

ZMS

FORMATS & CREATIVE GUIDELINES

Zalando
Media
Solutions



ZALANDO FORMATS

ZMS

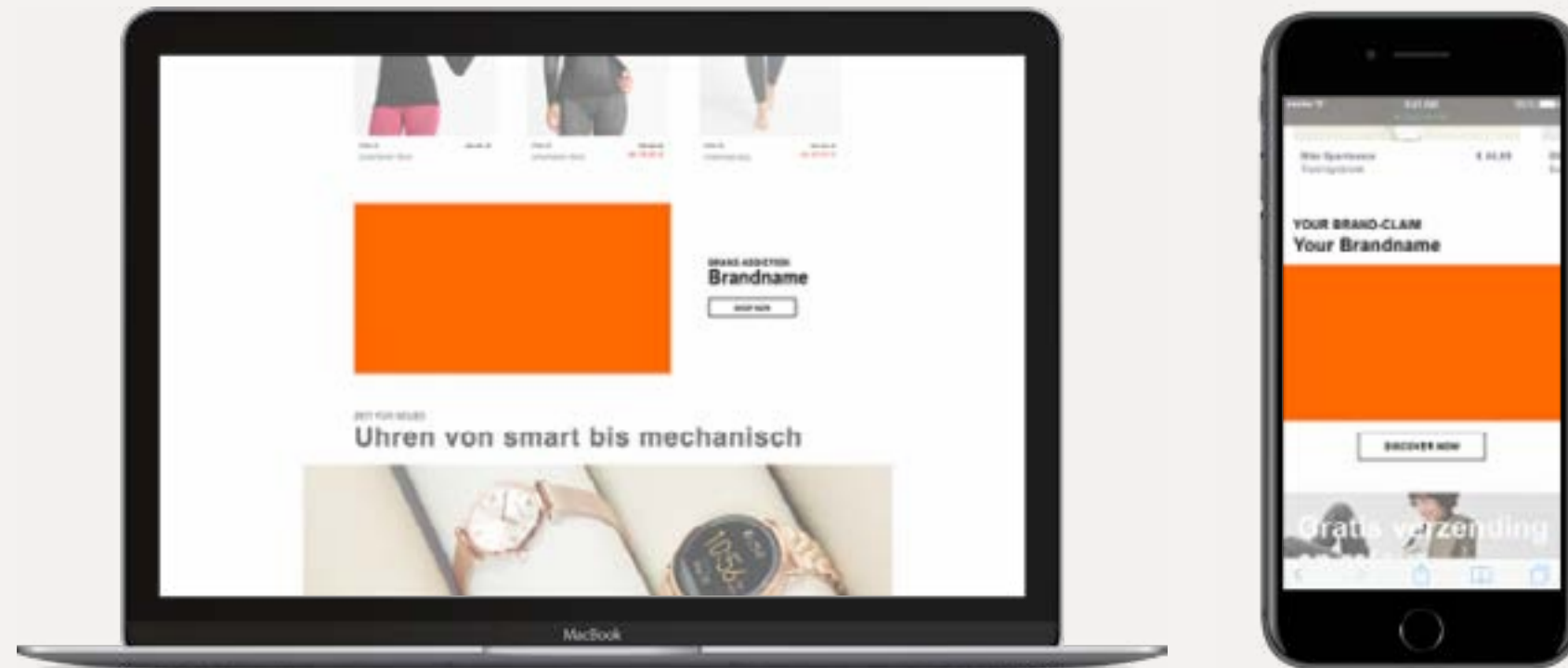
HOMEPAGE TEASER

6

DESKTOP

Resolution
Format
File Size

1200 × 675 px
JPEG
Max. 200 kb



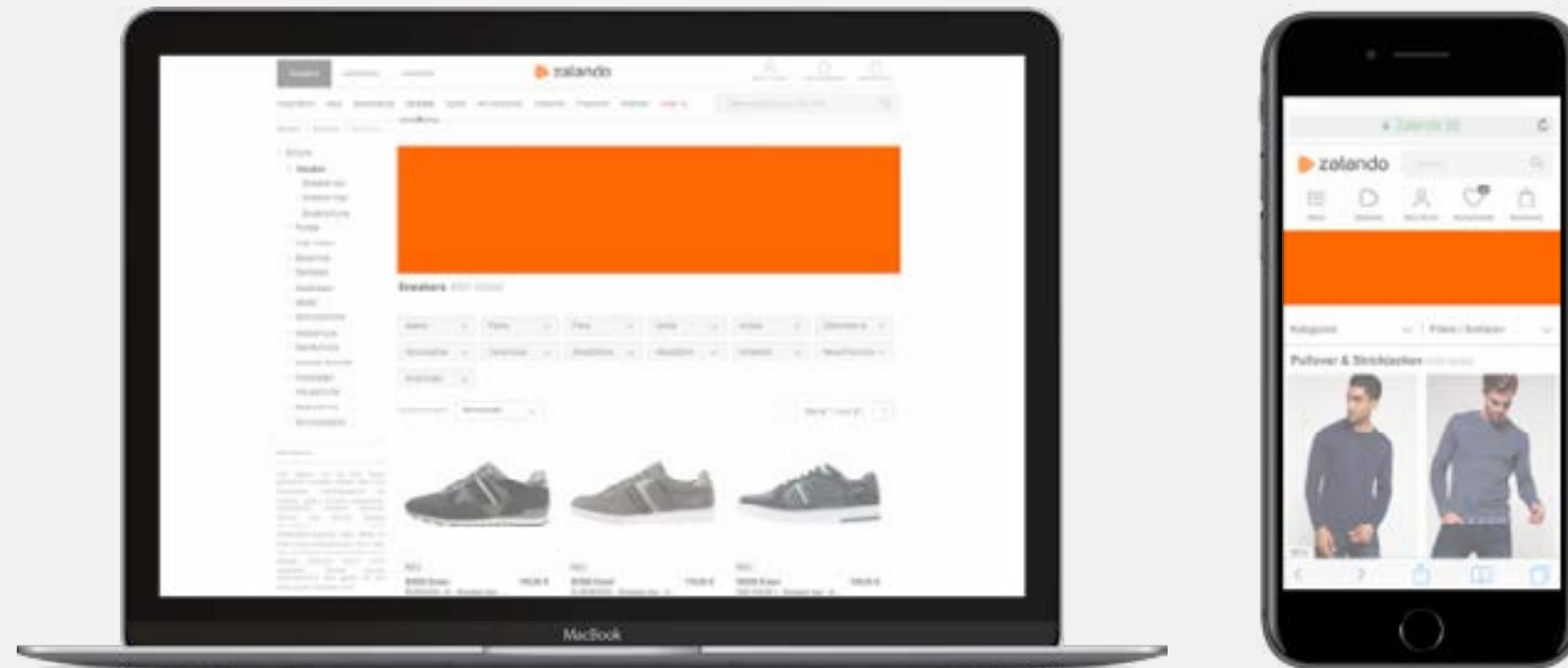
MOBILE

Resolution
Format
File Size

640 × 360 px
JPEG
Max. 200 kb

- Capture a user's attention right when he/she starts his/her journey on our homepage
- High visibility on all devices
