Formats & Creative Guidelines

From brand building to sales performance, ZMS offers you the right formats to reach your audience on Zalando, web and social channels. Benefit from data-driven 360° campaigns to boost your awareness, engagement and sales.

- Reach millions of consumers based on Zalando data across 17 European markets.
- Run integrated cross-platform campaigns with ZMS on Zalando, web and social channels.
- Benefit from our profound media buying, data science and tech capabilities.
- We provide you with extensive reports and insights.

ZMS_PARTNERCONSULTANCY@ZALANDO.DE
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Zalando Formats

**DESKTOP / MOBILE**

- **Homepage Teaser**
- **Engagement Teaser**
- **Category Ad**
- **In-Catalogue Teaser**
- **Countdown Teaser**
- **Co-Curated Products**

**APP**

- **Video**
- **Product Carousel**
- **Brand Carousel**

**NEWSLETTER**

- **Top Teaser**
- **Bottom Teaser**
Dynamic placement of the image / video teasers
Creative will be displayed either on top or secondary position of the Zalando homepage

Considerations for image and video teasers
- Mind the Safe Zone and Danger Zone both for image and video. The Safe Zone will not be covered by text or cut in different resolutions. Place for important elements such as logo, focus products etc.
- No additional borders needed.
- Creatives are subject to approval by Zalando. Please contact your Partner Consultant for further details.

Text elements

<table>
<thead>
<tr>
<th>Text elements</th>
<th>Desktop/Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subtitle</td>
<td>21 characters</td>
</tr>
<tr>
<td>Headline</td>
<td>37 characters</td>
</tr>
<tr>
<td>CTA</td>
<td>28 characters</td>
</tr>
</tbody>
</table>

The creative itself should never contain text. Deliver text elements separately.

SKU Carousel
- Provide a list of 25 SKUs.

Check position of logo and focus product on the image/video creative! Detailed guidelines on the next two pages.

Image Creatives

<table>
<thead>
<tr>
<th>Format</th>
<th>W</th>
<th>H</th>
<th>Filetype</th>
<th>Max. Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web</td>
<td>3200</td>
<td>1160</td>
<td>JPEG</td>
<td>max. 300 KB</td>
</tr>
<tr>
<td>Web</td>
<td>750</td>
<td>640</td>
<td>JPEG</td>
<td>max. 300 KB</td>
</tr>
<tr>
<td>App</td>
<td>2304</td>
<td>1320</td>
<td>JPEG</td>
<td>max. 200 KB</td>
</tr>
<tr>
<td>App</td>
<td>960</td>
<td>1110</td>
<td>JPEG</td>
<td>max. 200 KB</td>
</tr>
<tr>
<td>New Design</td>
<td>960</td>
<td>924</td>
<td>JPEG</td>
<td>max. 200 KB</td>
</tr>
</tbody>
</table>

Video Creatives

<table>
<thead>
<tr>
<th>Format</th>
<th>W</th>
<th>H</th>
<th>Filetype</th>
<th>Max. Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>1600</td>
<td>580</td>
<td>MP4</td>
<td>max. 2 MB</td>
</tr>
<tr>
<td>App</td>
<td>960</td>
<td>924</td>
<td>MP4</td>
<td>max. 2 MB</td>
</tr>
</tbody>
</table>

- 3-10 sec. video without sound and captions
- Image is still required when video is used

Preview: Homepage Teaser Video
Homepage Teaser: Creative Specification Details

Essential Dos & Don'ts

- Creatives should never contain text. Headline, subtitle and CTA appear as overlay elements.
- Always place your focus product and logo in the Safe Zone of the image.
- Avoid that important elements of the creative are cut (See the Don't examples below)
- No margins/borders: if creative consists of multiple images, the creative should not contain margins. No outlines / borders should be included.

Do: Creatives without margins, borders, outlines

Don't: Creatives with margins between different image elements
**Homepage Teaser: Creative Specification Details**

**Dos: Position your product in the green safe zone**

<table>
<thead>
<tr>
<th>Deliverered creatives</th>
<th>Web Desktop</th>
<th>Web Mobile</th>
<th>App Tablet</th>
<th>App Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>

**Mockups**  
(indicating Safe Zones and position of text fields)

**Don’ts: products which are not positioned in the safe zone won’t be visible**

<table>
<thead>
<tr>
<th>Deliverered creatives</th>
<th>Web Desktop</th>
<th>Web Mobile</th>
<th>App Tablet</th>
<th>App Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>

**Mockups**  
(indicating Safe Zones and position of text fields)

**Don’ts: place text on creatives**

<table>
<thead>
<tr>
<th>Deliverered creatives</th>
<th>Web Desktop</th>
<th>Web Mobile</th>
<th>App Tablet</th>
<th>App Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image9.png" alt="Image" /></td>
<td><img src="image10.png" alt="Image" /></td>
<td><img src="image11.png" alt="Image" /></td>
<td><img src="image12.png" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>

**Mockups**  
(indicating Safe Zones and position of text fields)
Engagement Teaser

On the Zalando homepage – high engagement and CTRs

Perfect for storytelling

Supports long videos

Creatives (Image Teaser)

- **Video**
  - W:1278 H:720 JPEG max. 200 KB

- **Still image**
  - W:750 H:562 JPEG max. 200 KB

Creatives (Video Teaser)

- **Video**
  - W:1278 H:720 MP4 max. 10 MB, min. 20 sec., max. 70 sec.

