



DIGITAL IGNITE

Creative Specifications



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Display Ad Specifications

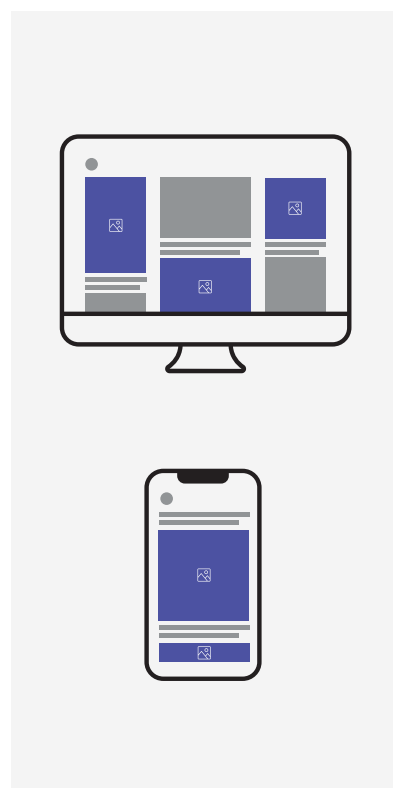
Desktop and Mobile Programmatic Banners

Native Creative



Display Ad Specifications

Desktop and Mobile Programmatic Banners



Ad Sizes

Format	Max Display	Required
Medium Rectangle	300x250px	✓
Leaderboard	728x90px	✓
Wide Skyscraper	160x600px	✓
Half Page	300x600px	✓
Large Rectangle	336x280px	
Mobile Leaderboard	320x50px	✓

Static & Animated Banners

Dimensions: All required banner sizes in pixels
 Format: jpg, jpeg, png (static) html5 (animated)
 Animation Length: Under 30 seconds
 Backup Image Banner: Recommended
 as they are necessary for some platforms
 (send as separate image file)

Tip:

Please keep in mind length and size of text when creating ads. Having less text that will be bigger and more prominent will make more of a statement than having more text that is harder to read. **We suggest the font size not be under 10pt. for legibility especially on mobile sizes.**

HTML5



Display Ad Specifications

HTML5 Creative Specifications

File Sizes:

- Maximum initial load: 300 KB (200 KB recommended)
- Maximum subload: 600 KB
- Maximum initial file load count: 10 files
- Maximum subload file count: 100 files
- Maximum file size: 5 MB
- Maximum user-initiated load: 2.2 MB (recommended)

- **Please Provide Static versions of your ads as well**

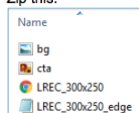
File Packaging Methods

The following packaging options are available for HTML5 creatives:

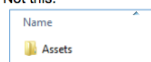
- A single .HTML file
- A single root/main .HTML file with supporting images
- A single root/main .HTML file with supporting images and additional supporting .JS and .CSS files.

When packaging HTML5 creatives, zip the assets, not the folder containing the assets.

Zip this:



Not this:



Single HTML File

- All information for serving the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the .HTML file.
- The maximum .HTML file size is 200 KB.

Zip-Compressed File

- All files for displaying the creative (with the exception of commonly used JavaScript and CSS libraries) should be included in the .zip file.
- The primary .HTML file should be located in the root of the .zip file.
- .Zip files must contain no more than 100 files, including at least one .HTML file for use as the initiating file for display (We suggest keeping the file count low to minimize browser performance impact).
- The maximum size of any automatically-started video should be less than 1.1 MB.
- The maximum size of any individual file is 2.2 MB.
- The maximum size of the primary .HTML file should be 100 KB.
- The .zip file should be smaller than 10 MB compressed and the contents should be smaller than 12 MB uncompressed.
- Only .HTML, .JS, .CSS, .MP4, .JPG, .JPEG, .GIF, .PNG, and .SVG files may be included in the .zip file.

Size Definition

The IAB has suggested that the dimensions of your creative be added to your primary HTML document in a meta tag inside of the head section of your document. The IAB has defined the dimension meta tag as:

```
<meta name="ad.size" content="width=300,height=250"/>.
```

Replace the width and height values with your creative's dimensions.

If an ad size meta tag is not provided in the primary HTML document, you are prompted to enter dimensions when you submit the creative.



Display Ad Specifications

HTML5 Creative Specifications

ClickTAG Parameters

The ClickTAG parameter is provided to the primary .HTML file as a URL parameter. The name of the URL parameter is customizable at the time of creative upload or during editing.

We suggest using JavaScript to read the parameter from the document location URL and using it to set up the landing page for your clicks. You can use single quotes (') or double quotes (") in your code, but you can not mix them. Use either all single quote or all double quotes.

Backup/Default Clickthrough Parameter

To correctly call the clickthrough page through the backup ad image, you must supply a clickthrough parameter for that purpose. If you wish to also use that clickthrough URL in your HTML5 creative, you can configure the creative to use the Backup Clickthrough URL as the Default Clickthrough URL.

Retrieving the Click-Tag Parameter

The Click Tag URL can be retrieved using the following code:

```
function getParameterByName(name) {name = name.replace(/[\[\]\/, "\\["].replace(/[\\]/, "\\");var regex = new
RegExp("[\\?&]" + name + "=[^&#]*"),results = regex.
exec(location.search);return results === null ? ""
:decodeURIComponent(results[1].replace(/\+/g, " "));}var
clickTag = getParameterByName("clickTag");
```

Using Multiple Clickthrough URLs

By appending a URL escaped landing page to the click tag URL, our system tracks the click and redirects the request to the given landing page.

In the following example, "clickTag" is a placeholder for your parameter name and "http://www.example.com" is a placeholder for your landing page.

```
var clickTag = getParameterByName("clickTag") +
encodeURIComponent("http://www.example.com");
```

Different landing pages can be used for different actions.

Using the Click-Tracking Parameter

When the advertisement is clicked on, the creative must direct the user to the correct click tag page in a new window.