- Perfect for brand building and driving awareness

CATEGORY AD



DESKTOP

7

Resolution
Format
File Size

1612 × 344 px
JPEG
Max. 100 kb

MOBILE

Resolution
Format
File Size

750 × 160 px
JPEG
Max. 100 kb

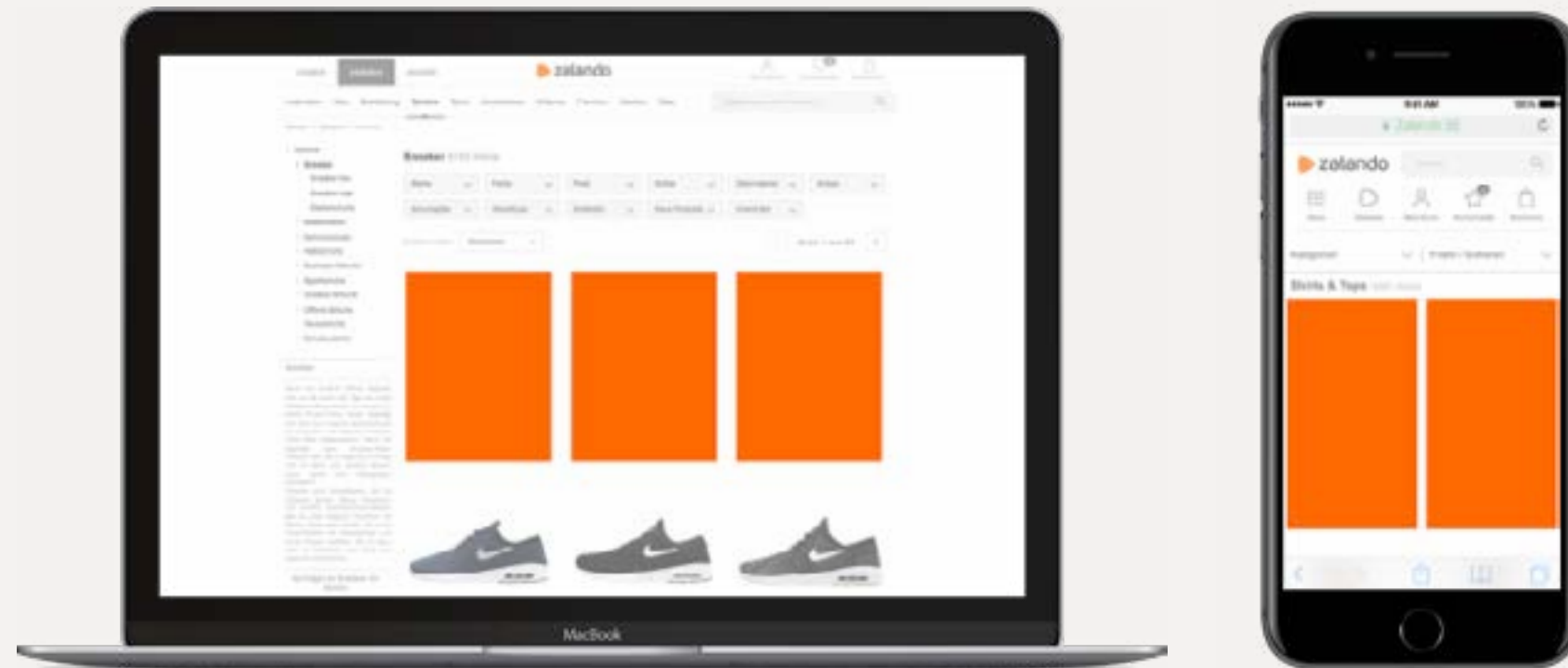
- Inspire the user with recommendations while he/she browses through the product catalogues
- High visibility on all devices
- Perfect for driving awareness and engagement down the funnel

