

zalando**PARTNER**

# Marketing Services

JANUARY 2026

# Formats & Creative Guidelines

# Zalando Formats

## EAA guidelines for Zalando formats

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# Colour contrast

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

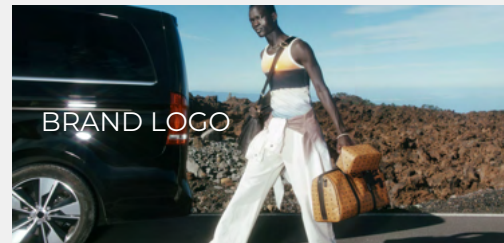
## Sufficient colour contrast on images with elements such as logotypes

- 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

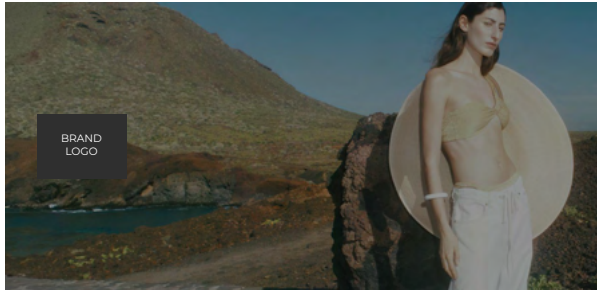
General guidelines for images and videos in accordance with the European Accessibility Act (EAA)



✗ Insufficient contrast leads to poor readability



✗ Insufficient colour contrast between logo and image



✗ Insufficient colour contrast between logo and image

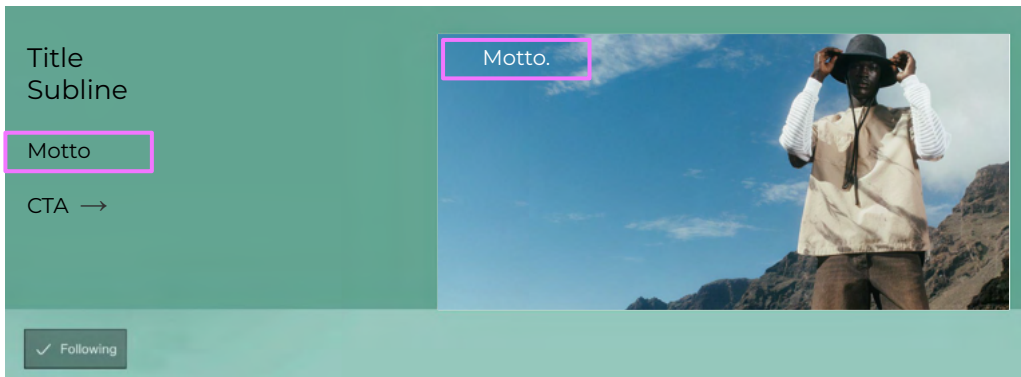


✗ Complicated background with insufficient colour contrast between logo and image leads to poor readability



# 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)

## Essential

Text contained within a logo or brand name is permitted and does not need to meet this requirement.



## Customizable

Text is not available for user to be visually customized, and should be avoided within images.

# No static text/mottos on images

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



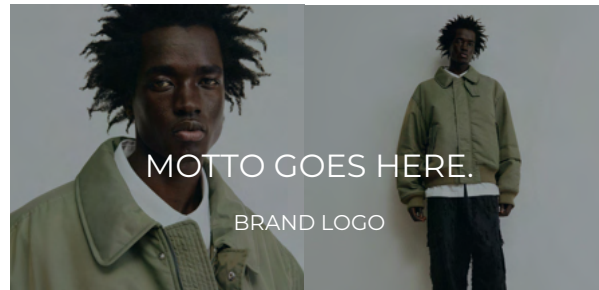
✗ Text is placed on the image, not available to customize



✗ 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...

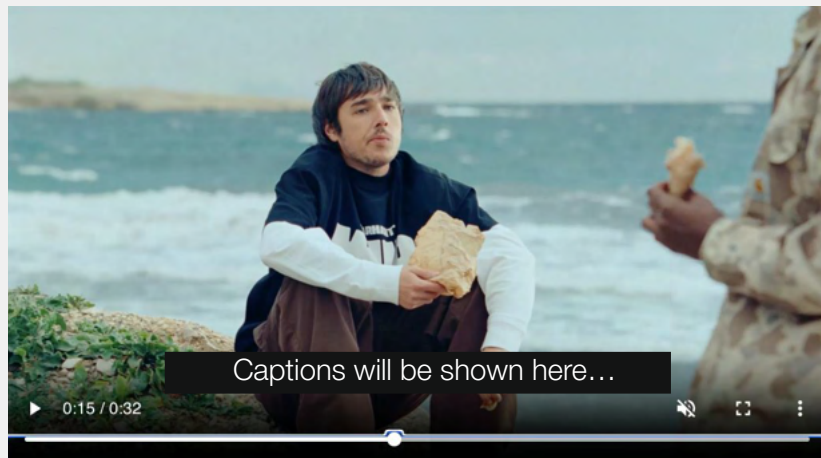


# Must have: video captions

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

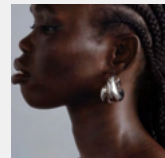
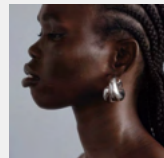
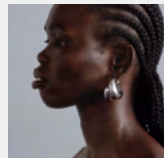
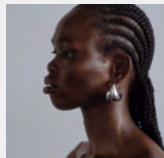
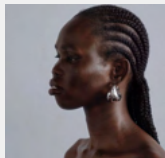
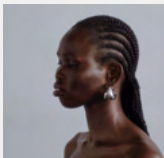
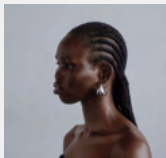
General guidelines for images and videos in accordance with the European Accessibility Act (EAA)

- 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.

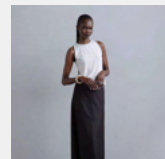
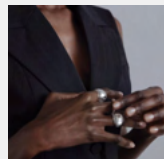
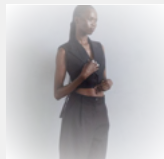
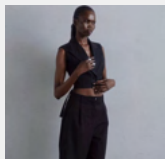
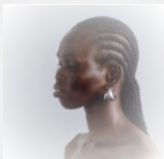
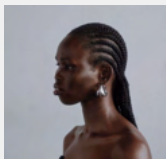
## Examples



Ok

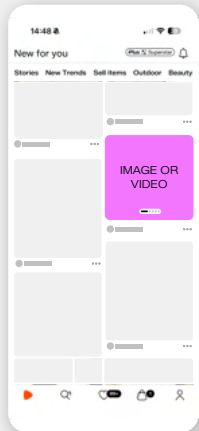


Too many flashes  
(over 3 in any 1  
second period)



# Zalando Formats 1/2

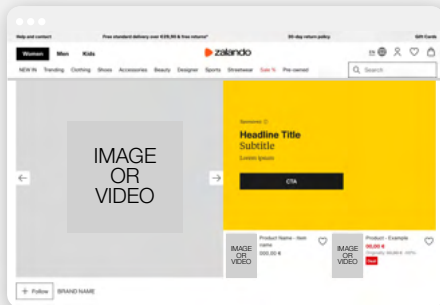
## Awareness Teaser | Feed



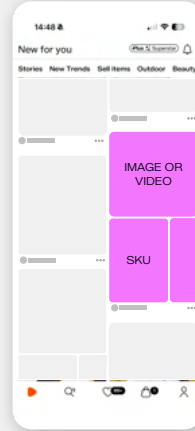
On scroll



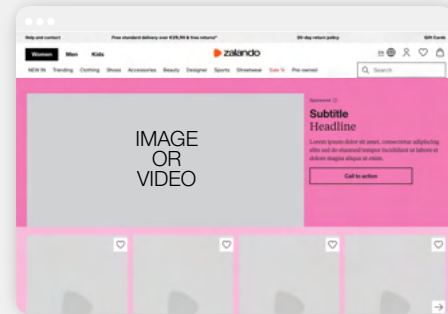
## Awareness Teaser | Homepage



## Collection Teaser | Feed



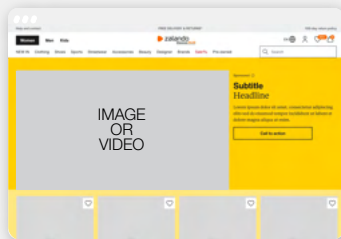
## Collection Teaser | Homepage



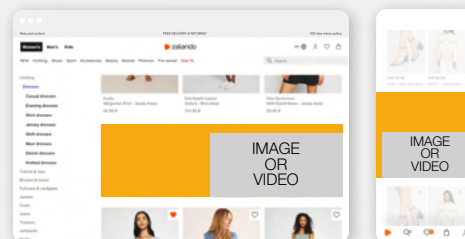


# Zalando Formats 2/2

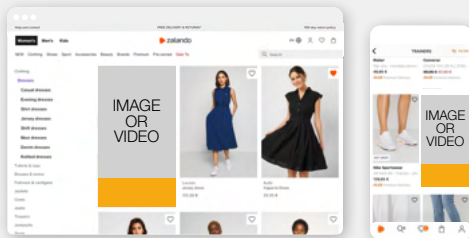
## Collection Teaser (Homepage Video)



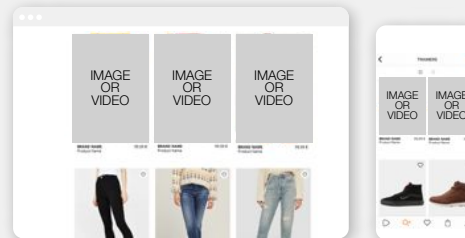
## Collection Teaser (Catalog)



## In-Catalog Ad



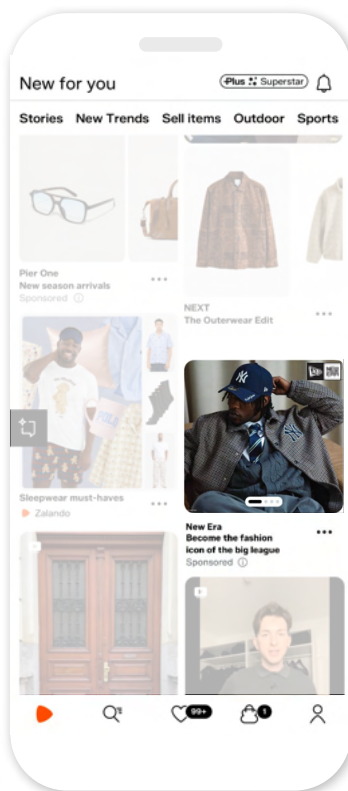
## Sponsored Products



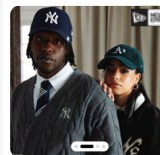
# Awareness Teaser | Feed

// Sponsored Brands

// Awareness



On scroll



New Era  
Become the fashion  
icon of the big league  
Sponsored

# 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 |
|--------------------------|---------|---------|------|-------------|---------|

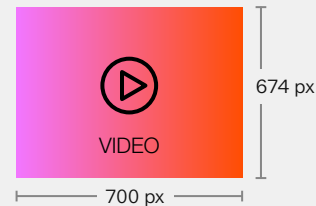
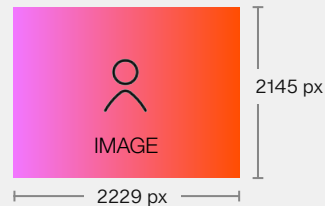
|                          |         |         |      |             |         |
|--------------------------|---------|---------|------|-------------|---------|
| Slide 3 Image (optional) | W: 2229 | H: 2145 | JPEG | max. 500 KB | 12 SKUs |
|--------------------------|---------|---------|------|-------------|---------|

|                          |         |         |      |             |         |
|--------------------------|---------|---------|------|-------------|---------|
| 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

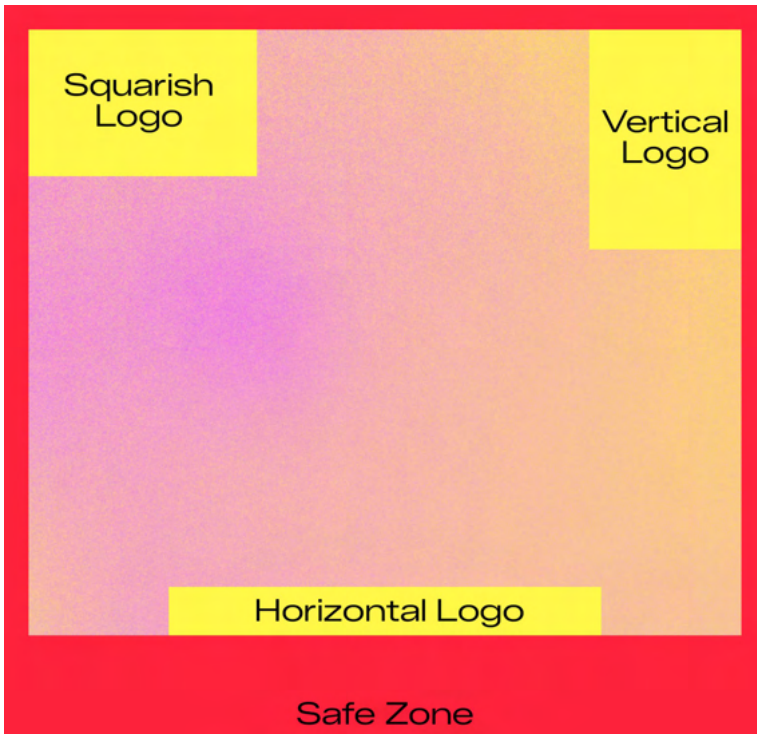


### Horizontal logos (6x1 aspect ratio)

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)

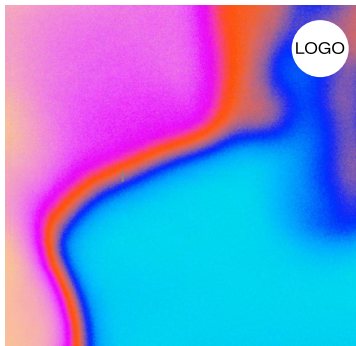
- **Include a logo** for higher brand awareness
- the logo can be placed anywhere on the creative, but **leave a safe zone** at the bottom: → 300px for static & 100px for animated
- **leave a border** to avoid the logo being cut off, → 72px for static & 24px for animated

# Awareness Teaser | Feed - Legibility

The image displays considerably smaller than the original size. The display size is 177.5×169px.

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

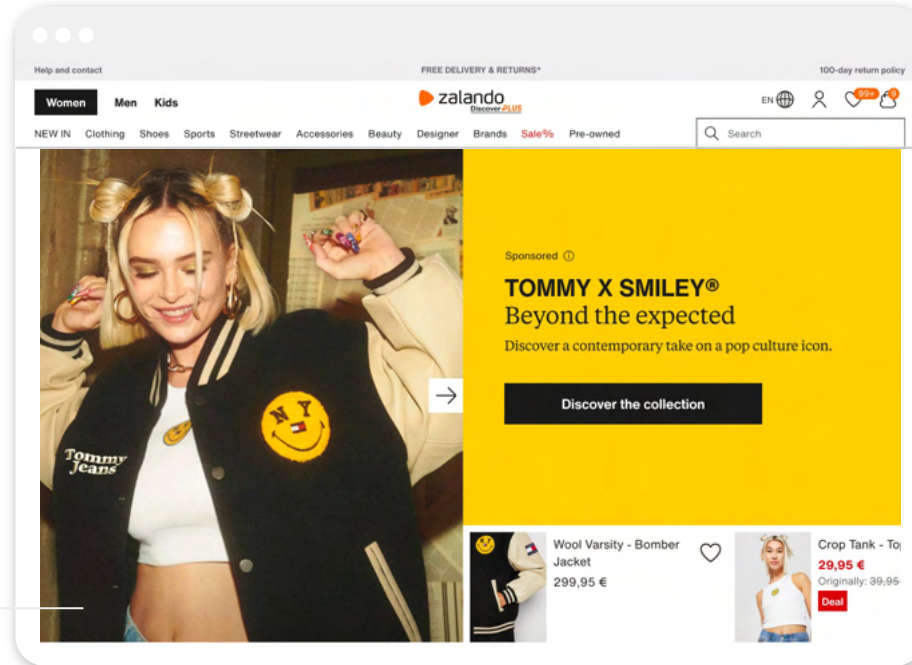
✗ Logo has no clear contrast with background

✗ 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.