Sample ClickTAG Parameter

The following code block shows one way to retrieve and implement a creative with a clickthrough URL. In this example, a single image is wrapped with an anchor tag which, when clicked, opens a new window with the address stored in the creative's clickTAG URL query parameter. The URL to open the window with is stored in window..

Copy this code inside the <head>

```
<script type="text/javascript">
function getParameterByName(name) {
name = name.replace(/[\[\]\/, "\\["].replace(/[\\]/, "\\");
var regex = new RegExp("[\\?&]" + name + "=[^&#]*"),
results = regex.exec(location.search);
return results === null ? "" :
decodeURIComponent(results[1].replace(/\+/g, " "));
}
var clickTAG = getParameterByName("clickTAG");
</script>
</head>
```

Copy this code into the <body> and first <div> tag.

```
<a href="javascript:window.open(window.
clickTAG);void(0);">
```

(See Example on Next Page)



Display Ad Specifications

HTML5 Creative Specifications

Other Requirements

Each HTML5 requires a static backup image. This image is used to display the ad if a user has JavaScript disabled.

Commonly used JavaScript and CSS libraries (such as jQuery) do not need to be included with the creative.

Including image sprites instead of multiple images decreases the number of file requests made by your creative and increases its performance.

We do not recommend the use of video tags in HTML5.

Audio tags should only play if a user intentionally starts the audio.

For additional information on this creative type, consult HTML5 For Digital Advertising: Guidance for Ad Designers and Creative Technologists.

ClickTAG Example Placement

```

1 <!DOCTYPE html>
2 <html>
3 <head>
4   <meta charset="utf-8">
5   <meta name="ad.size" content="width=160,height=600">
6   <title>WildTonic_banner</title>
7   <link media="all" rel="stylesheet" href="css/main.css">
8   <script type="text/javascript">
9     function getParameterByName(name) {
10       name = name.replace(/[[]/, "\\[");
11       var regex = new RegExp("[\\?&]" + name + "=[^&]*");
12       results = regex.exec(location.search);
13       return results === null ? "" :
14         decodeURIComponent(results[1].replace(/\+/g, " "));
15     }
16     var clickTAG = getParameterByName("clickTAG");
17   </script>
18 </head>
19 <body class="anim-go">
20   <div id="wrapper">
21     <a href="javascript:window.open(window.clickTAG);void(0);">
22       <div class="frame">
23         <div class="bg">
24           
25         </div>
26
27         <div class="text">
28           
29           
30           
31           
32           
33         </div>
34
35         <div class="stars">
36           <span></span>
37           <span></span>
38           <span></span>
39           <span></span>
40           <span></span>
41           <span></span>
42           <span></span>
43           <span></span>
44           <span></span>
45           <span></span>
46         </div>
47
48         <div class="bottle">
49           
50         </div>
51
52         <div class="btn">
53           
54         </div>
55       </a>
56     </div>
57 </body>
58 </html>

```



Native Ad Specifications

Native Creative Specifications



Image or Video Ads

Main Image (the large main image to be used in the advertisement):
1200x627, (1.91:1 aspect ratio)
The main image must be less than 2000x2000 pixels

Main Video (when included, the creative only bids on impressions that support video):
5 minutes (300 seconds) maximum
The main video must have a file size of less than 2 GB

Icon (the image, such as the advertiser's app icon or brand logo, to be included in the advertisement):
200x200 (1:1 aspect ratio)

Logo (the advertiser's logo to included in the advertisement, either be overlaid over the main image or shown separately from the main image):
200x200 (1:1 aspect ratio)

Short Title (title or headline for the native ad—should be optimized for mobile): 25 characters maximum

Long Title (title or headline for the native ad—should be optimized for desktop): 90 characters

Short Description (additional text typically displayed below the title—should be optimized for mobile):
90 characters maximum

Long Description (additional text typically displayed below the title—should be optimized for desktop):
140 characters maximum

Sponsor (Brand)—the name of the advertiser running the native ad:
100 characters maximum

Call to Action (text such as "Learn More" or "Buy Now" that likely appears in a button near the image assets):
15 characters maximum

Social Ad Specifications

Facebook & Instagram

Snapchat

TikTok

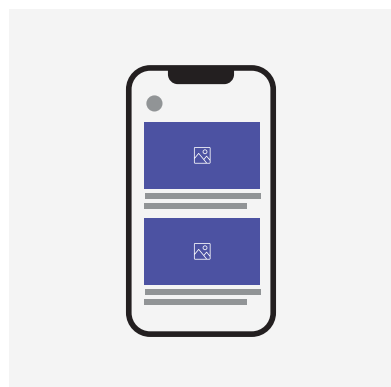
LinkedIn

Pinterest



Social Ad Specifications

Facebook & Instagram



Facebook Feed

Dimensions: 1200x1200 (square),  Required
1200x628 (landscape)

Format: jpg, png, mp4, mov (video), or gif

Design: Minimal or no text on the image

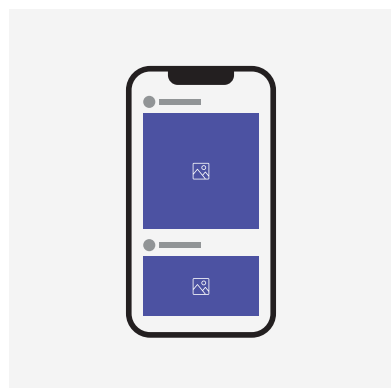
Video Length: 15, 30 or 60 seconds

Aspect Ratio:

1.91:1 to 1:1 (image)
1:1 (for desktop or mobile) or 4:5 (for mobile only)

Copy Recommendations:

- Primary Text – 125 characters
- Headline – 27 characters
- Link Description – 27 character
- Calls-to-action: Selected from drop down in app (see pg. 29 for options).