- **Still image**
  - W:640 H:360 JPEG max. 200 KB

Considerations

- Image color must be no brighter than \#F3F3F3.
- Logo position: flexible but should not touch the edges.
- Choose the Background Color from Color Palette.
- No additional borders needed.

Text elements

- **Subtitle**
  - 17 characters

- **Headline**
  - 37 characters

- **Description (optional)**
  - 150 characters

- **CTA**
  - 28 characters

- Text elements and white text background shouldn’t be part of the image. They will be added afterwards.
Category Ads

Reach users with specific interests

High visibility on all devices

Perfect for driving awareness and engagement

Creatives (Image Teaser)

<table>
<thead>
<tr>
<th>Element</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Max Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>1612</td>
<td>344</td>
<td>JPEG</td>
<td>100 KB</td>
</tr>
<tr>
<td>Image</td>
<td>750</td>
<td>160</td>
<td>JPEG</td>
<td>100 KB</td>
</tr>
</tbody>
</table>

Creatives (Composite Teaser)

Consists of 3 equally sized slots (1 video + thumbnail image and 2 images). Composite Teaser is supported on desktop only, for mobile provide an Image Teaser (750x160).

<table>
<thead>
<tr>
<th>Element</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Max Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video</td>
<td>638</td>
<td>480</td>
<td>MP4</td>
<td></td>
</tr>
<tr>
<td>Video Still image</td>
<td>638</td>
<td>480</td>
<td>JPEG</td>
<td></td>
</tr>
<tr>
<td>2x Image</td>
<td>638</td>
<td>480</td>
<td>JPEG</td>
<td></td>
</tr>
</tbody>
</table>

Considerations

- The creatives must be product focused and match the category.
- Promoted product must be available on category page.
- Image color must be no brighter than #F3F3F3.
- No additional borders needed.
- Logo size: between a third/quarter of the banner’s height. Logo position: flexible but should not touch the edges.

Composite Teaser

- CTA is overlying and placed in the middle or right composite, always at the bottom of the image.
- Video should have max. 2 rather slow cuts and have a smooth transition while looping.

Text elements

CTA is added by ZMS, can be customized if needed. In this case, it should be provided for all relevant countries/languages with max. 24 characters.
In-Catalogue Teaser

Attract users actively browsing the category

High visibility on all devices

Prominent position on 1st category page

Creatives

- W:792  H:1144  JPEG, GIF  max. 300 KB

Considerations

- 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).

Text elements

- Headline 16 characters
- CTA 32 characters

- Text elements and white text background shouldn’t be part of the image. They will be added afterwards.
Countdown Teaser

"Generate awareness and demand for your product drops"

"For exclusive, limited or special product items or collections"

"Leverage the countdown and availability phase"

Approach
- Available on request for exclusive, limited or special product drops, please check with your partner consultant for further details
- Countdown Teaser will be visible on the Zalando homepage 2 days before the product drop incl. date of availability (= countdown phase) as well as 2 days after the release (=availability phase).
- Shoppers can sign up for a reminder for the release date in order to drive engagement and conversions
- Addressing specific target audiences with the teaser is possible

Creatives (Image Teaser)
- W:1000 H:1444 JPEG max. 300 KB

Considerations
- Image color must be no brighter than #F3F3F3.
- Logo integration / position: flexible but should not touch the edges.
- No additional borders needed.

Text elements
- Exemplary default texts available
  - Subtitle (default): 25 characters
  - Headline: 45 characters
  - Product / Collection Description (optional): 220 characters
  - “Product available” text: 27 characters
  - CTA (default): 28 characters
Co-Curated Products

"Push your products up the catalogs and drive visibility"

"Truly native advertising experience"

"Perfect for capturing interest and boosting sales"

No additional creatives needed, ads generated from the product feed. Discuss SKUs selection with your Partner Consultant.
Newsletter Teaser

Activate Zalando customers with inspiring newsletter teasers

Ideal for driving engagement

Run newsletter campaigns in up to 14 European markets

Creatives

<table>
<thead>
<tr>
<th>Either</th>
<th>W:900</th>
<th>H:900</th>
<th>JPEG / GIF</th>
<th>max. 1 MB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Or</td>
<td>W:900</td>
<td>H:500</td>
<td>JPEG / GIF</td>
<td>max. 1 MB</td>
</tr>
</tbody>
</table>

- Choose between Top Teaser or Bottom Teaser, static image or animated gif. Two ad sizes are available, for both top and bottom teaser.

Considerations

- Two placements available: top and bottom teaser
- Newsletter send out: two times a month within a one-week window.
- Please check landing URL/catalogue page with your partner consultant
- Use images that clearly show a product or a look, in order to trigger clicks and drive inspiration. No additional borders needed.
- Promoted product must be available on Zalando
- Small logo integration possible, logo must not touch the edges
- Image color must be no brighter than #F3F3F3

Text elements

- Headline: Optimum: 40 characters (max. 50)
- Subline: Max. 50 characters
- CTA: Max. 30 characters

- Deliver text elements separately. Creatives should never contain text.
App Placements

“Ideal for raising awareness”

“Perfect for teasing a new collection”

In-App Product Carousel

- No additional creatives needed, ads generated from the product feed. Please check SKUs selection with your Partner Consultant. (9 to 12 SKUs per carousel). For a custom SKUs landing page send us a list of min 20 SKUs.

In-App Brand Carousel

- ZMS will place the ad either in the 2nd or 4th “Brands we love” carousel slot.