CO-CURATED PRODUCTS

DESKTOP

8

generated from existing product images

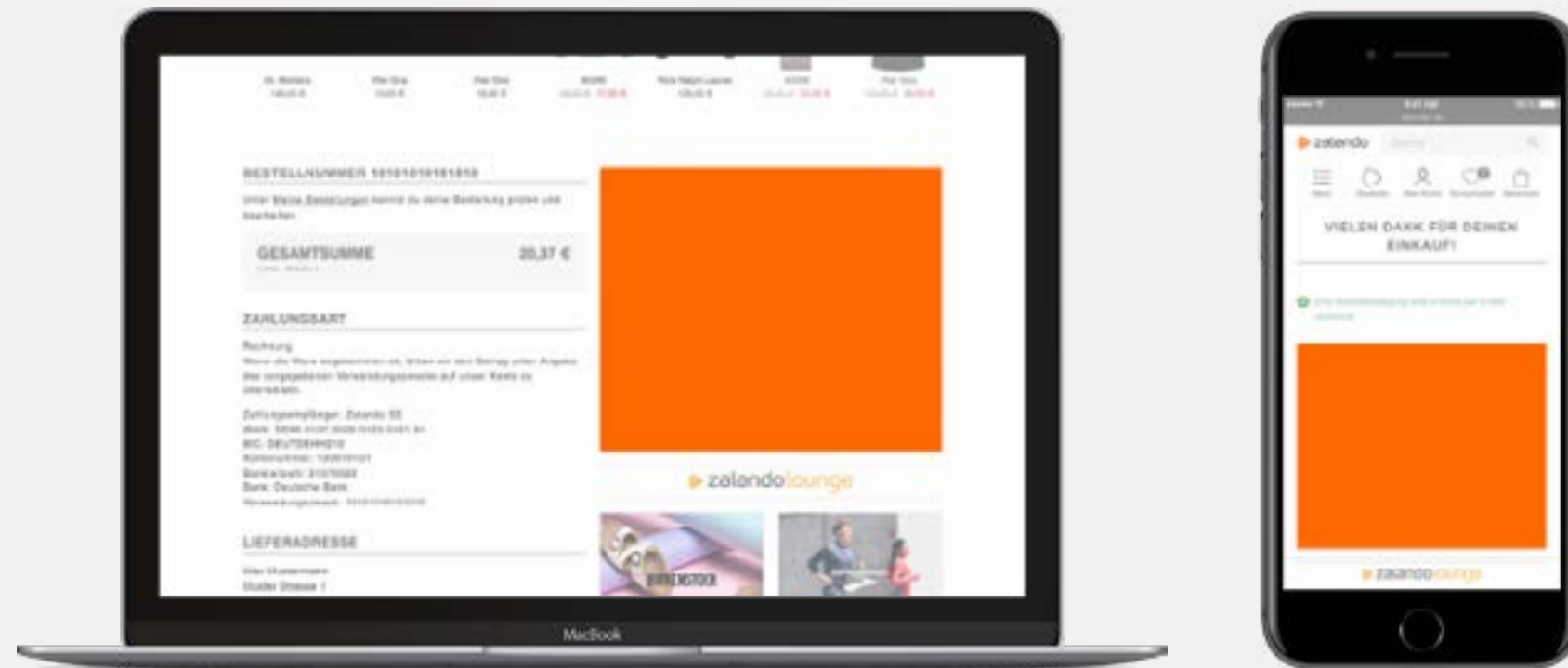


MOBILE

generated from existing product images

- Bid your products up the catalogues and drive visibility
- Highly native advertising experience
- Perfect for capturing interest and fostering purchase intent

