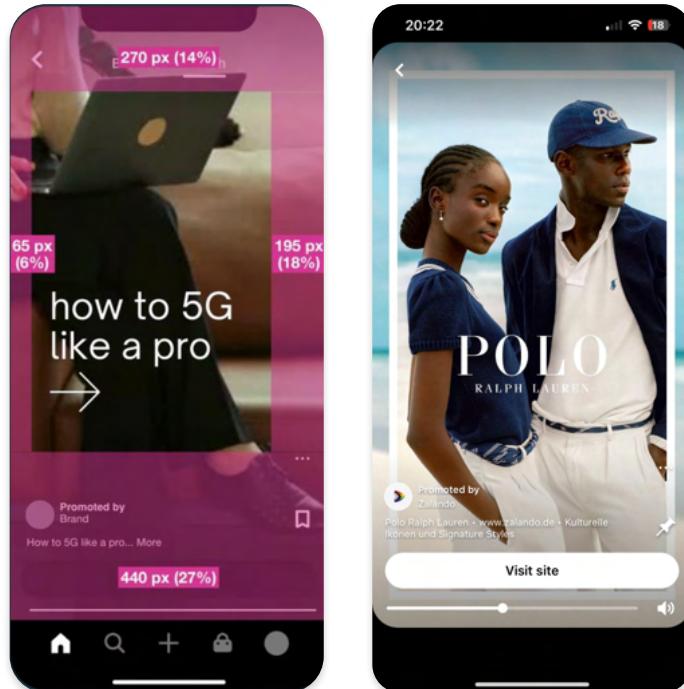
## Pinterest Collection ads specs

Image Hero Creative	1:1 or 2:3	PNG, JPEG (1 image)	Max file size: 10MB	
Video Hero Creative	1:1, 2:3 or 9:16	MP4, MOV, M4V	<2GB, 4 seconds-15 minutes. Recommended length is 6-15 sec	Encoding: H.264 or H.265
Secondary Creative	1:1 or 2:3	PNG, JPEG	Min. 4 images recommended. Max 24 images tagged	

## Considerations

- Try to include the products below shown in the ad so there is continuity and it's not a disappointing shopper journey.
- Make sure to include a visual/text CTA to direct the Pinner to look at the products underneath
- Make use of standard and video assets in your campaign and repurpose for Collections ad
- Clear branding - Unless the product includes a large, visible logo
- Use a lifestyle hero image, and then include all products that are shoppable in that photo for users to easily recreate the look.
- Description will not show up for promoted collections ads and is used by algorithm to determine relevance for delivery.

# Pinterest Idea Ads



# Pinterest Idea Ads

## Text Elements

### On Home

Title Up to 100 characters

Description Up to 250 characters

## Pinterest Idea Ads specs

### Idea Ads Image

9:16

BMP, JPEG, PNG, TIFF, WEBP

Max file size: 32MB

### Idea Ads Video

9:16

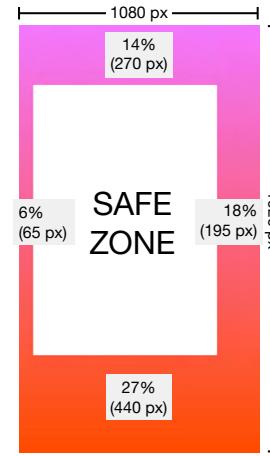
MP4, MOV, M4V

1GB recommended  
5 minutes max (6-15 seconds recommended)

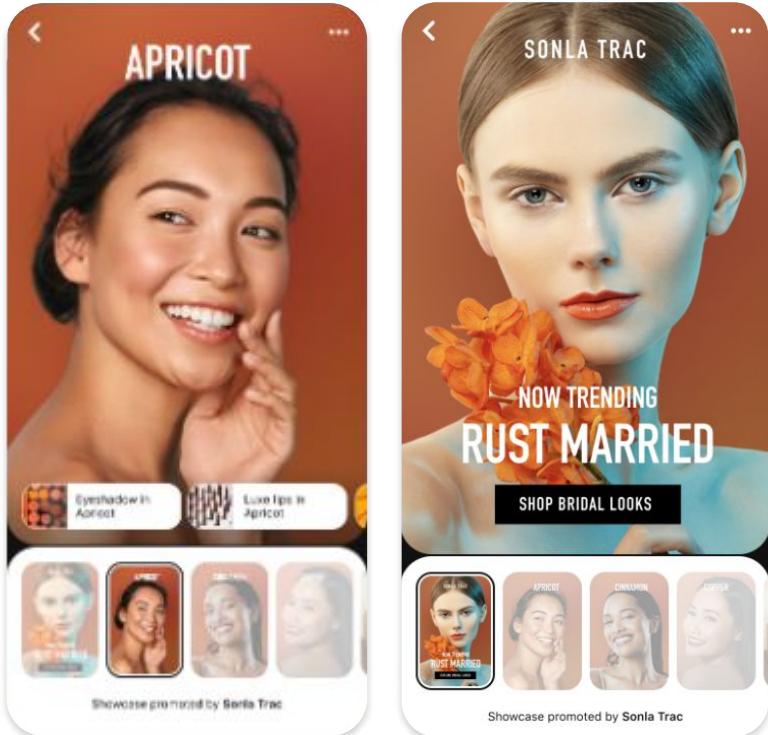
Encoding: H.264 or H.265

## Considerations

- Stay within the safe zone. Put text and other elements within the dimensions below so users can easily see on any device when viewing - Top: 270 px. Left: 65 px. Right: 195 px. Bottom: 440 px
- Idea ads are made for longer form content so take advantage of the fact that Pinners are leaned in and want to hear what you have to say
- Treat your Idea ads like a mini story, start strong, give great content in the middle and then end with a suitable conclusion
- Always start an Idea ad off with a video on the first page. Also include a teasing headline and of course branding.
- Ensure your content is visible by keeping elements such as text overlay or brand logo within the designated safe zone.



# Pinterest Showcase Ads



# Pinterest Showcase Ads

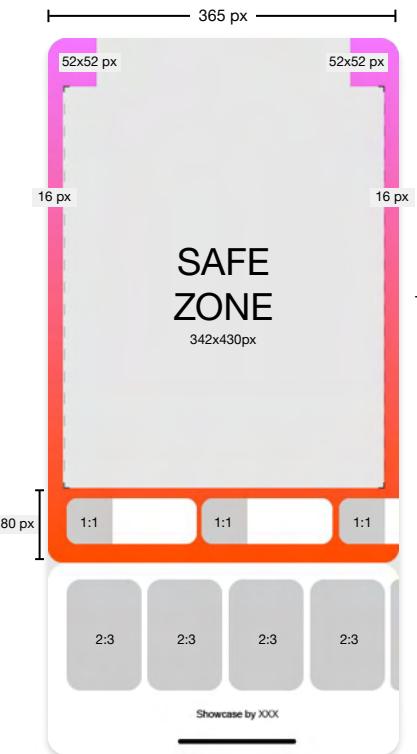
Title Pin | Cards | Features

## Pinterest Showcase Ads specs

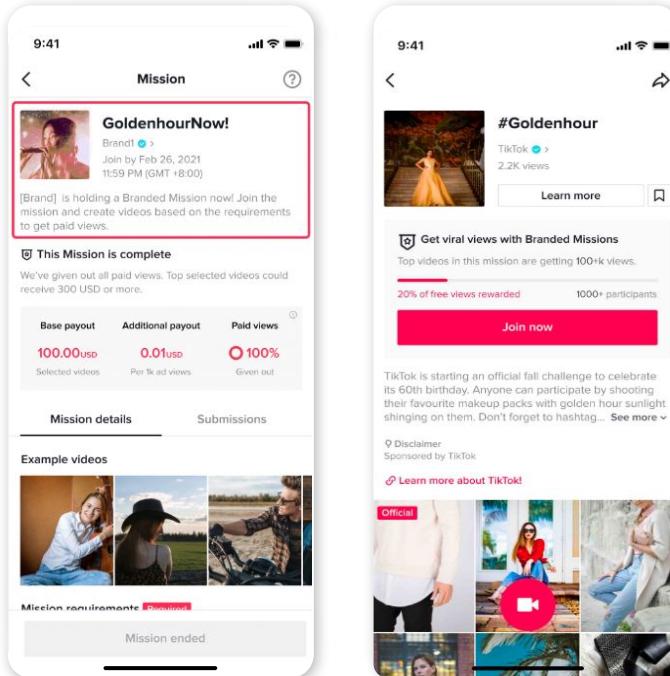
Title Pin image	2:3	BMP, JPEG, PNG, TIFF, WEBP	32MB
Title Pin video	2:3	MP4, MOV, or M4V	32MB, 3-60 seconds
Cards	2:3	BMP, JPEG, PNG, TIFF, WEBP	32MB Up to 4 cards in addition to the primary title pin
Features	1:1	BMP, JPEG, PNG, TIFF, WEBP	1-3 per card

## Considerations

- Clear branding - Unless the product includes a large, visible logo
- Be mindful of safe zones: Put text and other elements within the dimensions 342 x 430 pixels
- Avoid placing any text or important information in the bottom 80px of the Showcase card since it will be covered. Safe zones do not apply to features.
- Text overlay: Limited to no more than 10 words. Font must be legible.



# TikTok Branded Mission



# TikTok Branded Mission

## Text Elements

Branded Mission Name	70 EN characters
Branded Mission Description	Recommended: under 150 characters, supports up to 300 characters (English).
Branded Mission Requirements	<ul style="list-style-type: none"> <li>Use official music</li> <li>Use the official hashtag</li> <li>Mention the official account</li> <li>Use/Trigger Branded Effect</li> </ul>
External Link	Make it a short URL (CTA: max. 30 char.)
CTA Button	max. 16 EN characters
Video Caption	4 – 60 characters, or 3 lines with 20 characters per line
Song Title	12 characters recommended
Artist Name	12 characters recommended

## TikTok Branded Mission Specs

Profile picture	W: 240	H: 240	JPEG, PNG	max. 500 KB	300 DPI (min. 72 PPI)
Brand Logo	W: 1000	H: 1000	JPEG, PNG	max. 10 MB	
Competitor Logo	W: 512	W: 512	JPEG, PNG	max. 1 MB	Up to 5 Logos
Example Video	9:16		MP4, MPEG, 3GP, AVI, MOV	max. 100 MB	12-15 secs.

## Official Music

Cover photo	W: 300	H: 300	JPEG, PNG	max. 1 MB
Music			MP3	Reco. 12-15 sec.   up to 1 Min.

