Formats & Creative Guidelines

ZMS Zalando Marketing Services

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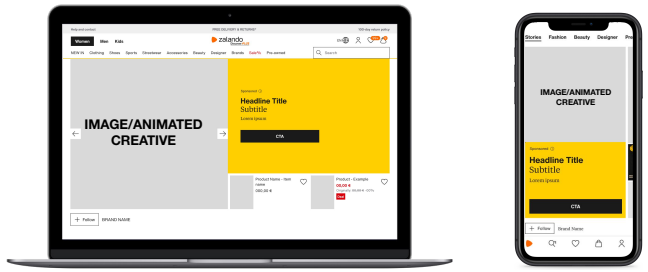
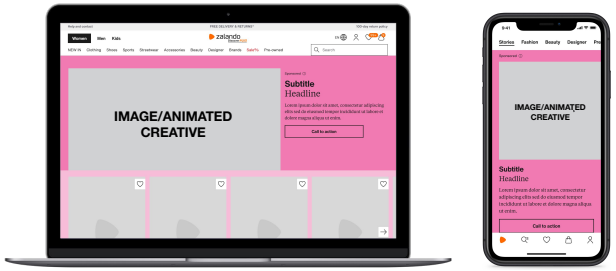
Zalando Formats

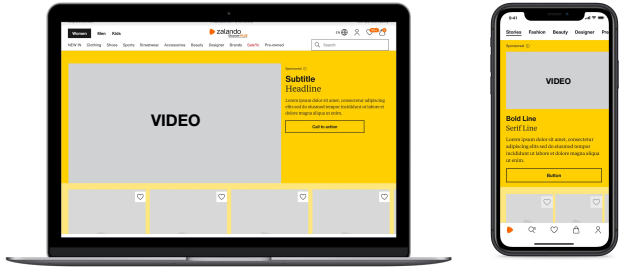
Homepage Teaser



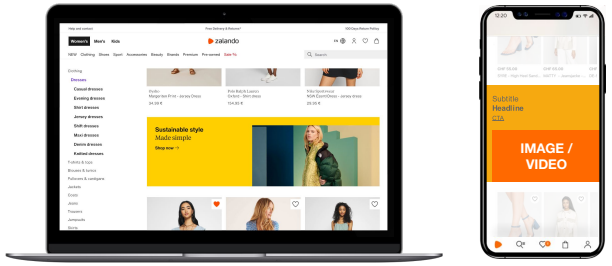
Collection Teaser (Homepage)



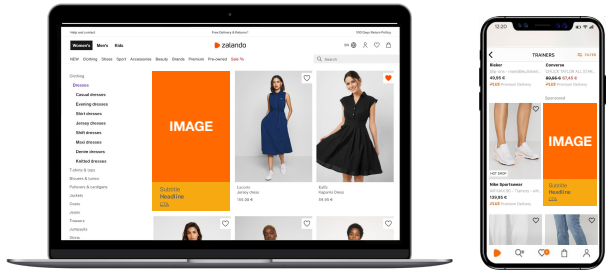
Collection Teaser (Homepage Video)



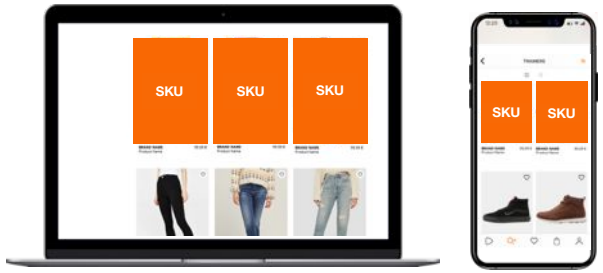
Collection Teaser (Catalog)



In-Catalog Ad



Sponsored Products



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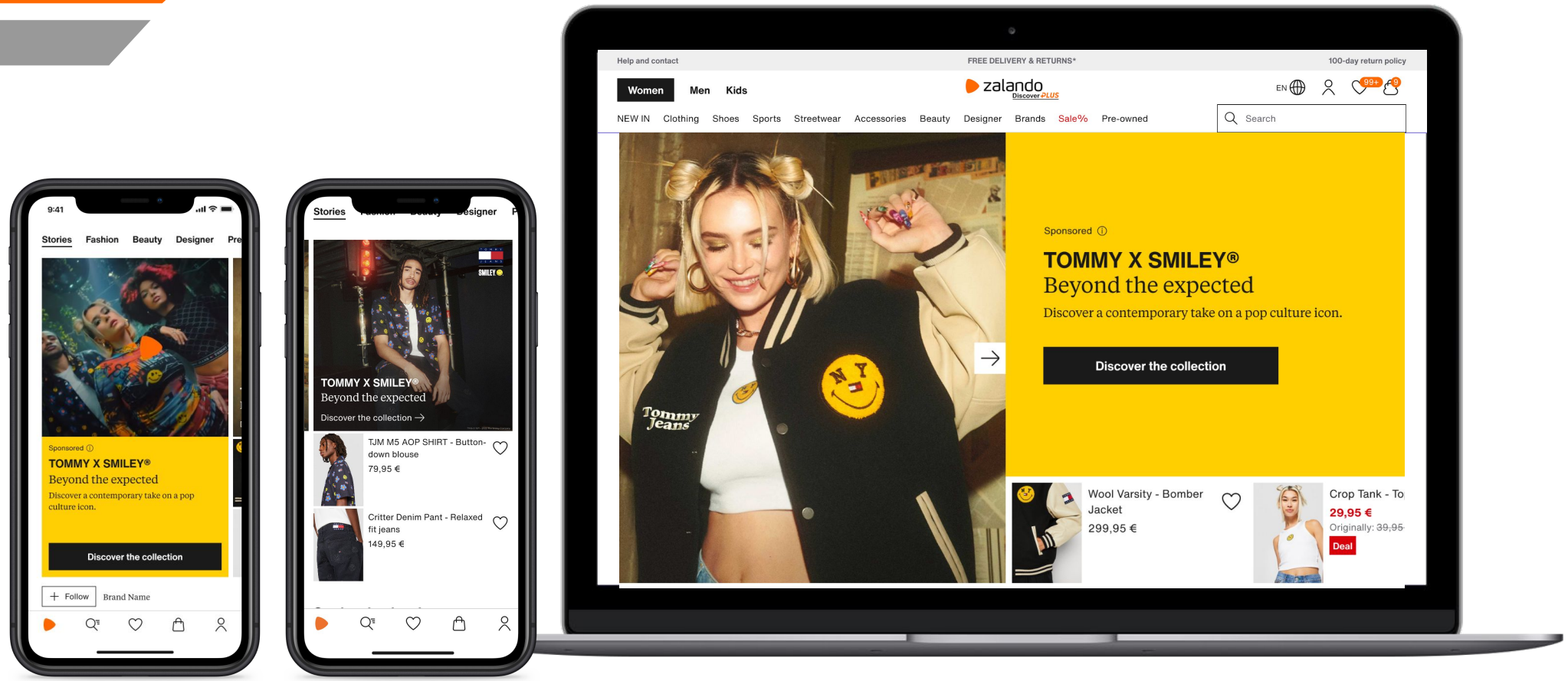
Homepage Teaser

Sponsored Brands

Awareness



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Homepage Teaser
Creative Guidelines

Text Elements	
	# of characters
Title	22 characters
Subtitle	42 characters
Paragraph	95 characters
CTA	22 characters

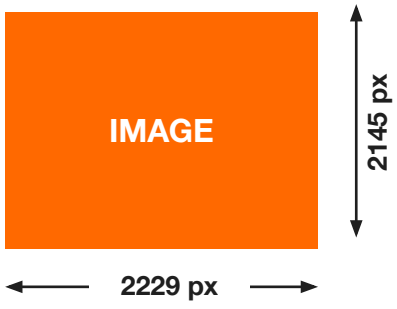
NOTE: The same copy will display across all the slides.

Carousel					
Cover Slide Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	
Cover Slide Animated Image (optional) 10s muted	W: 700	H: 674	MP4	Max. 3 MB	
Slide 1 Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS
Slide 2 Image (required)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS
Slide 3 Image (optional)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS
Slide 4 Image (optional)	W: 2229	H: 2145	JPEG	max. 500 KB	12 SKUS

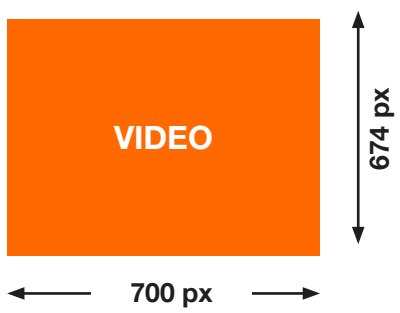
Considerations

- Image color must be no brighter than #F3F3F3.
- Logo integration / position: **Top left hand corner. No baked in copy on the bottom half, it will overlap with the copy.**
- No additional borders needed.
- Creatives should never contain text. Headline, subtitle and CTA appear as overlay elements.

All devices



All devices



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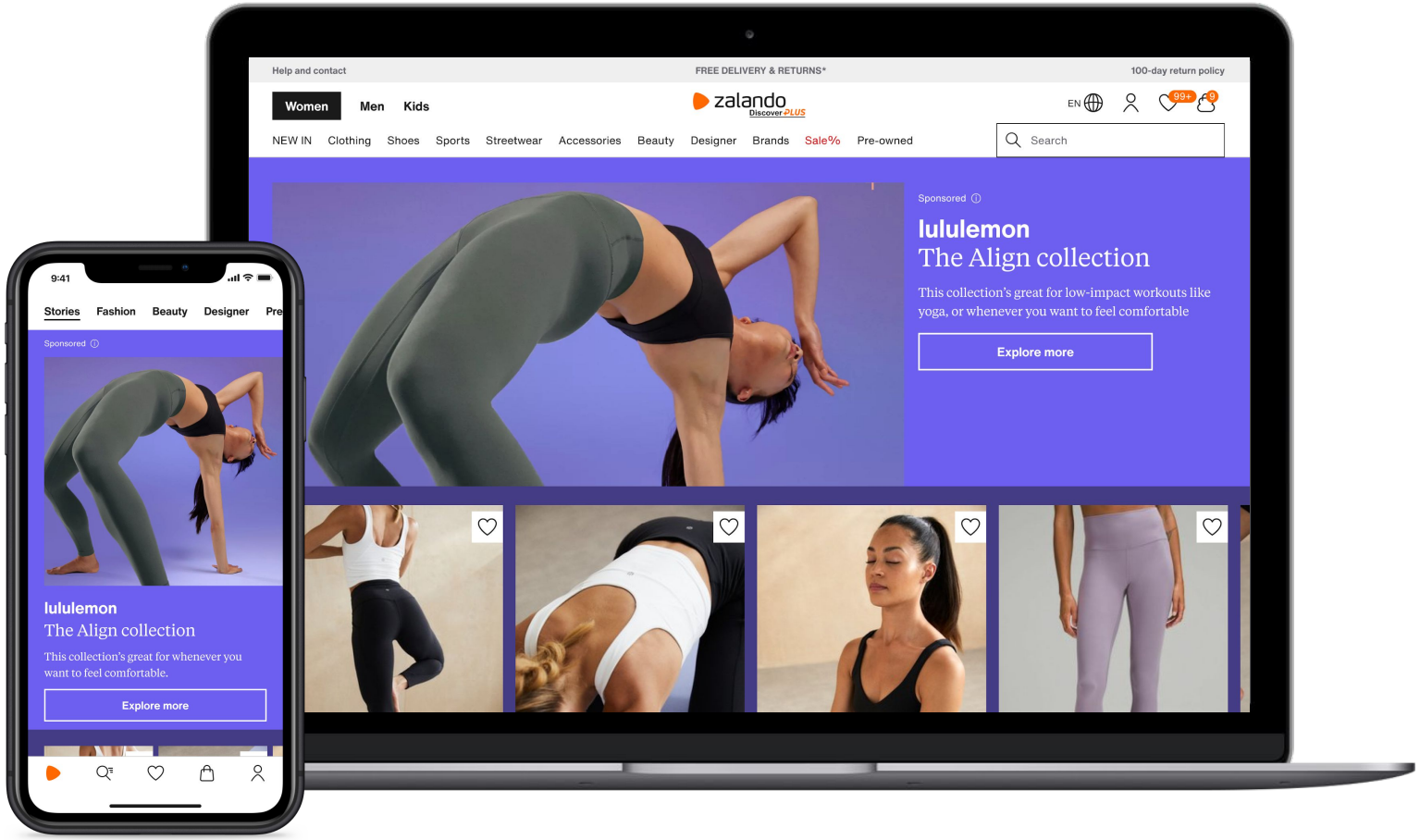
Collection Teaser (Homepage)

Sponsored Collections

Consideration



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Collection Teaser (Homepage)

Creative Guidelines

Text Elements	
	# characters
Subtitle	22 characters
Headline	42 characters
Long Description (optional)	95 characters
CTA	22 characters

The creative itself should never contain text.
Deliver text elements separately. Do not use all caps.
Do not use URLs in text elements.

SKU Carousel	
	• Provide a list of 25 SKUs (optional).

Static Image Creatives				
Web Desktop	W: 2079	H: 1000	JPEG	max. 500 KB
App & Web Mobile	W: 2229	H: 2145	JPEG	max. 500 KB

Animated Creatives (Optional. Short product-focused animation. No sound, text or logos)				
Web	W: 1604	H: 772	MP4	max. 3 MB
App & Web Mobile	W: 700	H: 674	MP4	max. 3 MB
	3-10 sec. video without sound or text		Image is still required when video is used	

Considerations

- Creatives should never contain text. Headline, subtitle and CTA appear as overlay elements.
- No margins/borders: if creative consists of multiple images, the creative should not contain margins. No outlines/borders should be included.
- Creatives are subject to approval by Zalando. Please contact your Partner Consultant for further details.
- Please note that for your campaign on the Zalando Homepage, different formats must not feature identical text, images or SKUs. Each must be distinctive.

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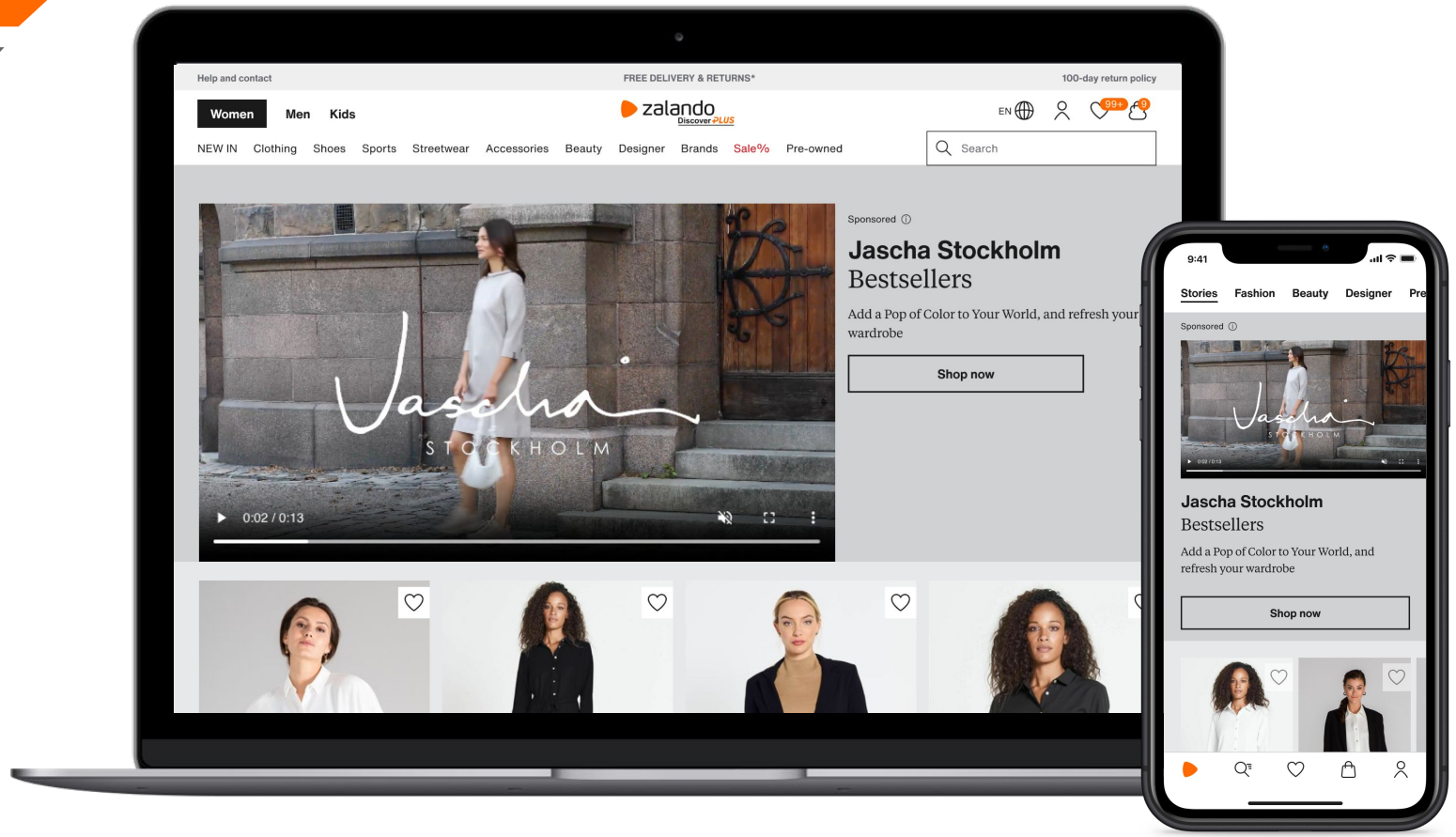
Collection Teaser (Homepage Video)

Sponsored Collections

Consideration



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Collection Teaser (Homepage Video)

Creative Guidelines

Text Elements	
	# of characters
Subtitle	22 characters
Headline	42 characters
Long Description (optional)	95 characters
CTA	22 characters

Image/animation should never contain text.
Deliver text separately for the fields above. Do not use all caps.
Do not use URLs in text elements.