SUCCESS PAGE TOP TEASER



DESKTOP

9

Resolution
Format
File Size

600 × 500 px
JPEG, GIF
Max. 100 kb

MOBILE

Resolution
Format
File Size

600 × 500 px
JPEG, GIF
Max. 100 kb

- Grab the user's attention at the end of the purchase process — High visibility
- Very prominent ad placement
- Perfect for pulling users into a new interest funnel and inspire them

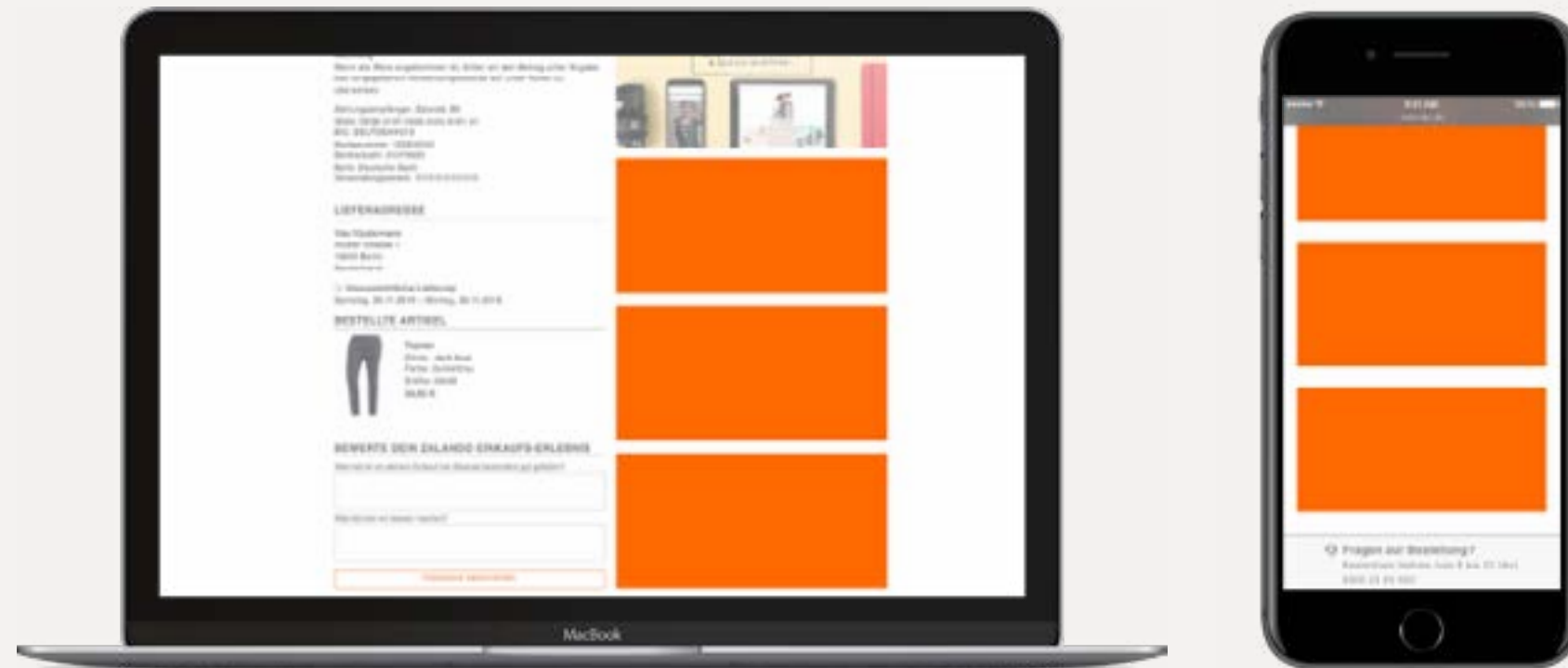
SUCCESS PAGE BANNER

DESKTOP

10

Resolution
Format
File Size

600 × 300 px
JPEG
Max. 100 kb



MOBILE

Resolution
Format
File Size

600 × 300 px
JPEG
Max. 100 kb

- Grab the user's attention at the end of the purchase process
- Very prominent display format
- Perfect for pulling the users into a new interest funnel and inspire them