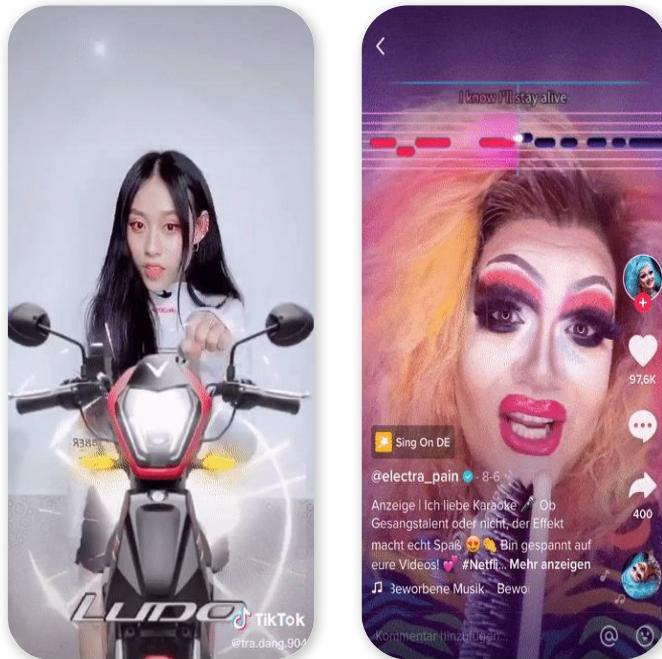
## Example Video considerations

- Your example video must be approved by the TikTok Ad Review team.
- You cannot create a Branded Mission without providing at least one example video.

## Influencer considerations

- Featured influencers must be over 18 years old.
- Example videos must be uploaded to your TikTok account or the influencers' accounts 12 hours to 7 days before the launch date.

# TikTok Branded Effect



# TikTok Branded Effect

## Text Elements

Effect Name	30 EN characters. Reco. 18 EN characters.
Effect Icon	40 English characters (no emojis or special symbols supported).
Branded Effect Description	No character limit. The description auto-collapses after 4 lines, with an “expand” option for full viewing. Cannot include &, <, >, “”, or URLs.
Hint Text	Up to 48 EN characters. We recommend keeping the Hint Text under 24 EN characters
External Link	<ul style="list-style-type: none"> <li>• Direct users to another app</li> <li>• Direct users to an app store</li> <li>• Direct users to a landing page</li> </ul>
Official Videos	You can select one to six videos under the Branded Effect page and set them as Official Videos.

## TikTok Hashtag Challenge

Logo Size	W: 150	H: 130	JPEG, PNG	max. 500 KB	
Product Size	W: 150	H: 130	JPEG, PNG	max. 500 KB	
Brand Promotion Area	W: 300	W: 130	JPEG, PNG	max. 300 KB	20 EN Characters
Video	9:16		MP4, MPEG, 3GP, AVI, MOV	max. 100 MB	9 – 15 secs.

## Official Music

Cover photo	W: 800	H: 800	JPEG, PNG	max. 10 MB	
Music			MP3, WAV		Reco. 12-15 sec.   up to 1 Min.

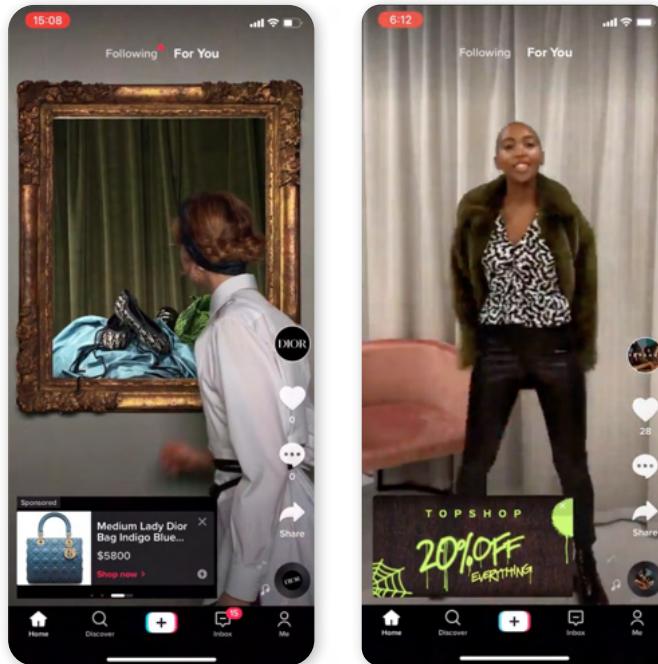
## External Link considerations

- You can customize the text of the external link; up to 30 English characters
- You can customize the text of the landing page title; up to 20 English characters

## Official Video Considerations

- Featured The Official Video will be placed at the top of all other User Generated Content videos.
- The Official Video description must contain #ad.

# TikTok Video Shopping Ad



# TikTok Video Shopping Ad

## Text Elements

**Ad caption** 100 characters. Punctuation and spaces count as characters.

**CTA (optional)** Choose from 22 text options:

Apply now, Book now, Contact us, Download, Experience now, Get quote, Get showtimes, Get ticket now, Install now, Interested, Learn more, Listen now, Order now, Play game, Pre-order now, Read more, Shop now, Sign up, Subscribe, View now, Visit store, Watch now

**Account name** max. 20 characters (10 recommended)

- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

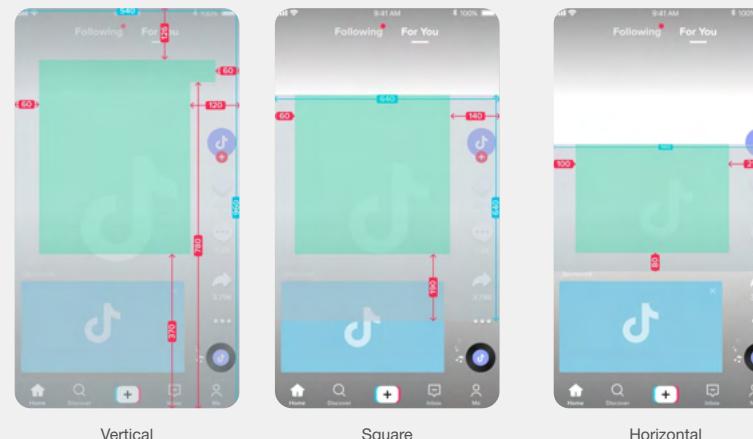
## Notes / Requirements

- No watermarks on video
- Place key elements within center of video (or it may be covered up by other elements)
- Featured influencers must be over 16 years old.

## TikTok Collection ads

<b>In-Feed Video</b>	1:1   $\geq 640*640$ px 9:16   $\geq 540*960$ px	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	Bitrate: $\geq 516$ kbps	5-60 seconds (9-15 rec.)
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<b>Profile Image</b>	1:1   98x98px	JPEG, PNG	max. 50KB	Recommended size: 98x98px
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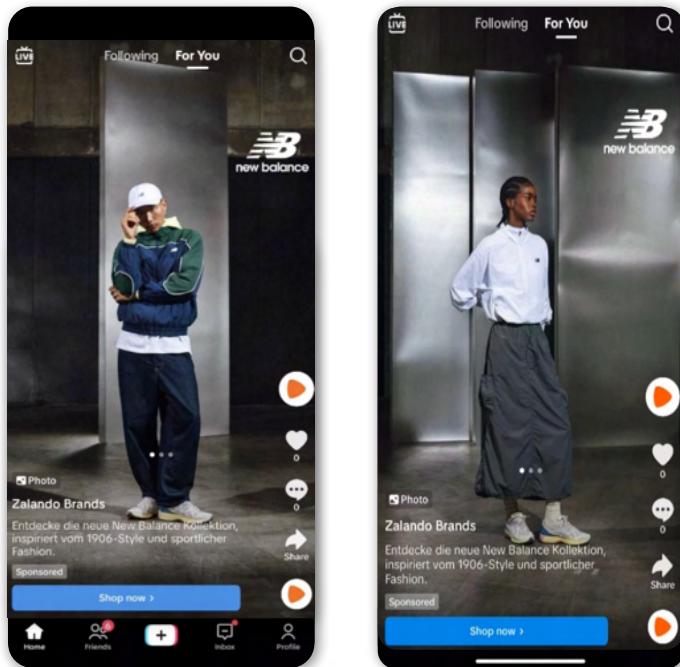
## Safe Zones

<b>Vertical</b>	540x960px	126px (top), 60px (left), 120px (right), 370px (bottom)
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<b>Square</b>	640x640px	60px (left), 140px (right), 190px (bottom)
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<b>Horizontal</b>	960x540px	100px (left), 210px (right), 80px (bottom)
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# TikTok Carousel Ad



# TikTok Carousel Ad

## Text Elements

**Objectives** 100 characters. Punctuation and spaces count as characters.

**Image Source & Type of Image** Choose from 22 text options:

**Account name** max. 20 characters (10 recommended)

**CTA** Choose from the suggested text options

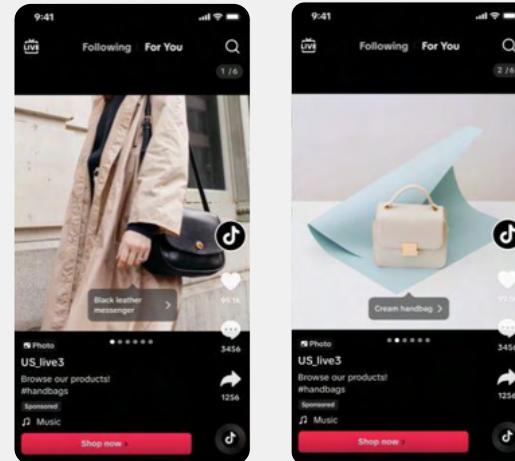
**Ad Type** Diversion Ad / Spark Ad

## Notes / Requirements

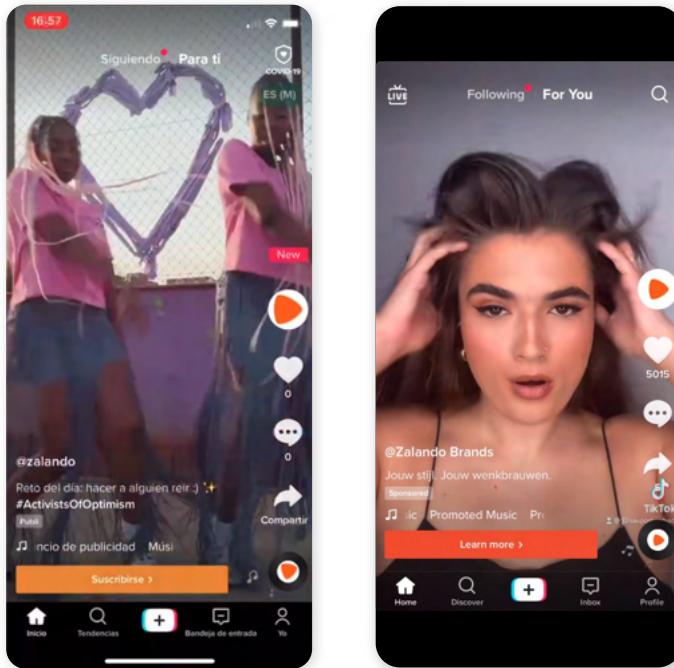
- Allows only one ad caption and call-to-action for all images.
- Music is required (plays on loop).
- Supports both CML music and music uploads (File size: up to 10MB, MP3 format).