Instagram Feed

Dimensions: 1080x1080 (square),  Required
Video: 600x315 (landscape)
Video: 600x750 (vertical)

Format: jpg, png, mp4, mov (video), or gif

Video Length: 15, 30 or 60 seconds

Aspect Ratio:

Square - 1:1 (image)
Vertical - 4:5 (video)

Copy Recommendations:

- Primary Text: 125 characters
- Headline: 40 characters (only for images not videos)
- Maximum Number of Hashtags: 30
- Calls-to-action: Selected from drop down in app (see pg. 29 for options).



Facebook/Instagram Stories

Dimensions: 1080x1920  Required

Format: jpg, png, mp4, mov (video), or gif

File Size: Up to 30MB (photo)
Up to 4GB (video)

Video Length: 15 seconds, Images show for 5 seconds by default.

Supported Codecs:

- Video: H.264, VP8
- Audio: AAC, Vorbis

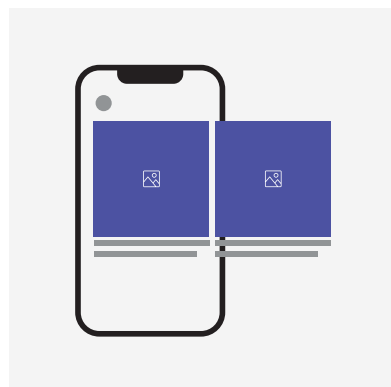
Copy Recommendations:

- Primary Text: 125 characters (optional for both)
- Headline: 40 characters (Facebook Only)
- Maximum Number of Hashtags: 30
- Calls-to-action: Selected from drop down in app (see pg. 29 for options).



Social Ad Specifications

Facebook & Instagram



Facebook Carousel

Dimensions: 1080x1080 (square) Required

Format: jpg, png, mp4, mov (video), gif

Design: Minimal or no text on the image

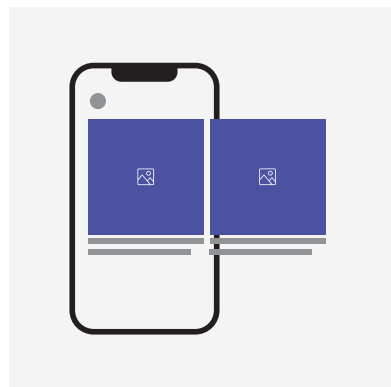
Number of Slides: 2 - 10

Video Length: 15, 30 or 60 seconds

Aspect Ratio:
1:1

Copy that goes with the ad:

- Primary Text: 125 characters
- Headline: 32 characters
- Description: 18 characters
- Landing Page URL: Required



Instagram Carousel

Dimensions: 1080 x 1080 pixels (Feed), Required
1080 x 1920 pixels (Stories)

Format: jpg, png, mp4, mov (video), gif

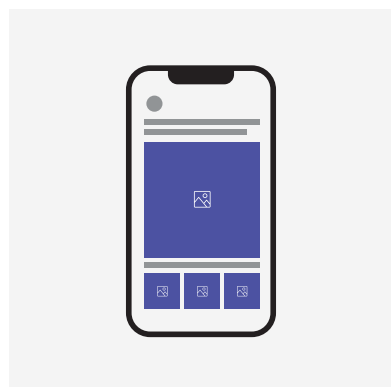
Number of Slides: 2 - 10

Video Length: 15, 30 or 60 seconds

Aspect Ratio:
1:1

Caption Length:

- Primary Text: 125 characters
- Maximum Number of Hashtags: 30
- Landing Page URL: Required



Facebook/Instagram Collections

Dimensions: 1080x1080 (square) Required

Format: jpg, png, mp4, mov (video), gif

Design: Minimal or no text on the image

Number of Images: 4 - 50

Aspect Ratio:
1.91:1 to 1:1 (Instagram)
1:1 (Facebook)

Copy that goes with the ad:

- Primary Text: 125 characters
- Headline: 40 characters
- Landing Page URL: Required



Social Ad Specifications



Meta Native Lead Gen Forms

Dimensions: Header Image: 1200x628 ☒ Required
Accompanied ad sizes: 1080x1920, 1080x1080 ☒ Required

Copy Requirements:

- Greeting Headline: Max 60 characters ☒ Required
- Greeting Description ☒ Required

Question Requirements:

- Demographic Questions ☒ Required
 - Description (Let people know how their info will be used)
 - What information do you want to collect:
 - Contact Fields
 - Email, Phone Number, Street Address, City, State, Province, Country, Post Code, Zip Code
 - User Information
 - First name, full name, last name
 - Demographic Questions
 - DOB, gender, marital status, relationship status, military status
 - Work Information
 - Job title, work phone #, work email, company email

Privacy

- Link to privacy Policy ☒ Required

Completion

- Link ☒ Required

Optional Question Options:

- Custom Questions
 - Multiple Choice
 - Questions only
 - Answers only
 - Short Answer
 - Questions only
 - Conditional
 - Will need CSV file
 - Appointment Request
 - Description - Max 80 characters
 - Confirmation Message - Max 100 characters

Optional Privacy Options:

- Link text
- Custom Disclaimer
 - Title
 - Link
 - Link Text

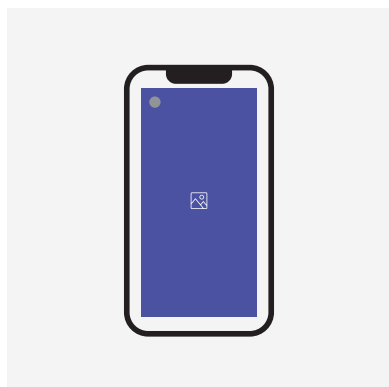
Optional Completion Options:

- Headline: Max 60 characters
- Description
- Call-to-action text



Social Ad Specifications

Snapchat



Single Image or Video Ads

Aspect Ratio: 9:16,

Resolution: 1080px x 1920px.

File Type: .mp4, .mov, .jpg, or .png

File Size: ≤500 MB

Recommended Length: 3-10 seconds

Attachments: Website, app, long form video or AR Lens

Brand, headline, and calls-to-action

- Brand: Up to 25 characters with spaces
- Headline: Up to 34 characters with spaces
- Calls-to-action: Select the CTA text. Snapchat applies the visual and places the CTA on the ad.

