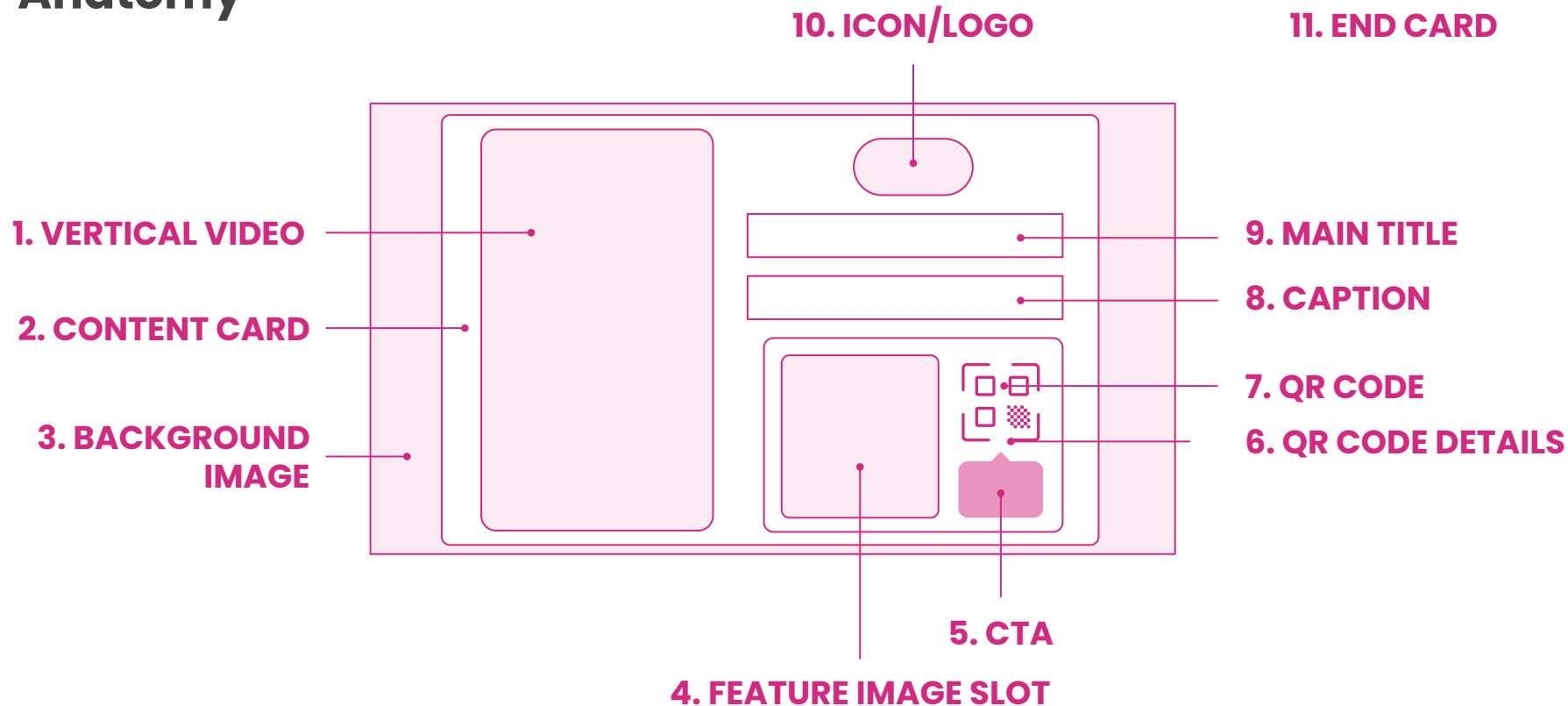


Anatomy



Recommended assets that do not auto-import

Feature Image*: Min. 245x245px .JPG, .PNG (1:1, 4:5, 9:16)

Background Image: Min. 1920x1080 .JPG, .PNG (9:16)

Main Title: Max. 40 Characters

CTA Message: 2-4 Words (Max. 6 words)

QR Code: Destination URL / Phone #, E-mail Address etc.