Considerations

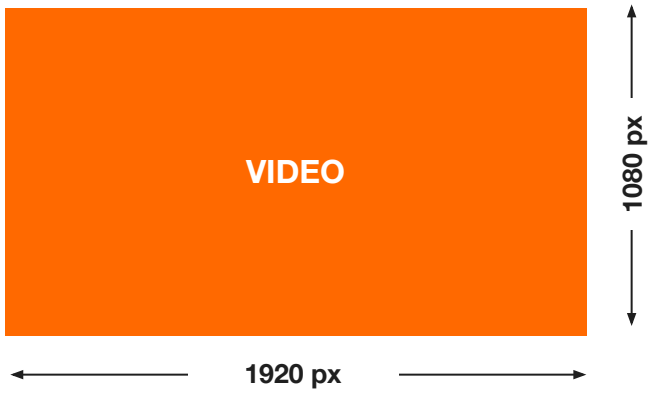
- Important: Creatives should never contain text nor voiceovers. Headline, subtitle and CTA appear as overlay elements.
- Image color must be no brighter than #F3F3F3.
- Logo position: flexible but should not touch the edges.
- No additional borders needed.
- Please note that for your campaign on the Zalando Homepage, different formats must not feature identical text, images or SKUs. Each must be distinctive.

Video Creatives (supports audio and video controls)				
Video	W: 1920	H: 1080	MP4	max. 10 MB (min. 20 sec, max. 70 sec)
Video thumbnail	W: 2421	H: 1362	JPEG	max. 500 KB

SKU Carousel

- Provide a list of 25 SKUs (optional).

Video Guide



Thumbnail Guide

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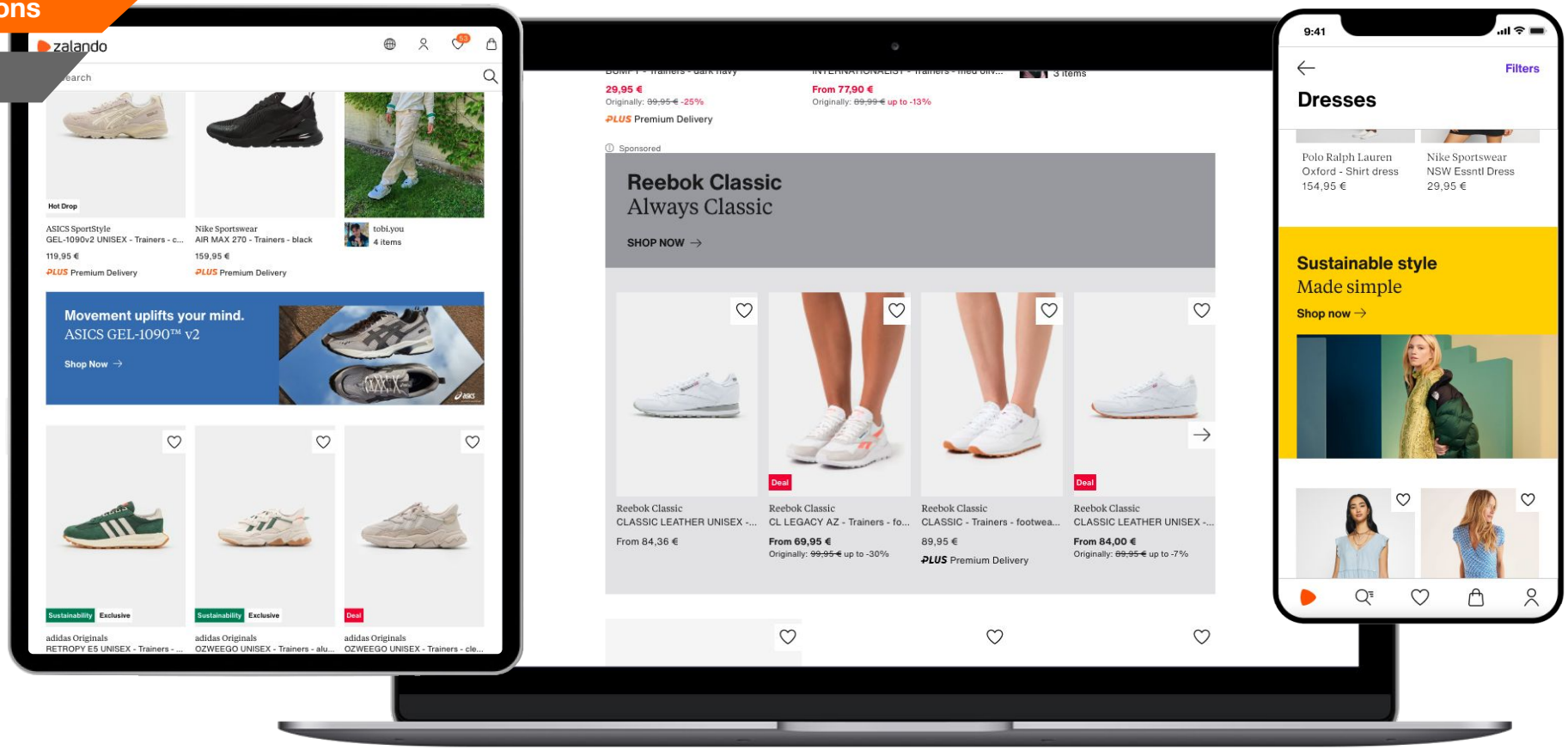
Collection Teaser (Catalog)

Sponsored Collections

Consideration



Collection Teaser (Catalog)

Creative Guidelines

Text Elements	
	# characters
Subtitle	22 characters
Headline	42 characters
CTA	22 characters

The image/animation itself should never contain text. Deliver text separately for the text fields listed above. Do not use all caps. Do not use URLs in text elements.

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 position: flexible but should not touch the edges.
- **Dynamic Catalog Teasers automatically generated** – no additional creatives needed

Static Image Creatives				
Web & App	W: 1484	H: 714	JPEG	max. 500 KB

Animated Creatives: web only (Optional. Short product-focused animation for web only. No sound, text or logos)				
Web only	W: 1484	H: 714	MP4	max. 3 MB
	Max 10 sec. video without sound or text		Static images are also required when animated variant is used. Static images will be used before animation starts and if animation is disabled	

Video Creatives: app only (supports audio and video controls)				
Video	W: 1920	H: 1080	MP4	max. 10 MB (min. 20 sec., max 70 sec.)
Video thumbnail	W: 2421	H: 1362	JPEG	max. 500 KB

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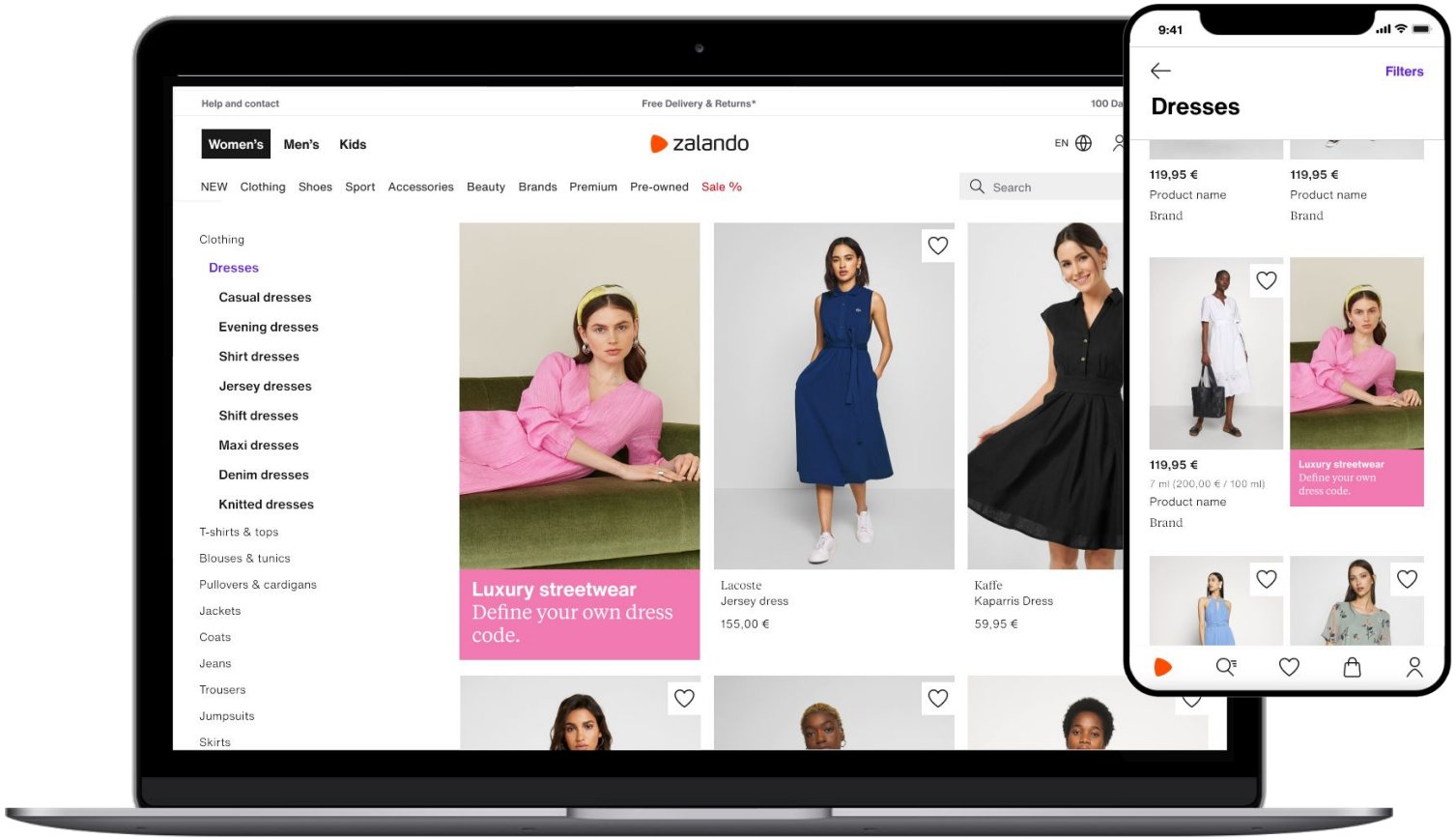
In-Catalog Ad

Sponsored Collections

Consideration



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In-Catalog Ad
Creative Guidelines

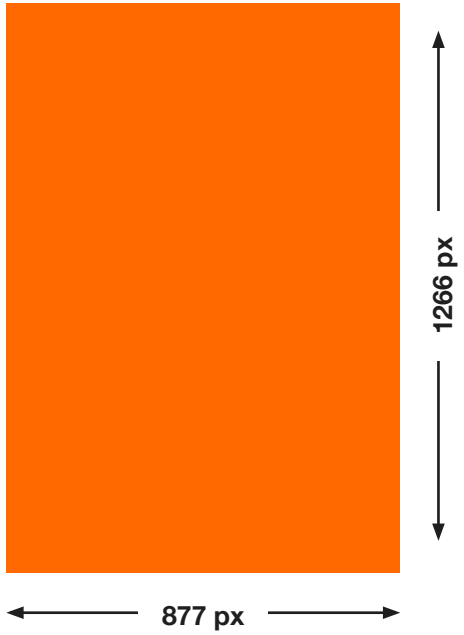
Text Elements	
	# of characters
Subtitle	22 characters
Headline	32 characters

Text elements and white text background shouldn't be part of the image. They will be added afterwards. Do not use all caps. Do not use URLs in text elements.

Image Teaser					
Web	W: 877	H: 1266	JPEG / GIF	JPEG: max. 500 KB	GIF: max. 500 KB
App	W: 877	H: 1266	JPEG	max. 500 KB	

Example

Guide



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). GIF only function for Web only.

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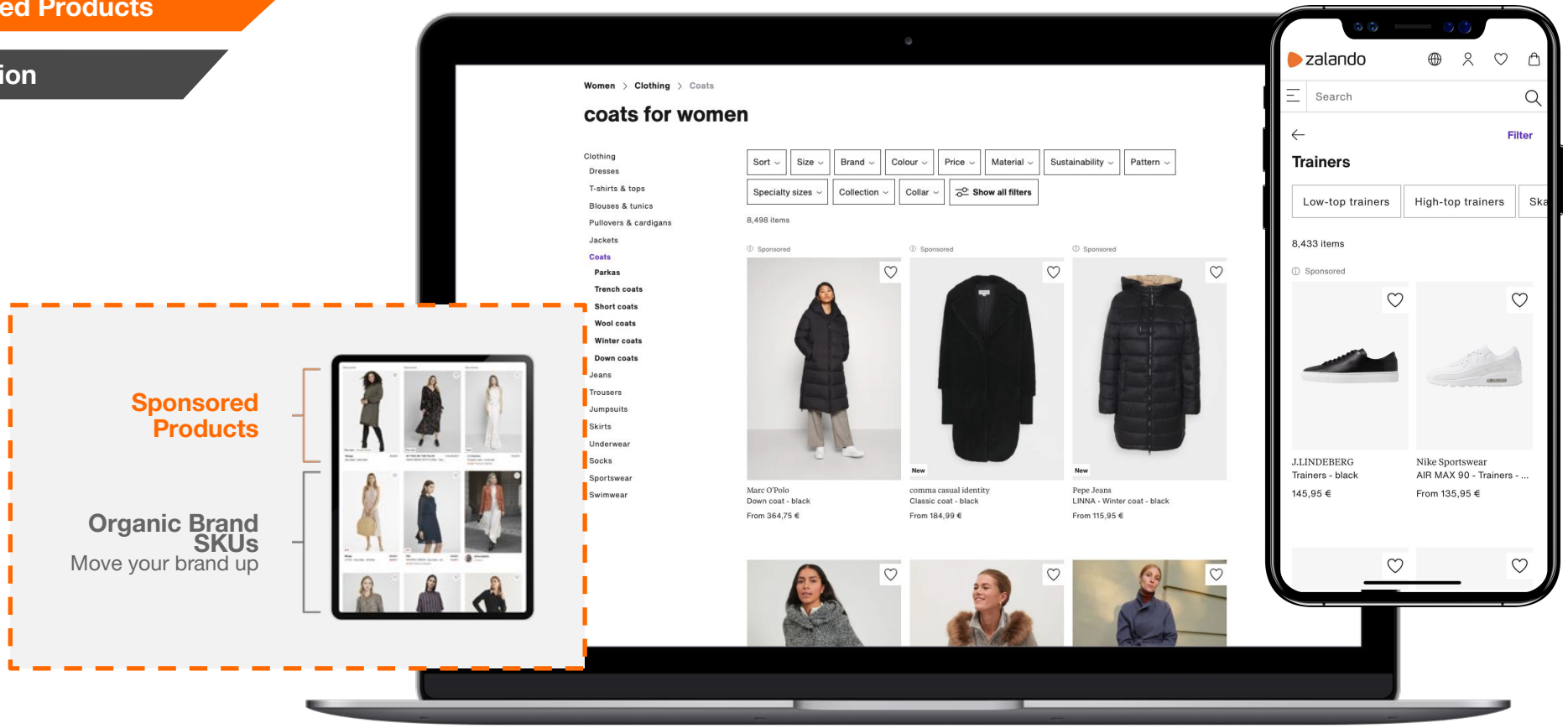
Sponsored Products