In-App Video

- Image color must be no brighter than #F3F3F3.
- Direct product demos or still images slide-shows are not allowed.
- Black top or bottom bars are not allowed.
Zalando Formats

**Homepage Teaser (Image)**

- **Desktop**: W:3200 H:1160 JPEG max. 300 KB
- **Responsive (Web)**: W:750 H:640 JPEG max. 300 KB
- **App**: W:2304 H:1320 JPEG max. 200 KB
- **App**: W:960 H:1110 JPEG max. 200 KB

- Mind the Safe Zones. No additional borders needed.
- Creatives are subject to approval by Zalando. Please contact your Partner Consultant for further details.
- Text elements shouldn't be part of the image. They will be added afterwards.
- Provide a list of 25 SKUs (not applicable for app version).

**Homepage Teaser (Video)**

- **Video**: W:1600 H:580 MP4 max. 2 MB, 3-10 seconds without sound
- **App**: W:960 H:924 MP4 max. 2 MB

- Web only. Mind the Safe Zones. No additional borders needed. On mobile, only central part of the video will be displayed.
- Creatives are subject to approval by Zalando. Please contact your Partner Consultant for further details.
- Video must have smooth transition while looping.
- Image teasers are required as well as fallback.
- Text elements shouldn't be part of the video. They will be added afterwards.

**Engagement Teaser (Image)**

- **Desktop**: W:1278 H:720 JPEG max. 200 KB
- **Responsive (Web)**: W:750 H:562 JPEG max. 200 KB

- Image color must be no brighter than #F3F3F3.
- Choose the Background Color from Color Palette.
- No additional borders needed.
- Text elements and background color shouldn't be part of the image. They will be added afterwards.

**Engagement Teaser (Video)**

- **Video**: 16:9 MP4 max. 10 MB min. 20 sec., max. 70 sec.
- **Still Image**: W:1278 H:720 JPEG max. 200 KB
- **Still Image**: W:640 H:360 JPEG max. 200 KB

- Image color must be no brighter than #F3F3F3.
- Choose the Background Color from Color Palette.
- No additional borders needed.
- Text elements and background color shouldn't be part of the image. They will be added afterwards.

**Category Ad (Image)**

- **Desktop**: W:1612 H:344 JPEG max. 100 KB
- **Responsive (Web)**: W:750 H:160 JPEG max. 100 KB

- The creatives must be product focused and match the placement category.
- Promoted product must be available on category page.
- Image color must be no brighter than #F3F3F3.
- No additional borders needed.
- Logo size: between a third/quarter of the banner's height. Position: should not touch the edges.

**Category Ad (Composite Video)**

- **Video**: W:638 H:480 MP4 max. weight of all elements together: 300KB

- The creatives must be product focused and match the placement category.
- Promoted product must be available on category page.
- Image color must be no brighter than #F3F3F3.
- No additional borders needed.
- CTA is overlaying and placed on middle or right composite. Always at the bottom of the image.
- Video should have max. 2 rather slow cuts and should seem smooth while looping.
Zalando Formats

In-Catalogue Teaser

<table>
<thead>
<tr>
<th></th>
<th>W:792</th>
<th>H:1144</th>
<th>JPEG, GIF</th>
<th>max. 300 KB</th>
</tr>
</thead>
</table>

- 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 placement category.

Countdown Teaser

<table>
<thead>
<tr>
<th></th>
<th>W:1000</th>
<th>H:1444</th>
<th>JPEG</th>
<th>max. 300 KB</th>
</tr>
</thead>
</table>

- Available on request for exclusive, limited or special product / collection drops.
- Image color must be no brighter than #F3F3F3.
- Logo integration / position: flexible but should not touch the edges.
- No additional borders needed.

Co-Curated Products

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

Newsletter Teaser

Either | W:900 | H:900 | JPEG / GIF | max. 1 MB
Or | W:900 | H:500 | JPEG / GIF | max. 1 MB

- Top and bottom teaser, static image or animated gif.
- Use images that clearly show a product or a look, in order to trigger clicks and drive inspiration. No additional borders needed.
- Please check landing URL/catalogue page with your partner consultant.
- Promoted product must be available on Zalando.
- Small logo integration possible, logo must not touch the edges.

In-App Product Carousel

- No additional creatives needed, carousel generated from the product feed (9 to 12 SKUS per carousel). Please check SKUs selection with your Partner Consultant.

In-App Brand Carousel

<table>
<thead>
<tr>
<th></th>
<th>W:540</th>
<th>H:410</th>
<th>JPEG</th>
<th>max. 80 KB</th>
</tr>
</thead>
</table>

- Image color must be no brighter than #F3F3F3.