Full-Sized Logo: Min. 200x200px .PNG with transparent background

* Required

*Note: Text length recommendations are based off of default font style and size.
Always use the instant preview to review any changes.*

Spec Sheet

*Note: Text length recommendations are based on default font style and size.
Always use the instant preview to review any changes.*

1. VERTICAL VIDEO

Required – Auto-Import from social
Can manually upload
1080x1920 – .mp4 or .mov
Vertical video only

2. CONTENT CARD

Optional customization
Color & opacity Level
1 Hex code (#XXXXXX) & % Transparency
Default: White (#FFFFFF) & 90% Transparent

3. BACKGROUND IMAGE*

Optional – Manual upload
Optional – Zoom & pan effect: (On/Off)
Minimum 1920x1080 – 9:16 aspect ratio

If no image:

Required: **Color Background***

Gradient: 2 hex codes (#XXXXXX) **OR**

Flat color: 1 hex code (#XXXXXX)

Self serve Tip: Enter single hex code in both color fields for flat color

4. FEATURE IMAGE SLOT*

Required – Manual upload
Minimum 245x245px
Any aspect ratio (Best: 1:1, 4:5, 9:16)

5. CTA MESSAGE*

Optional – Manual addition
Ideal length: 2–4 words

6. QR CODE DETAILS*

Optional – Manual addition
Use for destination or privacy
statement details
Ideal length: 2–4 Words

7. QR CODE*

Optional for CTV & included
Required: Destination URL
Scan-to call or email available



Needs to be provided/uploaded
(Does not auto-import from social)

8. CAPTION

Required – Auto-import from social
Can customize
Ideal length: 30–60 characters
Max Length: 120 characters

9. MAIN TITLE*

Optional – Manual addition
Ideal length: 40 characters
Recommend: Using first phrase/sentence of caption from social post

10. ICON/LOGO

Required – Icon: Auto-imports from social

Optional customization*:

Full sized logo (Replaces Icon)

Minimum size: 200x200px

Best: .PNG with transparent background
Horizontal Logo. Recommend 30% size.

Example:



Spec Sheet

11. END CARD

Extend the time of the OLV or CTV creative

This template allows for the ability to add an **End Card** to extend the time of the creative to a specified length.

For example, if the source creative is 15 seconds long, a 5 second end card can be added to extend the video to 20 seconds.

☒ End Card

End Card Duration

+

+

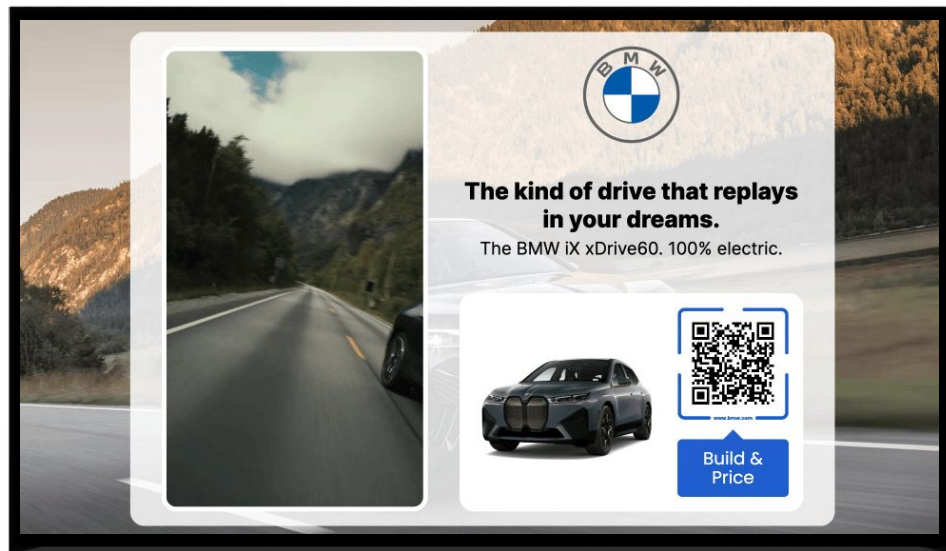
4 . MS

-

-



Self Serve: Toggle ON the end card and specify the # of seconds and milliseconds needed to extend the video



Examples



Examples