TikTok



Single Image or Video Ads

Aspect Ratio: 9:16, 1:1, or 16:9

Video Resolution:
must be ≥720*1280px,

File Type: .mp4, .mov, .mpeg, .3gp, or .avi

File Size: ≤500 MB

Video Duration: 5-60s allowed.
We suggest short videos of 9-15s.

Bitrate: ≥516 kbps

Brand, headline, and calls-to-action

- Brand: Up to 25 characters
- Headline: Up to 34 character
- Calls-to-action: Select the CTA text. TikTok applies the visual and places the CTA on the ad.



Social Ad Specifications

LinkedIn



Single Image or Video Ads

Dimensions:

Horizontal / Landscape

1200 x 628px (static)

1920 x 1080px (video)

Square

1200 x 1200px (static)

Vertical

628 x 1200px (static), 600 x 900px (static)

720 x 900px (static)

1080x1920px (video)

Format: jpg, png, mp4 (video)

Design: Minimal or no text on the image

Video Duration: 3s - 30min (can have audio)

File Size: ≤200 MB

Aspect Ratio:

1.91:1 (horizontal, desktop and mobile)

1:1 (square, desktop and mobile)

1:1.91 (vertical, mobile only)

Copy Recommendations:

– Ad name (optional): 255 characters

– Headline: 70 characters

– Introductory text: 150 characters

– Calls-to-action: Selected from drop down in app (*see pg. 29 for options*).



Single Image

Recommended Requirements

File Type: jpg, png, or gif

File Size: 5 MB

Horizontal

1.91:1 - 1200 x 628 pixels

Square

1:1 - 1200 x 1200 pixels

Vertical

1:1.91 - 628 x 1200 pixels

Copy Recommendations:

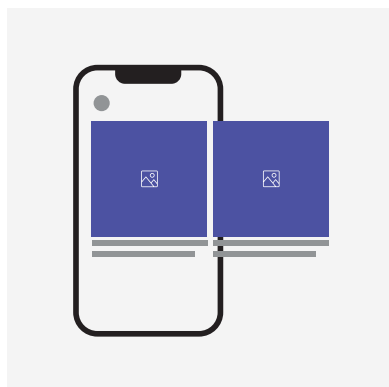
– Introductory: 150 Characters

– Headline: 70 Characters

– Calls-to-action: Selected from drop down in app (*see pg. 29 for options*).



LinkedIn



Carousel Ads

Dimensions: 1080x1080 (square)

Format: jpg or png

Design: Minimal or no text on the image

Number of Slides: 2 - 10

Aspect Ratio:

1:1

Copy that goes with the ad:

- Primary Text: 255 characters
- Headline: 45 characters
- Ad name (optional): 255 characters
- Landing Page URL: Required



Event Ad

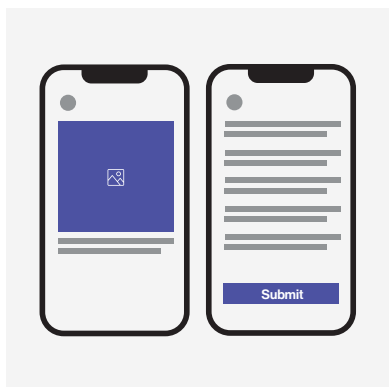
Ratio: 4:1 (image will be pulled from the Event page)

URL Requirements:

- Event URL: Required, LinkedIn Event page URLs only
- URL prefix: http:// or https://
- URL characters: 2000 characters for destination field URL

Copy Recommendations:

- Event name (optional): 255 characters
- Introductory text: 600 characters



Lead Gen Forms

Form Fields: 3-4 fields are recommended as best practice. 12 fields are the maximum (see pg. 29 for option).

Copy Recommendations:

- Form Name: 256 characters
- Landing page URL: 2000 characters
- Offer Headline: 60 characters
- Offer Detail (optional): 160 characters
- Privacy Policy: 2000 characters
- Call-to-Action: 20 characters
- Confirmation Message: 300 characters



Social Ad Specifications

Pinterest



Single Image or Video Ads

Recommended Dimensions:

Square: 600 x 600. Ratio 1:1

Vertical: 600 x 900. Ratio 9:16

Minimum video resolution is 240p.

Portrait recommended Dimensions:

- 240 x 240 (256K bitrate),

- 480 x 480 (768K bitrate)

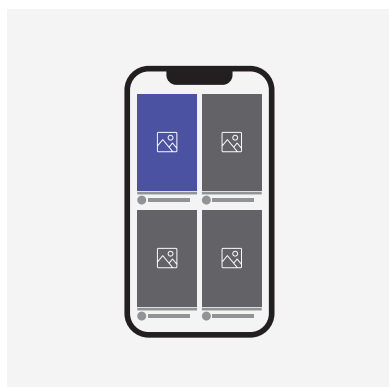
- 640 x 640 (1024K bitrate).

Max file size is 2GB.

Acceptable video formats are .MP4 and .MOV.

Video length max is 30 minutes.

Video max frames 25fps.