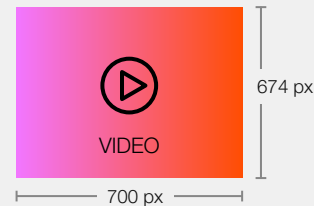
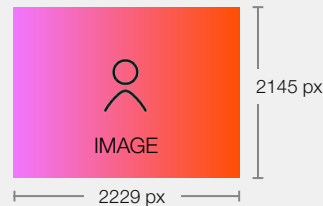
## Carousel

|   |         |         |      |             |         |
|---|---------|---------|------|-------------|---------|
| 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.

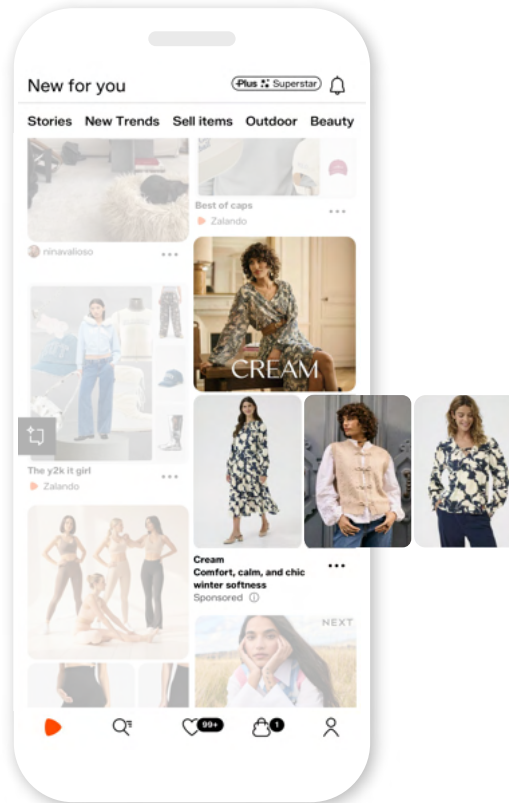
## All devices





# 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 |
|------------|-----------|

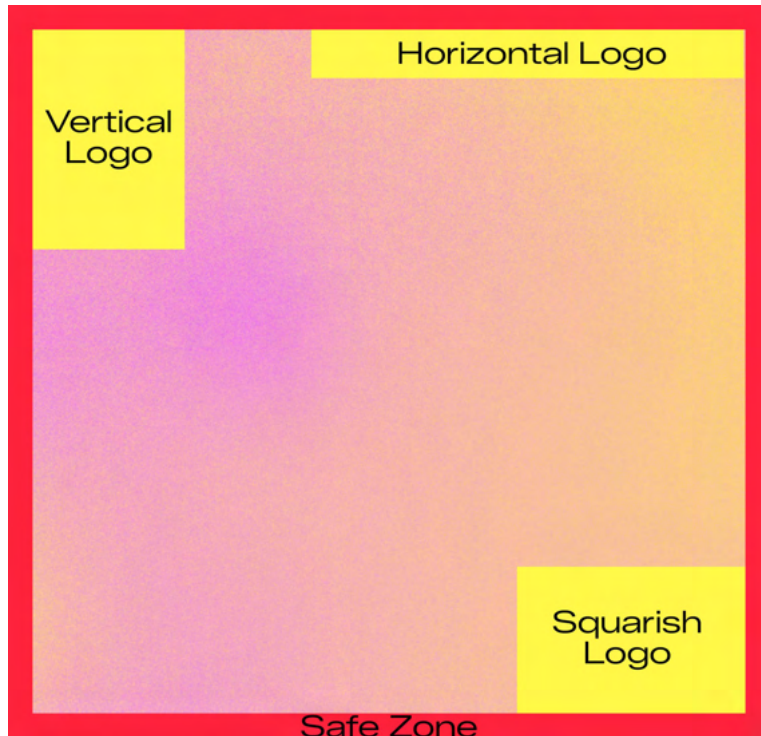
|              |           |
|--------------|-----------|
| Animated max | 140x200px |
|--------------|-----------|

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

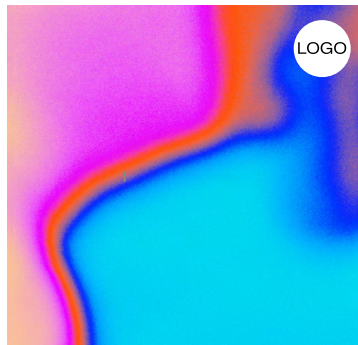


# Collection Teaser | Feed - Legibility

The image displays considerably smaller than the original size. The display size is 177.5×169px.

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)



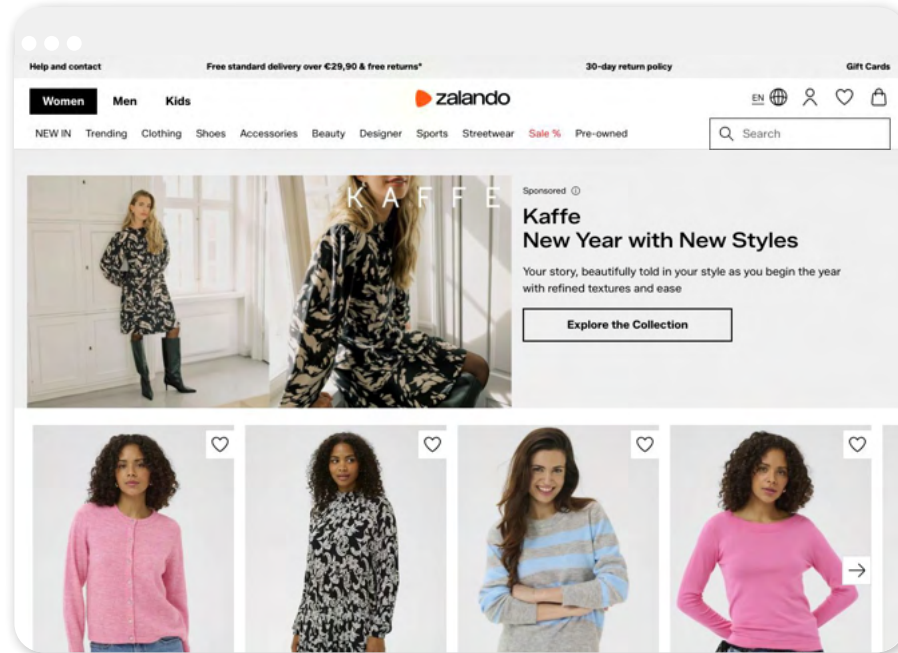
- ✓ Logo is large enough to read in smaller format (*at least 215px for static or 83px for animated*)
- ✓ No slogans or additional text
- ✓ Clear contrast with background



- ✗ 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.

## SKU Carousel

Provide a list of 25 SKUs (optional).

## 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 |

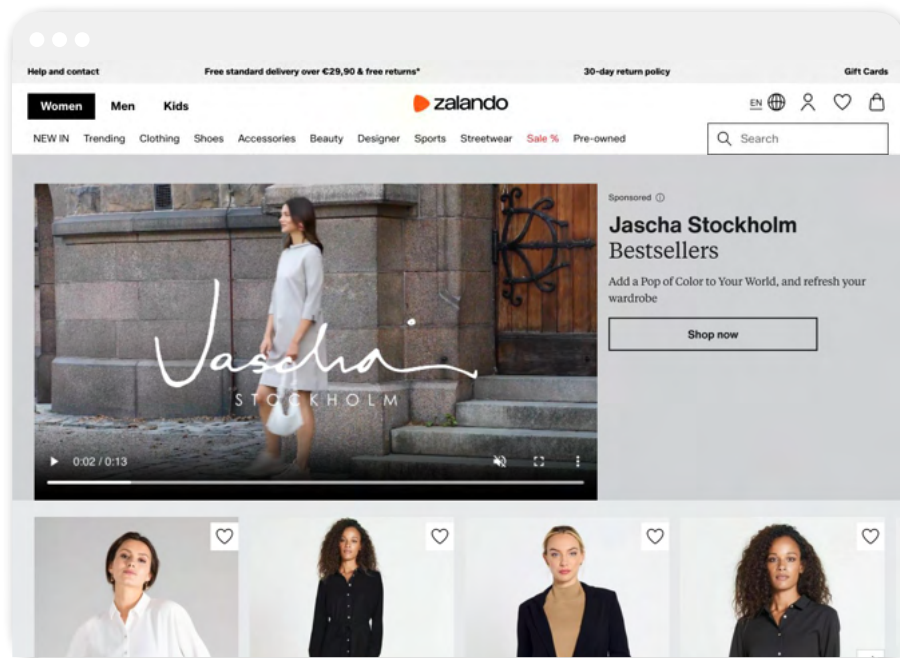
A 3 to 10 second video (no sound or text) is allowed, but an image is still required.

## 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.

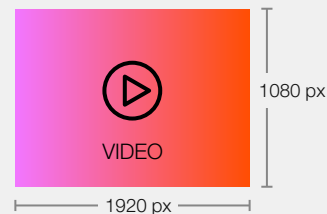
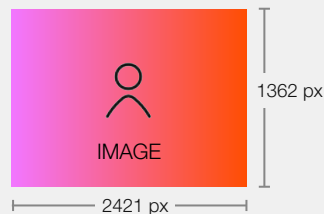
## SKU Carousel

Provide a list of 25 SKUs (optional).

## Video Creatives (supports audio and video controls)

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

## Video Guide



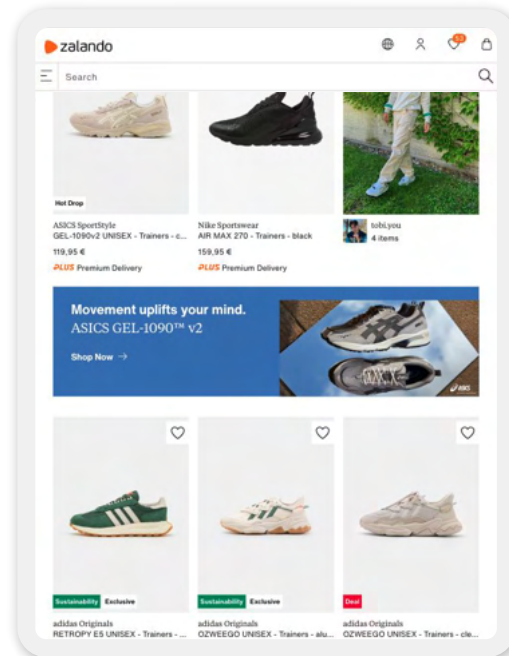
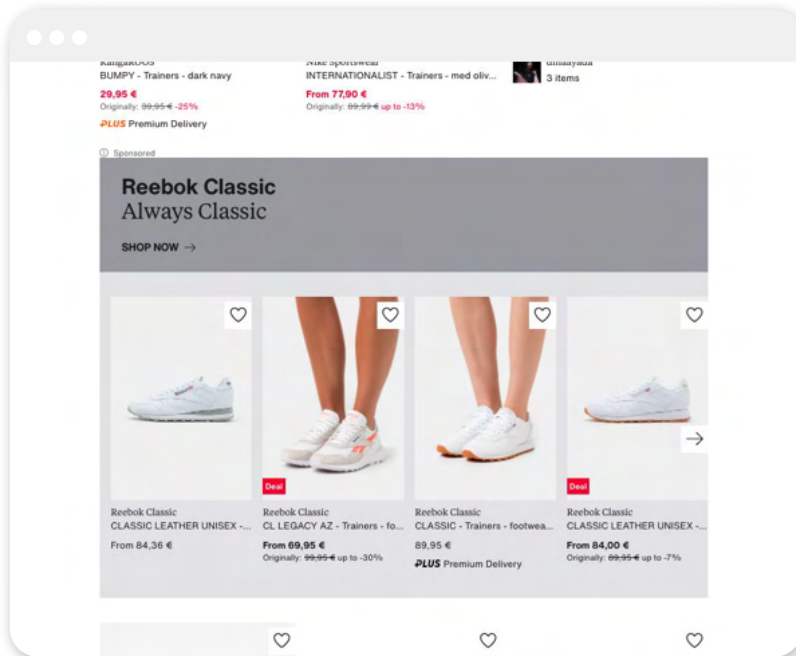
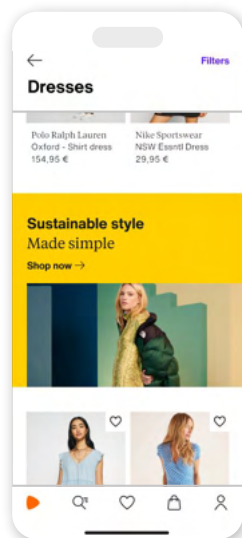
## Considerations

- 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

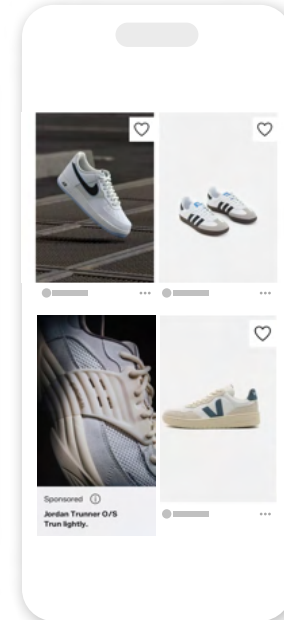
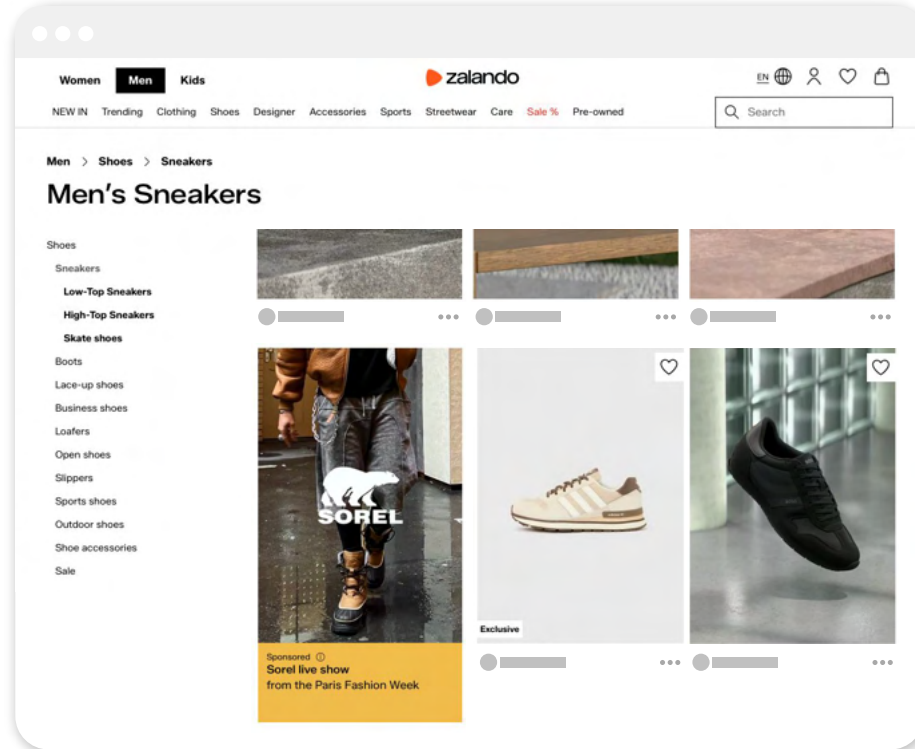
- Creatives must focus on the product and match the category.
- Product must be available on the category page.
- Image color no brighter than #F3F3F3.
- No borders needed.
- Logo position: flexible, but avoid touching edges.
- Dynamic Catalog Teasers auto-generated – no extra creatives needed.