## TikTok Carousel ads

In-Feed Video	Horizontal: 1200*628px Square: 640*640px Vertical: 720*1280px	JPEG, PNG	Suggested file size: ≤100 KB
Profile Image	1:1 / 98x98px	JPEG, PNG	max. 50KB Recommended size: 98x98px



# TikTok In-Feed Video & Top Feed



# TikTok In-Feed Video & Top Feed

## Text Elements

**Ad caption** 100 characters, or 3 lines with 20 characters per line

**CTA (optional)** Choose from 22 text options:

Apply now, Book now, Contact us, Download, Experience now, Get quote, Get showtimes, Get ticket now, Install now, Interested, Learn more, Listen now, Order now, Play game, Pre-order now, Read more, Shop now, Sign up, Subscribe, View now, Visit store, Watch now

**Account name** max. 20 characters (10 recommended)

- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

## Notes / Requirements

- No watermarks on video
- Place key elements within center of video (or it may be covered up by other elements)
- Featured influencers must be over 16 years old.

## TikTok In-Feed Video & Top Feed ads

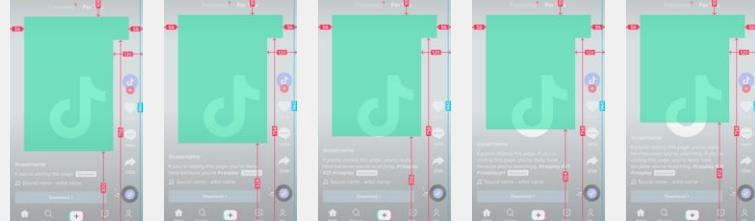
In-Feed Video	9:16 / 1:1	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	Bitrate: ≥516 kbps	5 – 60 seconds
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Profile Image	1:1 – 98x98px	JPEG, PNG	max. 50KB	Recommended size: 98x98px
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## Safe Zones

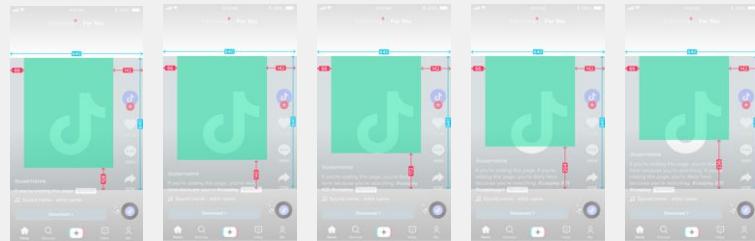
**Vertical (recommended)**  
All:  
108px (top), 56px (left),  
120px (right),

and at the bottom:  
#1: 300px  
#2: 328px  
#3: 356px  
#4: 364px  
#5: 412px

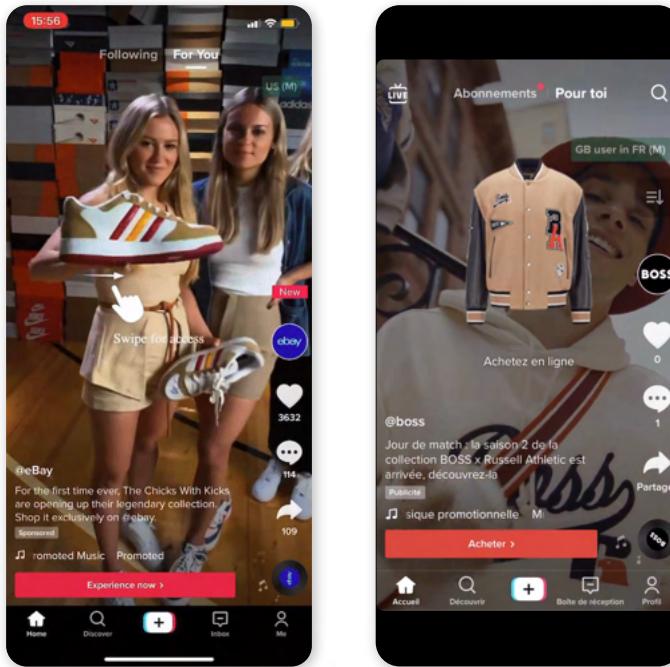


**Square**  
All:  
66px (left), 142px (right),

and at the bottom:  
#1: 300px  
#2: 328px  
#3: 356px  
#4: 364px  
#5: 412px



# TikTok Interactive Add-on



# TikTok Interactive Add-on

## Text Elements

**Ad caption** 100 characters. Punctuation and spaces count as characters.

**CTA (optional)** Choose from 22 text options:

Apply now, Book now, Contact us, Download, Experience now, Get quote, Get showtimes, Get ticket now, Install now, Interested, Learn more, Listen now, Order now, Play game, Pre-order now, Read more, Shop now, Sign up, Subscribe, View now, Visit store, Watch now

**Account name** max. 20 characters (10 recommended)

- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

## Notes / Requirements

- No watermarks on video
- Place key elements within center of video (or it may be covered up by other elements)
- Featured influencers must be over 16 years old.

## TikTok In-Feed Video & Top Feed ads

In-Feed Video	1:1, ≥640*640px 9:16, ≥540*960px	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	Bitrate: ≥516 kbps	5 – 60 seconds (9-15 rec.)
Profile Image	1:1 – 98x98px	JPEG, PNG	max. 50KB	Recommended size: 98x98px	

## TikTok Interactive Add-ons

	Pop-Up Time	Card Heading	Topic	Button Text	Heading for Landing Page	Custom CTA
Interactive Cards	3 – 15s	24 characters	56 characters	24 characters	18 characters	24 characters
Voting Cards	3 – 15s	24 characters	60 characters	16 characters	18 characters	24 characters
Super like	<a href="#">Specs</a>					
Pop-out showcase	<a href="#">Specs</a>					
Gesture	<a href="#">Specs</a>					
Display card	<a href="#">Specs</a>					

# TikTok TopView



# TikTok TopView

## Text Elements

**Ad caption** 150 characters (100 recommended)

**CTA (optional)** Choose from 22 text options:

Apply now, Book now, Contact us, Download, Experience now, Get quote, Get showtimes, Get ticket now, Install now, Interested, Learn more, Listen now, Order now, Play game, Pre-order now, Read more, Shop now, Sign up, Subscribe, View now, Visit store, Watch now

**Account name** max. 20 characters (10 recommended)

- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

## Notes / Requirements

- No Video must have sound
- No watermarks on video
- Place key elements within safe zone
- Avoid using a transparent background
- Creative must not imitate TikTok's interface

## TikTok TopView

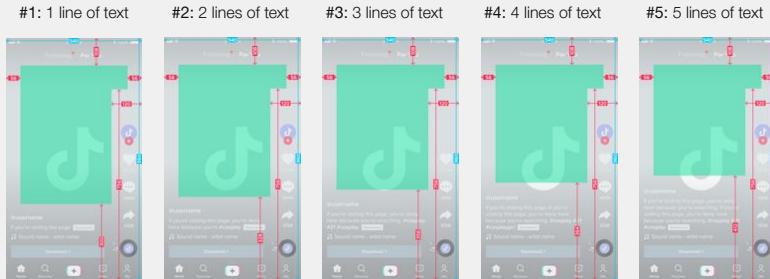
Video	9:16, ≥540x960px	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	max. 500MB Bitrate: ≥2,500 kbps	5-60 seconds (9-15 recommended)
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Profile Image	1:1 – 98x98px	JPEG, PNG	max. 50KB
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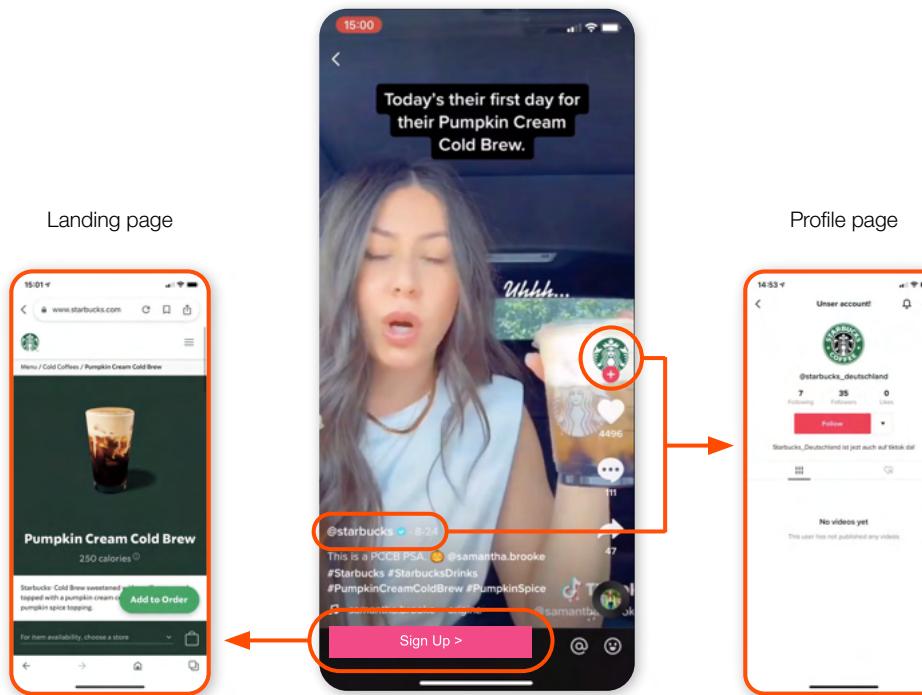
## Safe Zones

**Vertical (recommended)**

All:  
108px (top), 56px (left),  
120px (right),  
and at the bottom:  
#1: 300px  
#2: 328px  
#3: 356px  
#4: 364px  
#5: 412px

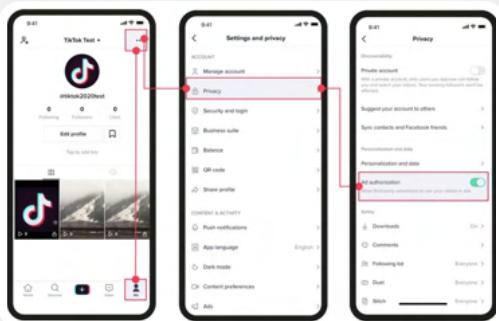


# TikTok Spark Ad



# TikTok Spark Ad

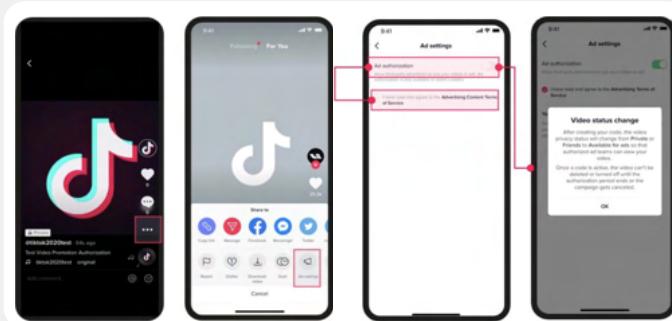
## Step 1: Enable ad authorization



Creators must toggle on ad authorization in app:

1. Tap on Me to go to your TikTok personal profile page, then tap the 3 dots on the top-right corner.
2. From the Settings and Privacy page, tap Privacy.
3. Turn on the Ad authorization toggle.