Single Image or Video Ads

Dimensions: 1000 x 1500x

Format: jpg, png
mp4, mov (video)

Design: Minimal or no text on the image

Video Duration: 4s - 15min

File Size: ≤200 MB

Aspect Ratio:

2:3 (static)

1:1, 2:3, or 9:16 (video)

Copy Recommendations:

– Headline: 100 characters

– Primary Text: 500 characters



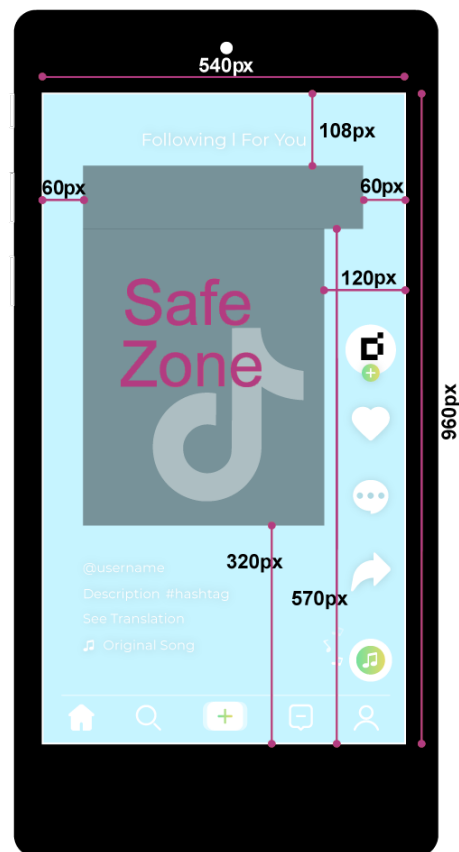
Social Ad Guides

Facebook, Instagram, Snapchat, & TikTok - Safe Space Guides

Instagram/Facebook Stories
& SnapChat



Reels & TikTok



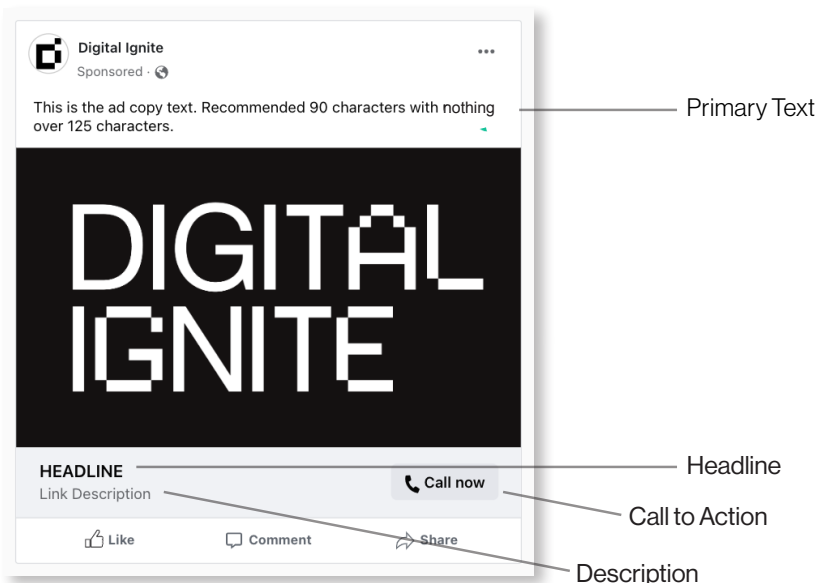
2023



Social Ad Copy Specifications

Facebook & Instagram Ad Copy Placement

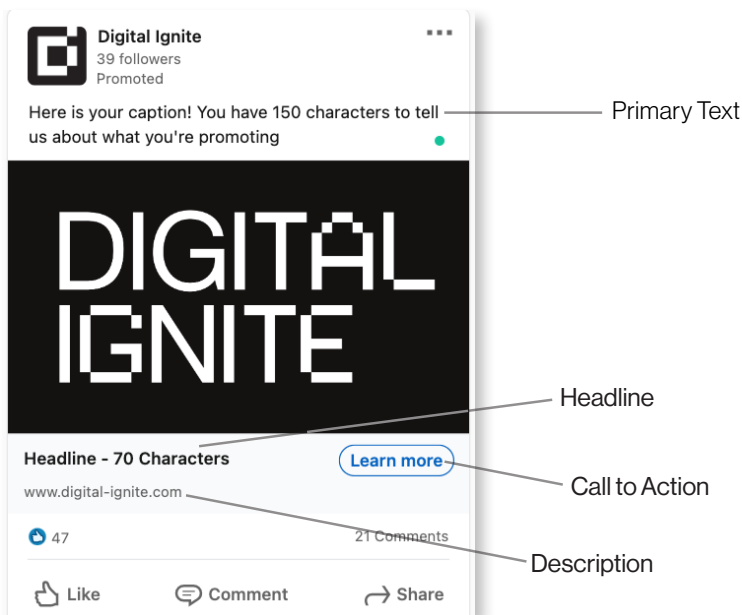
Facebook Mobile/Desktop



Instagram Mobile/Desktop



LinkedIn



Pinterest

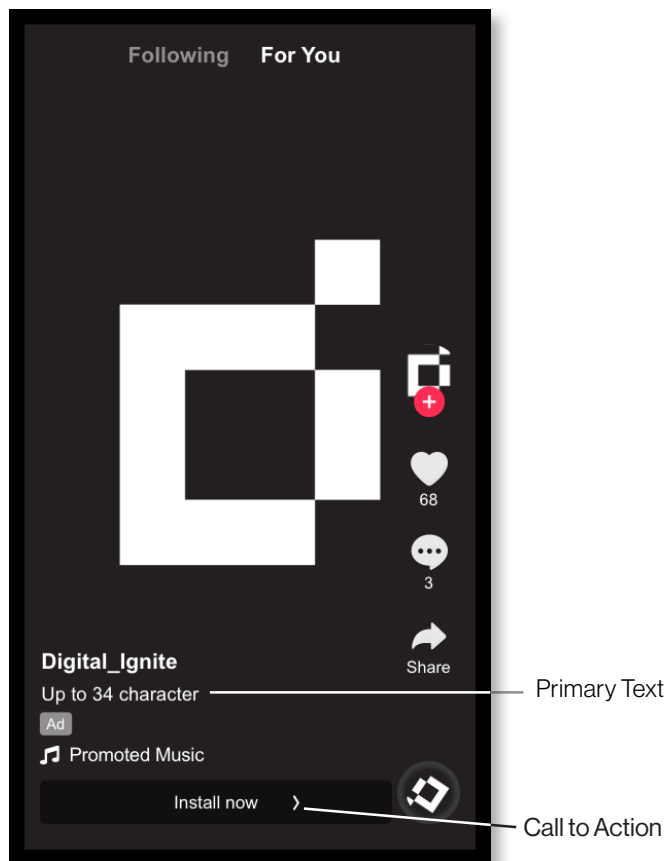




Social Ad Copy Specifications

TikTok and SnapChat Ad Copy Placement

TikTok



Snapchat



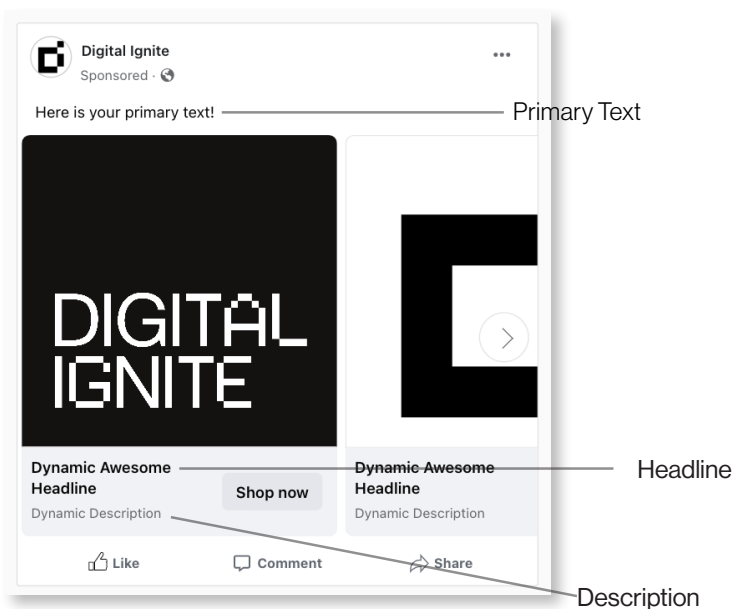
2023



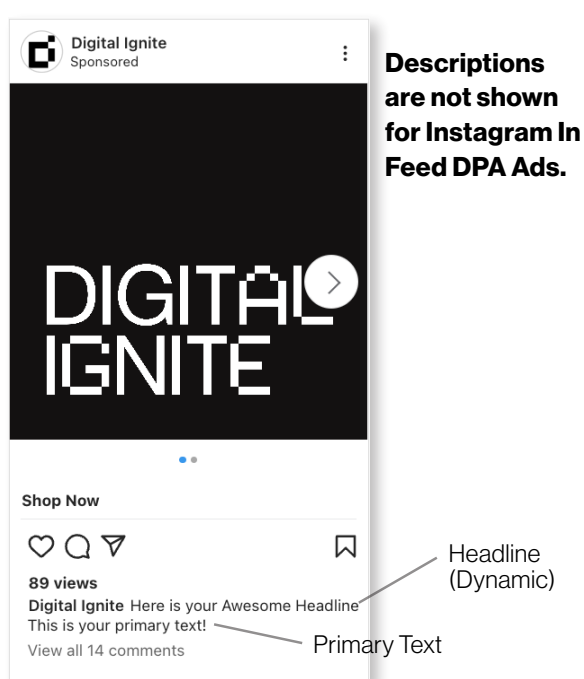
Social Ad Copy Specifications

Differences in Instagram DPA ads and Facebook DPA ads

Facebook Mobile/Desktop



Instagram Mobile/Desktop



Dynamic product ads pull from the headline and description within the website or the catalog.

Streaming Specifications

Video Ads (OTT/CTV, YouTube)

Streaming Audio



Video Ad Specifications