WEB & SOCIAL FORMATS

ZMS



AUDIENCE EXTENSION ACROSS THE WEB



DISPLAY FORMATS

Advertising placements on premium sites across the web for mobile and desktop

VIDEO FORMATS

Inpage Expandable for mobile and desktop

SOCIAL PLATFORMS

FB Display and Video Ads
Youtube Instream Pre-Roll for mobile and desktop

- Extend your reach on premium inventory across the web, with multiple formats
- Leverage our data on display and online video campaigns
- Perfect for achieving your reach and frequency objectives

CREATIVE GUIDELINES

ZMS



ZALANDO FORMATS ONSITE

- HOMEPAGE TEASER
- CATEGORY AD
- SUCCESS PAGE

WEB & SOCIAL FORMATS OFFSITE

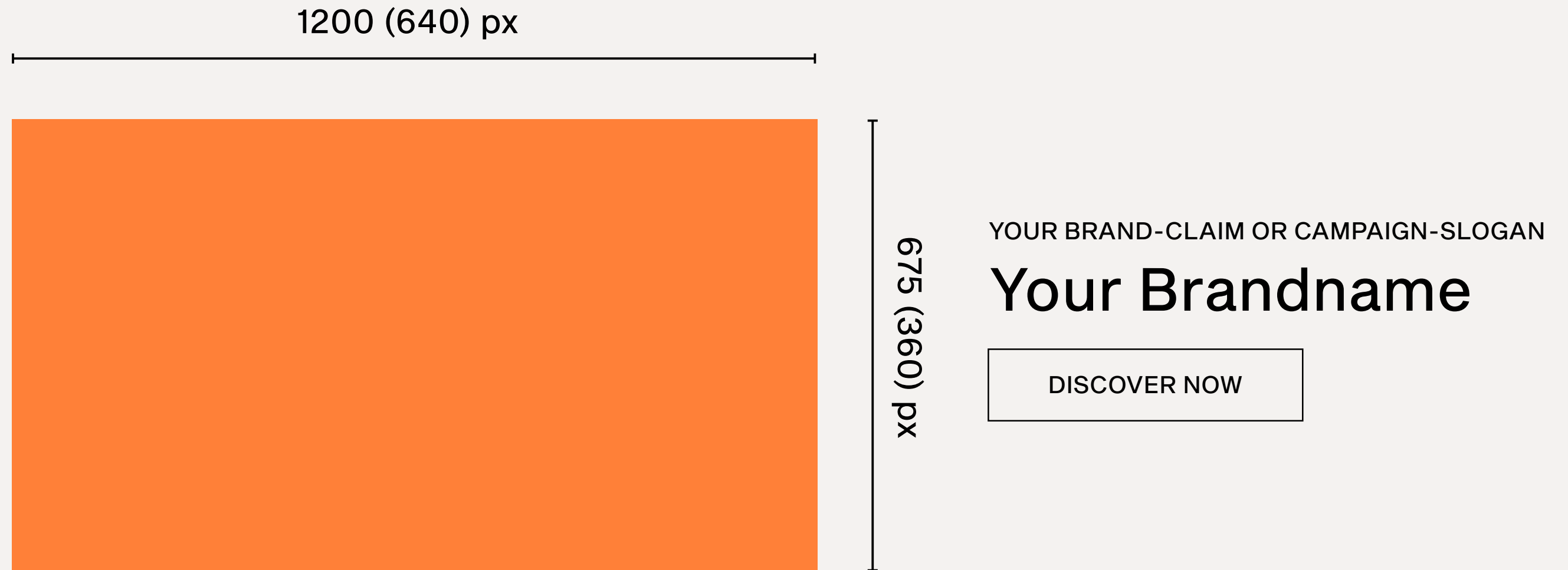
- BANNER
- VIDEO
- FACEBOOK
- THIRD PARTY AD SERVER

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These specs and policies explain how to create great advertising experiences for our customers on Zalando's own inventory as well as on our premium audience extension network. Therefore we ask you and your agency partners to review all advertising creatives with the following creative guidelines and technical specification in mind before submitting them for approval.

All advertising content must be appropriate for a general audience and must comply with all laws and rules and regulations that apply to the advertiser, the advertising content, and any location where the advertisements may appear.

HOMEPAGE TEASER



Desktop Resolution
1200 × 675 px

Mobile Resolution
640 × 360 px

Format
JPEG

File Size
Max. 200 kb

Text elements on the right shouldn't be part of the image. They will be added afterwards. Please provide your brand claim or campaign slogan with a maximum of 28 characters.