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

|                 |         |         |      |  |
|-----------------|---------|---------|------|--|
| Web Desktop     | W: 1920 | H: 1080 | MP4  | max. 10 MB<br>(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 |

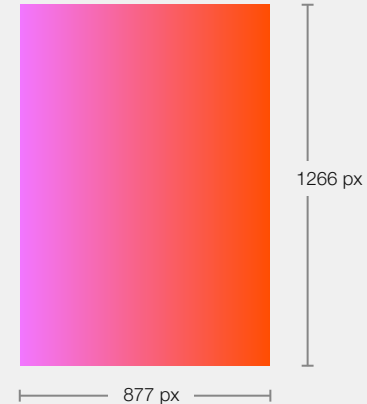
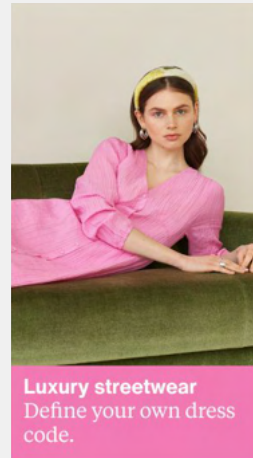
NOTE: The creative itself should never contain text.  
Deliver text elements separately. Do not use all caps.  
Do not use URLs in text elements.

## 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.

## Image Teaser

|     |        |         |          |             |
|-----|--------|---------|----------|-------------|
| Web | W: 877 | H: 1266 | JPEG/GIF | max. 500 KB |
| App | W: 877 | H: 1266 | JPEG     | Max. 500 KB |



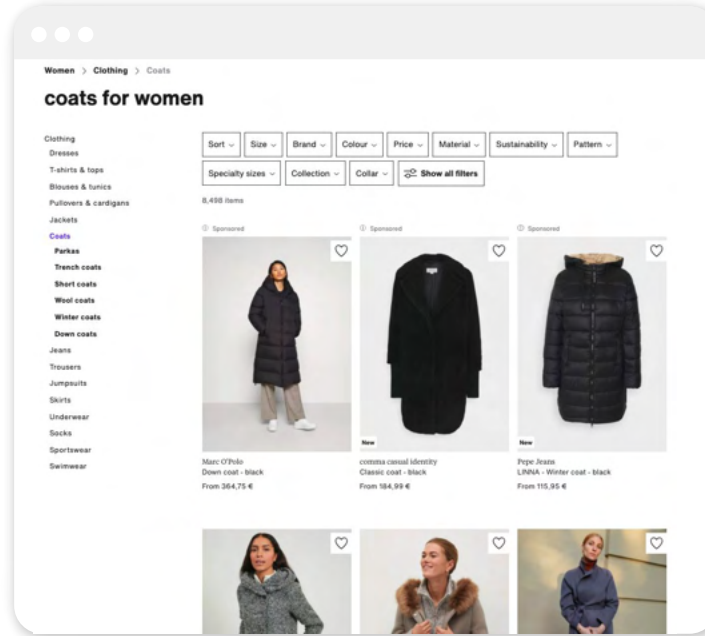
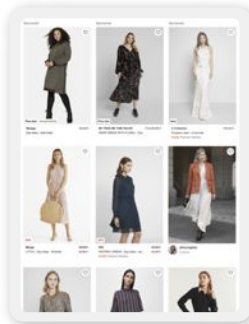
# Sponsored Products

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

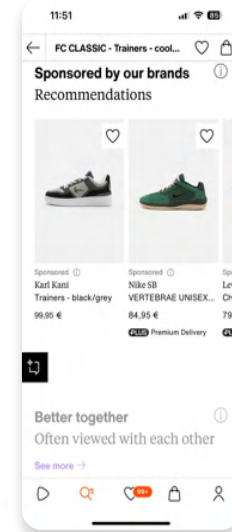
Sponsored  
Products

Organic Brand  
SKUs

Move your brand up



Catalog placement



PDP placement

# Zalando Formats Summary

## Homepage Formats

### Homepage Teaser: Static Creatives

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

- 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<br>(min. 20 sec, max. 70 sec) |
| 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 |
|-----------|---------|--------|------|-------------|

## 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<br>(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 |
|-----------|--------|---------|------------|-------------|

### Sponsored Products

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

- 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)

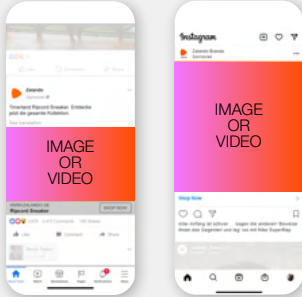
### Copy Requirements (characters)

|                                | 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

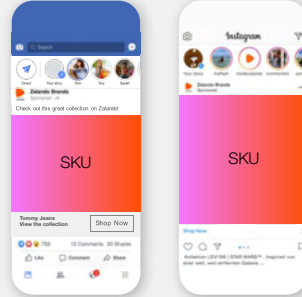
## Standard Link Ads



Facebook

Instagram

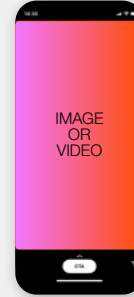
## Dynamic Link Ads



Facebook

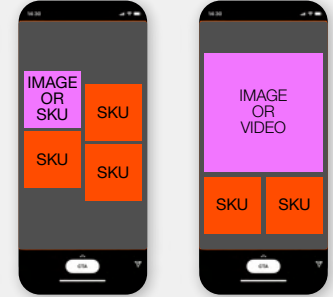
Instagram

## Story & Polling Sticker



Instagram

## IDynamic Story Ads



Carousel Ad

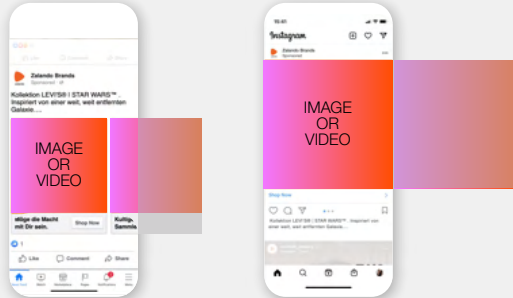
Collection Ad

## Standard Reel Ads



Instagram

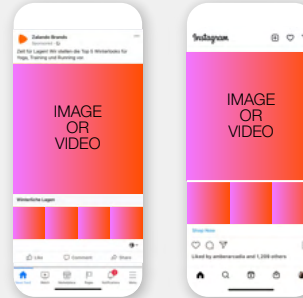
## Dynamic Carousel Ads



Facebook

Instagram

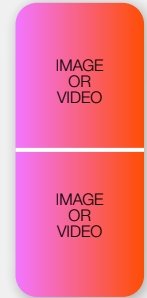
## Dynamic Collection Ads



Facebook

Instagram

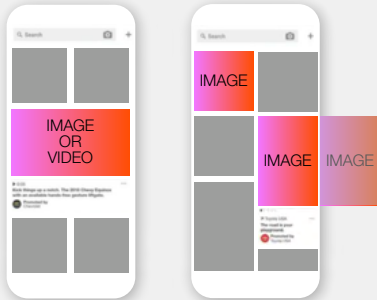
## Instant Experience



Facebook

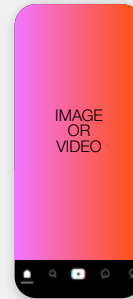
# Social Formats: Pinterest, TikTok, Snapchat

## Pinterest



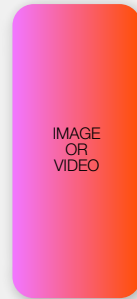
## TikTok:

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

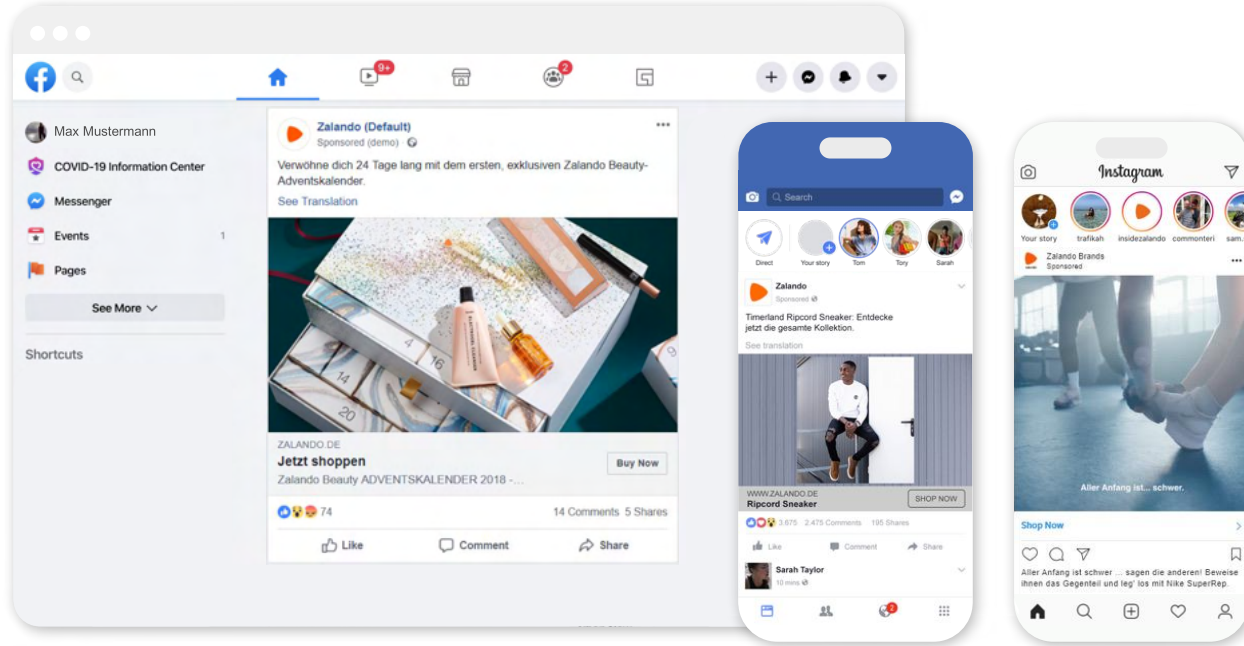


## Snapchat:

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



# Standard Link Ads



# Standard Link Ads

## Text Elements (Facebook Guidelines)

|             |                |   |
|-------------|----------------|---|
| Message     | 125 characters | • Mention your brand name in the message section.           |
| Title       | 25 characters  | • Your image must not be more than 20% text. Check it here. |
| Description | 30 characters  |   |

## 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.



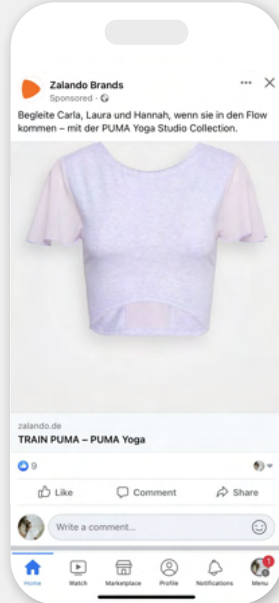
## Don'ts

- 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. |
|---------|----------------|---|

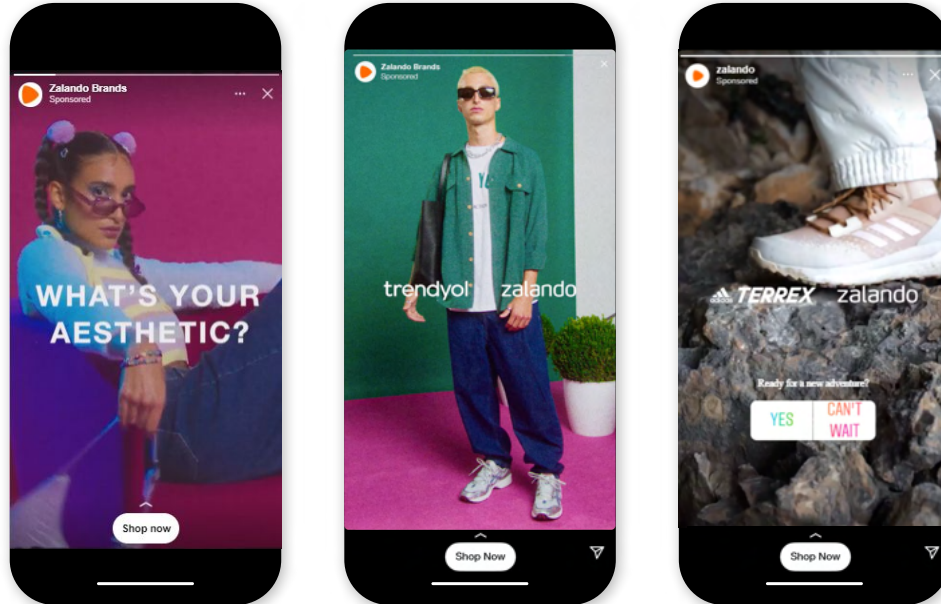
|       |               |
|-------|---------------|
| Title | 25 characters |
|-------|---------------|

|             |               |
|-------------|---------------|
| 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

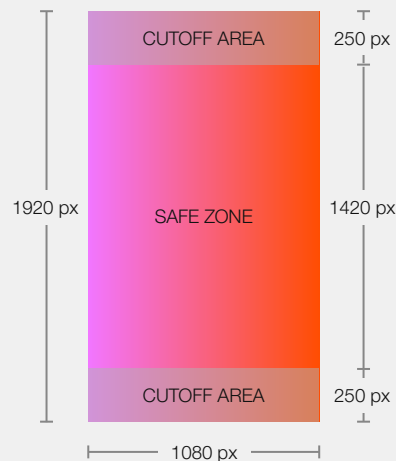
- Up to 10 cards (images or videos) in a single story ad.
- Add captions directly to the video, as they aren't available separately.
- Leave 14% (250 pixels) at the top and 20% (340 pixel) at the bottom of the video free from text/logos to avoid overlapping with profile icons or CTAs. Keep key elements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

## 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.

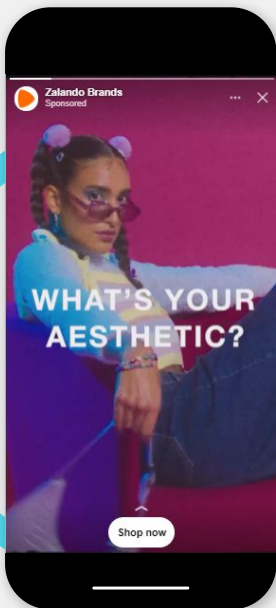
## Instagram Stories & Polling Sticker Ads

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



# Standard Story Ads

DOS & DON'TS



## Dos

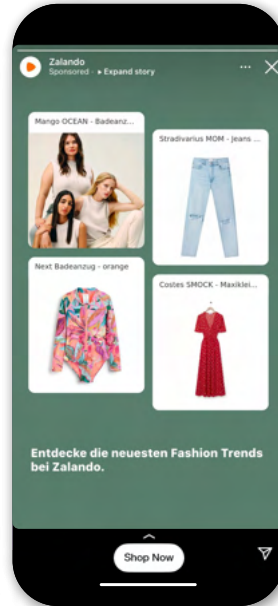
- Keep it short and begin with your brand.
- Tell your story with and without sound.
- Experiment with overlays for key message.
- Take advantage of the right-left or left-right movement.
- Remember that different phones have slightly different interfaces.