Sponsored Products

Conversion



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

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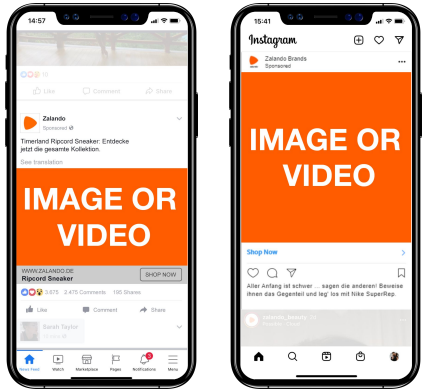
Social Formats
Facebook & Instagram

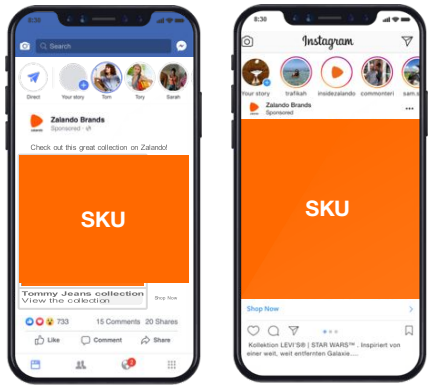
FB/IG Link Ad (Regular)

Facebook | Instagram

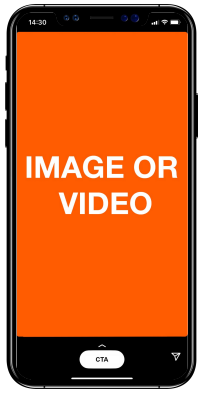


FB/IG Link Ad (Dynamic)

Facebook | Instagram

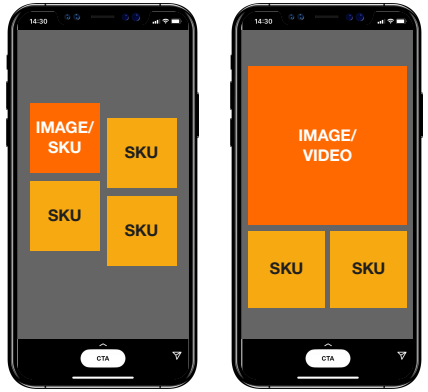


IG Stories & Polling Stickers

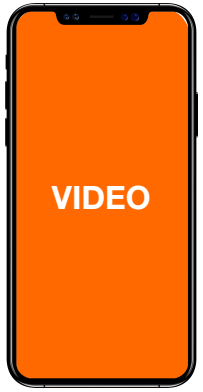


IG Stories (Dynamic)

Carousel Ad | Collection Ad

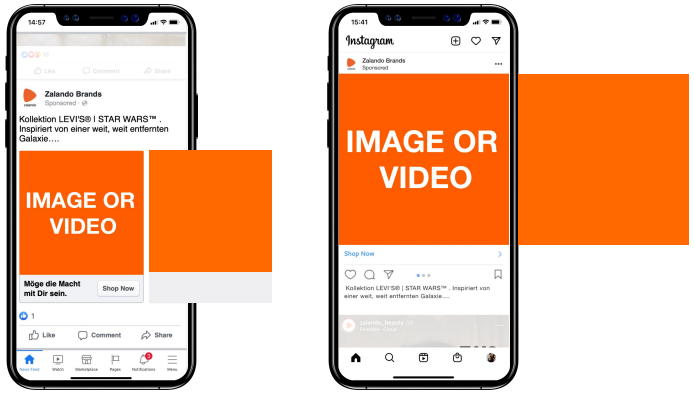


IG Reels (Regular)



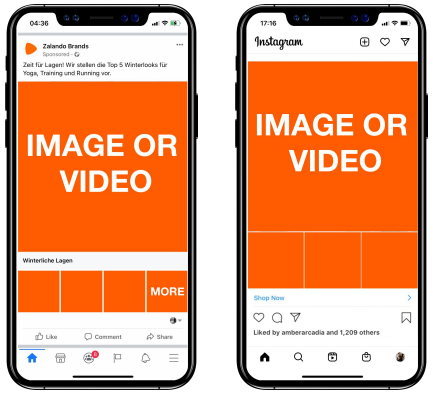
FB/IG Carousel Ad (Dynamic)

Facebook | Instagram

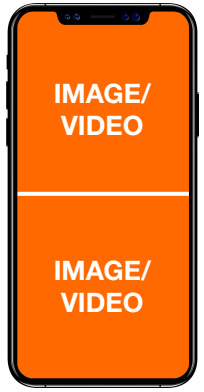


FB/IG Collection Ad (Dynamic)

Facebook | Instagram



FB Instant Experience



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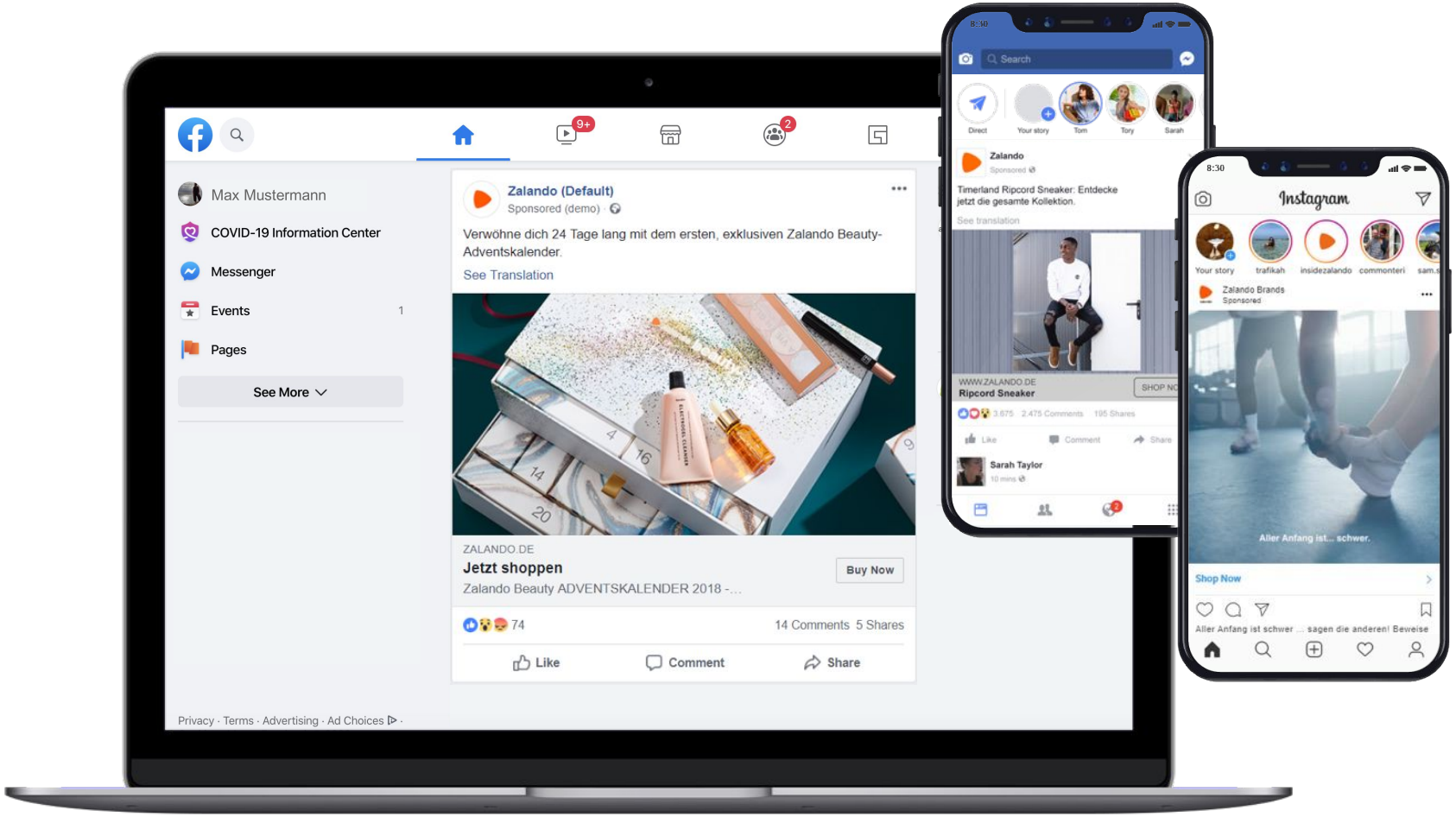
Facebook + instagram Link Ads (Regular)



Link ad in standard campaigns cannot track lower funnel metrics for app placements.

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Facebook + instagram Link Ads (Regular)

Creative Guidelines

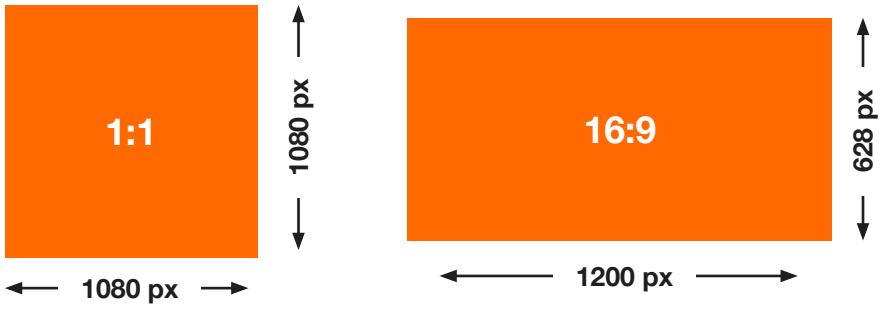
Text Elements (Facebook Guidelines)		
	# of characters	Text Considerations
Message	125 characters	• Mention your brand name in the message section. • Your image must not be more than 20% text. Check it here.
Title	25 characters	
Description	30 characters	

Video Considerations

- Display the brand logo in the first seconds to increase brand recognition.
- Recommended to make your video <15 seconds.
- Adjust videos to resonate with target audience and reflect branding phase (awareness, engagement/conversion).
- 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.

Facebook				
Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30 MB
Video (Opt. 1)	16:9		MP4, MOV	max. 15 sec., max 4 GB
Video (Opt. 1) Still Image	W: 1200	H: 628	JPEG	max. 30 MB
Video (Opt. 2)	1:1		MP4, MOV	max. 15 sec., max 4 GB
Video (Opt. 2) Still Image	W: 1080	H: 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. 15 sec., max 4 GB



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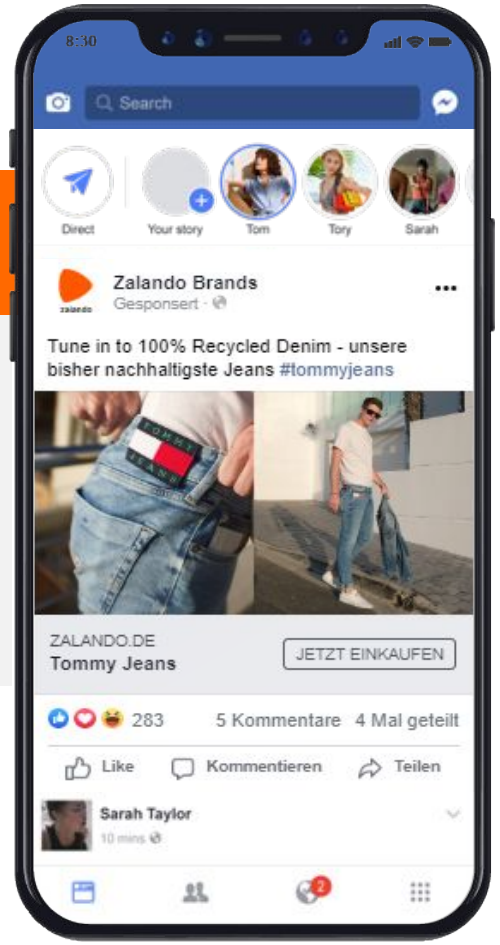
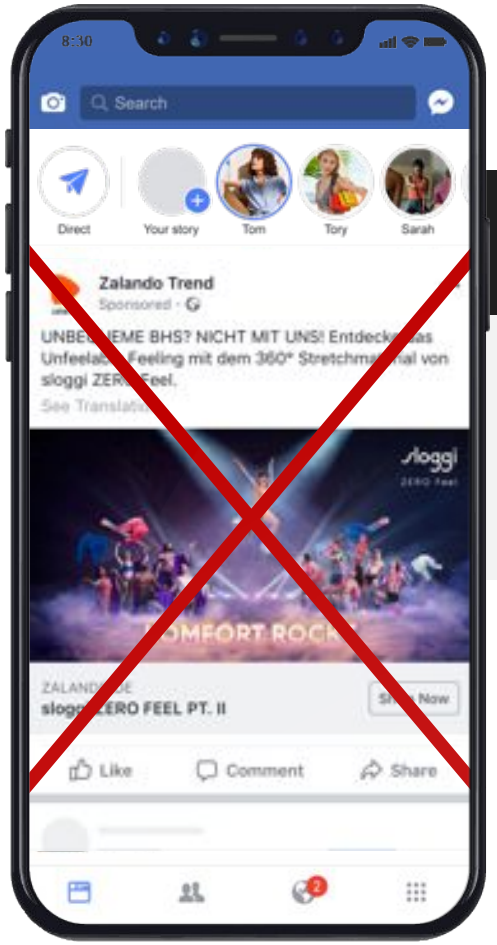
Facebook + instagram Link Ads (Regular)

Do’s & Don’ts

Do’s

- Have a clear view on the product.
- Have a bright, eye-catching background.
- Use simple, short text with brand name and message.





Don’ts

- Avoid adding too many elements on the picture.
- Avoid using a dark background, which is usually less eye-catching.

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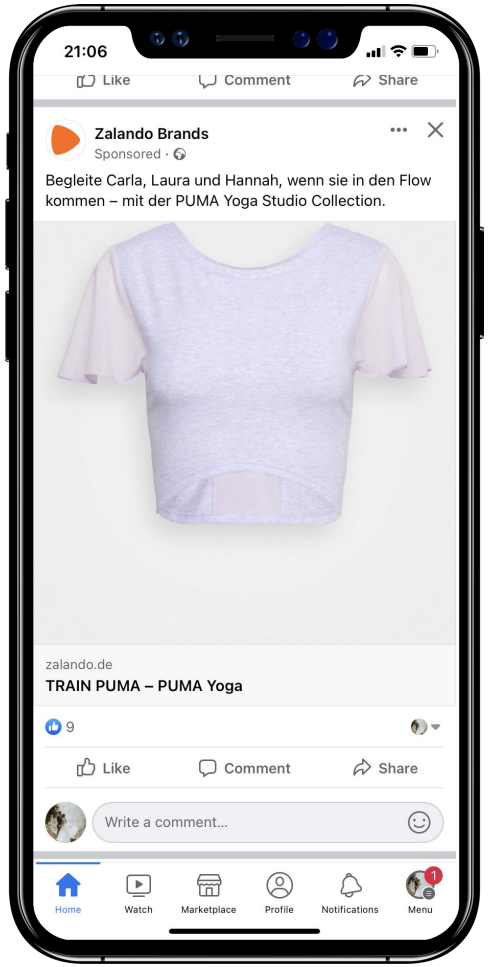
Facebook + instagram Link Ads (Dynamic)



Text Elements (Facebook Guidelines)		
	# of characters	Text Considerations
Message	125 characters	• Mention your brand name in the message section.
Title	40 characters	
Description	20 characters	

No additional creatives needed – ads generated from the product feed.