In-App Video

| Video | 16:9 | MP4 | max. 10 MB, min. 20 sec., max. 70 sec. |
| Still image | H:960 | H:1100 | JPEG | max. 100 KB |

- Image color must be no brighter than #F3F3F3.
- Direct product demos or still image slide-shows are not allowed.
- Black top or bottom bars are not allowed.
Copy Requirements (characters)

<table>
<thead>
<tr>
<th>Subtitle</th>
<th>Headline</th>
<th>CTA</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage Teaser</td>
<td>21</td>
<td>37</td>
<td>28</td>
</tr>
<tr>
<td>Engagement Teaser</td>
<td>17</td>
<td>37</td>
<td>28</td>
</tr>
<tr>
<td>Category Ads</td>
<td>none</td>
<td>none</td>
<td>default (24 if customized)</td>
</tr>
<tr>
<td>In-Catalogue Teaser</td>
<td>none</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>Countdown Teaser</td>
<td>25</td>
<td>45</td>
<td>Default + 28 for</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>&quot;product available&quot; text</td>
</tr>
<tr>
<td>Newsletter Teaser</td>
<td>50</td>
<td>optimum 40 (max. 50)</td>
<td>30</td>
</tr>
<tr>
<td>In-App Product Carousel</td>
<td>none</td>
<td>default</td>
<td>(21 if customized)</td>
</tr>
</tbody>
</table>

There are no copy requirements for Co-Curated Products, In-App Brand Carousel, In-App Video

Engagement Teaser Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>#FFFFFF</td>
</tr>
<tr>
<td>Zalando Black</td>
<td>#1A1A1A</td>
</tr>
<tr>
<td>Lightest Orange</td>
<td>#FFF0E6</td>
</tr>
<tr>
<td>Lightest Raspberry</td>
<td>#F6E7E7</td>
</tr>
<tr>
<td>Lightest Yellow</td>
<td>#F9ECD6</td>
</tr>
<tr>
<td>Lightest Purple</td>
<td>#EE8F3</td>
</tr>
<tr>
<td>Lightest Blue</td>
<td>#E5BF4</td>
</tr>
<tr>
<td>Lightest Teal</td>
<td>#E7EFE5</td>
</tr>
<tr>
<td>Lightest Green</td>
<td>#EBF1E9</td>
</tr>
<tr>
<td>Lightest Red</td>
<td>#F9E6E6</td>
</tr>
<tr>
<td>Lightest Salmon</td>
<td>#F6E7E7</td>
</tr>
<tr>
<td>Lightest Chocolate</td>
<td>#ECE8E6</td>
</tr>
<tr>
<td>Lightest Slate</td>
<td>#E9EAE8</td>
</tr>
<tr>
<td>Lightest Tan</td>
<td>#E7EFD0</td>
</tr>
<tr>
<td>Lightest Petrol</td>
<td>#E7EDF0</td>
</tr>
<tr>
<td>Lightest Olive</td>
<td>#E9EAE8</td>
</tr>
<tr>
<td>Darkest Slate</td>
<td>#151515</td>
</tr>
<tr>
<td>Darkest Olive</td>
<td>#052130</td>
</tr>
<tr>
<td>Slate</td>
<td>#222222</td>
</tr>
<tr>
<td>Darkest Chocolate</td>
<td>#200D01</td>
</tr>
<tr>
<td>Chocolate</td>
<td>#333333</td>
</tr>
<tr>
<td>Olive</td>
<td>#1A1A1A</td>
</tr>
<tr>
<td>Darkest Teal</td>
<td>#082C20</td>
</tr>
<tr>
<td>Darkest Petrol</td>
<td>#052130</td>
</tr>
<tr>
<td>Darkest Blue</td>
<td>#010101</td>
</tr>
<tr>
<td>Darkest Purple</td>
<td>#270A3D</td>
</tr>
<tr>
<td>Petrol</td>
<td>#0E354C</td>
</tr>
<tr>
<td>Blue</td>
<td>#1D256E</td>
</tr>
<tr>
<td>Teal</td>
<td>#0D4733</td>
</tr>
<tr>
<td>Darkest Green</td>
<td>#0C3710</td>
</tr>
<tr>
<td>Purple</td>
<td>#3E1062</td>
</tr>
<tr>
<td>Darkest Raspberry</td>
<td>#4C0625</td>
</tr>
<tr>
<td>Darkest Red</td>
<td>#5D0000</td>
</tr>
<tr>
<td>Raspberry</td>
<td>#790A3B</td>
</tr>
<tr>
<td>Red</td>
<td>#940000</td>
</tr>
<tr>
<td>Orange</td>
<td>#BA4C00</td>
</tr>
<tr>
<td>Green</td>
<td>#14571A</td>
</tr>
<tr>
<td>Darkest Orange</td>
<td>#755000</td>
</tr>
<tr>
<td>Darkest Yellow</td>
<td>#6B4710</td>
</tr>
<tr>
<td>Darkest Tan</td>
<td>#973F32</td>
</tr>
<tr>
<td>Darkest Salmon</td>
<td>#5F383B</td>
</tr>
<tr>
<td>Tan</td>
<td>#EB644F</td>
</tr>
<tr>
<td>Yellow</td>
<td>#A5711A</td>
</tr>
<tr>
<td>Salmon</td>
<td>#973E5E</td>
</tr>
</tbody>
</table>
Social Formats

Create awareness, engagement and activate consumers to shop for your products.

Benefit from Zalando’s extensive social media footprint.
Social Formats

**Link Ad**
FACEBOOK
INSTAGRAM

**Carousel Ad**
FACEBOOK
INSTAGRAM

**Collection Ad**
FACEBOOK
INSTAGRAM

**Dynamic Ad**
FACEBOOK
INSTAGRAM

**Instagram Stories**

**Contents**
Drive people to your brand’s landing pages through high-quality visuals

Considerations
- Your image must not be more than 20% text. Check it [here](#).

For Video:
- Providing a video still image is optional.
- Captions and sound are both optional, but recommended.
- Bitrate: If your file is under 1GB and uses 2-pass encoding there is no bitrate limit. Otherwise, the limit is 8 megabits per second for 1080p and 4 megabits per second for 720p.
- Video lengths of up to 30 seconds will continuously loop on Facebook for up to approximately 90 seconds.