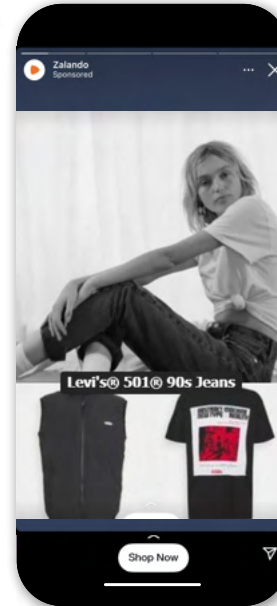
## Don'ts

- 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

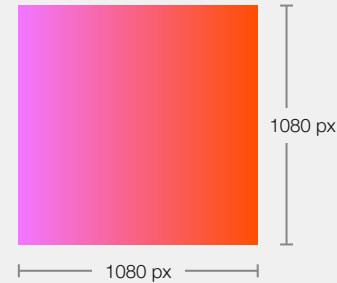
- Additional creatives not mandatory, but we can add an image if there is a theme.

## 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

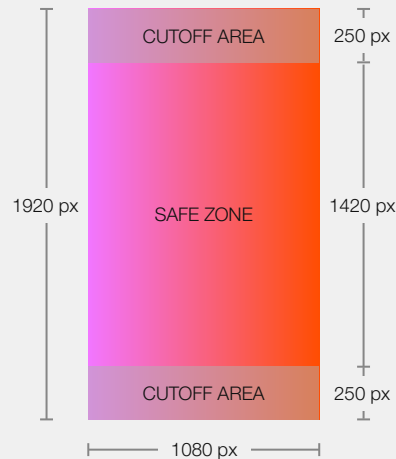
|             |               |
|-------------|---------------|
| Description | 72 characters |
|-------------|---------------|

## 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.

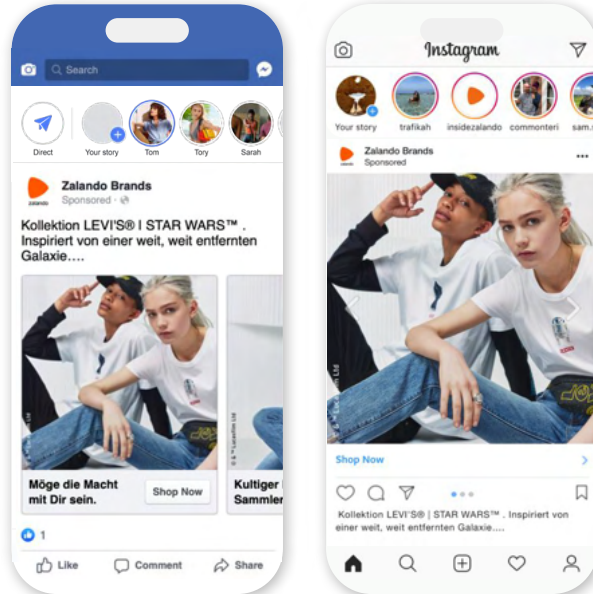
## Instagram Stories & Polling Sticker Ads

|       |      |               |                              |
|-------|------|---------------|------------------------------|
| Video | 9:16 | MP4, MOV, GIF | max. 30 seconds<br>max. 4 GB |
|-------|------|---------------|------------------------------|





# Dynamic Carousel Ads



# Dynamic Carousel Ads

## Text Elements (Facebook Guidelines)

|             |                |   |
|-------------|----------------|---|
| Message     | 125 characters | • Mention your brand name in the message section.                           |
| Title       | 40 characters  | • Your image must not be more than 20% text. <a href="#">Check it here.</a> |
| Description | 20 characters  |   |

## Facebook

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

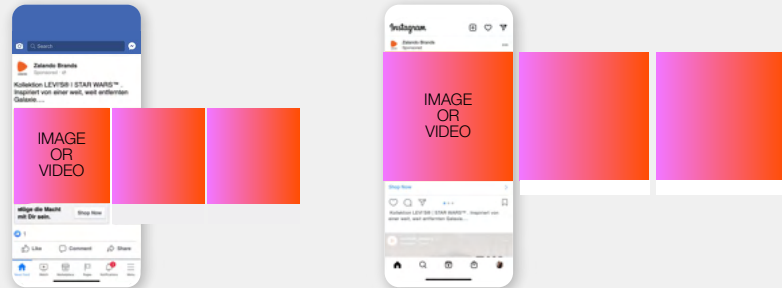
## Considerations

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

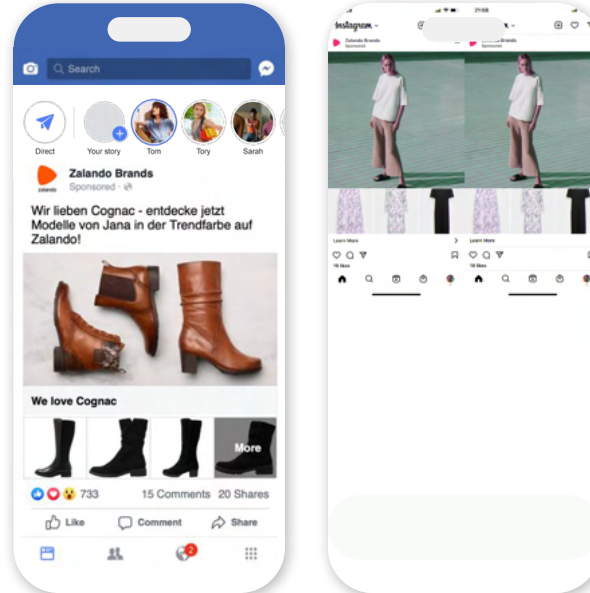
- A carousel can include both images and videos.
- Card order can be pre-set or optimised by the algorithm for best performance.

### 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).



# Dynamic Collection Ads



# Dynamic Collection 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> |
| Headline | 40 characters  |   |

## 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 |

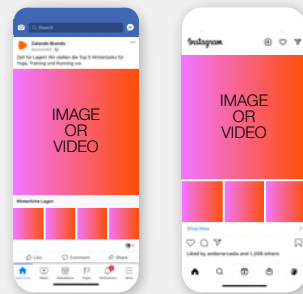
## Considerations

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

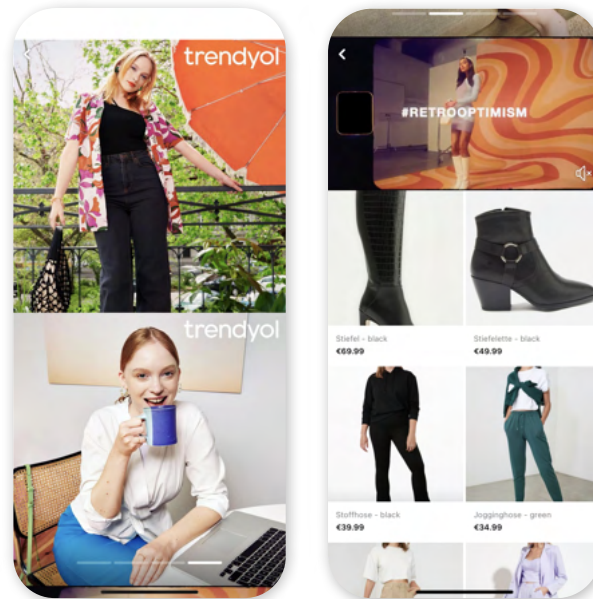
- Collection Ads include images/videos and dynamic SKUs.
- This format is mobile-only.
- Use a large SKU set (minimum 25) in case of stock issues, and provide the list of SKUs to your Partner Consultant.

### 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).



# Instant Experience Ads



# Instant Experience Ads

## Text Elements

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

## 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

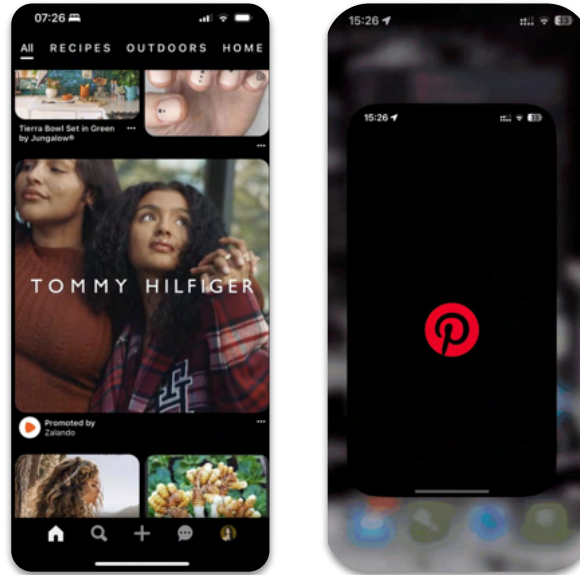
- Captions are not recommended for video

## 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                                |

# 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    |

## Pinterest Premiere Spotlight specs

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

## Safe Zones

**1:1**

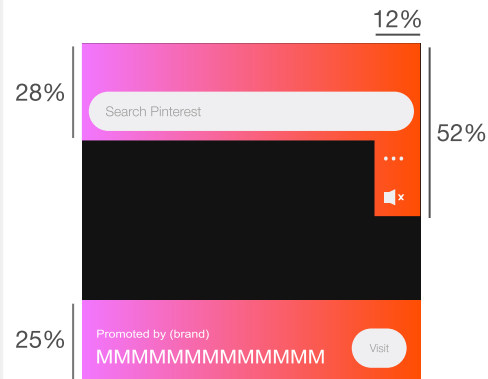
Video will cover the entire surface of carousel header, important content should fall between the search bar and title copy

**16:19**

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

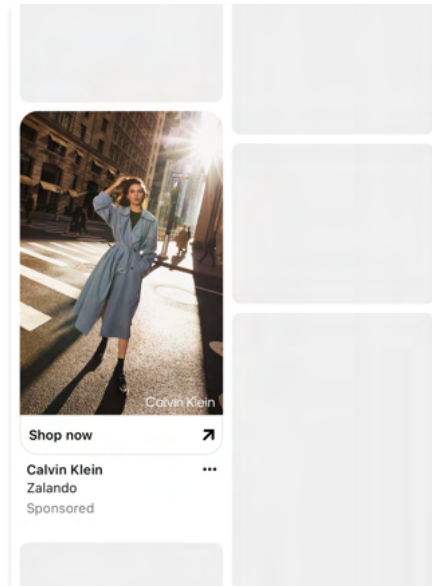
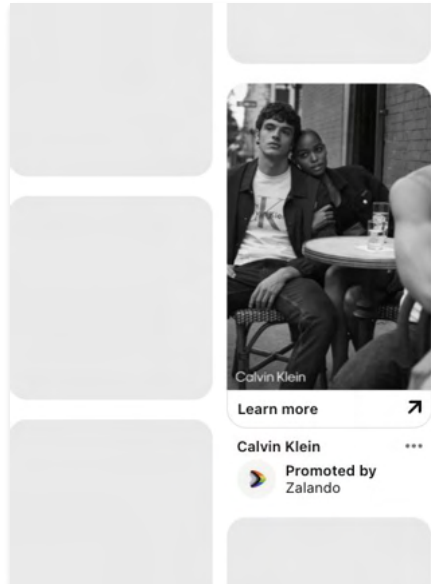
## Considerations

- 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 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   |

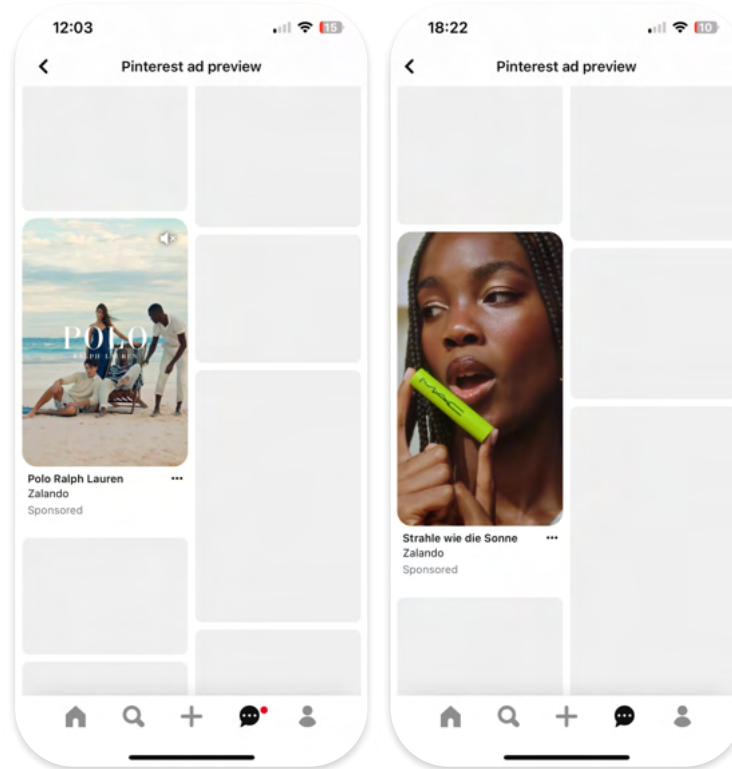
## Pinterest Standard Ad specs

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

## 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

|                    |  |
|--------------------|--|
| <b>Title</b>       | Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. |
| <b>Description</b> | Up to 500 characters   |

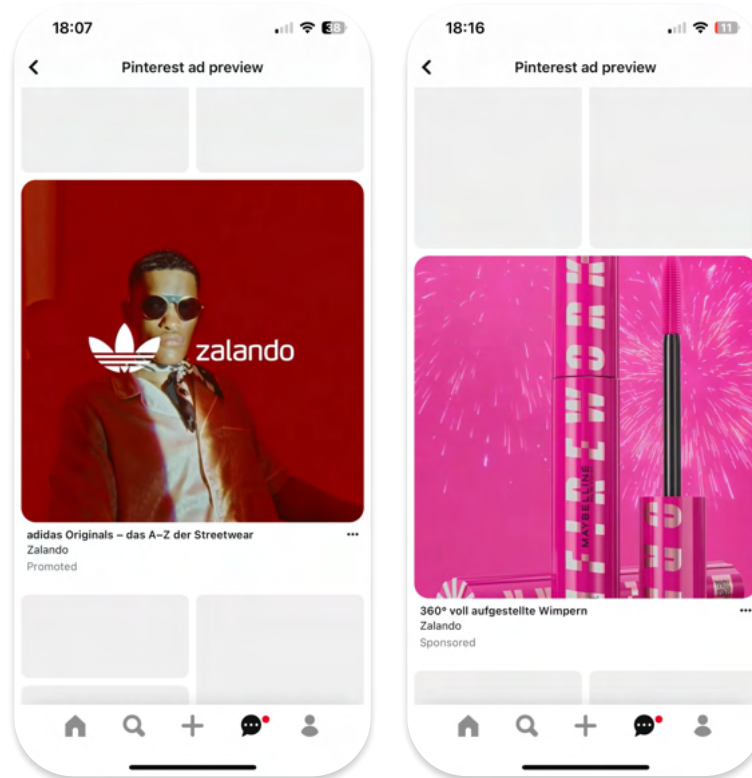
## Pinterest Standard Ad specs

|                          |                           |               |  |                          |
|--------------------------|---------------------------|---------------|--|--------------------------|
| <b>Standard Video Ad</b> | 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 |
|--------------------------|---------------------------|---------------|--|--------------------------|