HOMEPAGE TEASER

TEXT ON THE RIGHT

Please send us your campaign or brand related text with max. 28 characters

CALL TO ACTION 16

Please do not use more than 20 characters for the CTA.

COLOR FILL

Do not use a white background. It must be brighter than #f3f3f3

LOGO POSITION

Positioning is flexible but should not touch the edges

HOMEPAGE TEASER EXAMPLES

ZMS



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THIS IS WHAT WE LIKE.
Kiomi

DISCOVER NOW



BRAND ADDICTION
Mint & Berry

DISCOVER NOW



BRAND ADDICTION
Sandro

DISCOVER NOW

CATEGORY AD



Desktop Resolution
1612 × 344 px

Mobile Resolution
750 × 160 px

Format
JPEG

File Size
Max. 100 kb

A CTA is added by ZMS, but it can be customized if needed. In this case should be provided for all relevant countries / languages and be max. 24 characters.

CATEGORY AD

PRODUCT FOCUS

The creatives must be product focused.
The products must match its category

IMAGE CROPPING

Ensure that models are on roughly the same height so they aren't cropped off strangely.

USE ONE MAIN MOTIVE

Don't use split image compositions.
A product photo from the catalogue can be added alongside to the motive.

LOGO POSITION

Positioning is flexible but should not touch the edges

DEFINED EDGE

Background should be no brighter than #f3f3f3 to ensure minimum contrast.
No additional borders needed.

PRODUCT AVAILABILITY

Promoted product must be available on target page

USE ONE MAIN MOTIVE

Don't use split image compositions.
A product photo from the catalogue can be added alongside to the motive.