Facebook
- Image: W:1200, H:628, JPEG, PNG, max. 30 MB
- Video: 16:9 or 1:1, MP4, MOV, max. 240 min., max. 4 GB
- Video Still Image: W:1200 or 1080, H:628 or 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. 60 sec., max. 4 GB

Text elements
- Message: 125 characters
- Headline: 25 characters
- Link Description: 30 characters

Facebook Guidelines
Carousel Ad

Highlight your products or styles

Feature multiple images or videos

Considerations
- One carousel may consist of both images and videos.
- Card order may be predefined or 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.

**Facebook**
- Image: W:1080 H:1080 JPEG, PNG
- Video: 1:1 MP4, MOV
  - min. 2 and max. 10 images each max. 30 MB
  - max. 120 min.
  - max. 4 GB

**Instagram**
- Image: W:1080 H:1080 JPEG, PNG
- Video: 1:1 min 720x720 MP4, MOV
  - min. 2 and max. 10 images each max 30 MB
  - max. 60 sec.,
  - max. 4 GB

**Text elements**
- Message: 125 characters
- Headline: 40 characters
- Link Description: 20 characters
Collection Ad

Boost discovery and purchase in a visual and immersive way

Capture the attention of mobile shoppers

Mobile-only format

Collection Ads consist of Image / Video and SKUs dynamic 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.

Considerations

- Collection Ads consist of Image / Video and SKUs dynamic 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.

Facebook

- Image: W:1200, H:628, JPEG, PNG, max. 30 MB
- Video: 16:9, MP4, MOV, max. 120 min, max. 4 GB

Instagram

- Image: W:1200, H:628, JPEG, PNG, max. 30 MB, max. 60 sec, max. 4 GB
- Video: 16:9 or 1:1, MP4, MOV

Text elements

- Message: 90 characters
- Headline: 25 characters

Facebook Guidelines
Dynamic Ad

Feature products relevant to customer’s journey on Zalando

Considerations
- First card may include static image. If this is not provided, the carousel will only display the promoted products (SKUs).
- 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.

Facebook
- Image W:1080 H:1080 JPEG, PNG max. 30 MB

Instagram
- Image W:1080 H:1080 JPEG, PNG max. 30 MB

Text elements
- Message 125 characters
- Headline* 40 characters
- Link Description* 20 characters

*Headline and link description are required if static image is provided.

Promote styles to users interested in your brand on Zalando

Facebook Guidelines
Immerse Instagrammers in your branded content through a full-screen, vertical format

Considerations
- Maximum three consecutive pieces of media (images or videos) within a single stories ad.
- Video Captions are not available so make sure to include them in the video.
- Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text and logos to avoid covering these elements with the profile icon or call to action. This means, if your video is 1080x1920, ensure key elements appear within a 1080x1420 title-safe area.
- Include key messaging on image / video as no copy can be included afterwards.

Instagram

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>File Format</th>
<th>Max Size</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1080</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
<td></td>
</tr>
<tr>
<td>Video</td>
<td>9:16</td>
<td>MP4, MOV, GIF</td>
<td>1 to 15 sec. only, max. 4 GB</td>
<td></td>
</tr>
</tbody>
</table>

IMAGE or VIDEO

Zalando Formats

Social Formats

Web Formats

Contents
### Link Ad

**Facebook**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1200</td>
<td>H:628</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
<tr>
<td>Video</td>
<td>16:9 or 1:1</td>
<td>MP4, MOV</td>
<td>max. 4 GB, max. 240 min.</td>
<td></td>
</tr>
<tr>
<td>Video Still</td>
<td>W:1200 or 1080</td>
<td>H:628 or 1080</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
</tbody>
</table>

**Instagram**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1080</td>
<td>H:1080</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
<tr>
<td>Video</td>
<td>9:16 or 1:1</td>
<td>MP4, MOV</td>
<td>max. 4 GB, max. 60 sec.</td>
<td></td>
</tr>
</tbody>
</table>

### Carousel Ad

**Facebook**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1080</td>
<td>H:1080</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
<tr>
<td>Video</td>
<td>1:1</td>
<td>MP4, MOV</td>
<td>max. 120 min, max. 4 GB</td>
<td></td>
</tr>
</tbody>
</table>

**Instagram**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
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<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1080</td>
<td>H:1080</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
<tr>
<td>Video</td>
<td>1:1</td>
<td>MP4, MOV</td>
<td>max. 60 sec, max. 4 GB</td>
<td></td>
</tr>
</tbody>
</table>

### Collection Ad

**Facebook**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1200</td>
<td>H:628</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
<tr>
<td>Video</td>
<td>16:9 or 1:1</td>
<td>MP4, MOV</td>
<td>max. 120 min, max. 4 GB</td>
<td></td>
</tr>
</tbody>
</table>

**Instagram**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
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</tr>
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<tbody>
<tr>
<td>Image</td>
<td>W:1200</td>
<td>H:628</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
<tr>
<td>Video</td>
<td>9:16 or 1:1</td>
<td>MP4, MOV</td>
<td>max. 60 sec, max. 4 GB</td>
<td></td>
</tr>
</tbody>
</table>

### Dynamic Ad

**Facebook**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1080</td>
<td>H:1080</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
</tbody>
</table>

**Instagram**

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1080</td>
<td>H:1080</td>
<td>JPEG, PNG</td>
<td>max. 30 MB</td>
</tr>
</tbody>
</table>