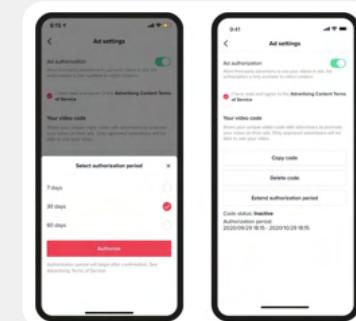
## Step 2: Authorize video for promotional use



Creators must select & authorize a video to use for promotion:

1. Open one of your TikTok posts on the app.
2. Tap the three dots, then tap Ad settings
3. Agree to the Advertising Terms of Service to authorize the post for ads

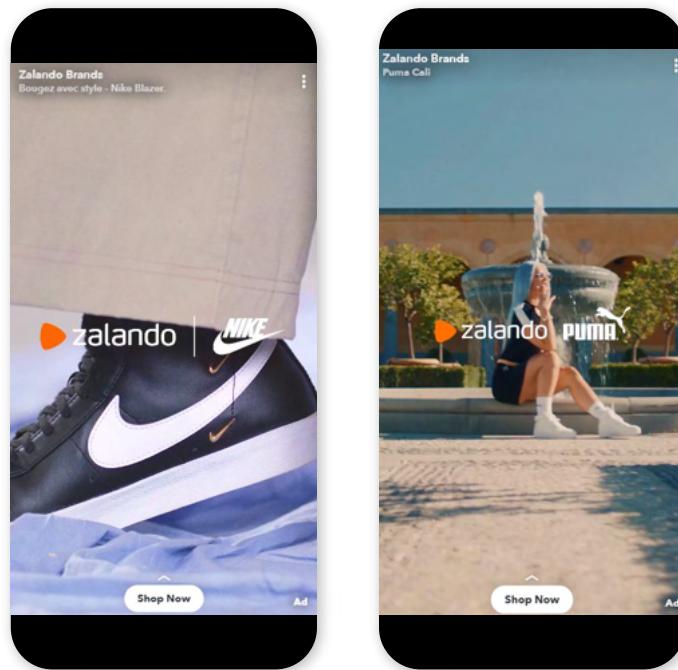
## Step 3: Generate video code



Creators then generate video code to share with advertisers and select how long they authorize their post. From a post's Ad settings module:

1. Tap Generate Code, then select a period to authorize a post for use by third-party advertisers. Choose from: 7, 30, or 60 days.
2. Next, tap Copy Code to share the code with the party using the video in their ad.

# Snapchat Snap Ads



# Snapchat Snap Ads

## Text Elements

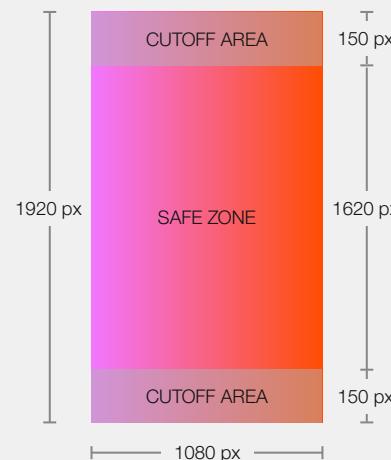
Headline 34 characters

## Considerations

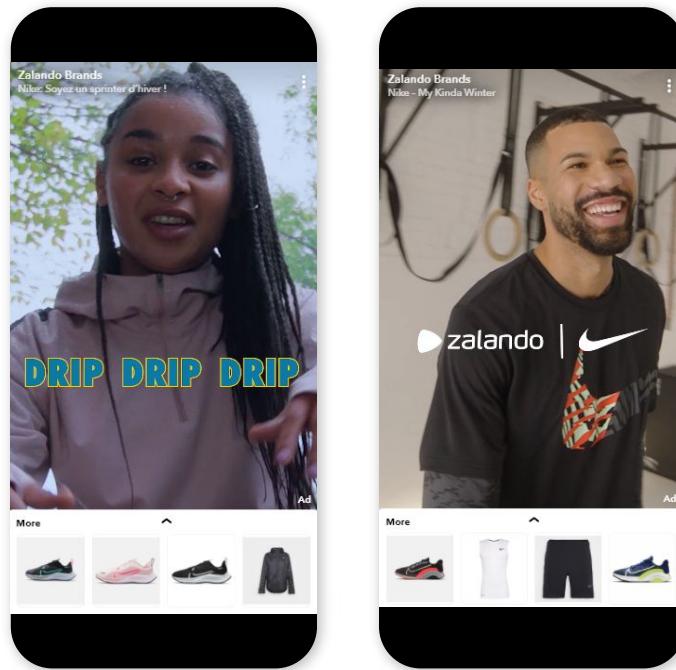
- Feature a 'Hero' message (product, offer, branding) from the opening frame.
- Introduce brand and key message within the first 2 seconds for maximum ad awareness.
- Recommended video length: 3-5 seconds to drive action.
- Add captions directly in the video, as they aren't available separately.
- Use sound, even for static images.
- Encourage users to swipe up by simulating the motion in the end frame.
- Keep logos and graphics 150px away from the top and bottom to avoid overlap.
- Include key messaging in the image/video, as no text can be added later.
- Avoid cluttered elements and dark backgrounds for better visibility.

## Snapchat Snap Ads

Image	W: 1080	H: 1920	JPEG, PNG	5MB max.
Video	9:16		MP4 or MOV and H.264 encoded	1–8 sec.   1 GB max.



# Snapchat Collection Ads



# Snapchat Collection Ads

## Text Elements

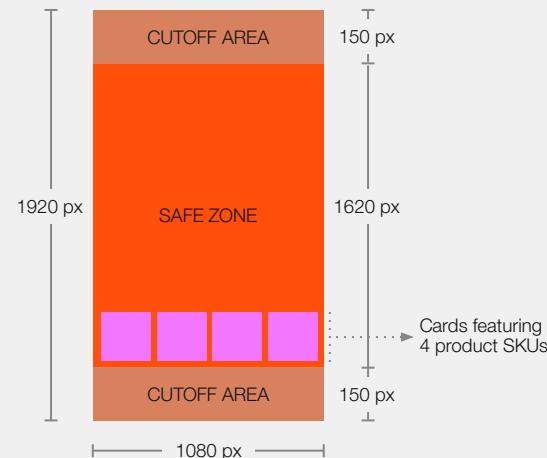
Headline	34 characters
Brand Name	32 characters

## Snapchat Collection Ad

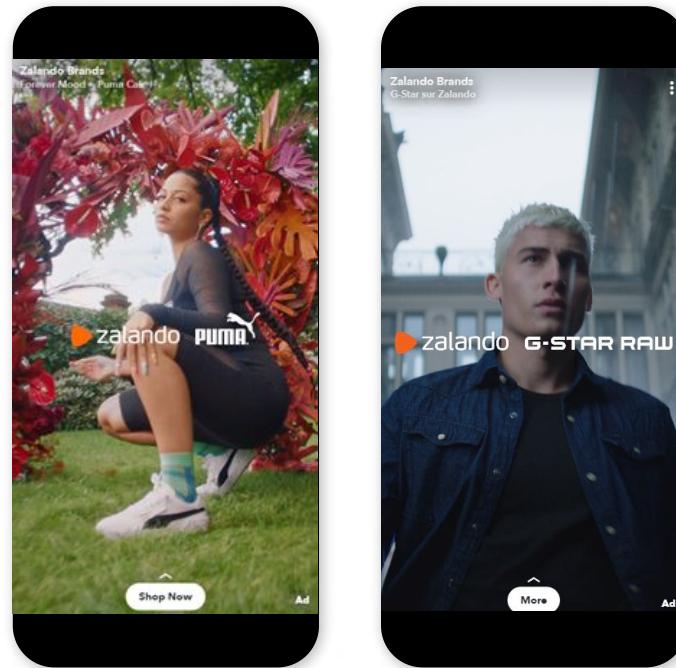
Image	W: 1080	H: 1920	JPEG, PNG	5MB max.
Thumbnail	1:1 (>260*260px)			
Video	9:16		MP4 or MOV and H.264 encoded	>180 seconds

## Considerations

- Each card links to a specific landing page.
- Introduce brand and key message within the first 2 seconds for maximum ad awareness.
- Recommended video length: 3-5 seconds to drive action.
- Keep logos and graphics 150px away from the top and bottom to avoid overlap.
- Ensure contrast between the main frame and cards so they stand out.
- Include logo and key messaging in the image/video, as no text can be added later.
- Select 4 Zalando SKUs for the cards.
- Avoid cluttered elements and dark backgrounds for better visibility.
- Use sound, even for static images.



# Snapchat Commercial Ads



# Snapchat Commercial Ads

## Text Elements

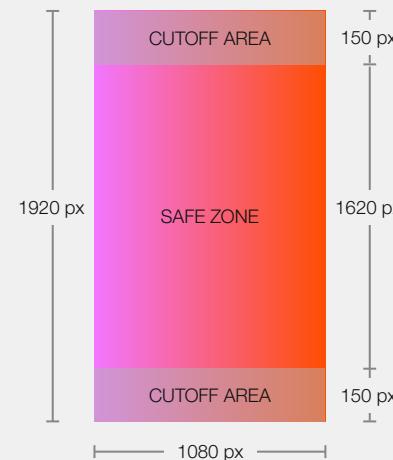
Headline 34 characters

## Considerations

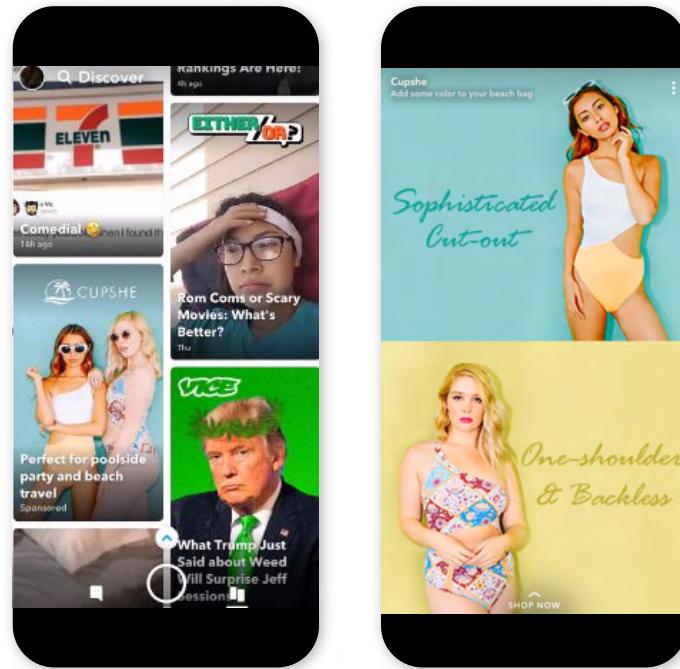
- Each card links to a specific landing page.
- Introduce brand and key message within the first 2 seconds for maximum ad awareness.
- Recommended video length: 3-5 seconds to drive action.
- Keep logos and graphics 150px away from the top and bottom to avoid overlap.
- Ensure contrast between the main frame and cards so they stand out.
- Include logo and key messaging in the image/video, as no text can be added later.
- Select 4 Zalando SKUs for the cards.
- Avoid cluttered elements and dark backgrounds for better visibility.
- Use sound, even for static images.