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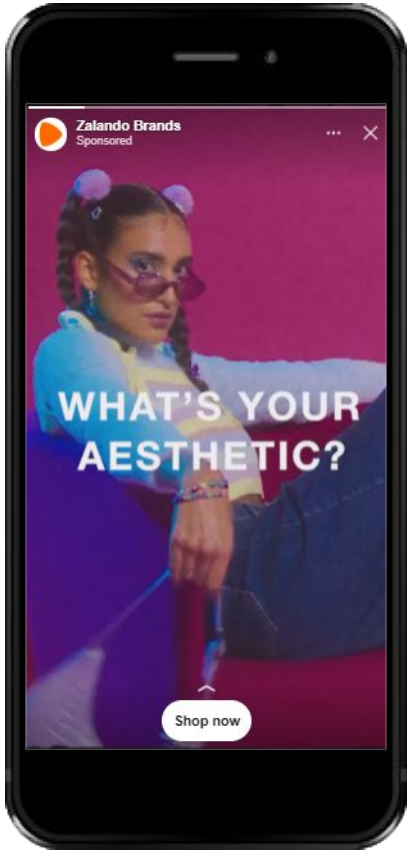
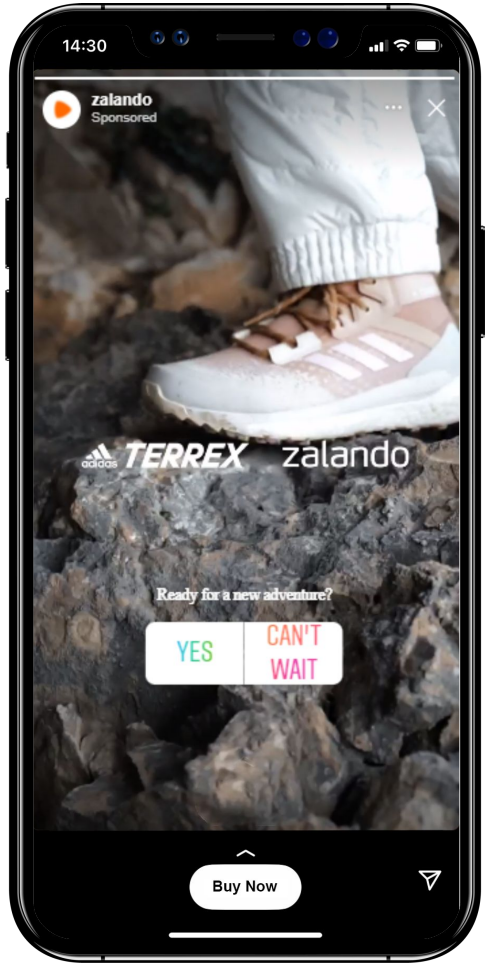
Instagram Stories & Polling Stickers (Regular)





Standard Stories ads cannot track lower funnel metrics.

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Instagram Stories & Polling Stickers (Regular)

Creative Guidelines

Considerations

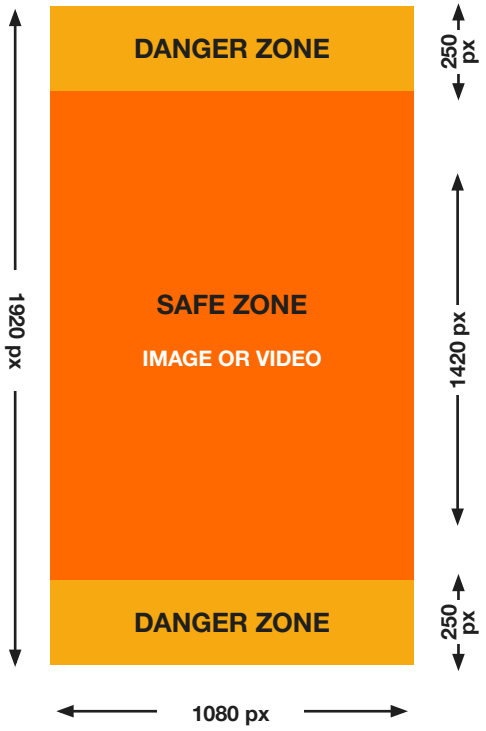
- Up to 10 cards (images or videos) within a single story ad.
- Video Captions are not available so make sure to include them in the video.
- Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text and logos to avoid covering these elements with the profile icon or 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.

Polling Sticker Ads Considerations

- Polling stickers let you ask potential customers questions using the two-question poll. Provide the activation team with the text used for the two buttons.
- Recommended to include the question used for the Poll within the creative.
- Consider for these creative type to keep your question and sticker within the center 860x1320 pixels of media. You should leave at least 110 pixels of space on the left and right side of your sticker, as well as 300 pixels of space on the top and bottom of your sticker.

Instagram Stories & Polling Sticker Ads

Image	W: 1080	H: 1920	JPEG, PNG	max. 30MB
Video	9:16		MP4, MOV, GIF	15 seconds-60 minutes only, max. 4 GB



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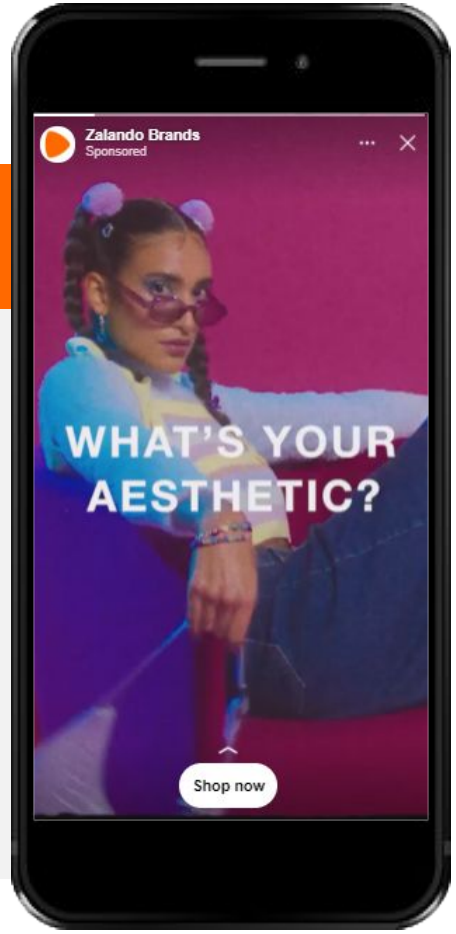
Instagram Stories & Polling Stickers (Regular)

Do’s & Don’ts

Do’s

- Keep it short and begin with your brand.
- Tell your story with and without sound.
- Experiment with overlays for key message.
- Take advantage of the right-left or left-right movement.
- Remember that different phones have slightly different interfaces.



Don’ts

- Avoid adding too many elements on the picture.
- Avoid using a dark background, which is usually less eye-catching.
- Avoid positioning your key message in the danger zone.

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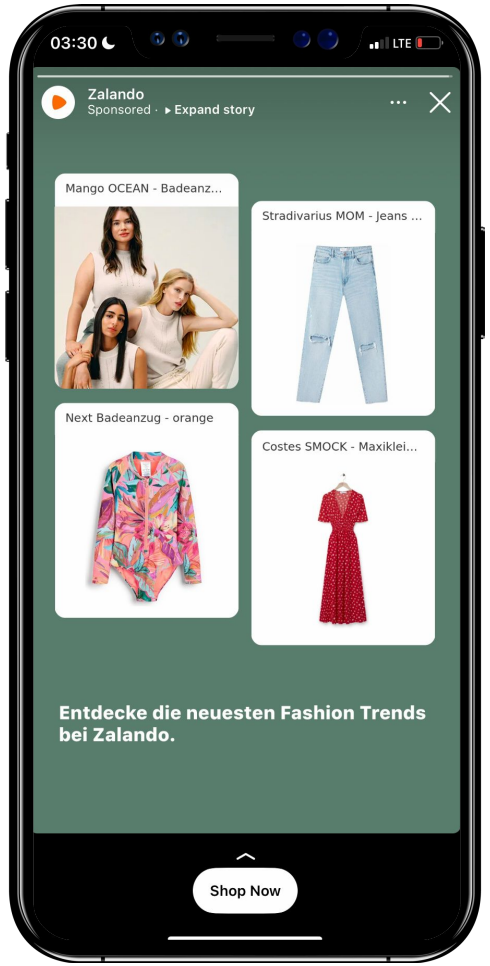
Instagram Stories (Dynamic)



Carousel ad in Instagram Story

Collection ad in Instagram Story

Instagram Stories (Dynamic)

Creative Guidelines

Text Elements	
	# of characters
Title	40 characters

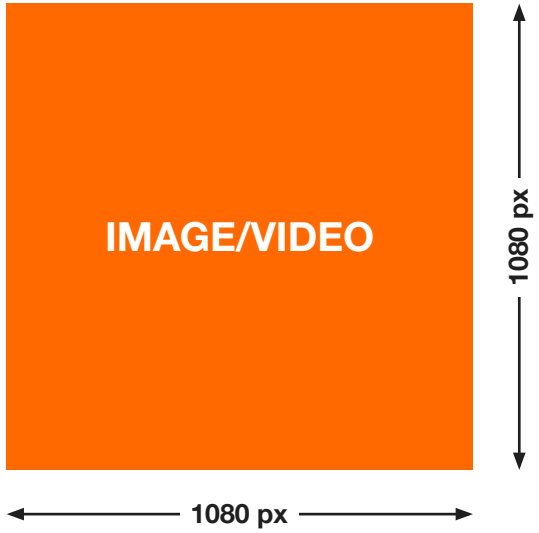
Instagram Stories (Dynamic)				
Image	W: 1080	H: 1080	JPEG, PNG	max. 30MB
Video	1:1		MP4, MOV, GIF	15 seconds-60 minutes only, max. 4 GB

Carousel Ad considerations

- Additional creatives not mandatory, but we can add an image if there is a theme.

Collection Ad considerations

- Image or video required



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Instagram Reels (Regular)

Reels ads cannot track lower funnel metrics.

Instagram Reels (Regular)

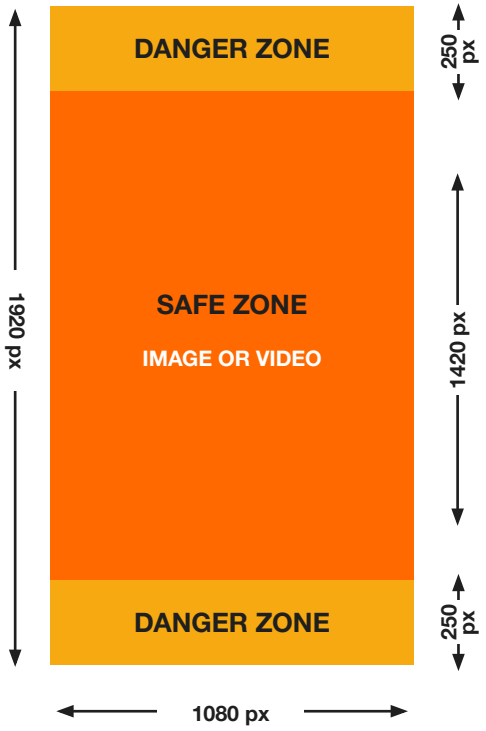
Creative Guidelines

Text Elements	
	# of characters
Description	72 characters

Instagram Reels			
Video	9:16	MP4, MOV, GIF	Max. 30 seconds & 4 GB

Considerations

- Full-screen 9x16 skippable video ad; the ad unit will be looping, and ads will be served within the Reels Immersive Viewer as interstitial video ads.
- Audio: (Optional) Sound and music in the video asset is encouraged.
- 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.
- primary text can be up to 72 characters



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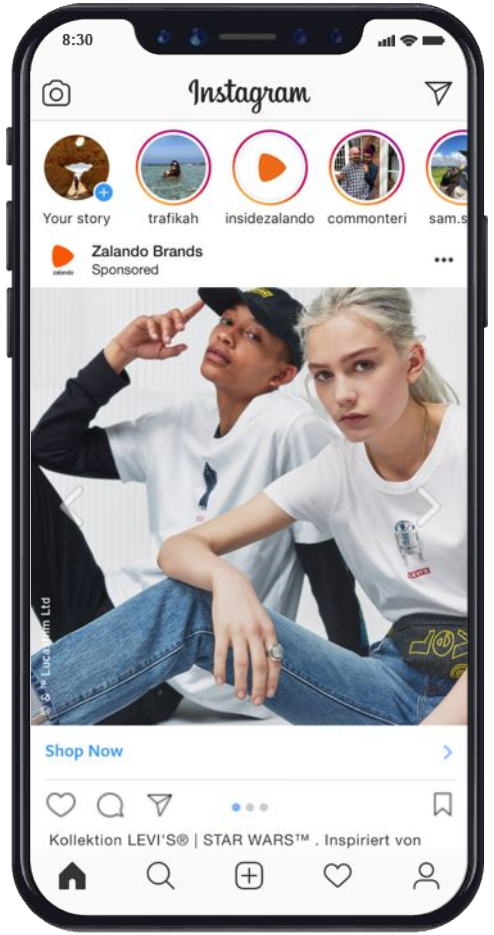
Facebook + instagram Carousel Ads (Dynamic)



Facebook + instagram Carousel Ads (Dynamic)

Creative Guidelines

Text Elements (Facebook Guidelines)		
	# of characters	Text Considerations
Message	125 characters	• Mention your brand name in the message section. • Your image must not be more than 20% text. Check it here.
Title	40 characters	
Description	20 characters	

Facebook				
Image	W: 1080	H: 1080	JPEG, PNG	min. 2, max. 10 images each max. 30MB
Video	1:1		MP4, MOV	max. 15 sec., max 4 GB

Instagram Feed Placement				
Image	W: 1080	H: 1080	JPEG, PNG	min. 2, max. 10 images each max. 30MB
Video	1:1, min. 720x720		MP4, MOV	max. 15 sec., max 4 GB

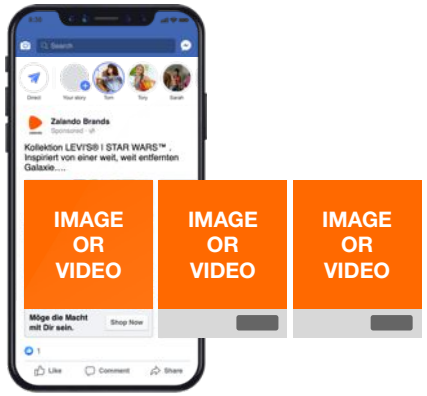
Considerations

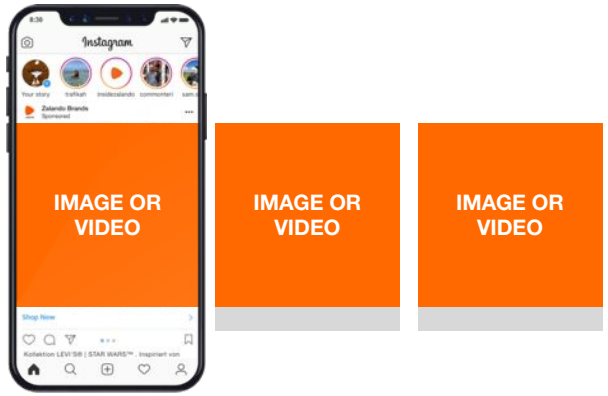
Carousel Ads are created through Dynamic campaigns which combines uploaded creatives and dynamic products displayed based on individual users' behavior.

- One carousel may consist of both images and videos.
- Card order may be pre-defined, or algorithm may optimize the order for the best performance.

Video:

- Recommended video length: max. 15 seconds.
- Display logo within first few seconds to increase brand recognition.
- Adjust videos to resonate with target audience and reflect branding phase (awareness, engagement/conversion).





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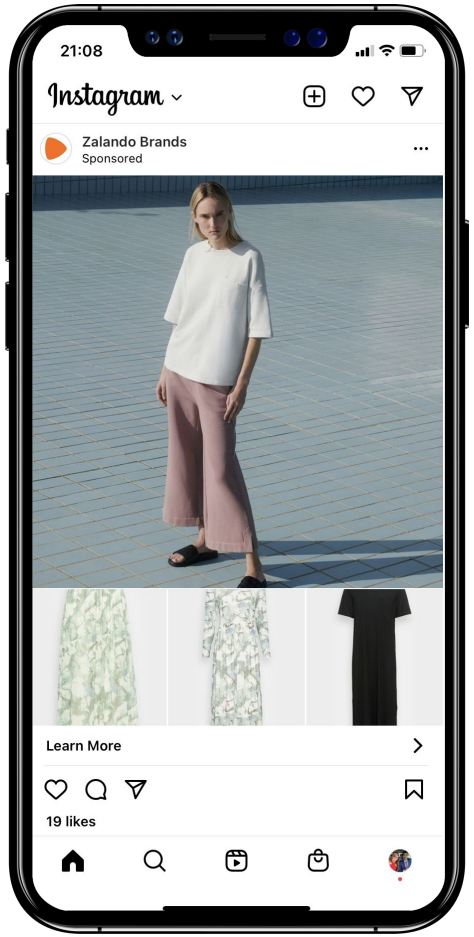
Facebook + instagram Collection Ads (Dynamic)



Facebook + instagram Collection Ads (Dynamic)

Creative Guidelines

Text Elements (Facebook Guidelines)		
	# of characters	Text Considerations
Message	90 characters	• Mention your brand name in the message section.
Headline	25 characters	

Considerations

Collection Ads are created through Dynamic campaigns which combines uploaded creatives and dynamic products displayed based on individual users' behavior.

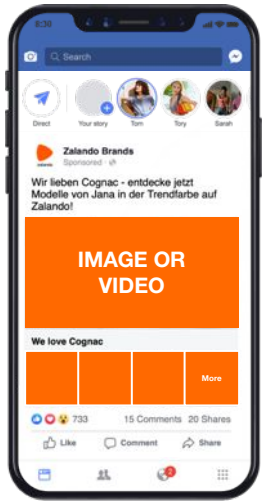
- Collection Ads consist of Image / Video and SKUs dynamic selection.
- This ad format runs on mobile only.
- Use a large SKUs set (minimum 25) in case products go out of stock. Provide your Partner Consultant with the list of selected SKUs separately.