### Instagram Stories

<table>
<thead>
<tr>
<th>Type</th>
<th>Width</th>
<th>Height</th>
<th>Format</th>
<th>Maximum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image</td>
<td>W:1080</td>
<td>H:1920</td>
<td>JPEG, PNG</td>
<td>max. 30 MB, max. 3 images</td>
</tr>
<tr>
<td>Video</td>
<td>9:16</td>
<td>MP4, MOV, GIF</td>
<td>max. 4 GB, max. 3 Videos</td>
<td></td>
</tr>
</tbody>
</table>

- Your image must not be more than 20% text. Check it [here](#).
- Card order may be predefined 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.
- First card may include static image. If this is not provided, the carousel will only display the promoted products (SKUs).
- 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.
- 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.
- Your image must not be more than 20% text. Check it [here](#).
- Card order may be predefined or an algorithm may optimize the order for the best performance.
- Video lengths of up to 90 seconds will continuously loop on Facebook for up to approximately 90 seconds.
- Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text and logos to avoid covering these elements with the profile icon or call to action.
- Include key messaging on image / video as no copy can be included afterwards.
Web Formats

Using our first-party Zalando data, we can guarantee that you reach your audience.

Address and activate users with specific interests.
Web Formats

Display Creatives

Responsive Creatives

Dynamic Creatives

Video

YouTube Video Ads

Discovery Ads

Gmail Ads

Paid Search
**Display Creatives**

- **Image Formats**: JPEG, GIF, PNG
- **HTML5 Formats**: ZIP containing HTML and optionally CSS, JS, GIF, PNG, JPG, JPEG, SVG (responsive or standard)
- **File Size**: max. 150 KB
- **Logo**: Brand logo

**Considerations**
- The brand logo is required.
- Black or white backgrounds must have a visible border of a contrasting color.

**For HTML5/GIF creatives**
- Make sure your creative uses the click tag variable as the click destination.
- All animations must stop after a maximum duration of 30 secs (desktop) or 20 secs (mobile).
- Please consider integrating a CTA on creatives to improve performance.

<table>
<thead>
<tr>
<th>Format</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard Ad 1</td>
<td>800x250</td>
<td>✗</td>
</tr>
<tr>
<td>Billboard Ad 2</td>
<td>970x250</td>
<td>✗</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td>300x600</td>
<td>✗</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>✗</td>
</tr>
<tr>
<td>Large Medium Rectangle</td>
<td>336x280</td>
<td>✗</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>✗</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160x600</td>
<td>✗</td>
</tr>
<tr>
<td>Square</td>
<td>250x250</td>
<td>✗</td>
</tr>
<tr>
<td>Banner</td>
<td>320x50</td>
<td>✗</td>
</tr>
<tr>
<td>Fuller Banner</td>
<td>468x60</td>
<td>✗</td>
</tr>
</tbody>
</table>
Responsive Creatives

Responsive creatives allow advertisers to display many different ad sizes and formats, without having to produce all formats themselves. Responsive Ads are asset-based and automatically adjust their size, appearance and format to fit available ad spaces.

Easily launch various native, image and text formats

Automatically adapted size & appearance

Asset-based creatives

Specifications:

<table>
<thead>
<tr>
<th>Format</th>
<th>Width (W)</th>
<th>Height (H)</th>
<th>Image Type</th>
<th>Max Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand logo</td>
<td>1200</td>
<td>300</td>
<td>JPEG, PNG</td>
<td>5.12 MB</td>
</tr>
<tr>
<td>Square</td>
<td>1200</td>
<td>1200</td>
<td>JPEG, PNG</td>
<td>5.12 MB</td>
</tr>
<tr>
<td>Creative</td>
<td>1200</td>
<td>628</td>
<td>JPEG, PNG</td>
<td>5.12 MB</td>
</tr>
<tr>
<td>Landscape</td>
<td>1200</td>
<td>1200</td>
<td>JPEG, PNG</td>
<td>5.12 MB</td>
</tr>
</tbody>
</table>

Text elements:

- Short Headline: 30 characters
- Long Headline: 90 characters
- Description: 90 characters
Dynamic Creatives

Assembled in real-time

Data-driven

Win new customers with dynamic prospecting

Dynamic strategies:

1. **Dynamic remarketing**: creatives display the SKUs customers have previously visited. We recommend dynamic remarketing on the entire catalog for scale.

2. **Dynamic prospecting**: custom pre-selection of SKUs or classifications: shop categories / new products / on-sale products etc.

Dynamic creative templates:

<table>
<thead>
<tr>
<th>Requirements</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Assets</td>
<td>x</td>
</tr>
<tr>
<td>Dynamic Retargeting</td>
<td>Default – whole brand catalogue, based on customer journey</td>
</tr>
<tr>
<td>Dynamic Prospecting</td>
<td>Preselected brands / categories / sales products / etc.</td>
</tr>
<tr>
<td>CTA</td>
<td>x</td>
</tr>
</tbody>
</table>

Zalando logo built into the template

Benefits of using dynamic creatives:

- Easy to implement – creative production is done by ZMS
- No assets needed from brands.
- Better performance in both CPC and ROAS.
### Video

**Leverage our data for online video campaigns**

**Formats**

- **Dimensions**: 1280 x 720 px or 1920 x 1080 px (16:9)
- **File Format**: .mov or .mp4
- **File Size**: max. 1 GB
- **Duration**: 15 to 30 seconds
- **Bitrate**: at least 20 mbps

**Considerations**

- Make sure your creative uses the click tag variable as the click destination.
- Ads must open in new tab or new window only.
- Audio must be user initiated with a visible sound on/off button displayed.
- Provide FLV for Flash players and MP4 + WebM files for HTML5 players.
Video ads on YouTube

Types of TrueView Videos:

1. **TrueView In-Stream (skippable)** allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video. You pay when a viewer watches 30 seconds of your video (or the duration if it's shorter than 30 seconds) or interacts with your video, whichever comes first.