## Snapchat Commercial Ads

Image	W: 1080	H: 1920	JPEG, PNG	5MB max.
Video	9:16		MP4 or MOV and H.264 encoded	1 – 8 sec.   1 GB max.



# Snapchat Story Ads



# Snapchat Story Ads

## Text Elements

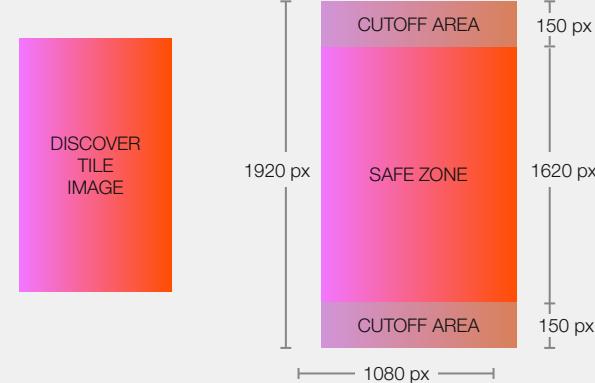
Headline 34 characters

## Snapchat Story Ads

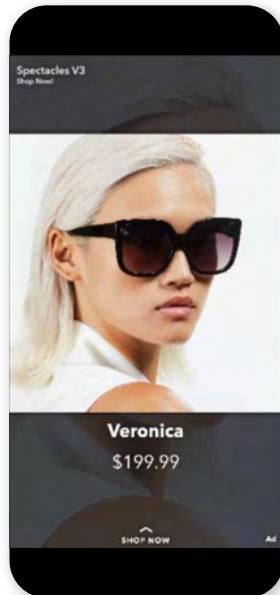
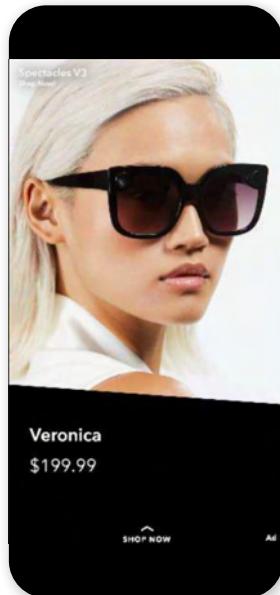
Image	W: 1080	H: 1920	JPEG, PNG	3 – 20 'chapterized' single images. Max. 5 MB per image.
Logo	W: 993	H: 284	PNG	Max. 2 MB
Discover tile image	3:5 (min. 360 x 600 px)		PNG	Max. 2 MB (No logo)
Video	9:16		MP4 / MOV, H.264 encoded	Max. 180 sec & max. 1 GB per video

## Considerations

- Ensure image or video ads are viewed in succession and tell a cohesive story.
- Keep your logo visible and don't let it fade with the main image/video.
- Encourage users to tap through cards that complement the story or show the collection.
- Include captions in the video if needed, as they aren't available separately.
- Keep logos and graphics 150px away from the top and bottom to avoid overlap.
- Skip introductions—jump straight into the action.
- Recommended video length: 5-6 seconds to drive action.
- Story Ads should have personality, movement, and energy.
- Use sound, even for static images.



# Snapchat Dynamic Ads (DPA)



Choose from 5 templates.

# Snapchat Dynamic Ads (DPA)

## Text Elements

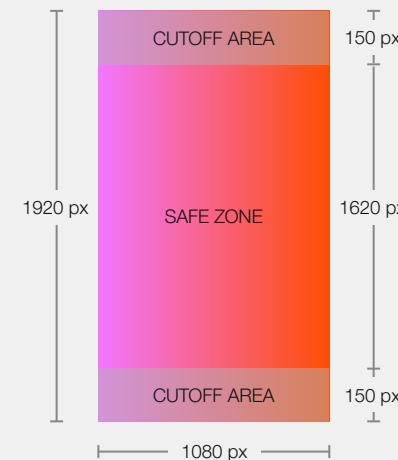
Headline 34 characters

## Snapchat Dynamic Ads (DPA)

Image	W: 1080	H: 1920	JPEG, PNG	5MB max.
Video	9:16		MP4 or MOV and H.264 encoded	1 – 8 sec.   1 GB max.

## Considerations

- Build a multi-product unit that dynamically populates tiles from your Product Catalog.
- Introduce brand and key message within the first 2 seconds for maximum ad awareness.
- Wider CTA options with customizable text fields.
- Recommended video length: 3-5 seconds to drive action.
- Choose from 5 template formats (image overlay, frame overlay, background color, etc.) for a polished, native look.
- Use sound, even for static images.
- Keep logos and graphics 150px away from the top and bottom to avoid overlap.
- Avoid cluttered elements and dark backgrounds for better visibility.
- Manually upload a custom hero image or video with a unique brand message, while dynamically populating tiles from your Product Catalog.
- Include key messaging in the image/video, as no text can be added later.



# Social Formats Summary

## Links Ads (Regular/Standard)

Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30 MB
Video (Opt. 1)	16:9		MP4, MOV	max. 15 sec   max. 4 GB
Video (Opt. 1) Still Image	W: 1200	H: 628	JPEG	max. 30 MB
Video (Opt. 2)	1:1		MP4, MOV	max. 15 sec   max. 4 GB
Video (Opt. 2) Still Image	W: 1080	H: 1080	JPEG	max. 30 MB

- Your image must contain no more than 20% text. [Check compliance here.](#)
- Video: Providing a still image is optional. Captions and sound are optional but recommended.
- Bitrate: No limit if under 1GB with 2-pass encoding. Otherwise, 8 Mbps for 1080p, 4 Mbps for 720p.
- Display the brand logo in the first few seconds to boost recognition.
- Tailor videos to the target audience and align with the branding phase (awareness, engagement, or conversion).

## Link Ads (Dynamic)

No additional creatives needed – ads generated from the product feed. Please check SKUs selection with your Partner Consultant.

# Social Formats Summary

## Carousel Ads (Dynamic)

Image	W: 1080	H: 1080	JPEG, PNG	min. 2 – max. 10 images   each 30 MB max.
Video	1:1		MP4, MOV	max. 15 sec   4 GB max.

- One carousel may consist of both images and videos.
- Card order may be pre-defined, or an algorithm may optimize the order for the best performance.
- Your image must not be more than 20% text. Check it [here](#).
- Video lengths of up to 30 seconds will continuously loop on Facebook for up to approximately 90 seconds.

## Collection Ads (Dynamic)

Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30MB
Video	16:9 / 1:1		MP4, MOV	max. 15 sec   4 GB max.

- Collection Ads consist of Image / Video and SKUs selection.
- This ad format runs on mobile only.
- Use a large SKUs set (minimum 25) in case products go out of stock. Provide your Partner Consultant with the list of selected SKUs separately.

## Instagram Stories & Polling Sticker Ads (Regular/Standard)

Image	W: 1080	H: 1920	JPEG, PNG	max. 30 MB
Video	9:16		MP4, MOV, GIF	15 sec. – 60 min.   max. 4 GB

- Leave 14% (250px) at the top and bottom of the video free from text/logos to avoid overlap with profile icons or CTAs.
- Include key messages in the image/video, as no text can be added later.
- Maximum of three consecutive media pieces (images or videos) in a single story ad.
- For Polling Sticker ads, provide the activation team with the text for the two buttons.

# Social Formats Summary

## Instagram Stories (Dynamic)

Image	W: 1080	H: 1080	JPEG, PNG	30 MB max.
Video	1:1		MP4, MOV, GIF	max. 15 sec   4 GB max.

- Carousel Ads Stories: Additional creatives not mandatory, but we can add an image if there is a theme.
- Collection Ad Stories: Image/video required

## Facebook Instant Experience Ads

Image (fit to width)	W: 3240	H: (no min.)	JPEG, PNG	allows for variable height
Image (fit to height)	W: (no min.)	H: 5760	JPG, PNG	forces image to fit screen top-to-bottom
Video	Ideally portrait (9:16)		MP4, MOV	min. 720p

- Up to 20 images are supported
- CTA is not automatically included. If you want a CTA, it must be included in the image or video.
- Images used in tilt-to-pan are compressed for performance and usability. Be aware that this can make text appear blurry.
- Video: Captions are not recommended for video

## Instagram Reels Ads

Video	9:16	MP4, MOV, GIF	max. 15 sec   4 GB max.
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- Full-screen 9x16 skippable looping video ad served as interstitials in the Reels Immersive Viewer.
- Include key messaging in the video, as no text can be added later.
- Leave 14% (250px) at the top and bottom free from text/logos to avoid overlap with profile icons or CTAs.

# Social Formats Summary

## Instagram Stories (Dynamic)

Image	W: 1080	H: 1080	JPEG, PNG	30 MB max.
Video	1:1		MP4, MOV, GIF	max. 15 sec   4 GB max.

- Carousel Ads Stories: Additional creatives not mandatory, but we can add an image if there is a theme.
- Collection Ad Stories: Image/video required

## Facebook Instant Experience Ads

Image (fit to width)	W: 3240	H: (no min.)	JPEG, PNG	allows for variable height
Image (fit to height)	W: (no min.)	H: 5760	JPG, PNG	forces image to fit screen top-to-bottom
Video	Ideally portrait (9:16)		MP4, MOV	min. 720p

- Up to 20 images are supported
- CTA is not automatically included. If you want a CTA, it must be included in the image or video.
- Images used in tilt-to-pan are compressed for performance and usability. Be aware that this can make text appear blurry.
- Video: Captions are not recommended for video

## Instagram Reels Ads

Video	9:16	MP4, MOV, GIF	max. 15 sec   4 GB max.
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- Full-screen 9x16 skippable looping video ad served as interstitials in the Reels Immersive Viewer.
- Include key messaging in the video, as no text can be added later.
- Leave 14% (250px) at the top and bottom free from text/logos to avoid overlap with profile icons or CTAs.