## 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

|                    |  |
|--------------------|--|
| <b>Title</b>       | Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. |
| <b>Description</b> | Up to 500 characters   |

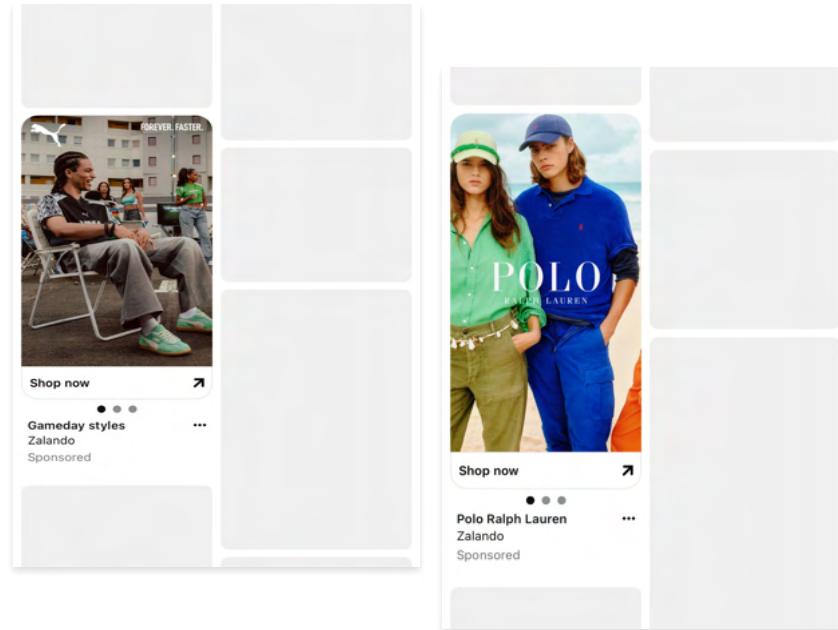
## Pinterest Max Width Video specs

|                        |             |               |   |                          |
|------------------------|-------------|---------------|---|--------------------------|
| <b>Max Width Video</b> | 16:9 or 1:1 | MP4, MOV, M4V | Max file size: 2GB.<br>Minimum 4 seconds,<br>maximum 15 minutes<br>(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

|                    |  |
|--------------------|--|
| <b>Title</b>       | Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. |
| <b>Description</b> | Up to 500 characters   |

## Pinterest Carousel Ads specs

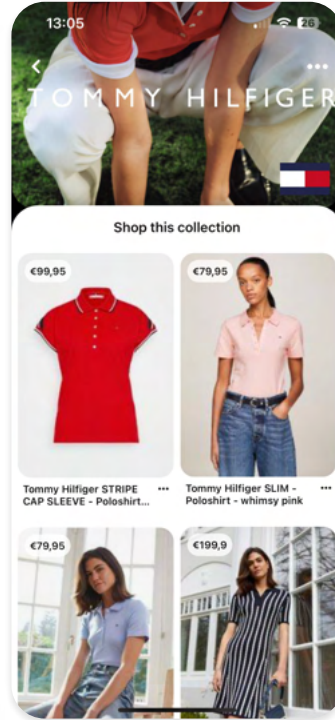
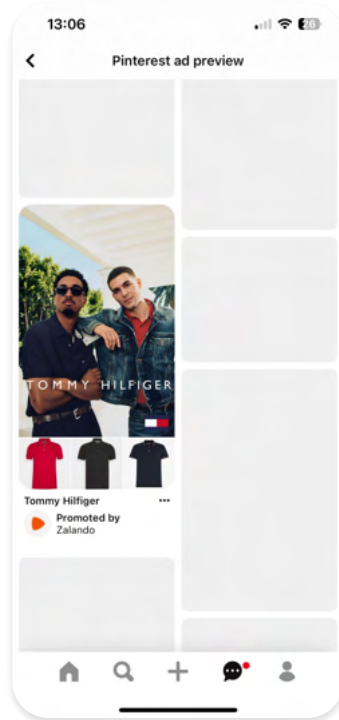
|                     |            |                                  |   |
|---------------------|------------|----------------------------------|---|
| <b>Carousel ads</b> | 2:3 or 1:1 | PNG and JPEG<br>(no videos/gifs) | Max file size: 32 MB per image. Min 2 and max 5 images per carousel |
|---------------------|------------|----------------------------------|---|

## 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 split 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            |  |
|--------------------|--|
| <b>Title</b>       | Up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. |
| <b>Description</b> | Up to 500 characters   |

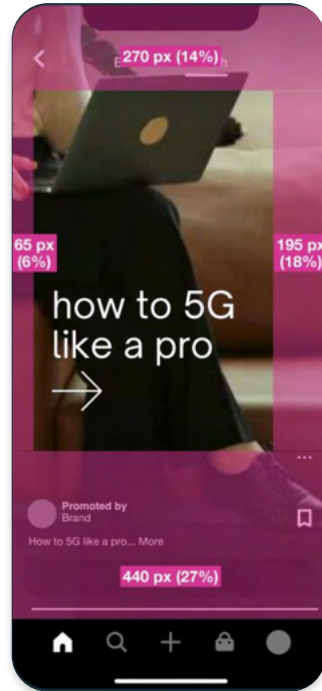
## Pinterest Collection ads specs

|                            |                  |                        |  |                          |
|----------------------------|------------------|------------------------|--|--------------------------|
| <b>Image Hero Creative</b> | 1:1 or 2:3       | PNG, JPEG<br>(1 image) | Max file size: 10MB  |                          |
| <b>Video Hero Creative</b> | 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 |
| <b>Secondary Creative</b>  | 1:1 or 2:3       | PNG, JPEG              | Min. 4 images recommended.<br>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

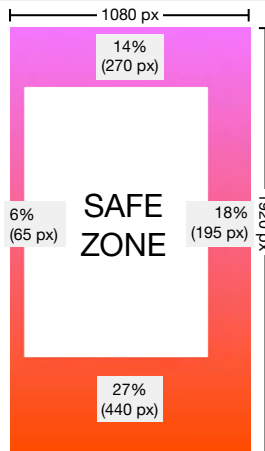
**Description** Up to 250 characters

## Pinterest Idea Ads specs

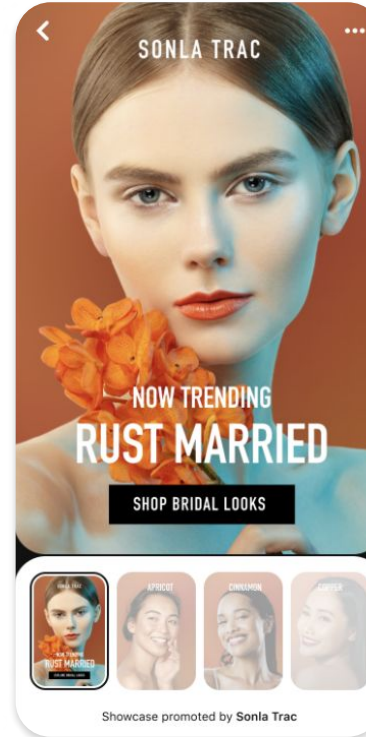
|                       |      |                            |   |
|-----------------------|------|----------------------------|---|
| <b>Idea Ads Image</b> | 9:16 | BMP, JPEG, PNG, TIFF, WEBP | Max file size: 32MB   |
| <b>Idea Ads Video</b> | 9:16 | MP4, MOV, M4V              | 1GB recommended<br>5 minutes max (6-15 seconds recommended)<br>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 Pinner's 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

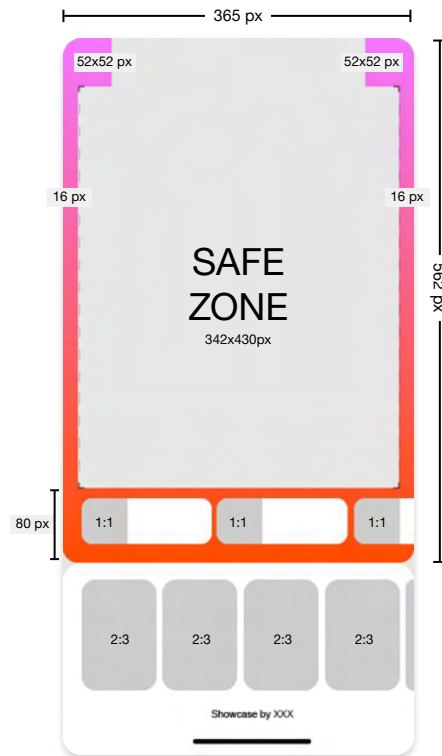
Title Pin | Cards | Features

## Pinterest Showcase Ads specs

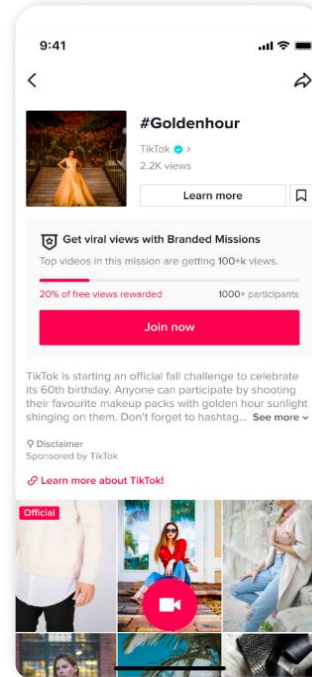
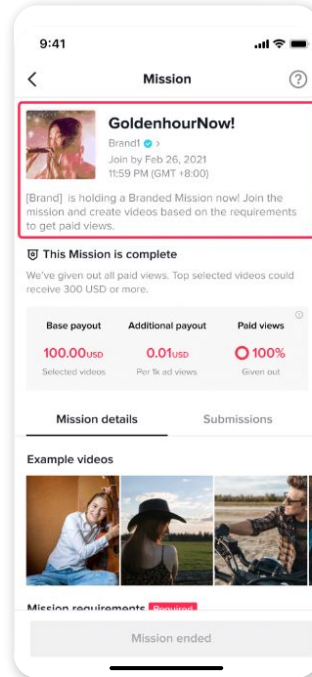
|                 |     |                            |  |
|-----------------|-----|----------------------------|--|
| Title Pin image | 2:3 | BMP, JPEG, PNG, TIFF, WEBP | 32MB   |
| Title Pin video | 2:3 | MP4, MOV, or M4V           | 32MB, 3-60 seconds   |
| Cards           | 2:3 | BMP, JPEG, PNG, TIFF, WEBP | 32MB<br>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  | H: 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.<br>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. |

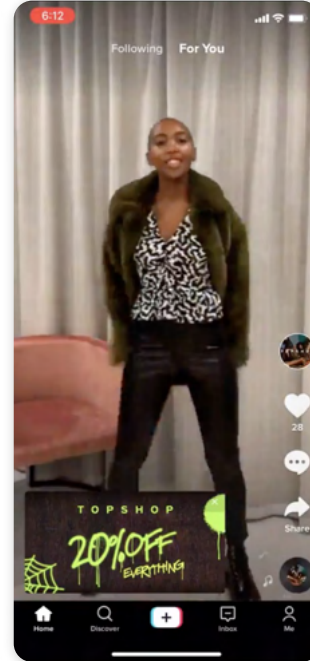
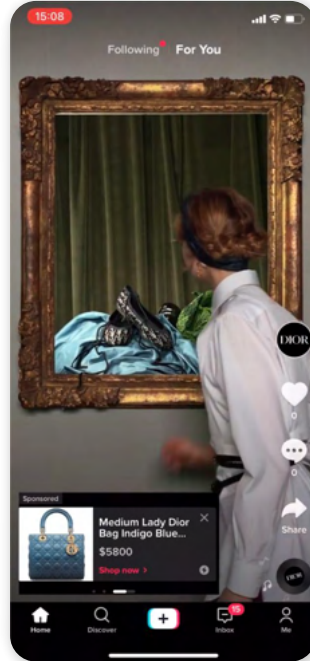
## External Link considerations

- 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.

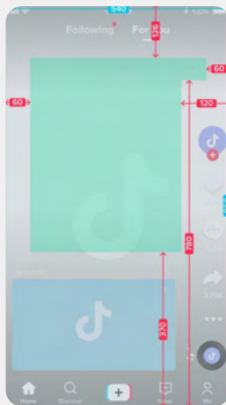
## Notes / Requirements

- 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.

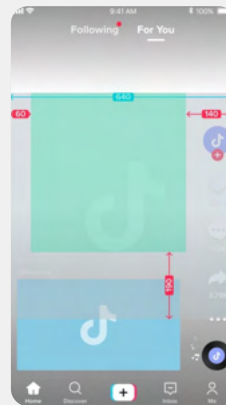
## TikTok Collection ads

**In-Feed Video** 1:1 |  $\geq 640 \times 640$ px MP4, MPEG, 3GP, AVI, MOV max. 500MB Bitrate:  $\geq 516$  kbps 5-60 seconds (9-15 rec.)

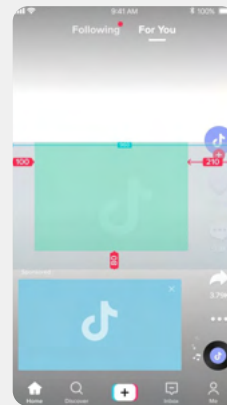
**Profile Image** 1:1 | 98x98px JPEG, PNG max. 50KB Recommended size: 98x98px



Vertical



Square



Horizontal

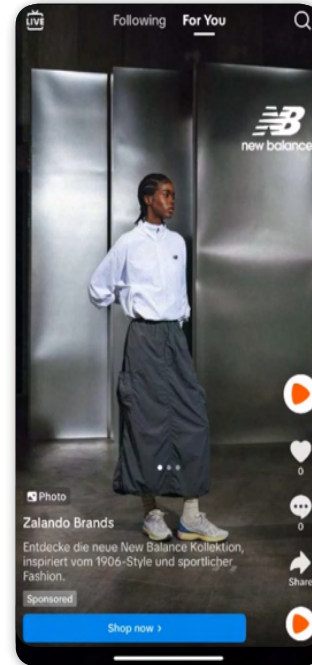
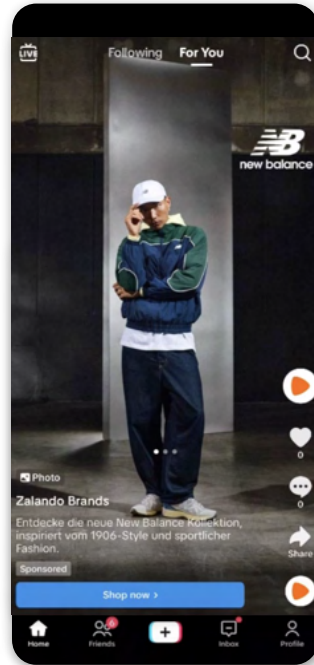
## Safe Zones