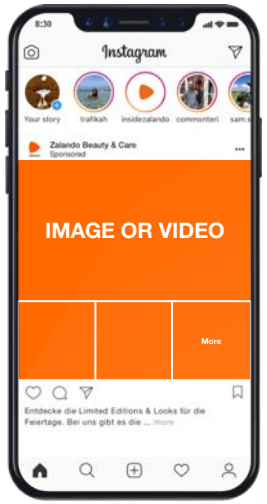
Video:

- Recommended video length: max. 15 seconds.
- Display logo within first few seconds to increase brand recognition.
- Adjust videos to resonate with target audience and reflect branding phase (awareness, engagement/conversion).

Facebook Feed Placement				
Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30MB
Video	16:9 or 1:1		MP4, MOV	max. 15 sec., max 4 GB

Instagram Feed Placement				
Image	W: 1200 / 1080	H: 628 / 1080	JPEG, PNG	max. 30MB
Video	16:9 or 1:1		MP4, MOV	max. 15 sec., max 4 GB





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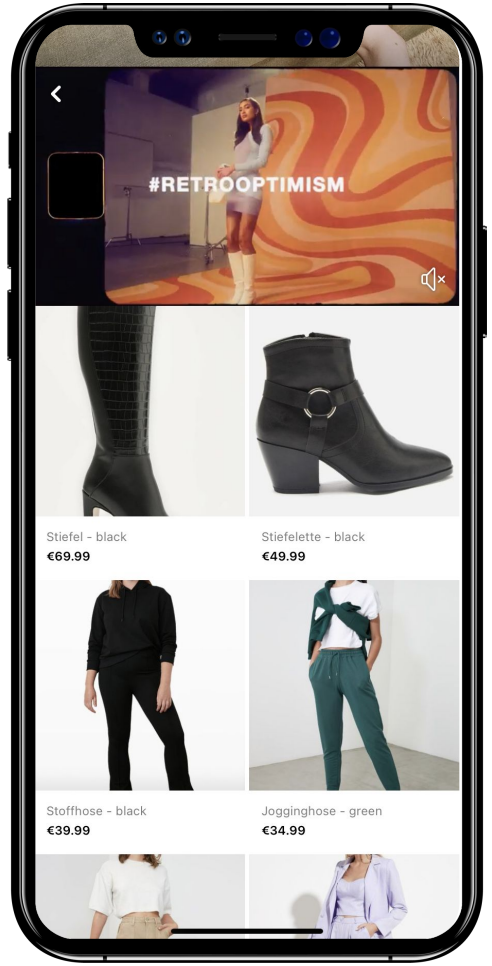
Facebook Instant Experience Ads



Facebook Instant Experience Ads

Creative Guidelines

Text Elements		
		Text Considerations
Text block	<500 words	• Captions are not recommended in video
Button	30 characters	

Instant Experience Ads				
Image (fit to width)	W: 3240	H: (no min.)	JPG, PNG	allows for variable height
Image (fit to height)	W: (no min.)	H: 5760		forces image to fit screen top-to-bottom
Video	Ideally portrait (9:16)		MP4, MOV	min. 720p

Considerations

- Up to 20 images are supported
- CTA is not automatically included. If you want a CTA, it must be included in the image or video.
- Images used in tilt-to-pan are compressed for performance and usability. Be aware that this can make text appear blurry.
- More info can be found here.

Video:

- Captions are not recommended for video

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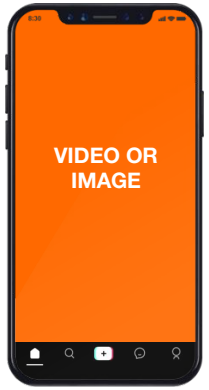
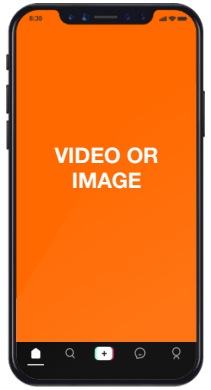
Social Formats
TikTok

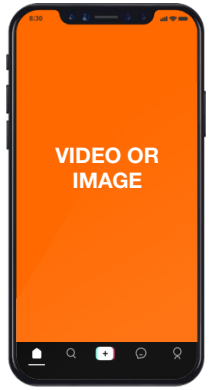
Branded Mission



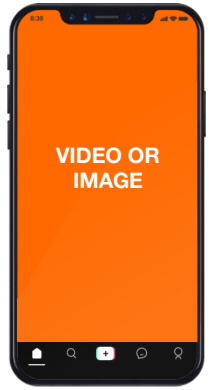
Branded Effect



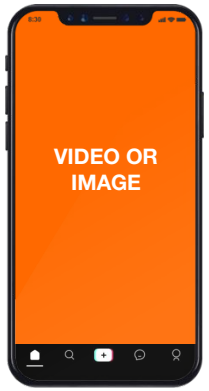
Video Shopping Ad



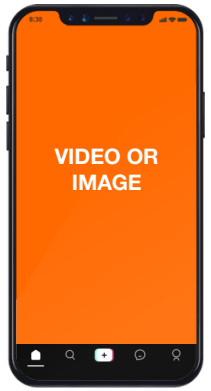
Carousel Ad



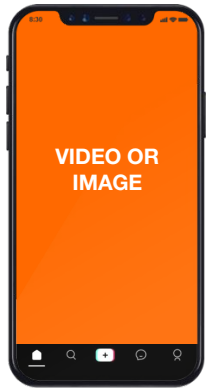
In-Feed Video + Top Feed



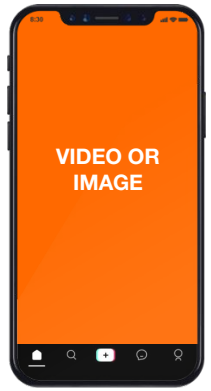
Interactive Add-On



TopView



Spark Ad



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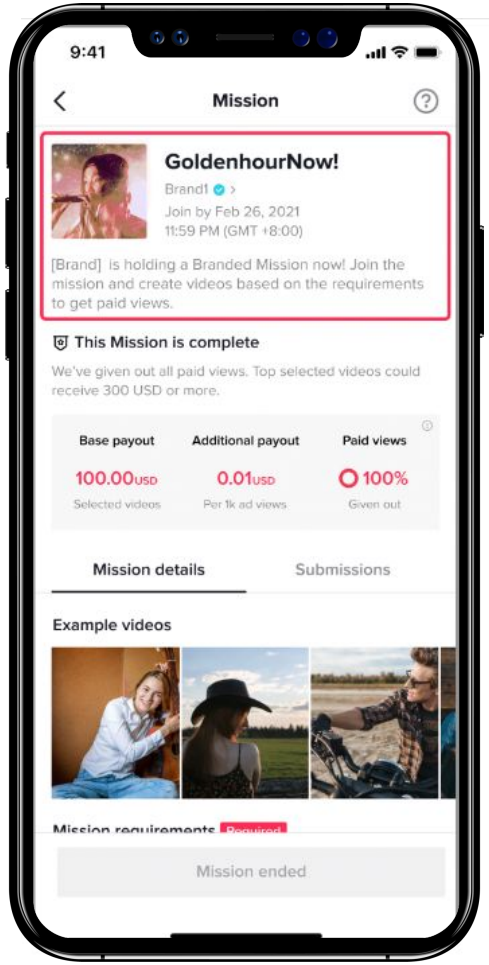
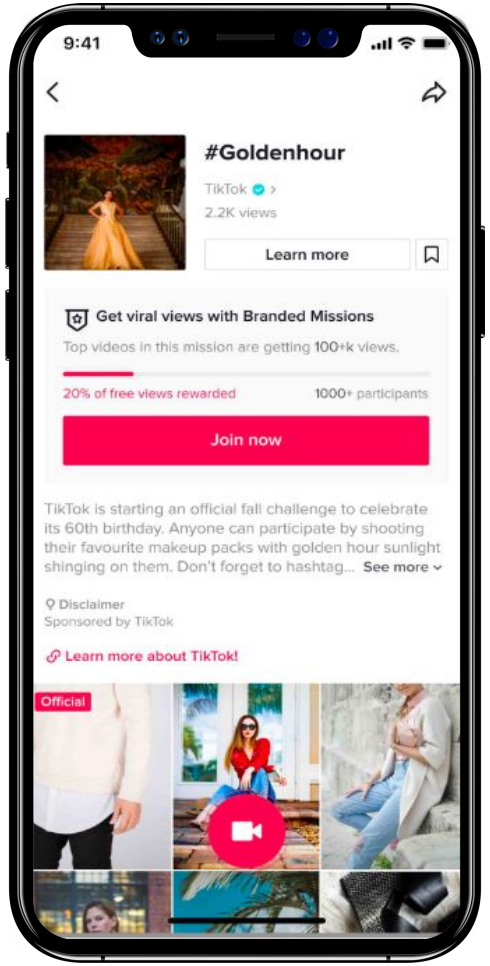
TikTok Branded Mission





TikTok Branded Mission

Creative Guidelines

Text Elements	
	# of characters
Branded Mission Name	70 EN characters
Branded Mission Description	Recommended under 150, supports up to max. 300 EN characters
Branded Mission Requirements	You need to have at least one of the general requirements: Must use official music, Must use the official hashtag, Mention the official account, Must Use/Trigger Branded Effect
External Link	Make it a short URL (CTA: max. 30 char.)
CTA Button	max. 16 EN characters
Video Caption	4-60 characters, or in 3 lines with 20 characters per line
Song Title	12 characters recommended
Artist Name	12 characters recommended

TikTok Branded Mission Specs					
Profile picture	W: 240	H: 240	JPEG, PNG	max. 500KB	300 DPI (min. 72 PPI)
Brand Logo	W: 1000	H: 1000	JPEG, PNG	max. 10 MB	
Competitor Logo	W: 512	W: 512	JPEG, PNG	max. 1 MB	Up to 5 Logos
Example Video	9:16		MP4, MPEG, 3GP, AVI, MOV	max. 100MB	12-15 secs. Recommended
Official Music					
Cover photo	W: 300	H: 300	JPEG, PNG	max. 1MB	
Music			MP3		Reco. 12-15 sec. Upto 1 Min.

Example Video considerations

- Your Example Video needs to be approved by the TikTok Ad Review team.
- You will be unable to create a Branded Mission if you do not provide at least one example video.

Influencer considerations

- Featured influencers must be over 18 years old.
- You must upload the example videos to your TikTok account, or to the influencers' accounts 12 hours to 7 days before the launch date.

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TikTok Branded Effect

TikTok Branded Effect

Creative Guidelines

Text Elements	
	# of characters
Effect Name	30 EN characters. Reco. 18 EN characters.
Effect Icon	40 English characters (doesn't support emojis and special symbols)
Branded Effect Description	No character limit. The description will auto-collapse after 4 lines, but people can click the Expand button to see the full description. Can't contain &, <, >, "", or URLs.
Hint Text	Up to 48 EN characters. We recommend keeping the Hint Text under 24 EN characters
External Link	• Direct users to another app • Direct users to an app store • Direct users to a landing page
Official Videos	You can select one to six videos under the Branded Effect page and set them as Official Videos.

TikTok Hashtag Challenge					
Logo Size	W: 150	H: 130	JPEG, PNG	max. 500KB	
Product Size	W: 150	H: 130	JPEG, PNG	max. 500KB	
Brand Promotion Area	W: 300	W: 130	JPEG, PNG	max. 300KB	20 EN Characters
Video	9:16		MP4, MPEG, 3GP, AVI, MOV	max. 100MB	9-15 secs.
Official Music					
Cover photo	W: 800	H: 800	JPEG, PNG	max. 10MB	
Music			MP3, WAV		Reco. 12-15 sec. Upto 1 Min.

External Link considerations

- You can customize the text of the external link; up to 30 English characters
- You can customize the text of the landing page title; up to 20 English characters

Official Video Considerations

- The Official Video will be placed at the top of all other User Generated Content videos.
- The Official Video description must contain #ad.

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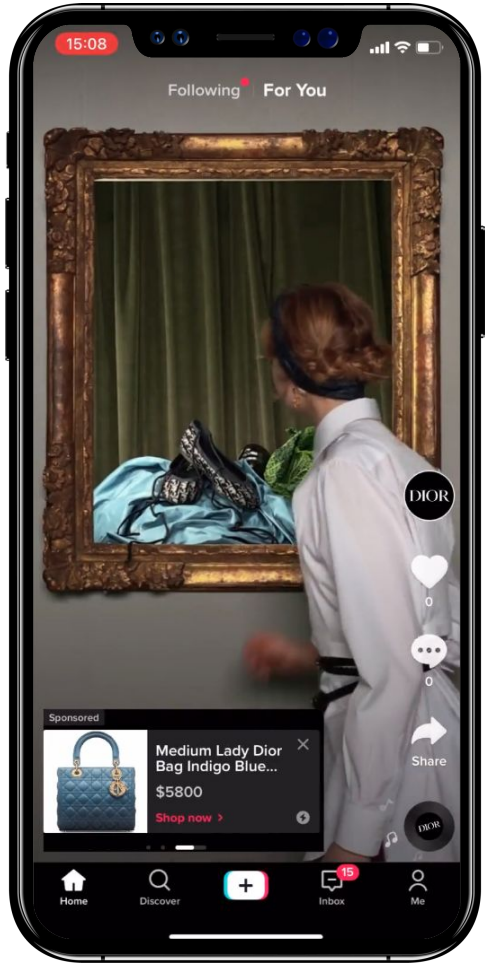
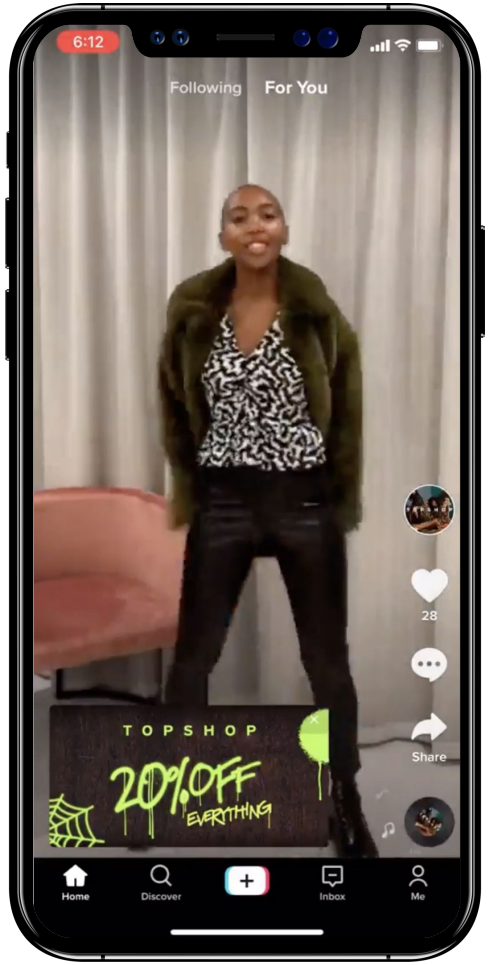
TikTok Video Shopping Ad





TikTok Video Shopping Ad

Creative Guidelines

Text Elements	
	# of characters
Ad caption	100 characters. Punctuation and spaces count as characters.
CTA (optional)	Choose from 22 text options:
Apply now, Book now, Contact us, Download, Experience now, Get quote, Get showtimes, Get ticket now, Install now, Interested, Learn more, Listen now, Order now, Play game, Pre-order now, Read more, Shop now, Sign up, Subscribe, View now, Visit store, Watch now	
Account name	max. 20 characters (10 recommended)

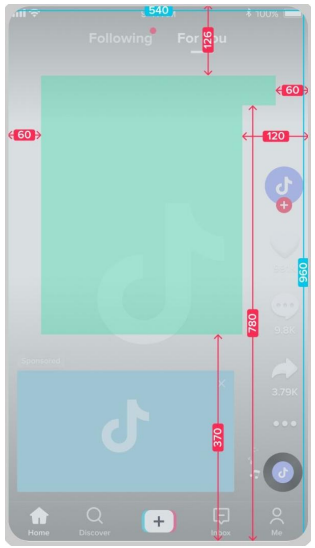
- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

Notes / Requirements

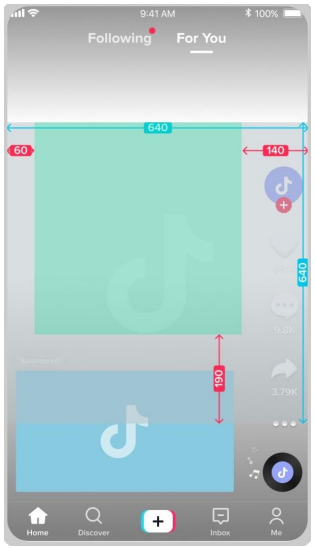
- No watermarks on video
- Place key elements within center of video (or it may be covered up by other elements)
- Featured influencers must be over 16 years old.