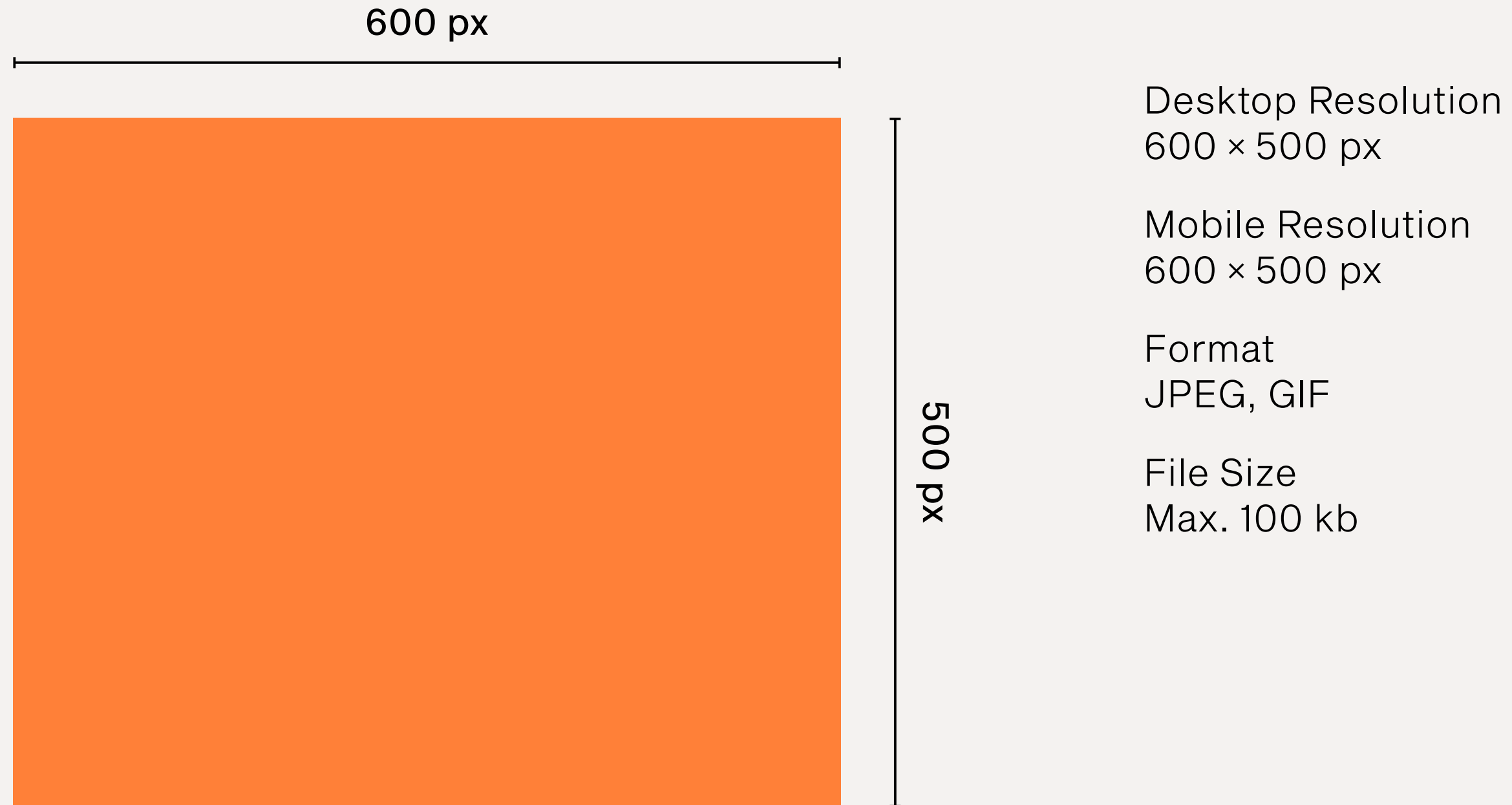
LOGO SIZE

Between a third / quarter of the banner's height

CATEGORY AD EXAMPLES

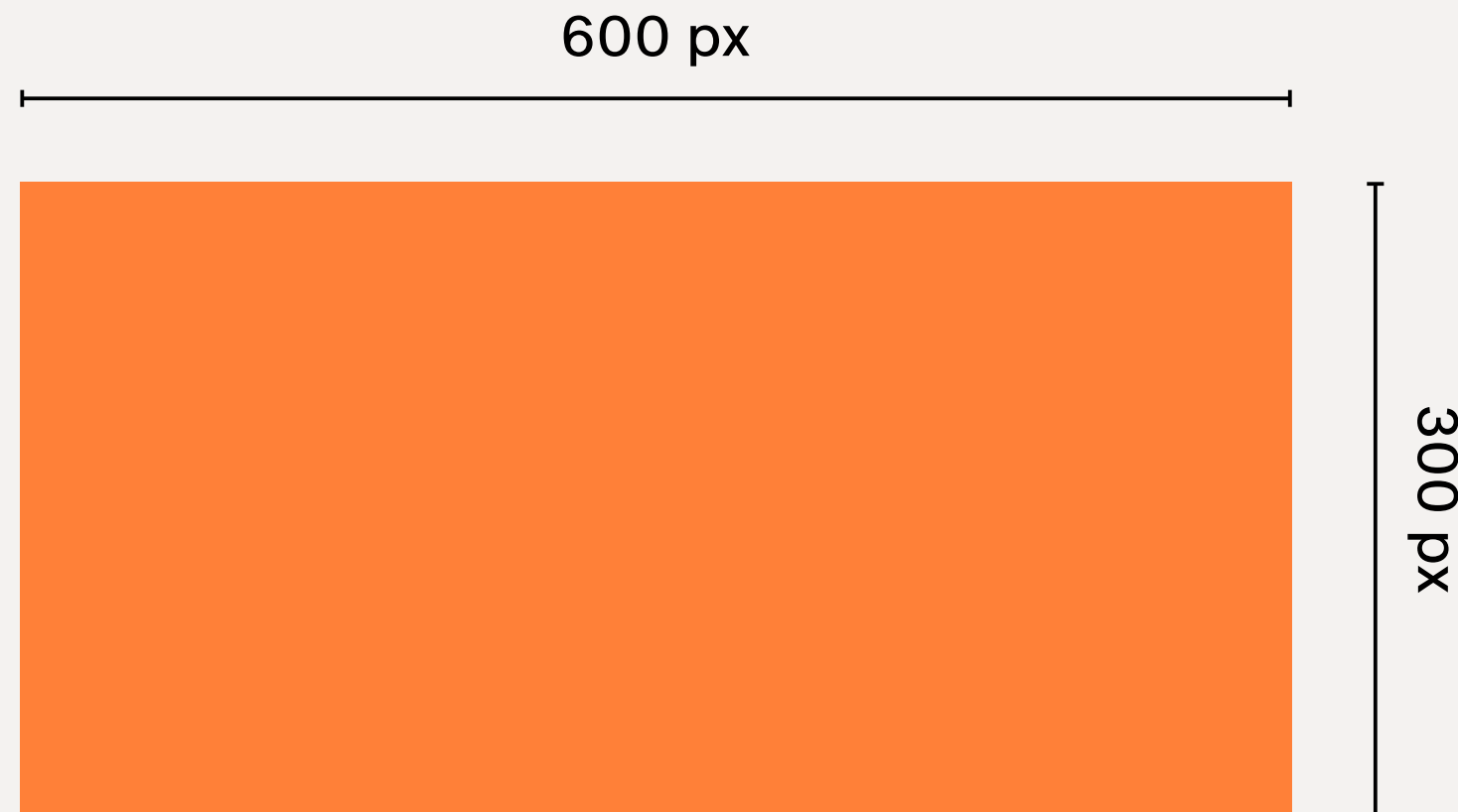


SUCCESS PAGE TOP TEASER



Adding Borders — Black or white backgrounds must have a visible border of a contrasting color.
Add a CTA — Please consider to integrate a CTA on creatives to improve performance