**Vertical** 540x960px  
126px (top),  
60px (left),  
120px (right),  
370px (bottom)

**Square** 640x640px  
60px (left),  
140px (right),  
190px (bottom)

**Horizontal** 960x540px  
100px (left),  
210px (right),  
80px (bottom)

# TikTok Carousel Ad



# TikTok Carousel Ad

## Text Elements

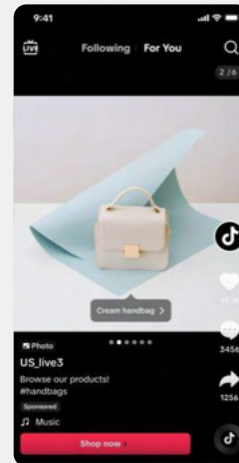
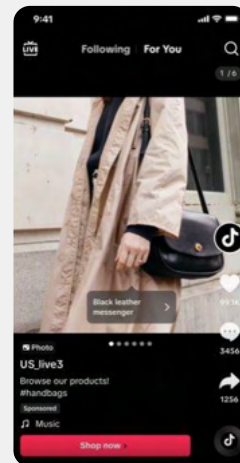
|                              |   |
|------------------------------|---|
| Objectives                   | 100 characters. Punctuation and spaces count as characters. |
| Image Source & Type of Image | Choose from 22 text options:                                |
| Account name                 | max. 20 characters (10 recommended)                         |
| CTA                          | Choose from the suggested text options                      |
| Ad Type                      | Diversion Ad / Spark Ad                                     |

## Notes / Requirements

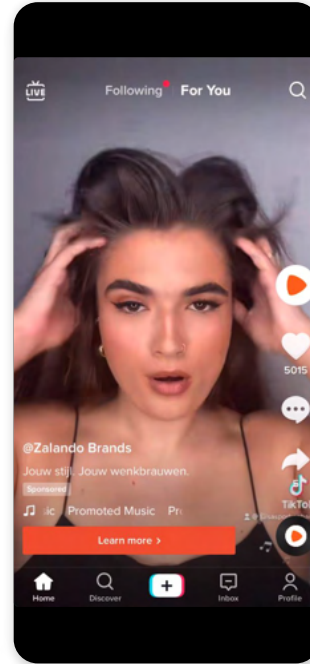
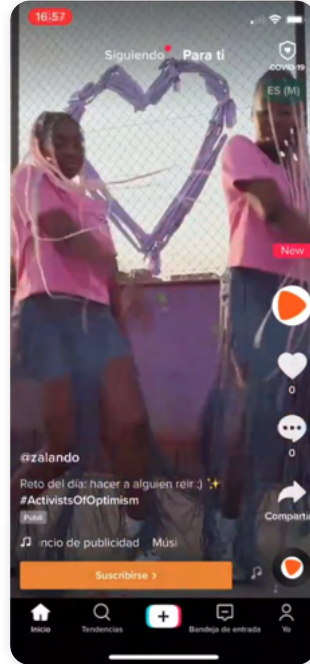
- Allows only one ad caption and call-to-action for all images.
- Music is required (plays on loop).
- Supports both CML music and music uploads (File size: up to 10MB, MP3 format).

## TikTok Carousel ads

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

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

## Safe Zones

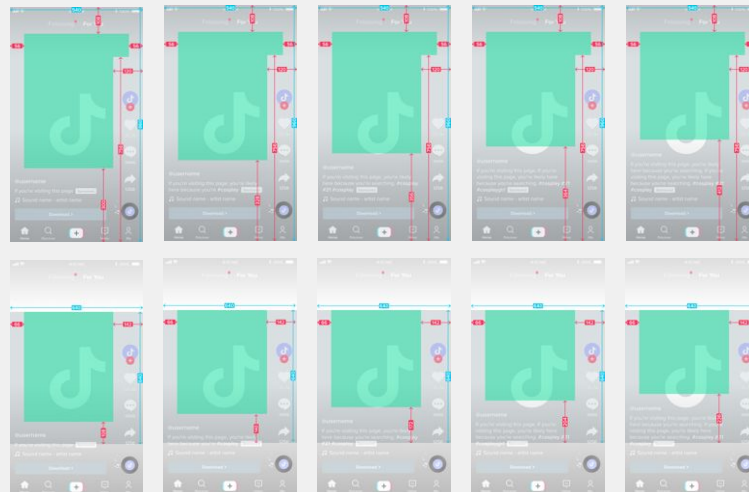
**Vertical (recommended)**

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

**Square**

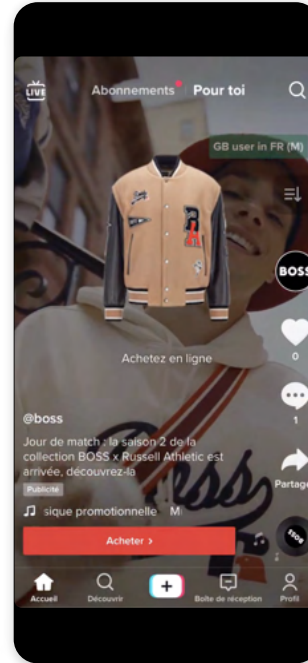
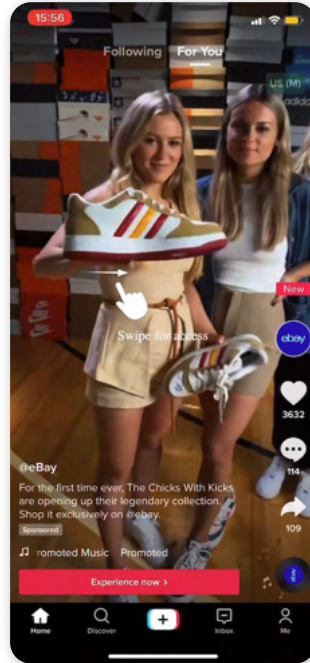
**All:**  
66px (left), 142px (right),  
**and at the bottom:**  
#1: 300px  
#2: 328px  
#3: 356px  
#4: 364px  
#5: 412px

#1: 1 line of text #2: 2 lines of text #3: 3 lines of text #4: 4 lines of text #5: 5 lines of text





# 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.

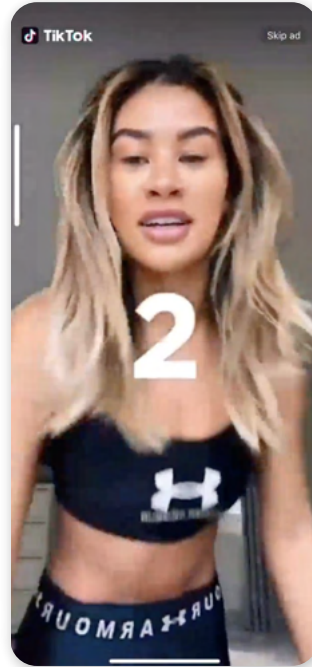
## TikTok In-Feed Video & Top Feed ads

|                      |                                     |                          |            |                           |                               |
|----------------------|-------------------------------------|--------------------------|------------|---------------------------|-------------------------------|
| <b>In-Feed Video</b> | 1:1, ≥640*640px<br>9:16, ≥540*960px | MP4, MPEG, 3GP, AVI, MOV | max. 500MB | Bitrate: ≥516 kbps        | 5 – 60 seconds<br>(9-15 rec.) |
| <b>Profile Image</b> | 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    |
|--------------------------|-----------------------|---------------|---------------|---------------|--------------------------|---------------|
| <b>Interactive Cards</b> | 3 – 15s               | 24 characters | 56 characters | 24 characters | 18 characters            | 24 characters |
| <b>Voting Cards</b>      | 3 – 15s               | 24 characters | 60 characters | 16 characters | 18 characters            | 24 characters |
| <b>Super like</b>        | <a href="#">Specs</a> |               |               |               |                          |               |
| <b>Pop-out showcase</b>  | <a href="#">Specs</a> |               |               |               |                          |               |
| <b>Gesture</b>           | <a href="#">Specs</a> |               |               |               |                          |               |
| <b>Display card</b>      | <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

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

## 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

#1: 1 line of text



#2: 2 lines of text



#3: 3 lines of text



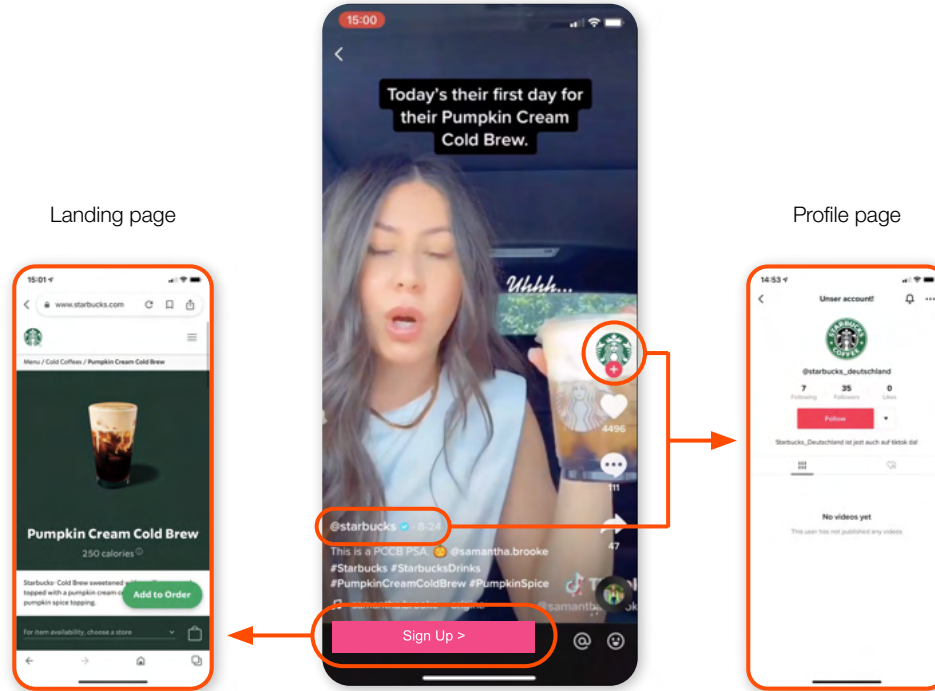
#4: 4 lines of text



#5: 5 lines of text

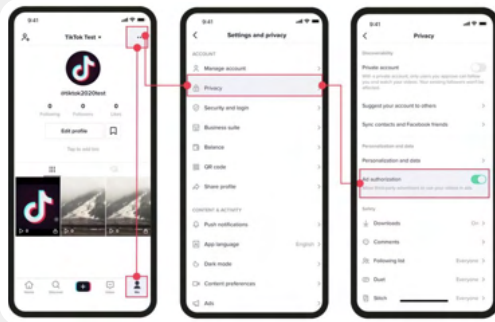


# TikTok Spark Ad



# TikTok Spark Ad

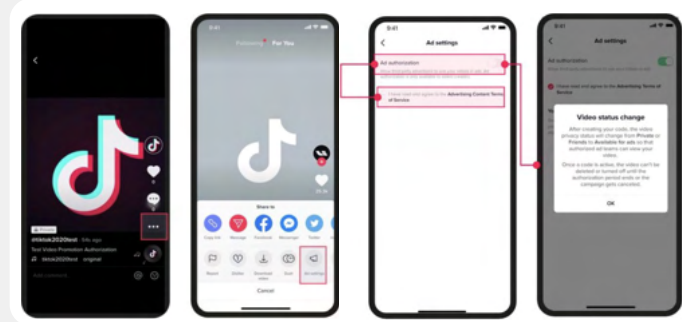
## Step 1: Enable ad authorization



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.

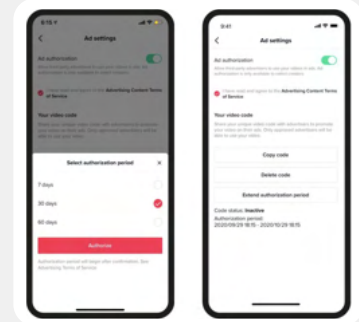
## Step 2: Authorize video for promotional use



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

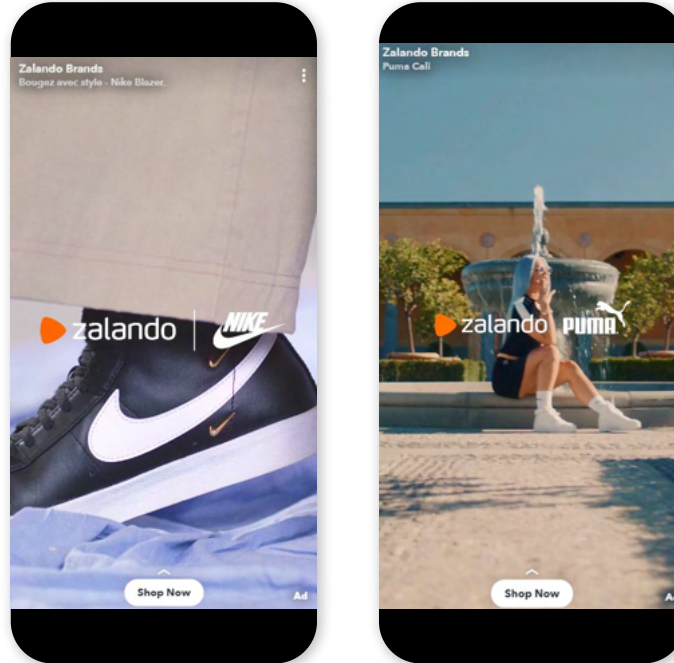
## Step 3: Generate video code



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

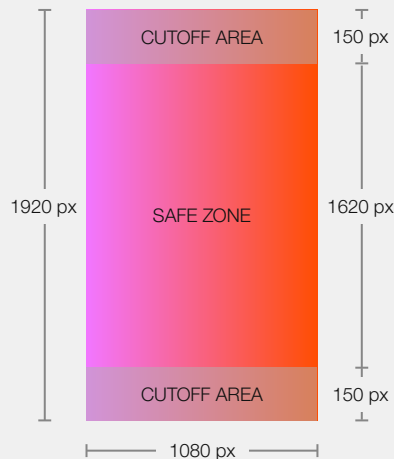
|          |               |
|----------|---------------|
| Headline | 34 characters |
|----------|---------------|

## 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.

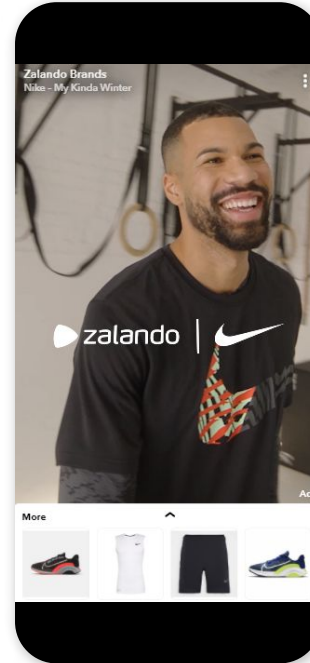
## Snapchat Snap Ads

|       |         |         |                              |                      |
|-------|---------|---------|------------------------------|----------------------|
| 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

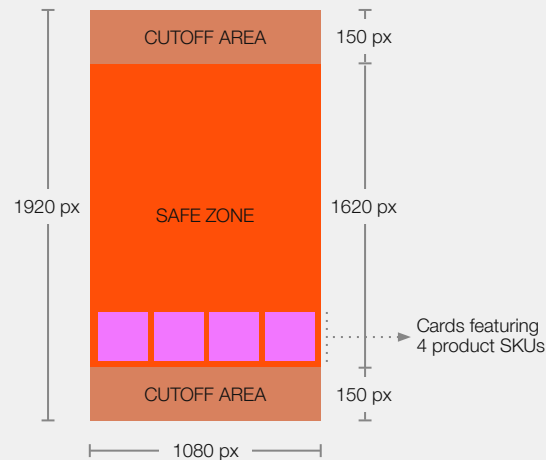
|            |               |
|------------|---------------|
| Headline   | 34 characters |
| Brand Name | 32 characters |