TikTok Collection ads

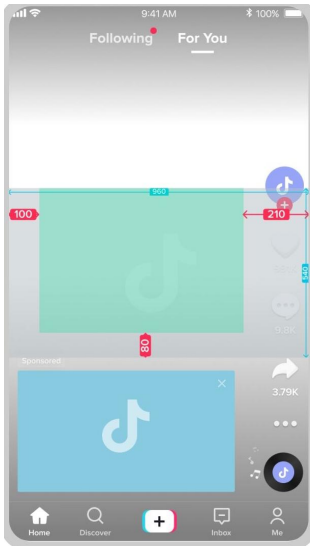
In-Feed Video	1:1, ≥640*640px 9:16, ≥540*960px	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	Bitrate: ≥516 kbps	5-60 seconds (9-15 rec.)
Profile Image	1:1, 98x98px	JPEG, PNG	max. 50KB	Recommended size: 98x98px	



Vertical



Square



Horizontal

Safe Zones

Vertical *540x960px*	126px (top), 60px (left), 120px (right), 370px (bottom)
Square *640x640px*	60px (left), 140px (right), 190px (bottom)
Horizontal *960x540px*	100px (left), 210px (right), 80px (bottom)

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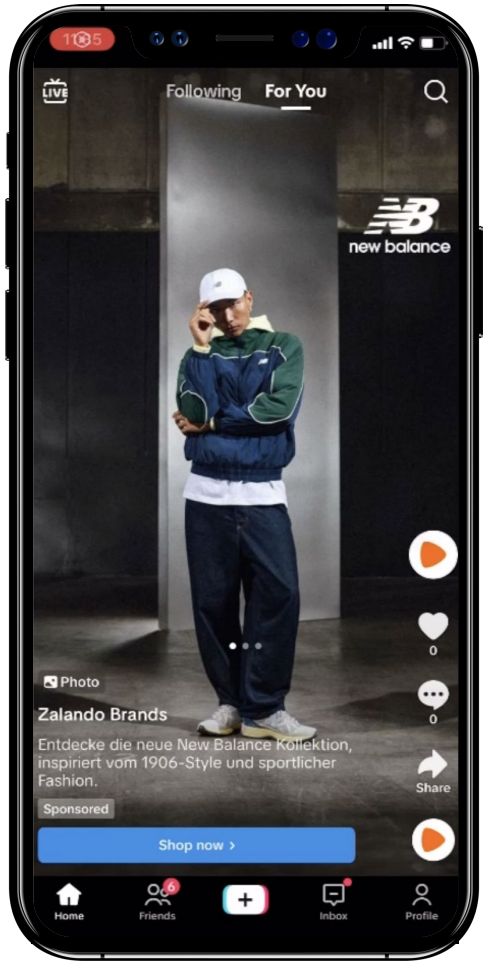
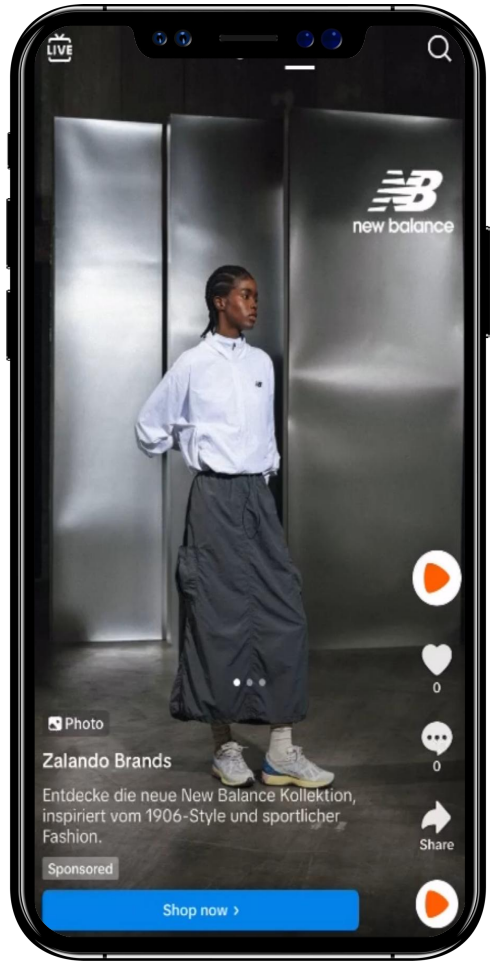
TikTok Carousel Ad





TikTok Carousel Ads

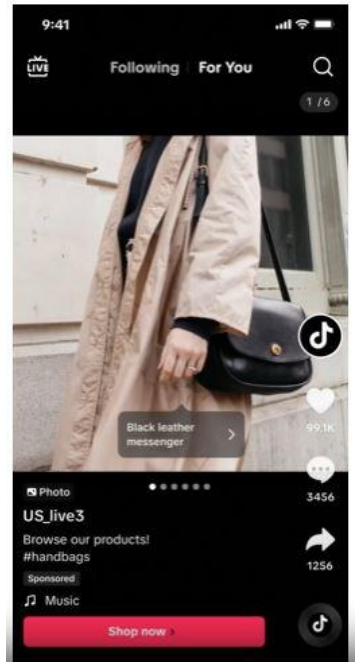
Creative Guidelines

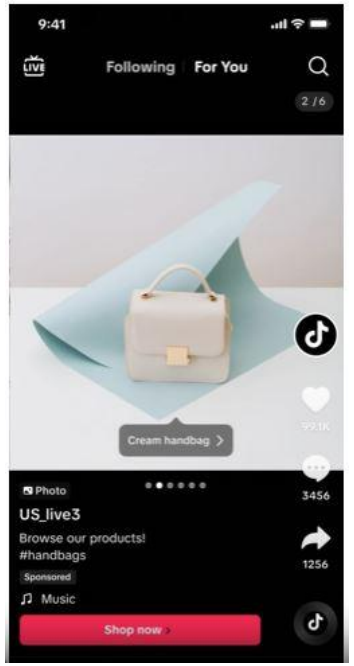
Text Elements	
	# of characters
Objectives	Traffic, App Promotion, Web Conversions or Product Sales
Image Source & Type of Image	2 to 20 product image, Image can be brand or product focused.
Account name	max. 20 characters (10 recommended)
CTA	Choose from the suggested text options
Ad Type	Diversion Ad / Spark Ad

Notes / Requirements

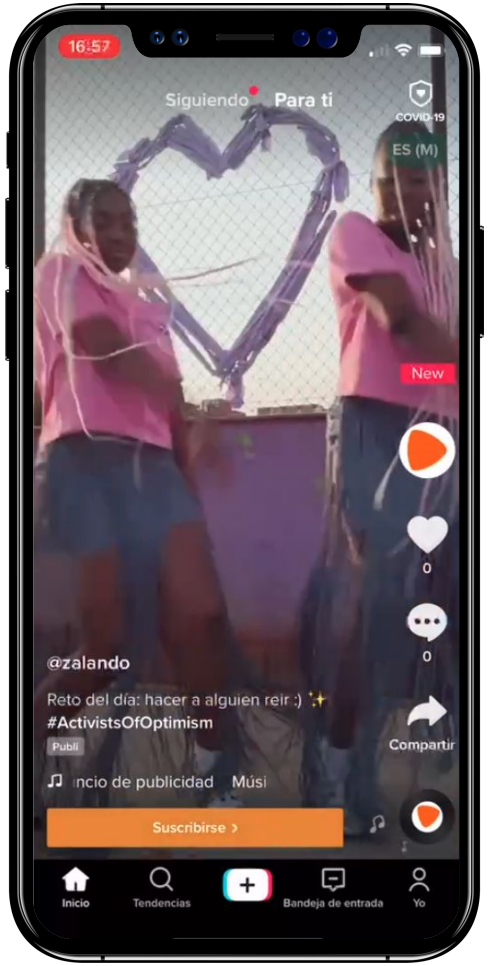
- Only allows one ad caption and call-to-action for all images
- Music is a must (will play loop playback)
- Can support both CML music and music upload (File size: Up to 10M; Music format: MP3)

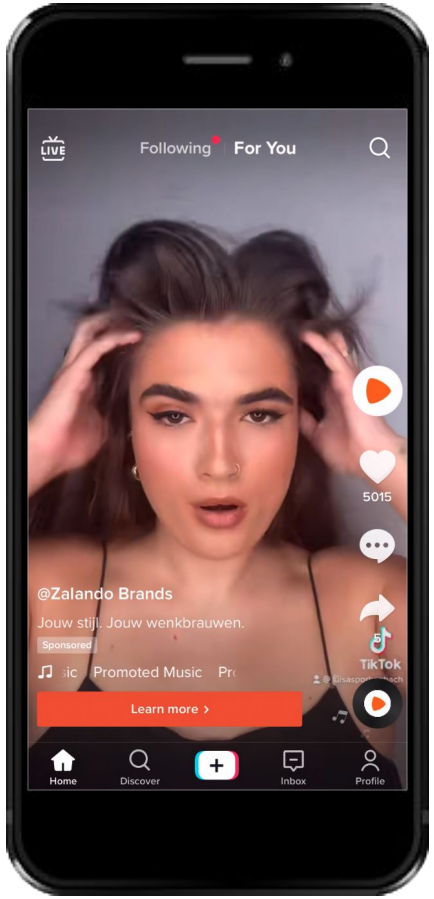
TikTok Carousel ads					
In-Feed Video	Horizontal 1200*628px | Square 640*640px | Vertical 720*1280px	JPEG, PNG	File size ≤100 KB suggested	-	-
Profile Image	1:1, 98x98px	JPEG, PNG	max. 50KB	Recommended size: 98x98px	





TikTok In-Feed Video & Top Feed





ZMS

TikTok In-Feed Video & Top Feed

Creative Guidelines

Text Elements

	# of characters
Ad caption	100 characters, or in 3 lines with 20 characters per line
CTA (optional)	Choose from 22 text options:

Apply now, Book now, Contact us, Download, Experience now, Get quote, Get showtimes, Get ticket now, Install now, Interested, Learn more, Listen now, Order now, Play game, Pre-order now, Read more, Shop now, Sign up, Subscribe, View now, Visit store, Watch now

Account name	max. 20 characters (10 recommended)

- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

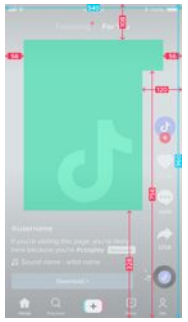
Notes / Requirements

- No watermarks on video
- Place key elements within center of video (or it may be covered up by other elements)
- Featured influencers must be over 16 years old.
- for best performance a length of up to 15s is recommended

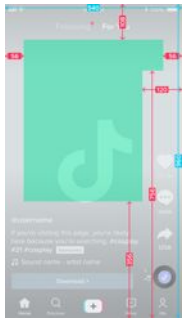
TikTok In-Feed Video & Top Feed ads

In-Feed Video	9:16 or 1:1	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	Bitrate: ≥516 kbps	5-60 seconds
Profile Image	1:1	JPEG, PNG	max. 50KB	Recommended size: 98x98px	

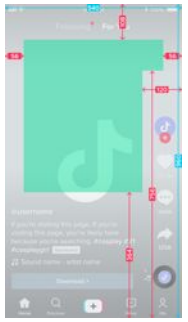
Safe Zone #1
(1 line of text)



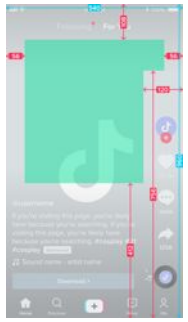
Safe Zone #2
(2 lines of text)



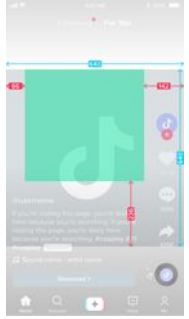
Safe Zone #3
(3 lines of text)



Safe Zone #4
(4 lines of text)



Safe Zone #5
(5 lines of text)



Safe Zones

Vertical (recommended)

All 108px (top), 56px (left), 120px (right), plus …

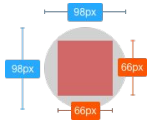
#1: 300px (bottom)
#2: 328px (bottom)
#3: 356px (bottom)
#4: 364px (bottom)
#5: 412px (bottom)

Square

All 66px (left), 142px (right), plus …

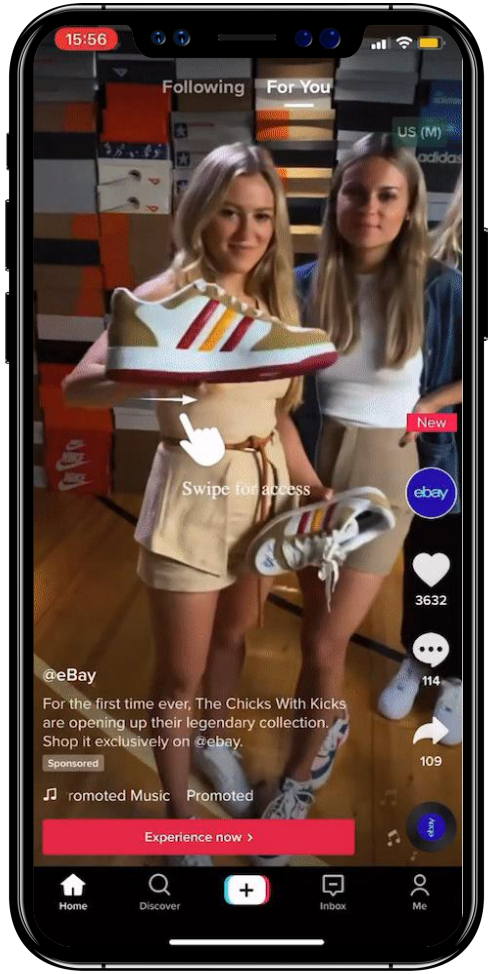
#1: 108px (bottom)
#2: 140px (bottom)
#3: 172px (bottom)
#4: 204px (bottom)
#5: 236px (bottom)

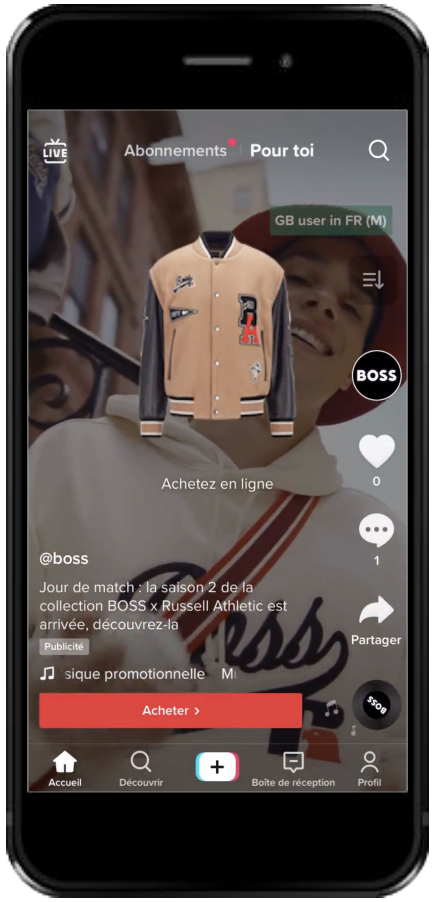
Profile Photo
Safe Zone



ZMS

TikTok Interactive Add-on





TikTok Interactive Add-on

Creative Guidelines

Text Elements	
	# of characters
Ad caption	100 characters. Punctuation and spaces count as characters.
CTA (optional)	Choose from 22 text options:
Apply now, Book now, Contact us, Download, Experience now, Get quote, Get showtimes, Get ticket now, Install now, Interested, Learn more, Listen now, Order now, Play game, Pre-order now, Read more, Shop now, Sign up, Subscribe, View now, Visit store, Watch now	
Account name	max. 20 characters (10 recommended)

- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

Notes / Requirements

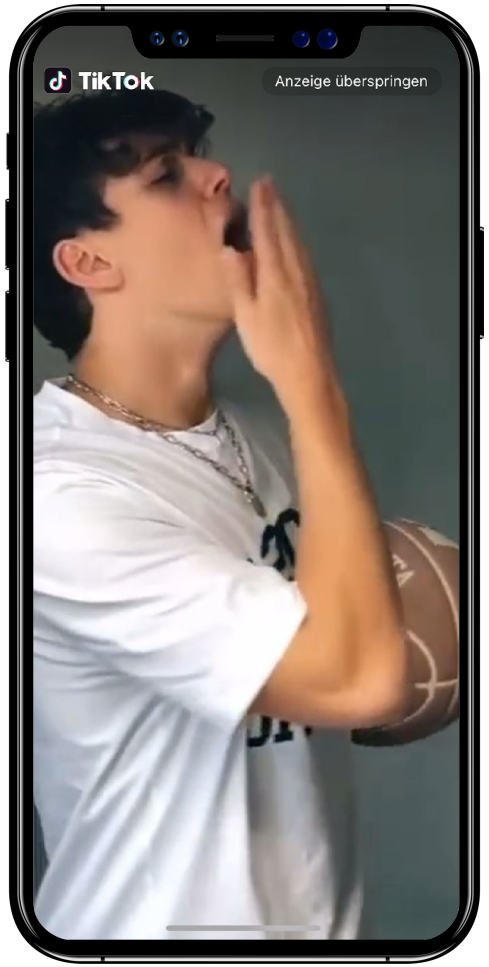
- No watermarks on video
- Place key elements within center of video (or it may be covered up by other elements)
- Featured influencers must be over 16 years old.