# Social Formats Summary

## Pinterest Premiere Spotlight specs

On Home	1:1 or 16:9	MP4, MOV, M4V	2GB, 2 min max, 6-15 seconds recommended	1080p Encoding: H.264 or H.265
On Search	1:1	MP4, MOV, M4V	30 sec max, 6-15 seconds recommended	1080p Encoding: H.264 or H.265

- Avoid all-white/black backgrounds. No white color background video to give contrast with the white headline and Learn more button.
- Adjust for sound off environment (as all audio will initially be muted until user takes action)
- Keep text and branding within the designated safe zones
- Multi-day campaigns require at least 2 assets
- Same-day home and search takeovers require different assets

## Pinterest Standard Ad specs

Standard Image Ad	2:3	JPEG, PNG	Max file size: 32MB	1000x1500px
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- Pins with an aspect ratio greater than 2:3 might get cut off in people's feeds.
- Description ( up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

## Pinterest Standard Ad specs

Standard Video Ad	2:3	MP4, MOV, M4V	Max file size: under 2GB. Min 4 sec, max 15 min (6-15 seconds rec.)	Encoding: H.264 or H.265
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- Adjust for sound off environment
- Description ( up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

# Social Formats Summary

## Pinterest Max Width Video specs

Max Width Video	16:9 or 1:1	MP4, MOV, M4V	Max file size: 2GB. Minimum 4 seconds, maximum 15 minutes (6-15 sec recommended)	Encoding: H.264 or H.265
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- Videos between 8-15 seconds are the best performing.
- Max. width videos cannot exceed the height of a 1:1 aspect ratio
- Description ( up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

## Pinterest Carousel Ads specs

Carousel ads	16:9 or 1:1	PNG and JPEG (no videos/gifs)	Max file size: 32 MB per image. Min 2 and max 5 images per carousel
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- Include CTA by the end of the carousel.
- Description ( up to 500 characters) does not appear when viewing the Pin in the home feed or search feed, but is used by Pinterest algorithm to determine relevance for delivery.

## Pinterest Collection ads specs

Image Hero	1:1 or 2:3	PNG, JPEG	Max file size: 10GB
Video Hero	1:1, 2:3 or 9:16	MP4, MOV, M4V	<2GB, 4 seconds-15 minutes. Recommended length is 6-15 sec
Secondary	1:1 or 2:3	PNG, JPEG	Min. 4 images recommended. Max 24 images tagged

- Make sure to include a visual/text CTA to direct the Pinner to look at the products underneath
- Use a lifestyle hero image, and then include all products that are shoppable in that photo for users to easily recreate the look.
- Description will not show up for promoted collections ads and is used by algorithm to determine relevance for delivery.

# Social Formats Summary

## Pinterest Idea Ads specs

Idea Ads Image	9:16	BMP, JPEG, PNG, TIFF, WEBP	Max file size: 32GB
Idea Ads Video	9:16	MP4, MOV, M4V	1GB recommended 5 minutes max (6-15 seconds recommended) Encoding: H.264 or H.265

- Stay within the safe zone. Put text and other elements within the dimensions below so users can easily see on any device when viewing - Top: 270 px. Left: 65 px. Right: 195 px. Bottom: 440 px

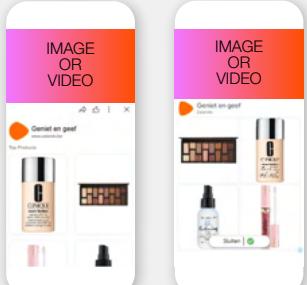
## Pinterest Showcase Ads specs

Title Pin image	2:3	BMP, JPEG, PNG, TIFF, WEBP	32MB
Title Pin video	2:3	MP4, MOV, or M4V	32MB, 3-60 seconds
Cards	2:3	BMP, JPEG, PNG, TIFF, WEBP	32MB Up to 4 cards in addition to the primary title pin
Features	1:1	BMP, JPEG, PNG, TIFF, WEBP	1-3 per card

- Clear branding - Unless the product includes a large, visible logo
- Be mindful of safe zones: Put text and other elements within the dimensions 342 x 430 pixels
- Avoid placing any text or important information in the bottom 80px of the Showcase card since it will be covered. Safe zones do not apply to features.
- Text overlay: Limited to no more than 10 words. Font must be legible.

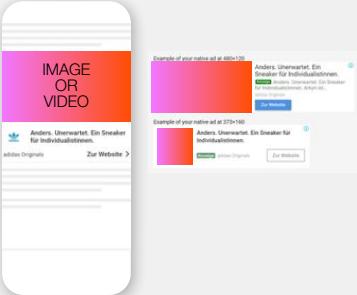
# Google Ad Formats

## Demand Gen



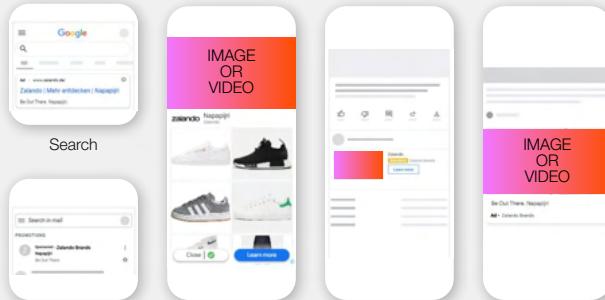
YT In-stream   Google Video Partners In-stream

## Responsive Display Ads



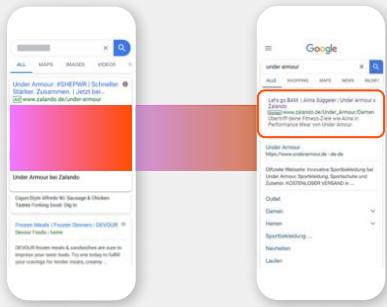
Example of your native ad at 480x100  
Anders. Unverwechselbar. Ein Sneaker für Individualisten.  
adidas Originals  
Zur Website >

## Performance Max



Search   Display   Youtube Placement   Discover

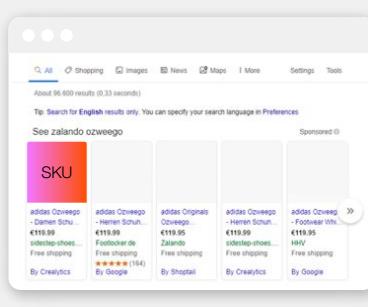
## Responsive Search Ads



Gallery Ads

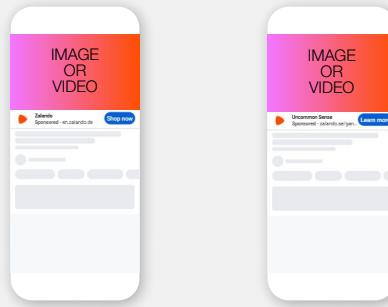
Text Ads

## Shopping Ads



Product Shopping Ads

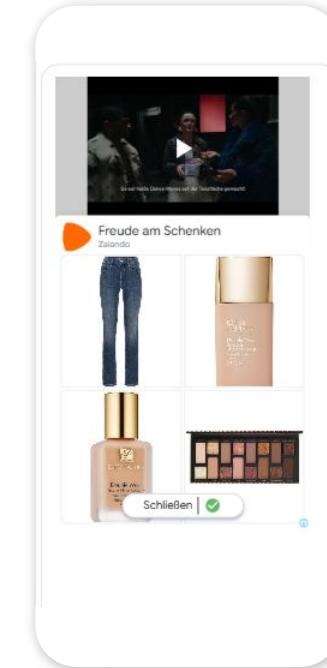
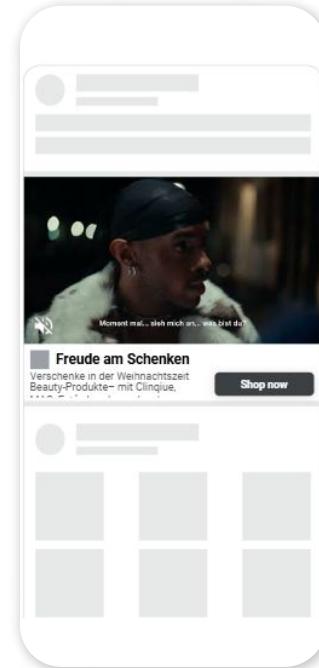
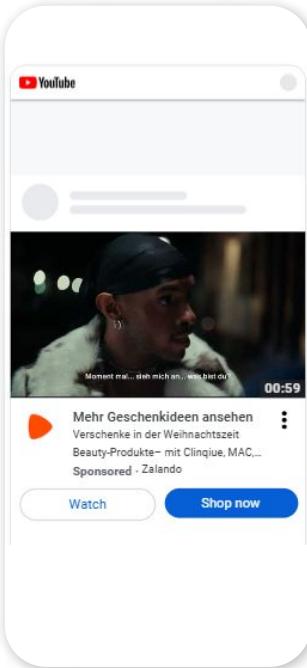
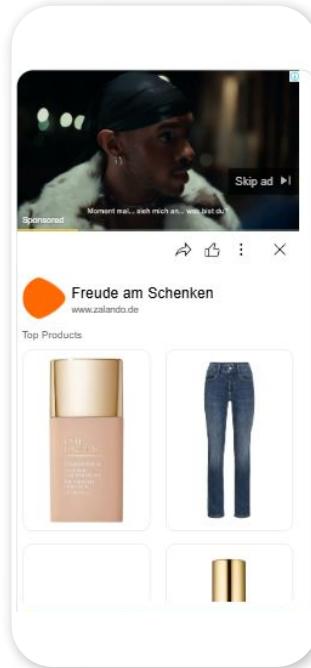
## YouTube Ads



Display

Youtube Placement

# Demand Gen



# Demand Gen

Demand Gen campaigns help you reach up to 2.9 billion people as they browse feeds on YouTube, check the Gmail Promotions and Social tabs, and scroll through Discover to catch up on their favorite topics.