## Considerations

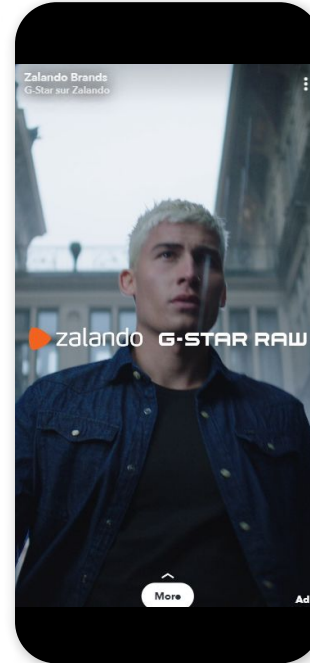
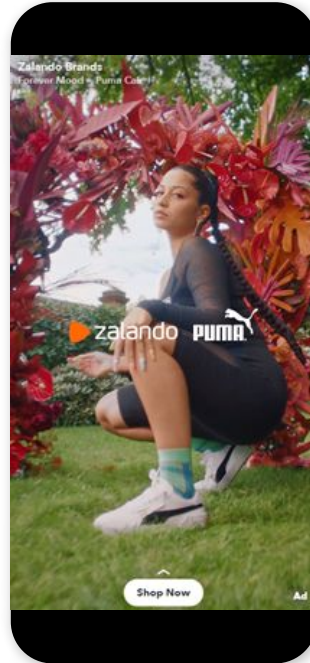
- Each card links to a specific landing page.
- Introduce brand and key message within the first 2 seconds for maximum ad awareness.
- Recommended video length: 3-5 seconds to drive action.
- Keep logos and graphics 150px away from the top and bottom to avoid overlap.
- Ensure contrast between the main 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 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 |



# Snapchat Commercial Ads



# Snapchat Commercial Ads

## Text Elements

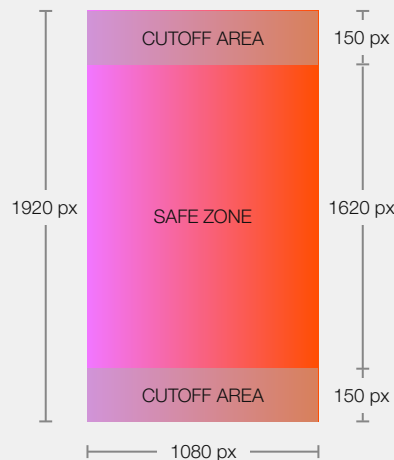
|          |               |
|----------|---------------|
| Headline | 34 characters |
|----------|---------------|

## Considerations

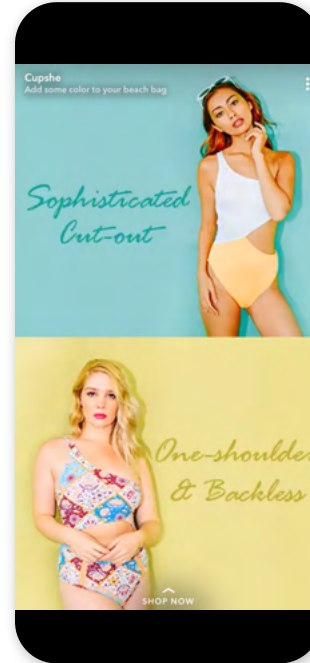
- Each card links to a specific landing page.
- Introduce brand and key message within the first 2 seconds for maximum ad awareness.
- Recommended video length: 3-5 seconds to drive action.
- Keep logos and graphics 150px away from the top and bottom to avoid overlap.
- Ensure contrast between the main 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

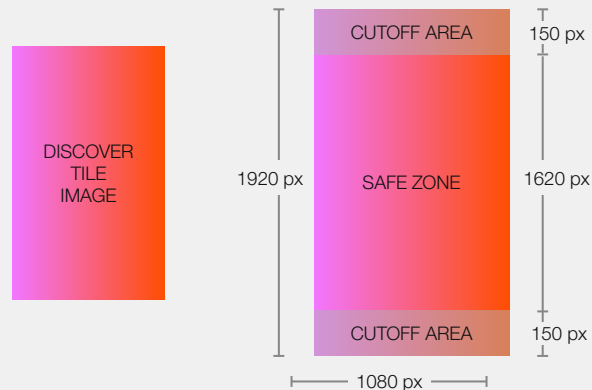
**Headline** 34 characters

## Snapchat Story Ads

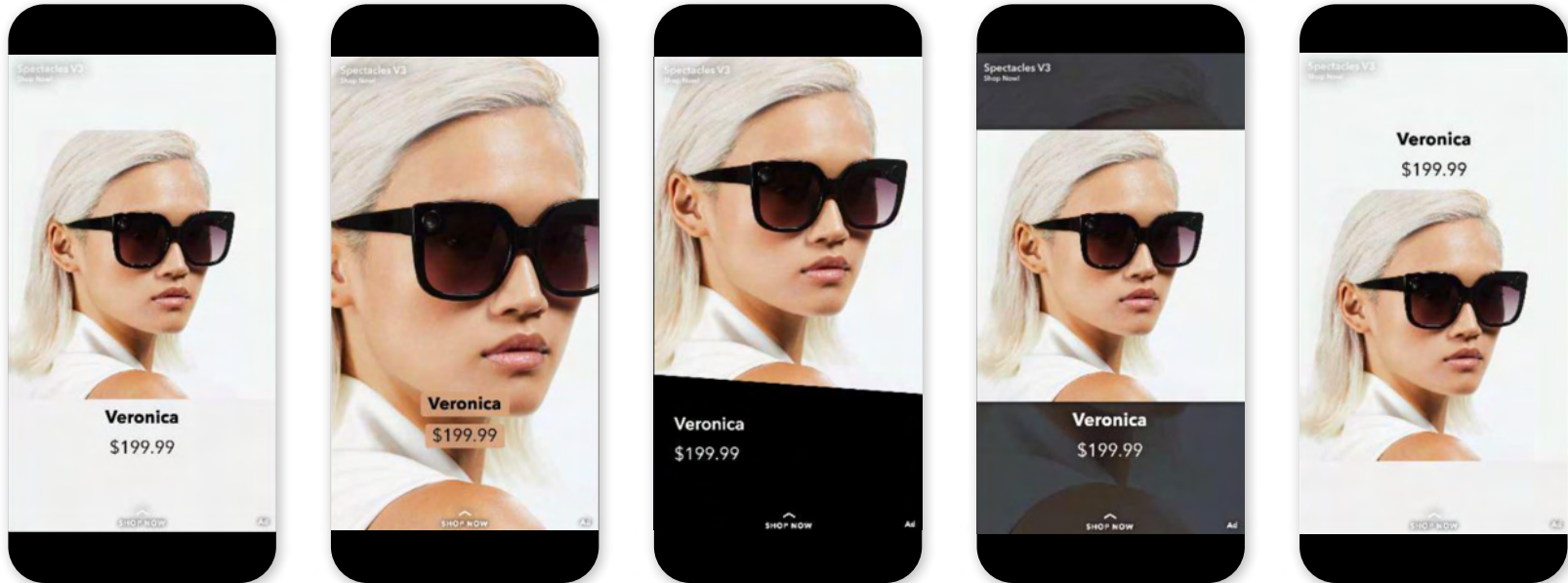
|                            |                         |         |                          |   |
|----------------------------|-------------------------|---------|--------------------------|---|
| <b>Image</b>               | W: 1080                 | H: 1920 | JPEG, PNG                | 3 – 20 'chapterized'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

## Considerations

- No 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

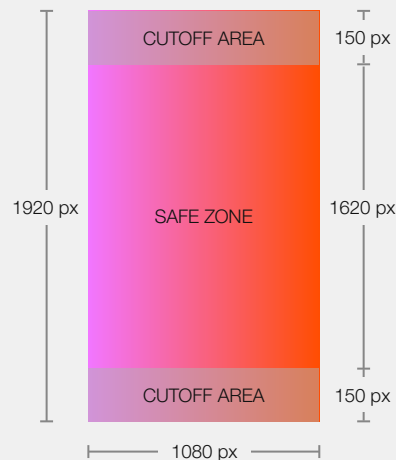
|          |               |
|----------|---------------|
| Headline | 34 characters |
|----------|---------------|

## 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              |

## Link Ads (Dynamic)

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

- 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).

## 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. |
|-------|------|--|---------------|-------------------------|

- 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. |
|-------|------|--|---------------|-------------------------|

- 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<br>Encoding: H.264 or H.265 |
| On Search | 1:1         | MP4, MOV, M4V | 30 sec max, 6-15 seconds recommended     | 1080p<br>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 |
|-------------------|-----|-----------|---------------------|-------------|

- 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.<br>Min 4 sec, max 15 min<br>(6-15 seconds rec.) | Encoding: H.264 or H.265 |
|-------------------|-----|---------------|---|--------------------------|

- 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.<br>Minimum 4 seconds, maximum 15 minutes<br>(6-15 sec recommended) | Encoding: H.264 or H.265 |
|-----------------|-------------|---------------|--|--------------------------|

- 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<br>(no videos/gifs) | Max file size: 32 MB per image. Min 2 and max 5 images per carousel |
|--------------|-------------|----------------------------------|---|

- 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.<br>Recommended length is 6-15 sec |
| Secondary  | 1:1 or 2:3       | PNG, JPEG     | Min. 4 images recommended.<br>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<br>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

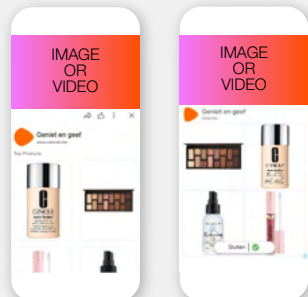
### Pinterest Showcase Ads specs

|                 |     |                            |  |
|-----------------|-----|----------------------------|--|
| 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<br>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.

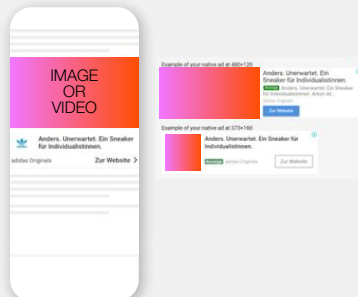
# Google Ad Formats

## Demand Gen

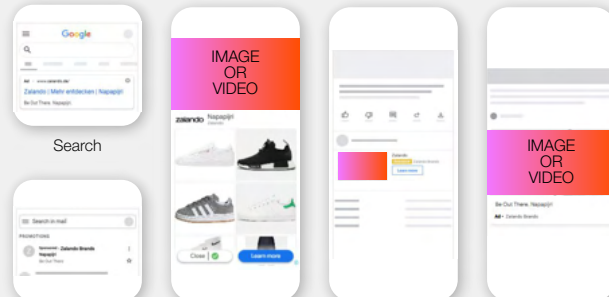


YT In-stream Google Video Partners In-stream

## Responsive Display Ads



## Performance Max



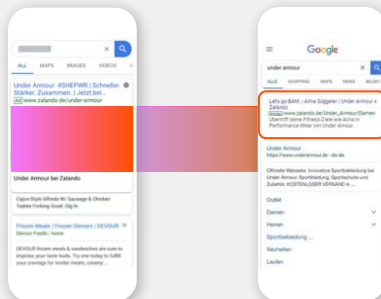
Gmail

Display

Youtube Placement

Discover

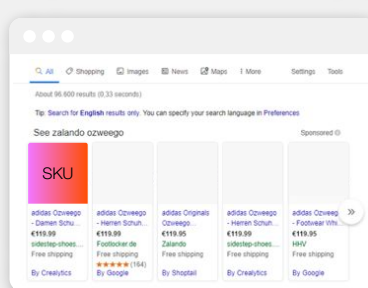
## Responsive Search Ads



Gallery Ads

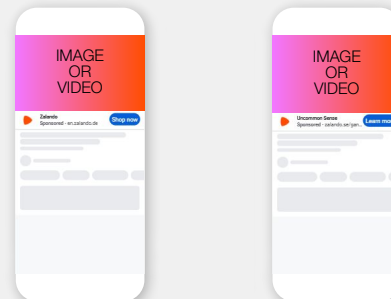
Text Ads

## Shopping Ads



Product Shopping Ads

## YouTube Ads

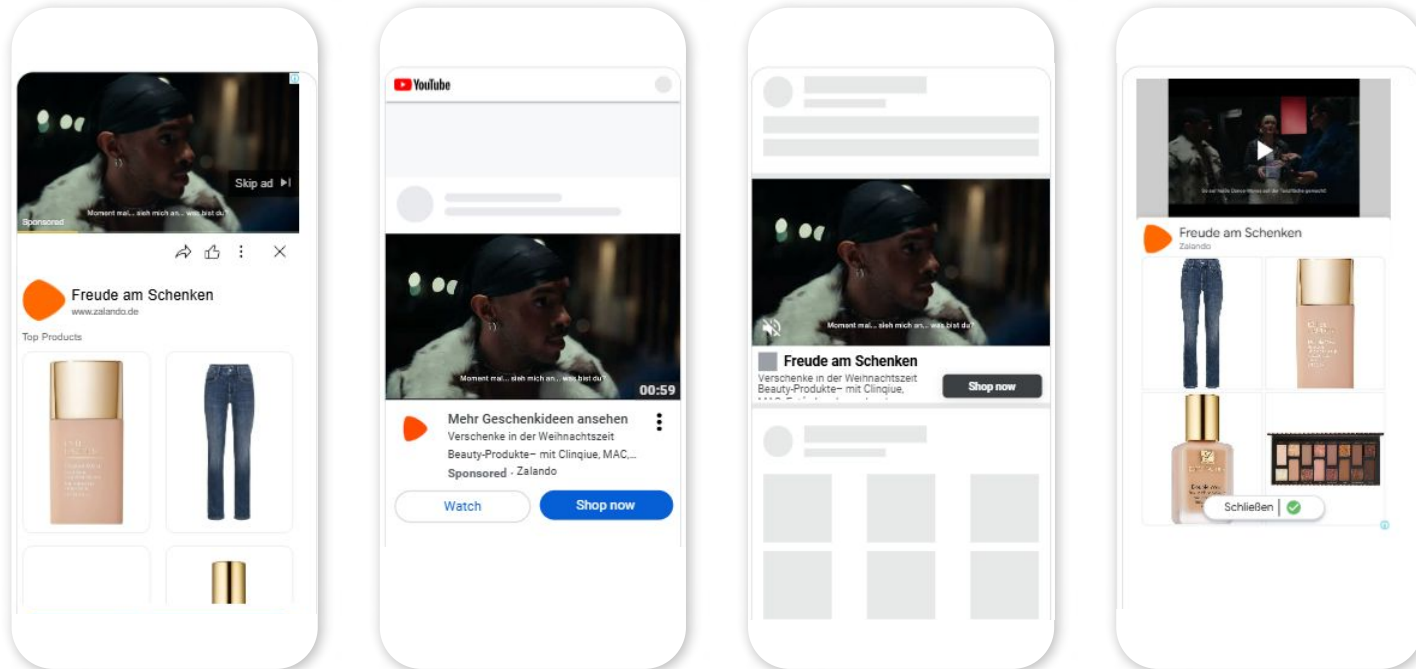


Display

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.

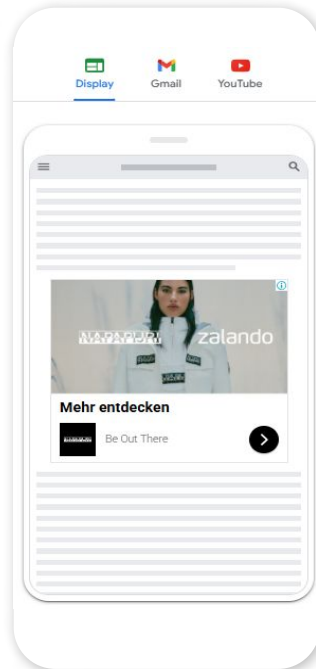
## Text Elements

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

## Image + Video Elements

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

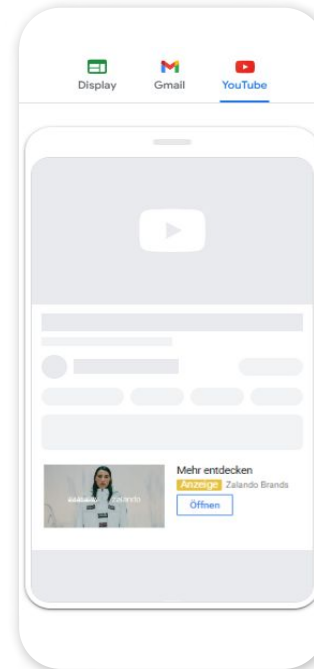
# Responsive Display Ads



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.