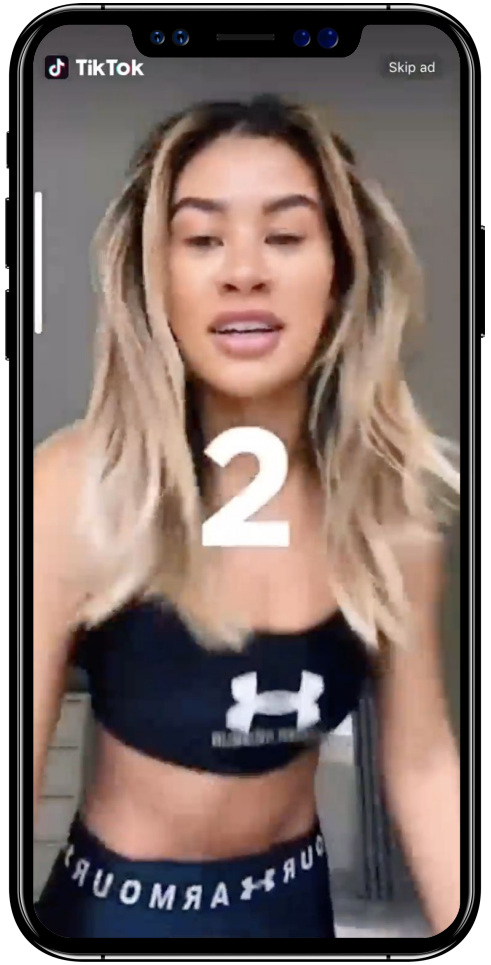
TikTok Interactive Add-ons					
In-Feed Video	1:1, ≥640*640px 9:16, ≥540*960px	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	Bitrate: ≥516 kbps	5-60 seconds (9-15 rec.)
Profile Image	1:1, 98x98px	JPEG, PNG	max. 50KB	Recommended size: 98x98px	

TikTok Interactive Add-ons						
	Pop-up time	**Card heading**	**Topic**	**Button text**	**Heading for landing page**	**Custom CTA**
Interactive Cards	3-15s	24 characters	56 characters	24 characters	18 characters	24 characters
Voting Cards	3-15s	24 characters	60 characters	16 characters	18 characters	24 characters
Super like	Specs					
Pop-out showcase	Specs					
Gesture	Specs					
Display card	Specs					

ZMS

TikTok TopView





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TikTok TopView
Creative Guidelines

Text Elements

	# of characters
Ad caption	150 characters (100 recommended)
CTA (optional)	Choose from 23 text options:

Apply now; Book now; Contact us; Experience now; Get quote; Get showtimes; Get ticket now; Interested; Join this hashtag; Learn more; Listen now; Order now; Play game; Pre-order now; Read more; Shoot with this effect; Shop now; Sign up; Subscribe; View now; View video with this effect; Visit store; Watch now.

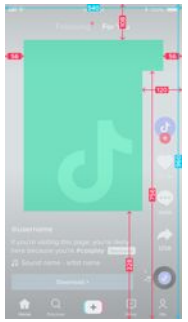
Account name	max. 20 characters (10 recommended)

- Use emojis v.11
- Hashtags are not allowed as part of the ad captions, unless client also runs Hashtag Challenge on TikTok.

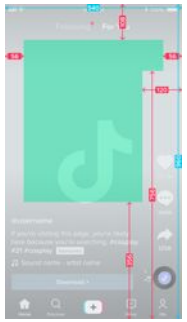
TikTok TopView

Video	9:16, ≥540x960px	MP4, MPEG, 3GP, AVI, MOV	max. 500MB	Bitrate: ≥2,500 kbps	5-60 seconds (9-15 recommended)
Profile Image	1:1, 98x98px	JPG, PNG	max. 50KB		

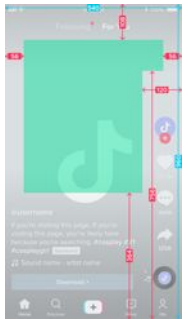
Safe Zone #1 (1 line of text)



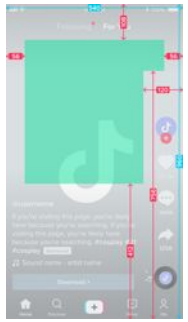
Safe Zone #2 (2 lines of text)



Safe Zone #3 (3 lines of text)



Safe Zone #4 (4 lines of text)



Safe Zone #5 (5 lines of text)

Safe Zones

Vertical (recommended)	
All	108px (top), 56px (left), 120px (right), plus …
#1: 300px (bottom)	#4: 364px (bottom)
#2: 328px (bottom)	#5: 412px (bottom)
#3: 356px (bottom)	

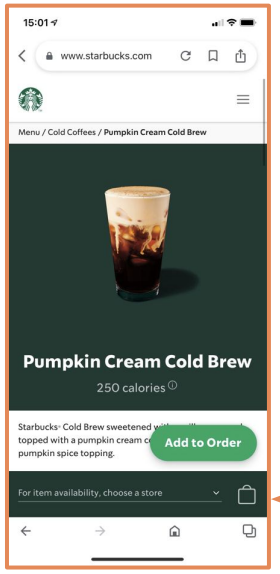
Requirements

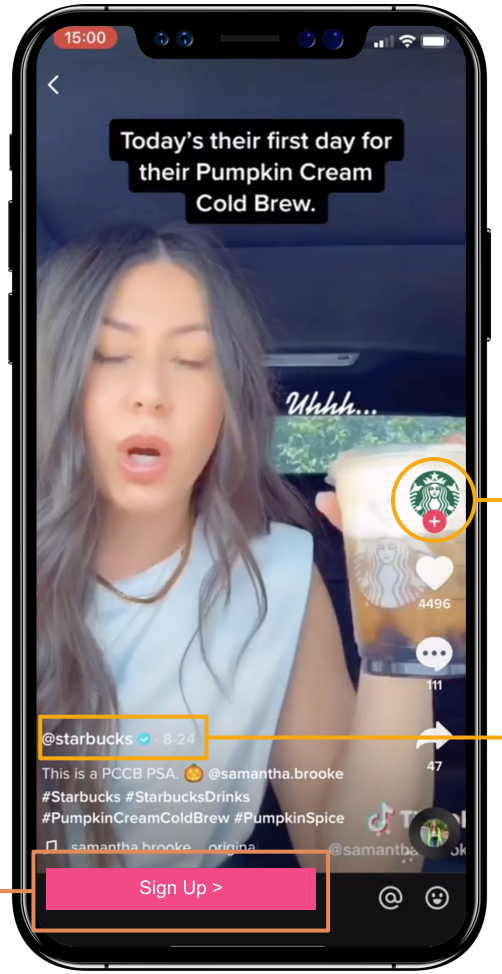
- Video must have sound
- No watermarks on video
- Place key elements within safe zone
- Avoid using a transparent background
- Creative must not imitate TikTok's interface

ZMS

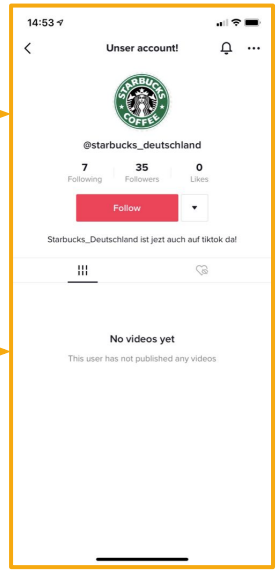
TikTok Spark Ad

Landing page





Profile page



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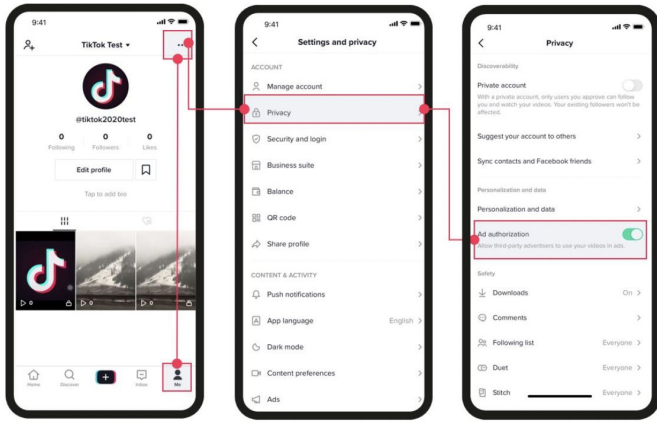
TikTok Spark Ads
Creative Guidelines

Step 1: Enable ad authorization



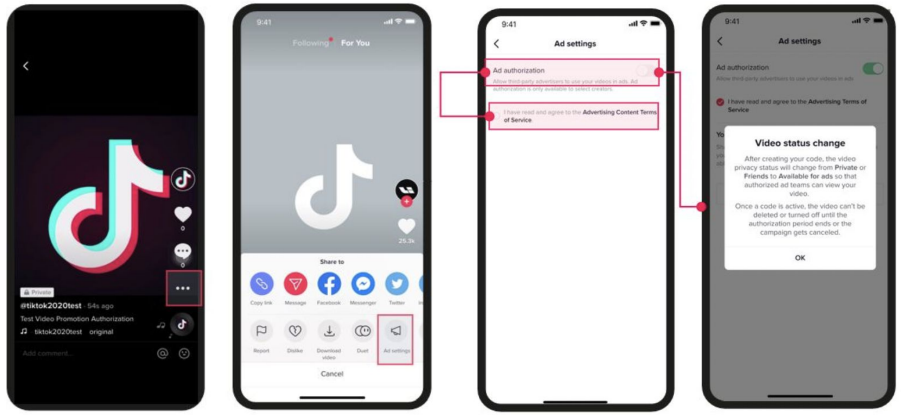
Creators must toggle on ad authorization in app.

1. Tap on Me to go to your TikTok personal profile page, then tap the 3 dots on the top-right corner.

2. From the Settings and Privacy page, tap Privacy.

3. Turn on the Ad authorization toggle.

Step 2: Authorize video for promotional use



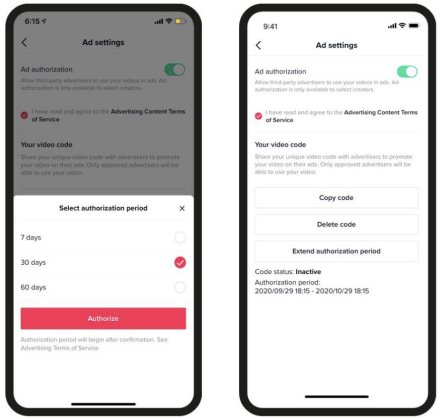
Creators must select & authorize a video to use for promotion.

1. Open one of your TikTok posts on the app.

2. Tap the three dots, then tap Ad settings

3. Agree to the Advertising Terms of Service to authorize the post for ads

Step 3: Generate video code



Creators then generate video code to share with advertisers and select how long they authorize their post. From a post's Ad settings module:

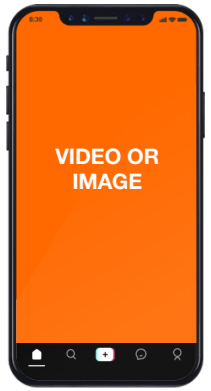
1. Tap Generate Code, then select a period to authorize a post for use by third-party advertisers. Choose from: 7, 30, or 60 days.

2. Next, tap Copy Code to share the code with the party using the video in their ad.

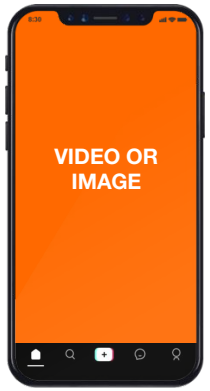
ZMS

Social Formats
Snapchat

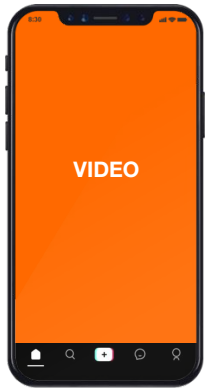
Snap Ads



Collection Ads



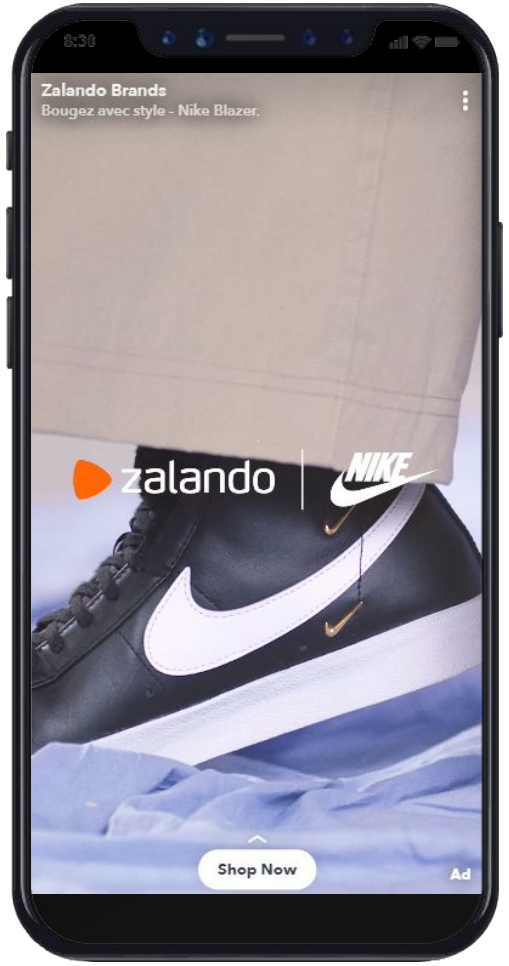
Commercial Ads

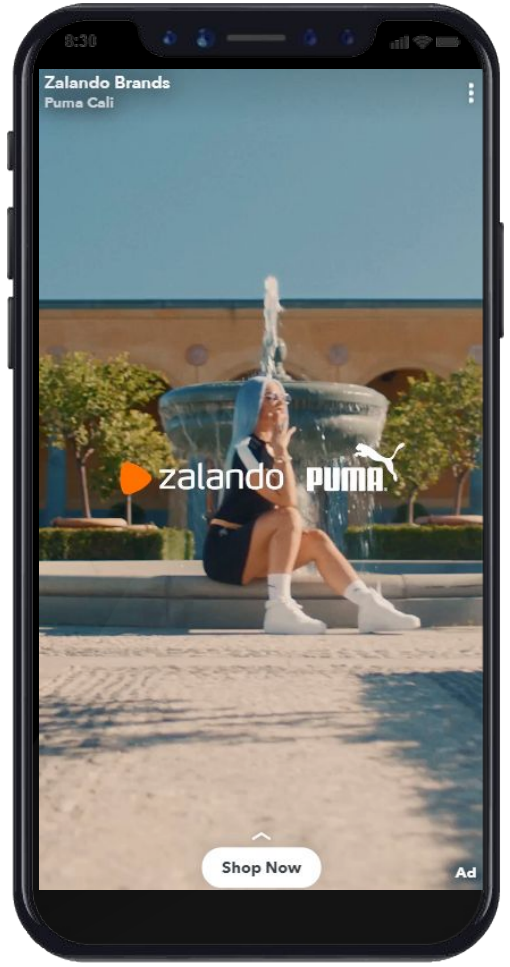


Story Ads

Dynamic Ads (DPA)