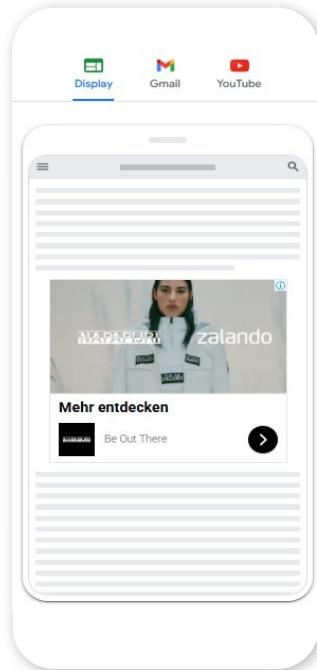
## Text Elements

Type	Maximum Length	Quantity	required
Final URL	2,048 characters	1	✓
Brand Name	25 characters	1	✓
CTA	automated	1	✓
Headline	40 characters	1-5 recommended 5	✓
Description	90 characters	1-5 recommended 3	✓

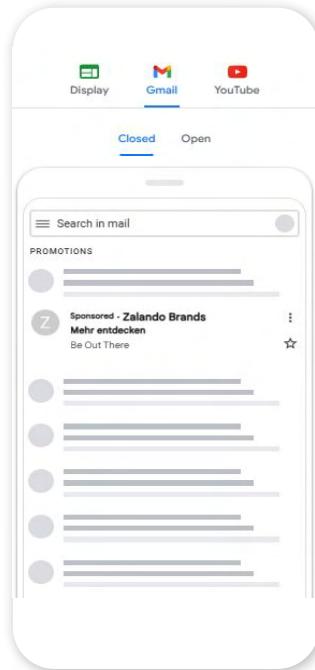
## Image + Video Elements

Type	Ratio	Recommended Size	Quantity	required
Image	horizontal 1.91:1	1200x628 pixel (min 600x314 pixel)	1-20 recommended 3	✓
Image	logo 1:1	1200x1200 pixel (min 144x144 pixel)	1-5 recommended 1	✓
Image	square 1:1	1200x1200 pixel (min 300x300 pixel)	1-20 recommended 3	✓
Image	vertical 4:5	960x1200 pixel (min 480x600 pixel)	1-20 recommended 3	✗
Video	horizontal 16:9	10-60 seconds	3	✗
Video	vertical 9:16 or 4:5	10-60 seconds	3	✗
Video	square 1:1	10-60 seconds	3	✗

# Responsive Display Ads



on Display



on Gmail



on Youtube

# Responsive Display Ads

Responsive display ads are a form of asset-based ads. An asset is simply a part of an ad, such as a headline, description, image, or logo. To create asset-based ads, you'll provide: headlines, descriptions, images, and logos. Google uses machine learning algorithms to arrange these assets in countless combinations across the web, continuously optimizing for performance.

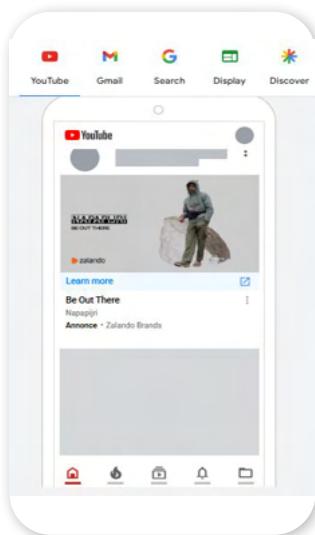
## Text Elements

Type	Maximum Length	Quantity	required
Headline	30 characters	1-5	✓
Long Headline	90 characters	1	✓
Description	90 characters	1-5	✓
Brand Name	25 characters	1	✓
CTA	automated	1	✓

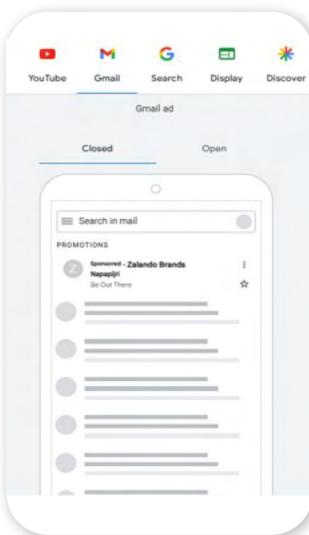
## Image + Video Elements

Type	Ratio	Recommended Size	Quantity	required
Image	horizontal 1.91:1	1200x628 pixel (min 600x314 pixel)	1-15 recommended 5	✓
Image	logo 1:1	1200x1200 pixel (min 128x128 pixel)	1-5 recommended 1	✓
Image	logo 4:1	1200x300 pixel (min 512x128 pixel)	1-5 recommended 1	✗
Image	square 1:1	600x600 pixel (min 300x300 pixel)	1-15 recommended 5	✓
Video	horizontal 16:9	any length preferred: 30sec	1-5 recommended 2	✗
Video	square 1:1	any length preferred: 30sec	1-5 recommended 2	✗
Video	vertical 2:3	any length preferred: 30sec	1-5 recommended 2	✗

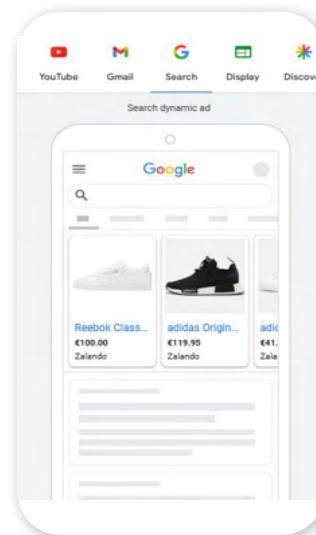
# Performance Max



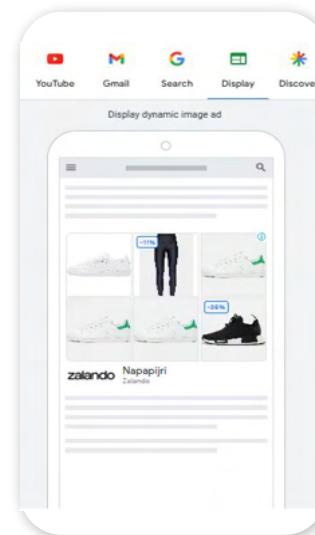
on Youtube



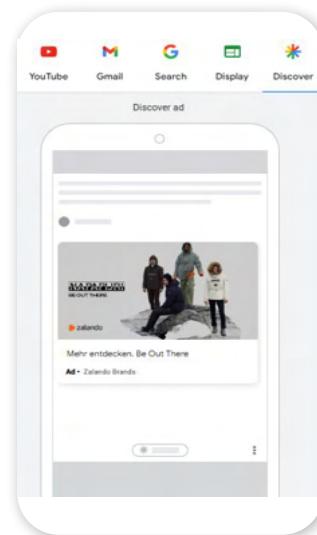
on Gmail



on Search



on Display



on Discover

# Performance Max 1/2

Performance Max is a new goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign. It's designed to complement your keyword-based Search campaigns to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail, and Maps..

Note: If Final URL expansion is on, Google may replace your Final URL with a more relevant landing page based on the user's search query, and generate a dynamic headline, description, and additional assets to match your landing page content.

## Text Elements

Type	Maximum Length	Quantity	required
Headline	30 characters	3-15 recommended 11	✓
Long Headline	90 characters	1-5 recommended 2	X
Description	90 characters	1-5 recommended 4	✓
Brand Name	25 characters	1	✓
CTA	automated	1	✓
Final URL	2,048 characters	1	X

# Performance Max 2/2

## Image Elements

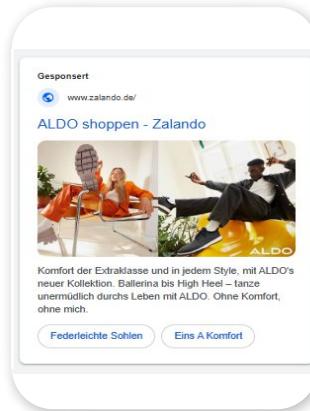
Ratio	Recommended Size	Quantity	required
horizontal 1.91:1	1200x628 pixel (min 600x314 pixel)	1-20 recommended 4	✓
square 1:1	1200x1200 pixel (min 300x300 pixel)	1-20 recommended 4	✓
logo 1:1	1200x1200 pixel (min 128x128 pixel)	1-5 recommended 1	✓
logo 4:1	1200:300 pixel (min 512 x 128 pixel)	1-5 recommended 1	✗
vertical 4:5	960:1200 pixel (min 480:600 pixel)	1-20 recommended 2	✗

## Video Elements (Optional)

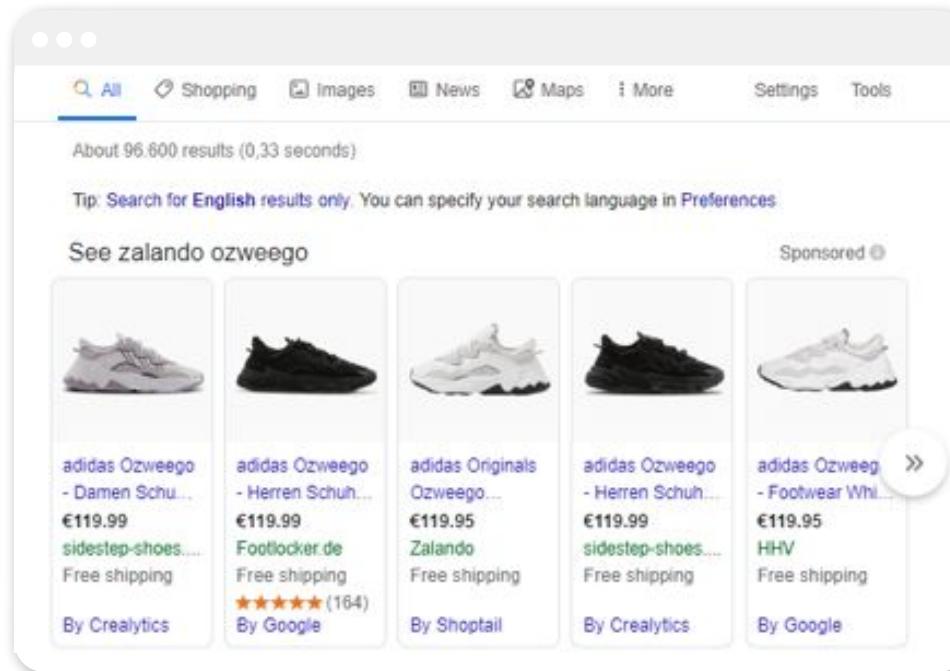
Ratio	Recommended Size	Quantity	required
horizontal 16:9	10-seconds or more	1-5 recommended 1	✗
vertical 9:16	10-seconds or more	1-5 recommended 1	✗
square 1:1	10 seconds or more	1-5 recommended 1	✗

**Note:** If you don't add a video to your Performance Max asset group, then one or more videos may be auto-generated from the assets in your asset group..

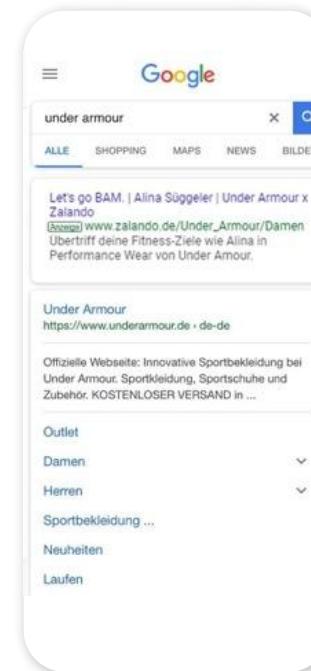
# Responsive Search Ads



# Responsive Search Ads



Text Ads



Shopping Ads

# Responsive Search Ads

## Ad Assets

Assets are content pieces that make up your ad useful business information - giving people more reasons to choose your business. Assets include the headlines, descriptions, links to specific parts of your website, call buttons, location information, and more that come together to make up the eventual ad format that is shown to a user.