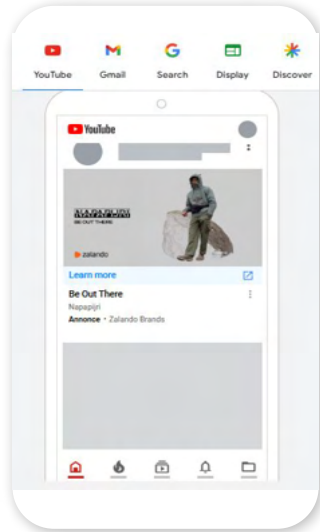
## Text Elements

| 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        | ✓        |

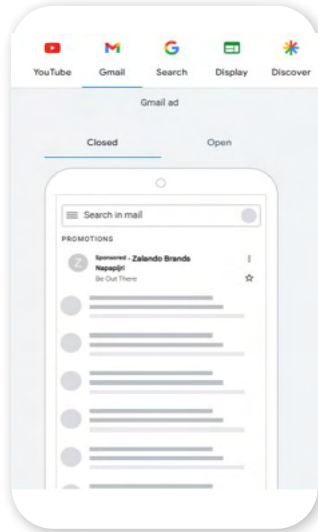
## Image + Video Elements

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

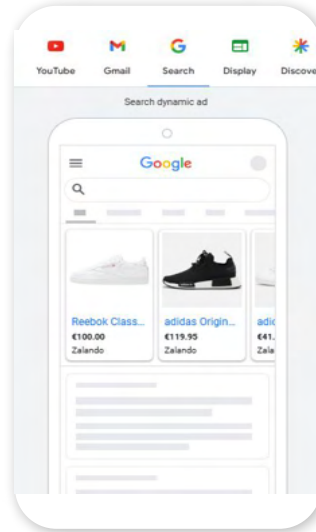
# Performance Max



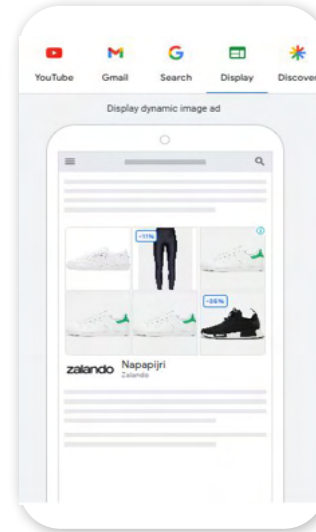
on Youtube



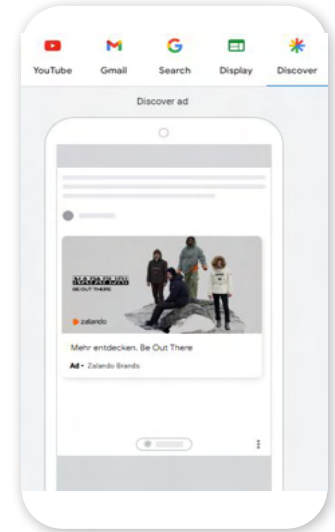
on Gmail



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<br>recommended 11 | ✓        |
| Long Headline | 90 characters    | 1-5<br>recommended 2   | X        |
| Description   | 90 characters    | 1-5<br>recommended 4   | ✓        |
| Brand Name    | 25 characters    | 1                      | ✓        |
| CTA           | automated        | 1                      | ✓        |
| Final URL     | 2,048 characters | 1                      | X        |

# Performance Max 2/2

## Image Elements

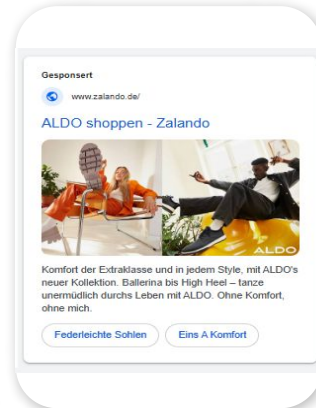
| Ratio                | Recommended Size                        | Quantity              | required |
|----------------------|---|-----------------------|----------|
| horizontal<br>1.91:1 | 1200x628 pixel<br>(min 600x314 pixel)   | 1-20<br>recommended 4 | ✓        |
| square<br>1:1        | 1200x1200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

## Video Elements (Optional)

| Ratio              | Recommended Size   | Quantity             | required |
|--------------------|--------------------|----------------------|----------|
| horizontal<br>16:9 | 10-seconds or more | 1-5<br>recommended 1 | X        |
| vertical<br>9:16   | 10-seconds or more | 1-5<br>recommended 1 | X        |
| square<br>1:1      | 10 seconds or more | 1-5<br>recommended 1 | X        |

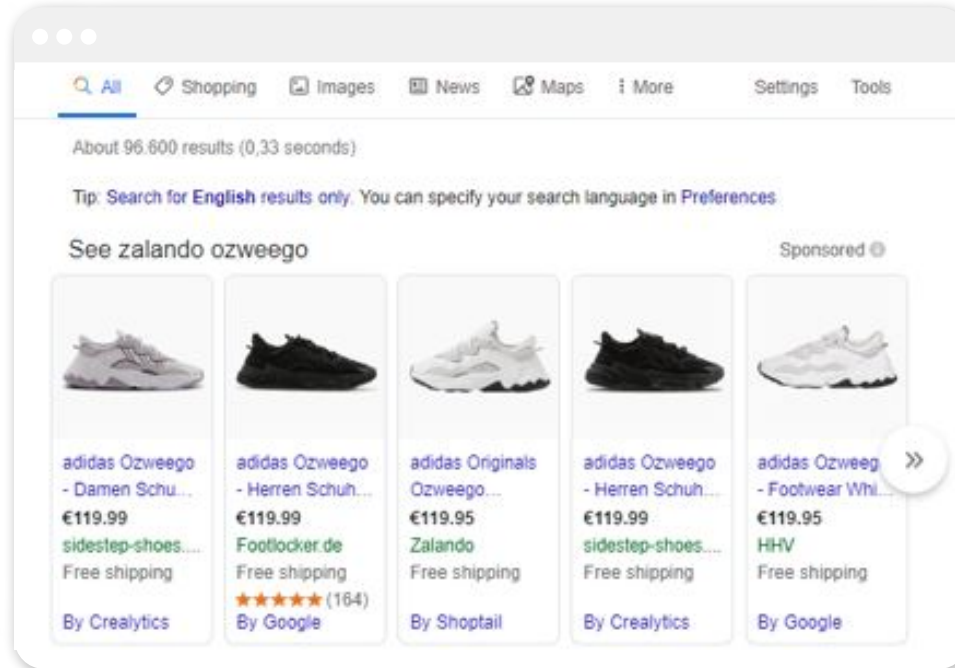
**Note:** If you don't add a video to your Performance Max asset group, then one or more videos may be auto-generated from the assets in your asset group..

# Responsive Search Ads

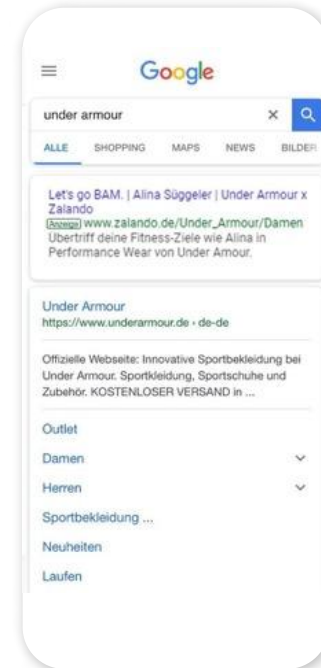




# Responsive Search Ads



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 | 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 | ✓        |
|  | Horizontal 1.91:1 | 1200 x 628 pixels (min 600 x 314 pixels)  | 1-20 images               | X        |

## 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          | X        |


# Responsive Search Ads

## Shopping Ads

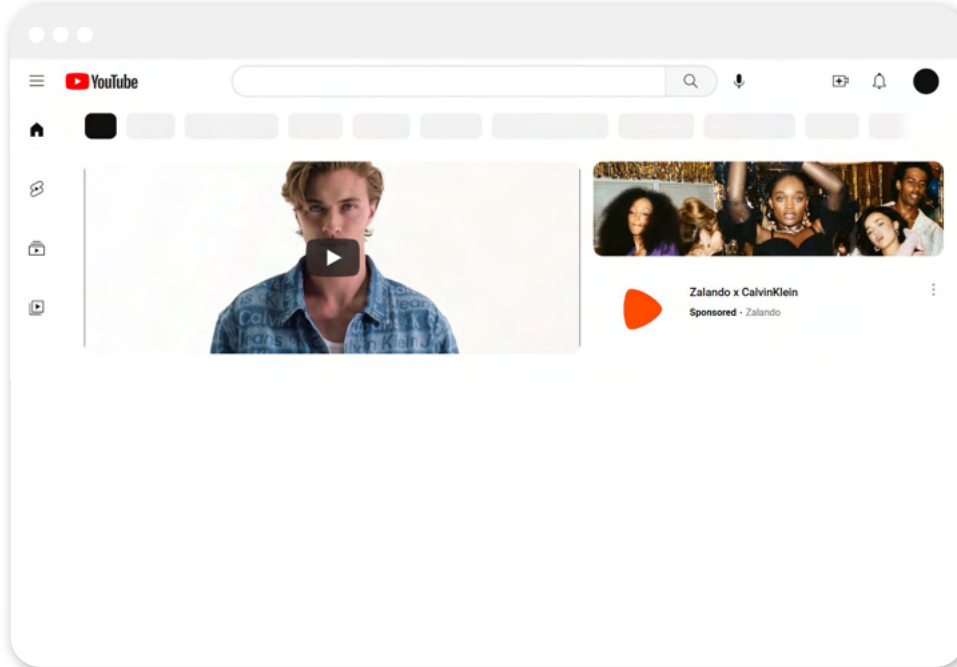
Product Shopping Ads allow you to include an image, title, price, and store or business name inside ads, without the need to create unique ads for each product. The information are taken from Google Shopping Center. These ads give users a strong sense of the product before they click the ad, which gives 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        |

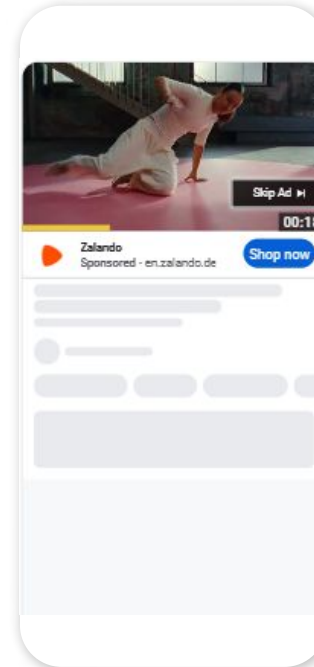
| IMAGES  | Type              | Maximum length                            | Quantity                  | Required |
|---|-------------------|---|---------------------------|----------|
|  | Square 1:1        | 1200 x 1200 pixels (min 300 x 300 pixels) | 1-20 images recommended 1 | X        |
|  | Horizontal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

| SKU   | Type     | Required |
|---|----------|----------|
|  | SKU List | ✓        |

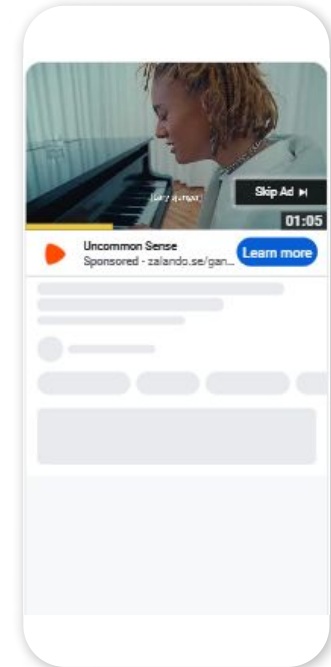
# Youtube Ads



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<br>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<br>16:9 | 1920x1080 pixel | 15 seconds (in-stream skippable, in-feed) and 6 seconds (Bumper) |
| vertical<br>9:16   | 1080x1920 pixel | 6-60 seconds (Shorts)  |
| square<br>1:1      | 1080x1080 pixel | 6-60 seconds   |

## Video (Target Frequency composition)

| Ratio              | Resolution      | Recommended Length   |
|--------------------|-----------------|--|
| horizontal<br>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

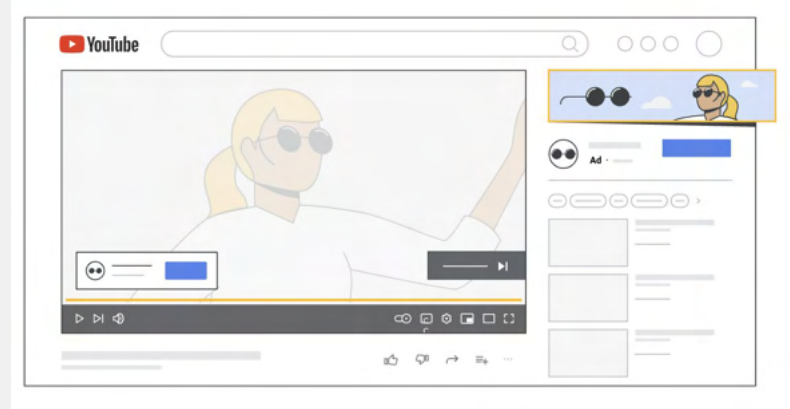
Thumbnails and companion banners exist alongside your video ad and are consistent across campaign types. A companion banner appears next to your video ad on YouTube. You can either upload a custom image for the banner, or allow Google Ads to generate an image from your YouTube channel banner.

## All Thumbnails

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

## All Companion Banners

| Ratio             | Resolution     | Format             | File Size |
|-------------------|----------------|--------------------|-----------|
| horizontal<br>5:1 | 300 x 60 pixel | JPG, GIF or<br>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)<br><br>recommended pixel:<br>1920x1080 pixel (horizontal)<br>1080x1920 pixel (vertical)<br>1080x1080 pixel (square) | 720p (standard HD)<br><br>minimum pixel:<br>1280x720 pixel (horizontal)<br>720x1280 pixel (vertical)<br>480x480 pixel (square) | minimum pixel SD:<br>640x480 pixel (horizontal)<br>480x640 pixel (vertical)<br>480x480 pixel (square)<br><br>for optimal quality, we don't recommend using SD  |
| Aspect Ratio  | 16:9 horizontal<br>9:16 vertical<br>1:1 square  | 4:3 (SD) for horizontal<br>2:3 (SD) for vertical   | for optimal quality, we don't recommend using SD   |
| File Size   | up to 256 GB  |  |  |
| Format composition:<br>- skippable in-stream<br>- in-feed video<br>- shorts | at least one horizontal :60-3:00,<br>one horizontal :15, and one<br>vertical :10-:60  | - Skippable in-stream: ≥:05<br>horizontal<br>- In-feed: ≥: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. |



zalando**PARTNER**

# Marketing Services

# Get in touch with us

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