2. **TrueView In-Stream (non-skippable)** must be watched the main video can be viewed. These ads can appear before or during the main video. 15 or max 20 seconds in length.

3. **Bumper Ads** 6 seconds non-skippable video ads that must be watched before the main video can be viewed. You pay per CPM.

4. **TrueView for shopping** a type of TrueView In-Stream ad, which allows advertisers to place product cards alongside the TrueView In-Stream video ads. Up to 10 SKUs can be displayed in the product cards.

Considerations

- Video must be uploaded on YouTube, you only need to provide us with the URL. Alternatively, you can also provide us with the video file, and we upload it on the Zalando YouTube channel.

Duration:

- **TrueView In-Stream (skippable)** 12 seconds to 3 minutes
- **TrueView In-Stream (non-skippable)** 15 to 20 seconds
- **Bumper Ads**: 6 seconds
- **TrueView for Shopping**: 12 seconds to 3 minutes

Text elements for TrueView for Action

<table>
<thead>
<tr>
<th>Element</th>
<th>Limit</th>
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</thead>
<tbody>
<tr>
<td>Headline</td>
<td>15 characters</td>
</tr>
<tr>
<td>CTA</td>
<td>10 characters</td>
</tr>
</tbody>
</table>

Leverage our data for online video campaigns

Perfect for boosting awareness and high-reach campaigns
Discovery Ads

Take advantage of Google's premium properties

Data-driven powered by Zalando’s 1st party data

Visually impactful, social ad format

Discovery Ads allow you to access advertising inventory across YouTube home feed, Gmail social and promotion tabs, and Google Discovery Feed, which shows relevant topics to users when opening Google apps on their phones.

Specifications:

Marketing Image
(1 required)

Landscape
W:1200  H:628 (min. required 600 x 314)

Square
W:1200  H:1200 (min. required 300 x 300)

Logo
(1 required)

W:1200  H:1200 (min. required 128 x 128)

Text elements

Headline (up to 5)  40 characters

Description  90 characters

Considerations

In order to ensure ads feel both authentic and relevant, we recommend that you choose high quality imagery that tells your brand's story.

All ad content must also adhere to Google Ads Policy guidelines and Personalized advertising guidelines. Ads that include the following will be disapproved:

- Call to action button in the image, including visuals that mimic hyperlinks or clickable elements
- Clickbait (content designed to entice a user to click a link by suggesting they'll find out something amazing, outrageous or sensational)
- Blurry images
- Poor cropping
- Images oriented in the wrong way
Gmail Ads

Drive engagement & sellout using Zalando 1st party data

Acquire engaged new customers

Communicate to your competitors customers

Gmail Ads are interactive ads that show at the top of your Gmail inbox tabs. They help you connect with potential customers in a more personal format. The ad shows first in its collapsed form. When someone clicks on it, the ad would either launch an advertisers landing page or expand to the size of an email.

Specifications:

<table>
<thead>
<tr>
<th>Element</th>
<th>Width (W)</th>
<th>Height (H)</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>Landscape</td>
<td>1200</td>
<td>628</td>
<td>(min. required 600 x 314)</td>
<td>1024 KB</td>
<td>max. 1024 KB</td>
</tr>
<tr>
<td>Marketing Image</td>
<td>1200</td>
<td>1200</td>
<td>(min. required 300 x 300)</td>
<td>1024 KB</td>
<td>max. 1024 KB</td>
</tr>
<tr>
<td>Logo</td>
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<td>1200</td>
<td>(min. required 144 x 144)</td>
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<td>max. 150 KB</td>
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<tr>
<td>Header Image</td>
<td>1200</td>
<td>400</td>
<td>(min. required 600 x 200)</td>
<td>1024 KB</td>
<td>max. 1024 KB</td>
</tr>
<tr>
<td>Video</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Video need to be uploaded on YouTube</td>
</tr>
<tr>
<td>Catalogue Images</td>
<td>600</td>
<td>600</td>
<td>(min. required 300 x 300)</td>
<td>150 KB</td>
<td>max. 150 KB</td>
</tr>
</tbody>
</table>

Text elements

Business Name

The business name is the name of your brand. In certain layouts it may appear in the text of your ad.

Headline

The headline helps to grab the audiences attention to your ad. If no headline is specified under custom unexpanded ads, this will be used as the headline for the unexpanded ad.

Description

Your description helps to provide more details of your ad. It can include a short summary or powerful call-to-action.

Final URL

The final URL is the URL that people reach after clicking your ad. It should match what your ad promotes. If you use a cross-domain redirect, enter it in a tracking template.
Paid Search

High performance by addressing actively researching customers

Data-driven powered by Zalando’s 1st party data

Drive conversions for products, collections or product ranges

Drive sales and benefit from significant return on ad spend with Paid Search, either as integrated part of your cross-channel ZMS campaign or as standalone / always-on campaign. Leverage Zalando data and create a seamless, cross-channel advertising experience.