Video Ads



Pre-Roll Video

Aspect Ratio:

Horizontal: 1920x1080 (16:9)

Vertical: 1080x1920

Square: 1080x1080

File Size: 25MB (Recommended)

100MB (Maximum)

Video Bitrate Range: 15-30 mbps

Video Length: 15 or 30 seconds

Format: .mp4

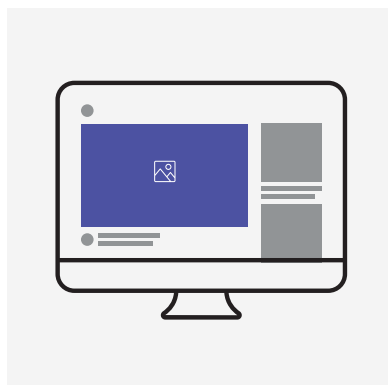
Asset Codec:

H.264 (video) and AAC (audio)

Audio Sample Rate: 48kHz

Audio channels: Stereo.

Audio bitrate: 128 kbps or higher
320kbps recommended

Max Frame Rate: 30 fps


Standard Connected TV (CTV) OTT

Aspect Ratio:

Horizontal: 1920x1080 (16:9)

File Size: 25MB (Recommended)

10GB (Maximum) Recommended

Video Bitrate Range: 15-30 mbps

Video Length: 15, 30 or 60 seconds

Format: .mp4

Frame Rate: 23.97 or 29.97

Asset Codec:

H.264 (video) and AAC (audio)

Audio Sample Rate: 48kHz

Audio channels: Stereo.

Audio bitrate: 128 kbps or higher
320kbps recommended



Audio Ad Specifications

Streaming Audio



Audio Ads

Length: Max 180 seconds
(15, 30, 45, 60, 90, 120, 180)

File Type: .wav, .mp3

Max File Size: 1 MB

Companion Display Unit

Image Dimensions:

- Direct: 640x640
- PMP: 300x250
- PG DV360: 301x301
- PG TTD: 300x250

Volume:

- WAV - 16-bit 44.1 kHz
- MP3 - at least 192 kbps
- Normalized to -14 dB LUFS integrated

File Type: .jpg

Max File Size: 200KB

DOOH Specifications

(Digital Out Of Home)