SUCCESS PAGE BANNER



Desktop Resolution
600 × 300 px

Mobile Resolution
600 × 300 px

Format
JPEG

File Size
Max. 100 kb

Adding Borders — Black or white backgrounds must have a visible border of a contrasting color.
Add a CTA — Please consider to integrate a CTA on creatives to improve performance

WEB FORMATS

DESKTOP

Skyscraper	120 × 600 px
Wide Skyscraper	160 × 600 px
Medium Rectangle	300 × 250 px
Leaderboard	728 × 90 px
Halfpage Ad*	300 × 600 px
Billboard Ad 1*	800 × 250 px
Billboard Ad 2*	970 × 250 px

* Formats are optional, however can be used for premium placements

MOBILE

Skyscraper	160 × 600 px
Square	250 × 250 px
Medium Rectangle	300 × 250 px
Banner	320 × 50 px
Full Banner	468 × 60 px
Leaderboard	728 × 90 px

Format
JPEG, GIF, HTML5

File Size
Max. 100 kb

ADDING BORDERS

Black or white backgrounds must have a visible border of a contrasting color.

CLICK TAG - HTML5

Make sure your creative uses the click tag variable as the click destination.

MAX ANIMATION DURATION

Max duration of 30 sec (desktop) and 20 sec (mobile).

ADD A CTA

Please consider to integrate a CTA on creatives to improve performance

WEB VIDEO FORMATS

VIDEO

Format	Digital Video Ad Serving Template (VAST) 2.0[1] max
Size	10 mb
Duration	15 - 30 sec
Aspect Ratio	16:9 - 640 × 360 px 4:3 - 640 × 480 px
Bitrate	400kbps, 1mbps

USER INITIATED AUDIO

Audio must be user initiated with a visible sound on / off button displayed.

LINK IN NEW WINDOW

Ads must open in new tab or new window only.

VIDEO FORMATS

Provide FLV for Flash players, and MP4 + WebM file for HTML5 players.

ADD A CLICK TAG

Make sure your creative uses the click tag variable as the click destination.

FACEBOOK

LINK PAGE POST

Image Size	1200 × 628 px
Message	90 chars
Headline	25 chars
Text	90 chars
Link description	30 chars
Creatives	min. 2 images

[Facebook Guidelines](#)

CAROUSEL

Image Size	1080 × 1080 px
Message	90 chars
Headline	40 chars
Link description	20 chars
Creatives	4 – 6 images

[Facebook Guidelines](#)

Please use our [Facebook Sheet](#) for your wording and further information.
Your image may not include more than 20% text. Check it [here](#).
Refer to the [Facebook policies](#).

FACEBOOK

LINK PAGE POST VIDEO

Aspect Ratio	16:9 or 1:1
Message	90 chars
Headline	25 chars
Newsfeed description	30 chars
File Format	.MP4 container
Length*	120 mins max.
Thumbnail Size	1200 × 628 px
Thumbnail Format	JPEG

[Facebook Guidelines](#)

* Video length of up to 30 seconds will continuously loop on Facebook for up to approximately 90 seconds.

CAROUSEL VIDEO

Aspect Ratio	1:1 or 16:9
Message	90 chars
Headline	25 chars
Newsfeed description	30 chars
File Format	.MP4 container
Length*	120 mins max.
Thumbnail Size	1080 × 1080 px
Thumbnail Format	JPEG

[Facebook Guidelines](#)

Please use our [Facebook Sheet](#) for your wording and further information.
Your image may not include more than 20% text. Check it [here](#).
Refer to the [Facebook policies](#).

APPROVED THIRD PARTY AD SERVER

Use of any third party to serve content inside of an advertisement is restricted to approved technologies. 27

The delivered tracker/creatives may not include DMP tags and/or audience management pixel. We will check all tags before, after and during the campaign several times. Impression and click tracking is supported for link out and link in campaigns.

The table on the next page is a comprehensive list of all currently approved technologies for ad serving, creative hosting, and similar services.

24/7 REALMEDIA
ADFORM

SIZMEK

ADITION

ADLOOX

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AKAMAI

ATLAS (LEGACY
TAGS)

TRADEDOUBLER

DOUBLEVERIFY

SMART ADSERVER

DOUBLECLICK

EULERIAN

FLASH TALKING

HEIAS

INTEGRAL AD
SCIENCE

MEDIAMIND

MEDIAPLEX

MEETRICS

NEWTENTION

QUISMA

WEBORAMA

ZMS