TEXT	Type	Maximum length	Quantity	Required
	Headlines	25 characters	1-20 headlines recommended 4	✓
	Final URL	2,048 characters	1 URL	✓
	Descriptions	90 characters	1-5 descriptions recommended 4	✗
	Call to action	Automated	1 call to action	✗

IMAGES	Type	Maximum length	Quantity	Required
	Square 1:1	1200 x 1200 pixels (min 300 x 300 pixels)	1-20 images recommended 1	✓
	Horizontal 1.91:1	1200 x 628 pixels (min 600 x 314 pixels)	1-20 images	✗

## Responsive Search Ads

Responsive search ads let you create an ad that adapts to show more relevant messages to your customers. Enter multiple headlines and descriptions when creating a responsive search ad, and over time, Google Ads automatically tests different combinations and learns which combinations perform best.

TEXT	Type	Maximum length	Quantity	Required
	Headlines	30 characters	1-15 headlines	✓
	Descriptions	90 characters	1-4 headlines	✓
	Final URL	2,048 characters	1 URL	✗

# Responsive Search Ads

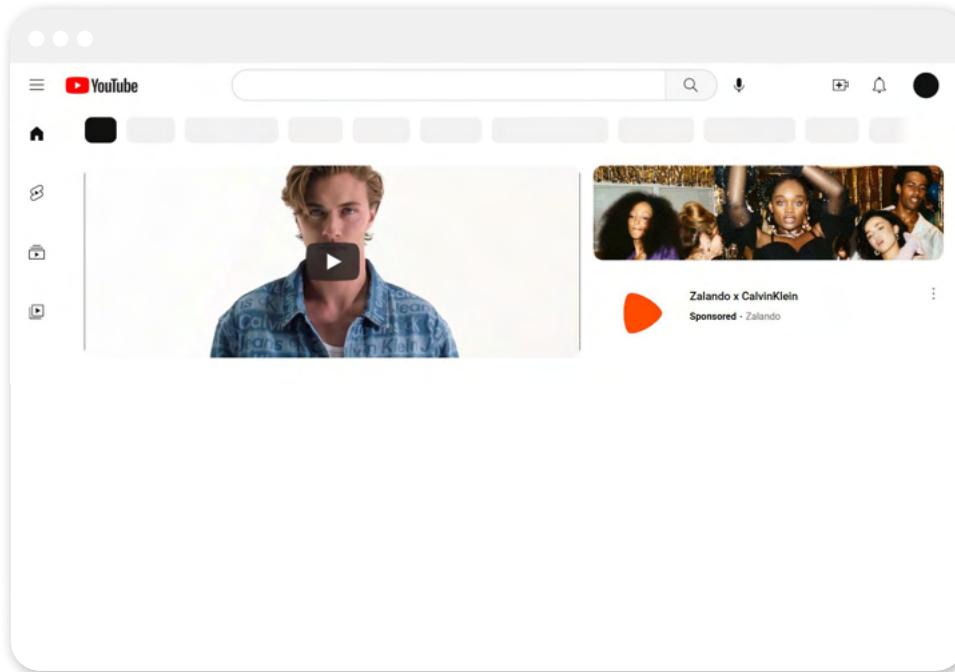
## Shopping Ads

Product Shopping Ads allow you to include an image, title, price, and store or business name inside ads, without the need to create unique ads for each product. The information are taken from Google Shopping Center. These ads give users a strong sense of the product before they click the ad, which gives you more qualified leads. It only requires to upload a set of skus list without any assets or ad copies being provided.

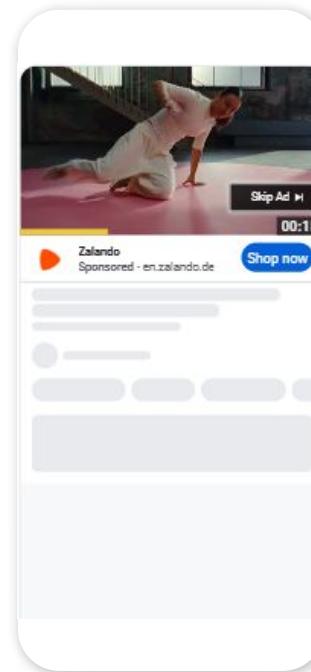
TEXT	Type	Maximum length	Quantity	Required
	Headlines	25 characters	1-20 headlines recommended 4	X
	Final URL	2,048 characters	1 URL	X
	Descriptions	90 characters	1-5 descriptions recommended 4	X
	Call to action	Automated	1 call to action	X

IMAGES	Type	Maximum length	Quantity	Required
	Square 1:1	1200 x 1200 pixels (min 300 x 300 pixels)	1-20 images recommended 1	X
	Horizontal 1.91:1	1200 x 628 pixels (min 600 x 314 pixels)	1-20 images	X
SKU	Type	Required		
	SKU List	<input checked="" type="checkbox"/>		

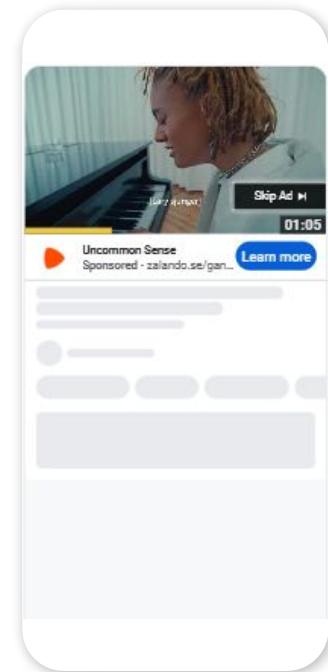
# Youtube Ads



Youtube Masthead



Video Reach



Video View

# YouTube Ads - YouTube Masthead

With YouTube Masthead, you can showcase your brand, product, or service in a native video-based ad format that appears in the YouTube Home feed across all devices.

## Video Elements

Ratio	Resolution	Recommended Length
horizontal 16:9	1920x1080 pixel	any length

**Note:** It's recommended to upload videos with the .MPG (MPEG-2 or MPEG-4) format, although .WMV, .AVI, .MOV and .FLV. .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265) are also accepted. Files should be less than 256 GB. Audio files such as MP3, WAV, or PCM files are not accepted.

## Text Elements

Type	Recommended Length
Headline	up to 42 characters
Description	up to 60 characters
CTA	up to 16 characters
Final URL	any

# YouTube Ads - Video Reach 1/2

Video reach campaigns are the next generation of buying reach in Google Ads, making it easier to buy skippable in-stream ads, bumper ads, and non-skippable in-stream ads for your campaigns.

## Video (Efficiency Reach composition)

Ratio	Resolution	Recommended Length
horizontal 16:9	1920x1080 pixel	15 seconds (in-stream skippable, in-feed) and 6 seconds (Bumper)
vertical 9:16	1080x1920 pixel	6-60 seconds (Shorts)
square 1:1	1080x1080 pixel	6-60 seconds

## Video (Target Frequency composition)

Ratio	Resolution	Recommended Length
horizontal 16:9	1920x1080 pixel	15 seconds (in-stream skippable, in-feed) and 6 seconds (Bumper)

**Note:** It's recommended to upload videos with the .MPG (MPEG-2 or MPEG-4) format, although .WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm & HEVC (h265) are also accepted. Files should be less than 256 GB. Audio files such as MP3, WAV, or PCM files are not accepted.

# YouTube Ads - Video Reach 2/2

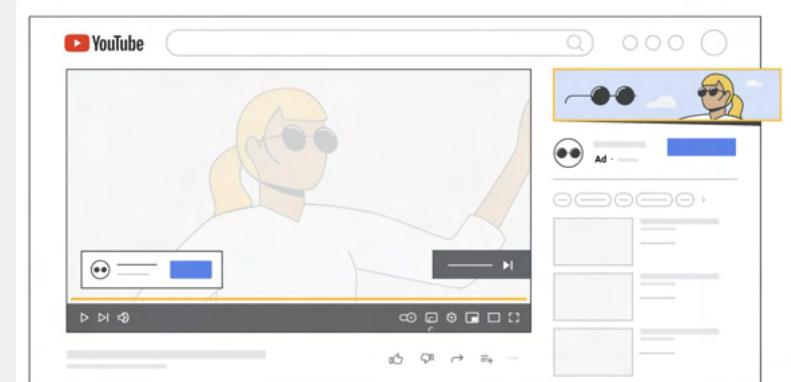
Thumbnails and companion banners exist alongside your video ad and are consistent across campaign types. A companion banner appears next to your video ad on YouTube. You can either upload a custom image for the banner, or allow Google Ads to generate an image from your YouTube channel banner.

## All Thumbnails

Ratio	Resolution	Format	File Size
horizontal 16:9	1280 x 720 pixel (min. 1280 x 640 pixel)	JPG, GIF or PNG	< 2MB for videos < 10MB for podcasts

## All Companion Banners

Ratio	Resolution	Format	File Size
horizontal 5:1	300 x 60 pixel	JPG, GIF or PNG	< 150KB



# YouTube Ads - Video View

Video views allows you to get more views for your video ads at a lower cost by showing your ads in the places they perform best. It will automatically find as many views as we can using in-feed video ads, skippable in-stream video ads, and Shorts ads.

	Recommended	Can also accept	Callouts
Resolution	1080p (full HD)  recommended pixel: 1920x1080 pixel (horizontal) 1080x1920 pixel (vertical) 1080x1080 pixel (square)	720p (standard HD)  minimum pixel: 1280x720 pixel (horizontal) 720x1280 pixel (vertical) 480x480 pixel (square)	for optimal quality, we don't recommend using SD
Aspect Ratio	16:9 horizontal 9:16 vertical 1:1 square	4:3 (SD) for horizontal 2:3 (SD) for vertical	for optimal quality, we don't recommend using SD
File Size	up to 256 GB		
Format composition:	at least one horizontal :60-3:00, one horizontal :15, and one vertical :10-:60	- Skippable in-stream: $\geq:05$ - In-feed: $\geq:05$	Following recommended orientations and ad lengths will allow you to run across all eligible inventory. Studies show that ads :60-3:00 drive more consideration lift than shorter versions and help tell your story. Use both vertical and horizontal videos to serve the right aspect ratio in its intended surface. Horizontal videos may serve across skippable in-stream, in-feed, and Shorts inventory. However, vertical videos won't serve on in-feed inventory.

# Marketing Services

# Get in touch with us

[zms@zalando.de](mailto:zms@zalando.de)