Considerations

- You have the opportunity to drive sales for specific product selections, this is especially beneficial for activating new products and collections.
- Target specific shopper audiences with high purchase intent with search ads: We enable you to reach those users, who already visited your brand shop on Zalando or purchased items from your brand before.

Ad Types

- **Text Ads:** they show above and below Google search results. They have three parts: headline text, as display URL, and description text.
- **Shopping Ads:** they show users a photo of your product, plus a title, price, store name and more. These ads give users a strong sense of the product you’re selling before they click the ad, which gives you more qualified leads.
- **Gallery Ads (new):** they are interactive ads that sit at the top of the mobile search engine result pages. Underneath a standard text headline and a display URL, they feature swipeable image carousels.

Creative Specifications

<table>
<thead>
<tr>
<th></th>
<th>Text Ads</th>
<th>Shopping Ads</th>
<th>Gallery Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline</strong></td>
<td>3 headlines / 30 characters each</td>
<td>X</td>
<td>1 minimum, 3 maximum / 30 characters each</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>2 descriptions / 90 characters each</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Final URL</strong></td>
<td>Landing Page URL</td>
<td>X</td>
<td>Landing Page URL</td>
</tr>
<tr>
<td><strong>Gallery Images</strong></td>
<td>X</td>
<td>X</td>
<td>4-8 images / ratio 1.91x1 / 600x314 px min / PNG, JPG, static GIF</td>
</tr>
<tr>
<td><strong>Image Taglines</strong></td>
<td>X</td>
<td>X</td>
<td>70 characters each / each image needs a unique tagline</td>
</tr>
</tbody>
</table>
Display Creatives

- Billboard Ad1: W:800 H:250 JPEG, GIF, HTML5 max. 150 KB
- Billboard Ad2: W:970 H:250 JPEG, GIF, HTML5 max. 150 KB
- Halfpage Ad: W:300 H: 600 JPEG, GIF, HTML5 max. 150 KB
- Leaderboard: W:728 H: 90 JPEG, GIF max. 150 KB
- Large Medium Rectangle: W: 336 H: 280 JPEG, GIF max. 150 KB
- Medium Rectangle: W: 300 H: 250 JPEG, GIF, HTML5 max. 150 KB
- Wide Skyscraper: W: 160 H: 600 JPEG, GIF max. 150 KB
- Square: W: 250 H: 250 JPEG, GIF max. 150 KB
- Banner: W: 320 H: 50 JPEG, GIF max. 150 KB
- Fullsize Banner: W: 468 H: 60 JPEG, GIF max. 150 KB

Responsive Creatives

- Landscape: W:1200 H:300 JPEG, PNG max. 5.12 MB
- Logo: Square W:1200 H:1200 JPEG, PNG max. 5.12 MB
- Creative: Landscape W:1200 H:628 JPEG, PNG max. 5.12 MB
- Creative: Square W:1200 H:1200 JPEG, PNG max. 5.12 MB

Video

- W:1280 H:720 at least 20 mbps .mov or .mp4 15-30 sec max. 10 MB
- W:1920 H:1080 at least 20 mbps .mov or .mp4 15-30 sec max. 10 MB

YouTube Video Ads

- TrueView In-Stream (skippable): 12 seconds to 3 minutes
- TrueView In-Stream (non-skippable): 15 to 20 seconds
- Bumper Ads: Max. 6 seconds
- TrueView for Shopping: 12 seconds to 3 minutes

Text Elements

- Short Headline: 30 characters
- Long Headline: 90 characters
- Description: 90 characters
- Headline: 15 characters
- CTA: 10 characters
### Discovery Ads

<table>
<thead>
<tr>
<th>Landscape</th>
<th>W:1200</th>
<th>H:628</th>
<th>JPEG, PNG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square</td>
<td>W:1200</td>
<td>H:1200</td>
<td>JPEG, PNG</td>
</tr>
</tbody>
</table>

Advertisers are only required to provide 1 image, 1 logo, a headline and a description text.

### Text Elements

- **Headline** (up to 5): 40 characters
- **Description**: 90 characters

### Gmail Ads

<table>
<thead>
<tr>
<th>Landscape</th>
<th>W:1200</th>
<th>H:628</th>
<th>JPEG, PNG</th>
<th>max. 1024 KB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square</td>
<td>W:1200</td>
<td>H:1200</td>
<td>JPEG, PNG</td>
<td>max. 1024 KB</td>
</tr>
</tbody>
</table>

Demographic targeting is possible.

### Paid Search

<table>
<thead>
<tr>
<th>Text Ads</th>
<th>Shopping Ads</th>
<th>Gallery Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline</strong></td>
<td>X</td>
<td>1 minimum, 3 maximum / 30 characters each</td>
</tr>
<tr>
<td><strong>Description</strong></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Final URL</strong></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td><strong>Gallery Images</strong></td>
<td>X</td>
<td>4-8 images / ratio 1.91x1 / 600x314 px min / PNG, JPG, static GIF</td>
</tr>
<tr>
<td><strong>Image Taglines</strong></td>
<td>X</td>
<td>70 characters each / each image needs a unique tagline</td>
</tr>
</tbody>
</table>
Get In Touch With Us

We are happy to create a customized marketing offering tailored to your needs, from strategy to execution. Our 360° services include Consumer Insights, impactful campaigns for all campaign goals from branding to performance, data-infused content creation by creative.lab and influencer marketing thanks to Collabary.