Image Specs

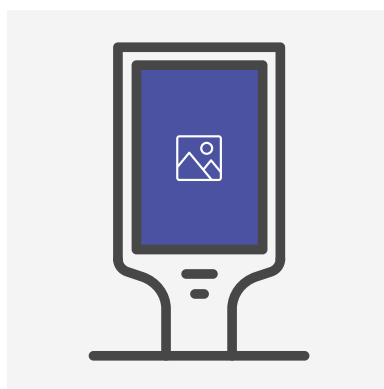
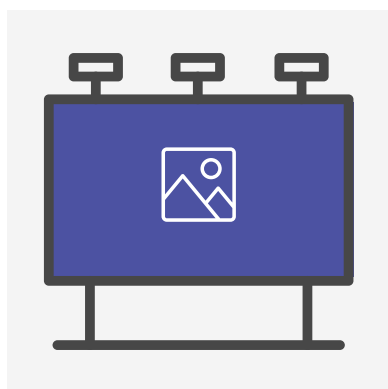
Video with Sound

Video without Sound



DOOH Specifications

Image Ads



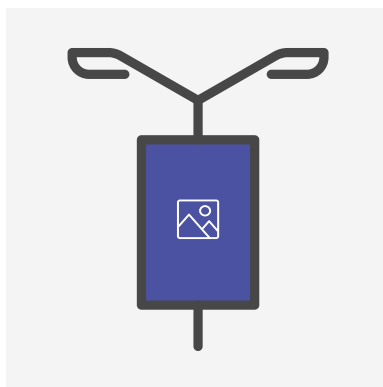
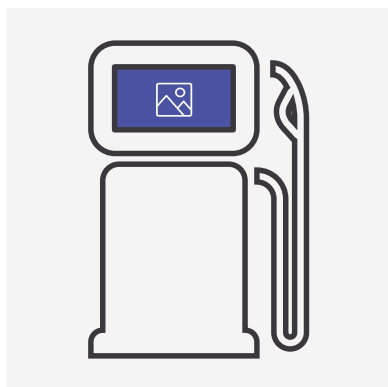
Size	Name	File Format	Animation	Minimum DPI	Max File Size
1080 x 1920	Poster (V)	.jpg, .bmp, .gif	No – static only	72	500 kb
1080 x 1920 Dynamic	Poster (V)	.jpg, .bmp, .gif, html5	No – static only	72	500 kb
160 x 600	Skyscraper	.jpg, .bmp, .gif, html5	Yes – up to 15 sec.	n/a	200 kb
1920 x 1080	Poster (H)	.jpg, .bmp, .gif	No – static only	72	500 kb
1920 x 1080 Dynamic	Poster (H)	.jpg, .bmp, .gif, html5	No – static only	72	500 kb
300 x 250	Rectangle – medium	.jpg, .bmp, .gif, html5	Yes – up to 15 sec.	n/a	200 kb
448 x 252	Rectangle – small	.jpg, .bmp, .gif	Yes – up to 30 sec.	n/a	250 kb
640 x 480	Rectangle – large	.jpg, .bmp, .gif	Yes – up to 30 sec.	n/a	250 kb
728x90	Leaderboard	.jpg, .bmp, .gif, html5	Yes – up to 15 sec.	n/a	200 kb
400 x 1400	Bulletin Billboard	.jpg, .bmp, .gif	No – static only	72	
400 x 840	Poster Billboard	.jpg, .bmp, .gif	No – static only	72	

- **Orientation:** describes whether the image will be displayed in portrait or landscape
- **File format:** highlights the available file formats for creative submissions
- **Animation:** identifies whether the execution allows for any animation
- **Minimum DPI:** defines the minimum pixel dots per inch to ensure clarity of the image for rendering on media consoles of various screen dimensions
- **Max file size:** represents the maximum file size allowable in kb (kilo bytes)



DOOH Specifications

Video Specs (No Sound)



Size	Name	File Format	Codec	Ratio	FPS	Max File Size	Animation Length (sec)
1080 x 1920	Video - silent	.mov, .mp4	H.264, Apple ProRes	9:16	29.97	7 MB	8, 10, 15, or 30
1920 x 1080	Video - silent	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	7 MB	8, 10, 15, or 30
640 x 480	Video - silent	.mov, .mp4	H.264, Apple ProRes	4:3	29.97	7 MB	8, 10, 15, or 30

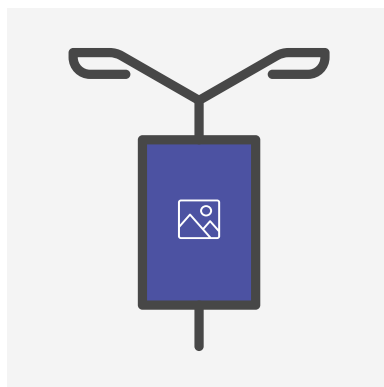
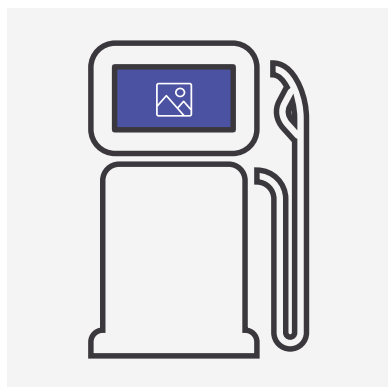
Note: Alternatively, an animated .GIF can be submitted utilizing the Image Specs (page 23)

- **File format:** highlights the available file formats for creative submissions
- **Codec:** software for encoding and decoding digital video
- **Ratio:** defines the video aspect ratio
- **FPS:** video recording should match the recommended frames-per-second
- **Max file size:** represents the maximum file size allowable in MB (megabytes)
- **Animated GIF:** identifies whether an animated .GIF file format can be delivered for the video execution
- **Animation length:** describes the maximum length of the video animation



DOOH Specifications

Video Specs (With Sound)



