

THESE ADS WORK: BEST PRACTICES

The Tech Specs



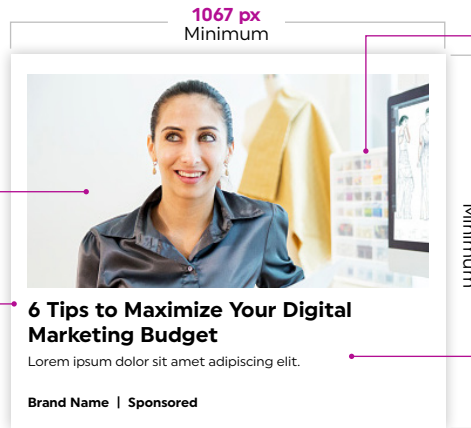
Static Image or Photo Ads

- The system will automatically crop and resize your photo
- .jpg, .gif, .png, .webp files allowed
- 2 MB maximum size
- 1000 X 750 pixels (or an increment of that, following a 4:3 ratio)
- Fill in the entire space allotted for the creative



Headline Text

- 35-45 characters recommended
- Do not exceed 60 characters



Video Ads

- .mp4, .mov files allowed
- 1000 MB maximum size
- Resolution:16:9
- 120 seconds maximum length of run
- 10 seconds minimum length of run



Description / Body Text

- 80 characters max
- The language selected must accurately match the language of the headline and landing page

Creative Recommendations

- Medium Zoom on images
- Shoulders and up when using images of people
- Keep it clean, uncluttered
- Use bright, attention-grabbing colors
- Avoid layering anything over the image such as text, logos, etc
- Reduce quick movements for video ads. Slow-paced, subtle movement performs best
- You can also try turning your static images into a carousel. Include motion in the transitions for added effect

Text Recommendations

- Utilizing numbered lists in your title can increase clicks. ie: "5 Superfoods You Should Add to Your Grocery List"
- Address your audience within your headline by their common feature. ie: "Learn Why New Parents Won't Buy Any Other Stroller..."
- Create a sense of urgency or exclusivity. "Don't Book Your Next Flight Before Checking These Rates"
- Always capitalize your titles / headlines



Final Tip!

Remember to split your campaigns by platform to see what works best on desktop vs. mobile. Consumption behaviors are different and always changing. It is best to test at least 3 title + image combinations to inform future campaign decisions.