Size	Name	File Format	Codec	Ratio	FPS	Audio Codec	Max File Size	Animation Length (sec)
1080 x 1920	Video	.mov, .mp4	H.264, Apple ProRes	9:16	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30
1920 x 1080	Video	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30
VAST	IAB VAST	.mov, .mp4	H.264, Apple ProRes	16:9	29.97	MP3 or AAC	7 MB	6, 15, or 30
1920 x 1080p Cinema	Cinema Video	.mov, .mp4	Apple ProRes 422HQ	16:9, 1.85, 2.35	23.98	AAC or AC-3	Unlimited	8, 10, 15, 30, 60, 90, or 120s
640 x 480	Video	.mov, .mp4	H.264, Apple ProRes	4:3	29.97	MP3 or AAC	7 MB	8, 10, 15, or 30

- **Codec:** software for encoding and decoding digital video
- **Ratio:** defines the video aspect ratio.
- **FPS:** video recording should match the recommended frames-per-second
- **Audio codec:** software for coding and decoding a digital audio stream
- **Max file size:** represents the maximum file size allowable in MB (megabytes)
- **Animation length:** describes the maximum length of the video animation

Additional Resources

[Useful Links](#)

[Egnyte Folder Guide](#)

[Useful Terms](#)



Additional Resources

Some of the Available CTA's for Instagram/Facebook

(Not all calls to action may be available to you, depending on your industry. Your Account Manager will be able to help you select the right CTA's for you and your company)

- Apply Now
- Book Now
- Download
- Learn more
- Shop now
- Sign Up
- Find your Groups
- Try in camera
- Call Now
- Contact Us
- Subscribe
- Order Now
- Watch More
- Listen Now
- Send Message
- Dial Code
- Send Whatsapp Message
- Get Showtimes
- Get Directions
- See Menu

Some of the Available CTA's for LinkedIn

(Not all calls to action may be available to you, depending on your industry. Your Account Manager will be able to help you select the right CTA's for you and your company)

- Apply
- Download
- View Quote
- Learn More
- Sign Up
- Subscribe
- Register
- Join
- Attend
- Request Demo

Available profile information form fields for LinkedIn:

- | | | | |
|--|--|---|--|
| <ul style="list-style-type: none"> • Contact • First name • Last name • Email address • LinkedIn Profile URL • Phone number • City • State/Province • Country/Region | <ul style="list-style-type: none"> • Postal/Zip code • Work email • Work phone number • Image showing Lead Gen Forms • Work • Job title • Function • Seniority | <ul style="list-style-type: none"> • Company • Company name • Company size • Industry • Education Degree • Field of study • University / School • Start date • Graduation date | <ul style="list-style-type: none"> • Demographic • Gender • Number of custom questions (optional): 3 • Characters Count in a custom question: 100 |
|--|--|---|--|

External Link to Use for Reference:

While we try and be as up-to-date as possible with the recommendations, if you want a more in depth explanation about the necessary specs here are some links to guide you.

[Meta Ad Guides](#)

[LinkedIn Ad Guides](#)

[Pinterest Ad Guides](#)



Useful Terms

Conversion Rate: The percentage of users who completed the desired action; calculated by dividing the overall size of the audience with the total number of 'convert' users; for instance, those who clicked on an ad – conversion rate percentage is used as a metric upon which marketers try to improve further growth.

CPM or Cost per Thousand: A pricing model that measures the cost of an online ad per 1000 impressions, impression being whenever the ad is displayed on a web page – ideal for creating brand awareness and delivering a direct message on high-traffic websites.

CRM or Customer Relationship Management: A set of applications that marketing firms use to manage customer data, analyze customer interactions, and receive relevant data in real-time – CRM is used to update and improve customer relationship strategies, to personalize and target marketing services.

CTR or Click Through Rate: The percentage of users who click on links placed in emails, ads, websites, etc.; measures the users actively engaging with linked content on a site with the formula: $CTR = (\text{click-throughs} / \text{impressions}) \times 100$ – this metric helps to understand customers and finetune target audience.

The Funnel : The sales funnel displaying the buying process from a lead to a customer.

Top of the Funnel: The first stage of the buying process where visitors are still looking for information – this stage requires building trust through quality content to motivate visitors into the next stage.

Middle of the Funnel: The middle stage where buyers have identified their problem and need but continue research – here leads are transferred from marketing to sales.

Bottom of the Funnel: The last stage where the buyer is getting ready to buy after identifying several vendors – consultative approach to help a customer to come to a decision will seal the deal.

GTM or Go-to-Market strategy: Plan specifying how to present a product's unique value proposition to achieve a competitive advantage in reaching customers – provides a roadmap for launching a product to achieve product-market fit.

KPI or Key Performance Indicators: A metric or quantitative benchmark to track progress towards marketing goals; These should be SMART or Specific, Measurable, Achievable, Relevant, Time-Bound – used in measuring performance and course correction.

Lead Generation: Educating visitors on product or service and the industry where visitors, in turn, provide qualitative information to the sales team – helps to capture qualified leads.

ROAS or Return on Ad Spend: Marketing metric to measure the efficacy of advertising campaigns and calculate the return on investment for paid marketing such as spending on ads – ROAS helps to evaluate which methods are working and how to improve future advertising efforts.



Egnyte Folder Set-Up

How to Set Up Your Egnyte Folder



- Your **Account Manager** will provide you with a link to your Egnyte Folder. This will be where you will add anything that you want us at Digital Ignite to have. It will be titled **Client Folder**.
- **Items to include in Logo & Brand Assets Folder:**
 - Logos (eps files preferred, svg, or png)
 - Brand Guidelines (please include your brand colors)
 - Fonts (if not a Google Font or Adobe Font)
 - Brand elements (icons, photos, videos, products)
- **File Naming:** If you are providing your own creative, please follow these guidelines when labeling your files.
 - Folders should be organized by Year - Month - Name of the Ad - Type of Ad
 - Document should be named:
Client_FileName_Dimensions.ext
 - Example: DigitalIgnite_Sunshine_300pxx600px.html
- If you are sending a working file (Indesign, Illustrator, Photoshop) please include all links (images, logos, etc.) and fonts in a folder entitled **LINKS**.
- **Items included in Onboarding Information:**
 - This DI Specifications Document
 - Digital Ignite Logos