Snapchat Snap Ads





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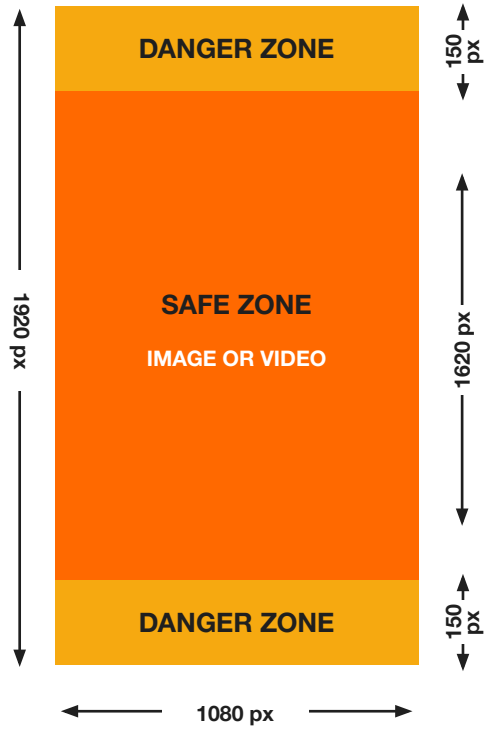
Snapchat Snap Ads
Creative Guidelines

Text Elements	
	# of characters
Headline	34 characters

Snapchat Snap Ads				
Image	W: 1080	H: 1920	JPEG, PNG	max. 5MB
Video	9:16		MP4 or MOV and H.264 encoded	3-180 sec, max. 1 GB

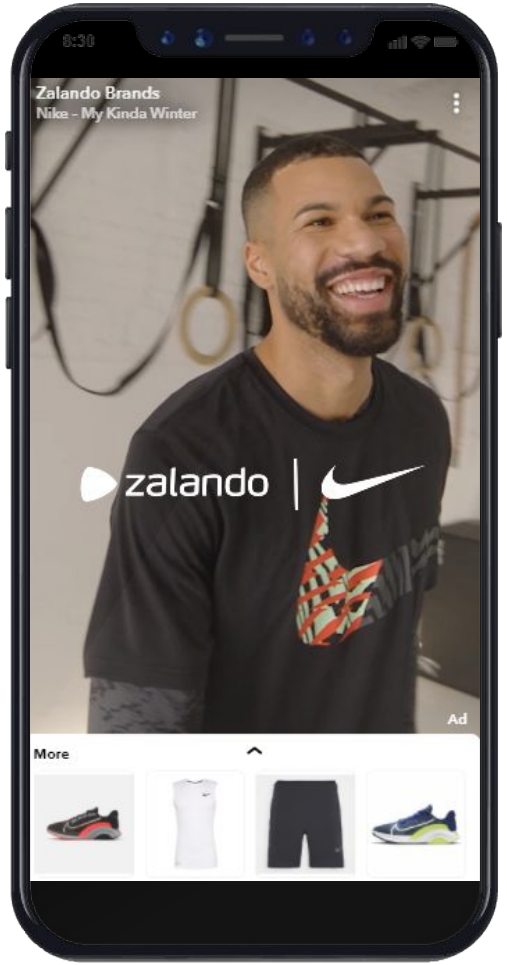
Considerations

- Feature a 'Hero' message, including product, offer and branding, from the opening frame
- Brand and single key message should ideally be introduced within first 2 seconds to maximize Ad awareness.
- 5-6 seconds is recommended video length to drive action.
- Videos shorter than 3 seconds will be played in a loop to reach the 3 seconds minimum length.
- Video captions are not available, so make sure to include them in the video if needed.
- Tell your story with sound, even if it's a static image.
- Incentivize user to swipe up by simulating the swiping motion at the end frame.
- To prevent overlap with the main elements, avoid placement of logos or other graphic elements within 150px of the top and bottom of creative title-safe area
- Include logo and key messaging on image / video as no copy can be included afterwards.
- Avoid using too many elements or a dark background, which is usually less eye-catching.



ZMS

Snapchat Collection Ads



ZMS

Snapchat Collection Ads

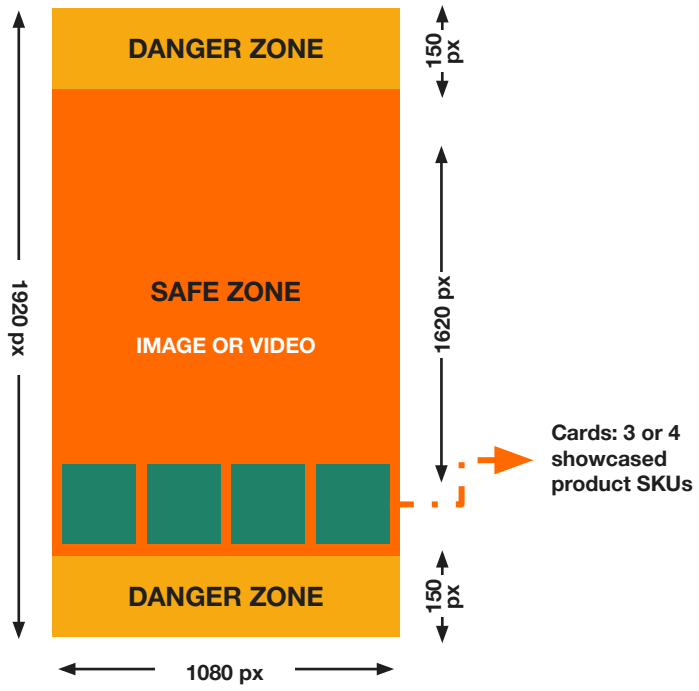
Creative Guidelines

Text Elements	
	# of characters
Headline	34 characters
Brand Name	32 characters

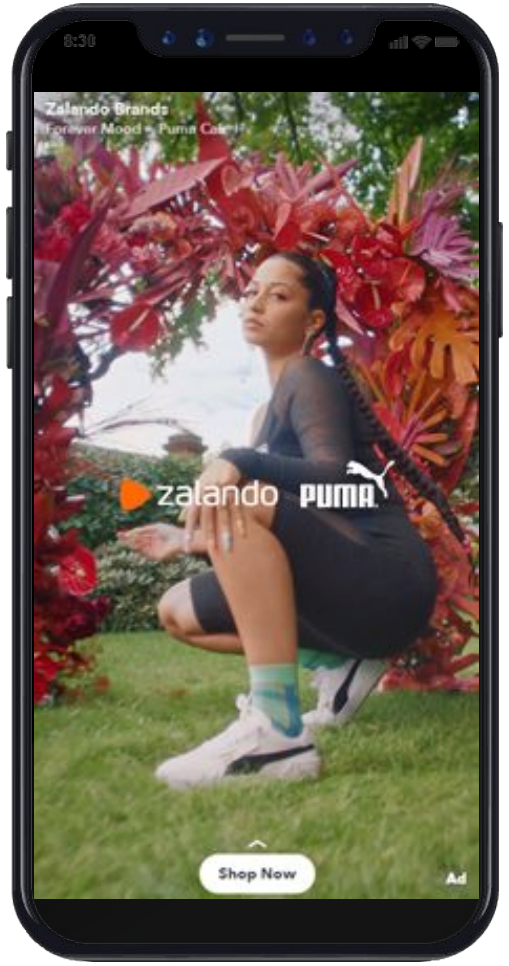
Snapchat Collection Ad				
Image	W: 1080	H: 1920	JPEG, PNG	max. 5MB
Thumbnail	1:1 (larger than 160x160px)		JPEG, PNG	max. 2MB
Video	9:16		MP4 or MOV and H.264 encoded	3 -180 seconds

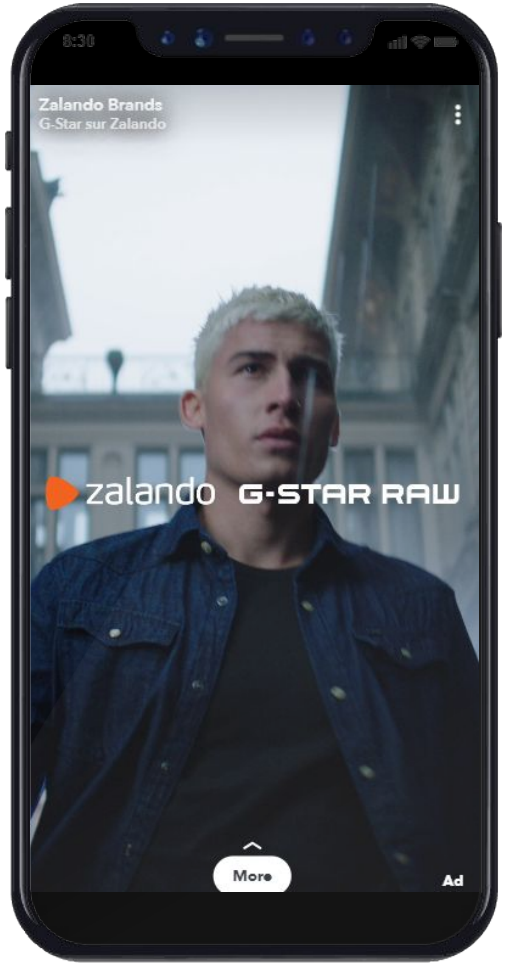
Considerations

- Each card leads to a specific landing page
- Brand and single key message should ideally be introduced within first 2 seconds to maximize Ad awareness.
- 5-6 seconds is recommended video length to drive action.
- To prevent overlap with main elements, avoid placement of logos or other graphic elements within 150px of the top and bottom of creative title-safe area.
- Create contrast between main frame and cards to ensure cards stand out.
- Include logo and key messaging on image / video, as no copy can be included afterwards.
- Select 4 Zalando SKUs to showcase in the cards.
- Avoid using too many elements or a dark background, which is usually less eye-catching.
- Tell your story with sound, even if it's a static image.



Snapchat Commercial Ads





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Snapchat Commercial Ads

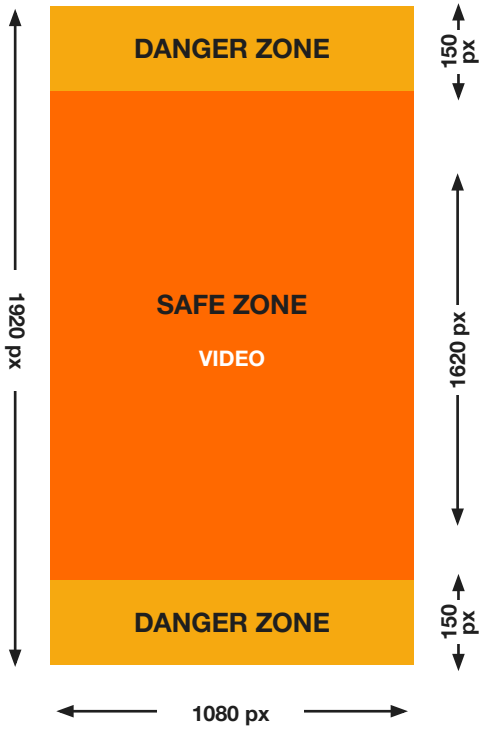
Creative Guidelines

Text Elements	
	# of characters
Headline	34 characters

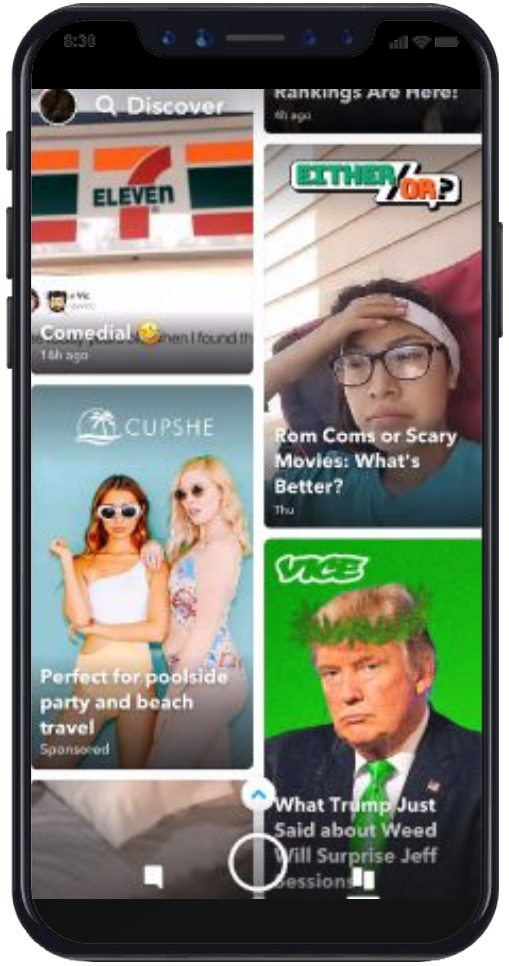
Snapchat Commercial Ads			
Video	9:16 / 1080 px x 1920 px	MP4 or MOV and H.264 encoded	1-8 sec. only, max. 1 GB

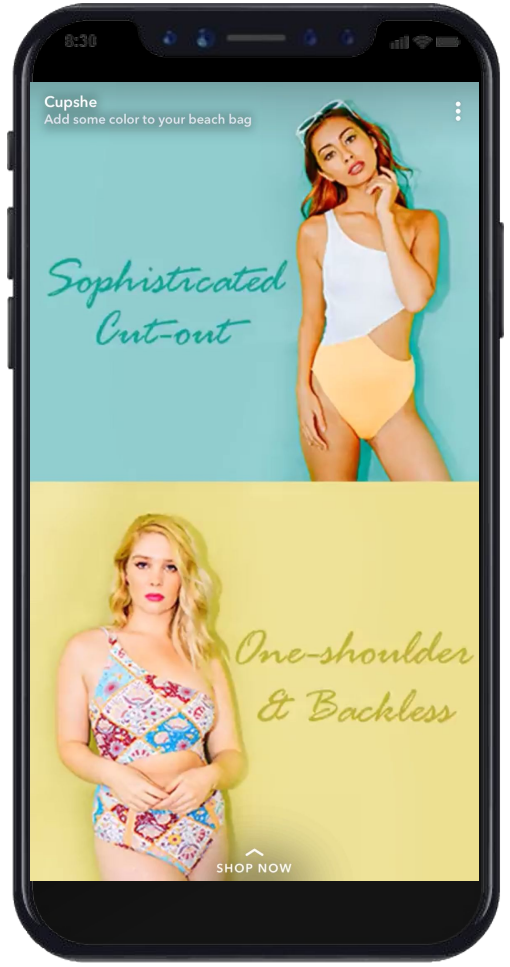
Considerations

- Commercials are non-skippable for 6 seconds.
- Video must include audio, use purposeful sound design.
- Focus on single-minded message and ensure clear branding.
- Capture attention quickly to pull the users in.
- Create a simple narrative, preferably with reveal/payoff coming in at the :05 mark.
- To prevent overlap with main elements, avoid placement of logos or other graphic elements within 150px of the top and bottom of creative title-safe area.
- Video captions are not available so make sure to include them in the video if you need them.
- Include logo and key messaging on image / video, as no copy can be included afterwards.
- Avoid using too many elements or a dark background, which is usually less eye-catching.



Snapchat Story Ads





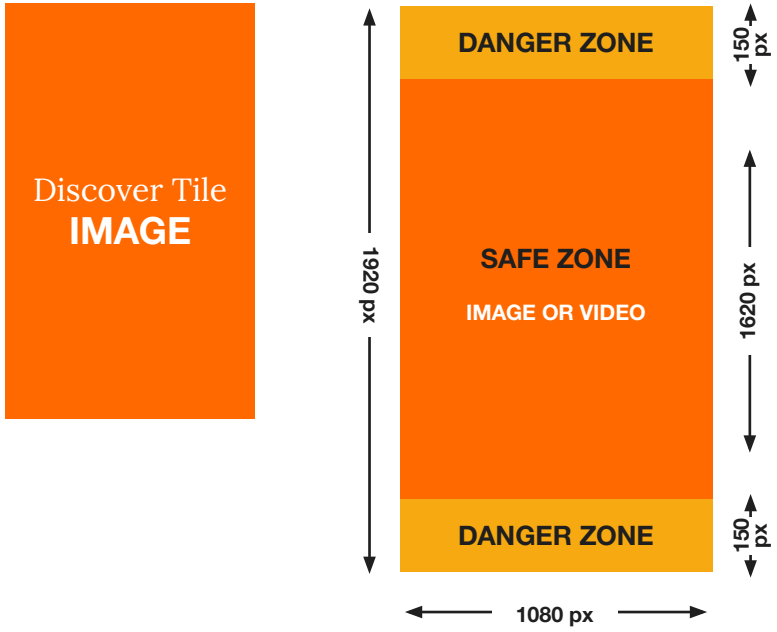
Snapchat Story Ads
Creative Guidelines

Text Elements	
	# of characters
Headline	34 characters
Brand Name	25 characters

Snapchat Story Ads				
Image	W: 1080	H: 1920	JPEG, PNG	3-20 ‘chapterized’ Single Images. Max. 5 MB each image.
Logo	W: 993	H: 284	PNG	Max. 2 MB
Discover tile image	3:5 (min. 360x600px)		PNG	Max 2 MB. Do not add logo here.
Video	9:16		MP4 or MOV and H.264 encoded	Max. 180 sec. each video. Max. 1 GB

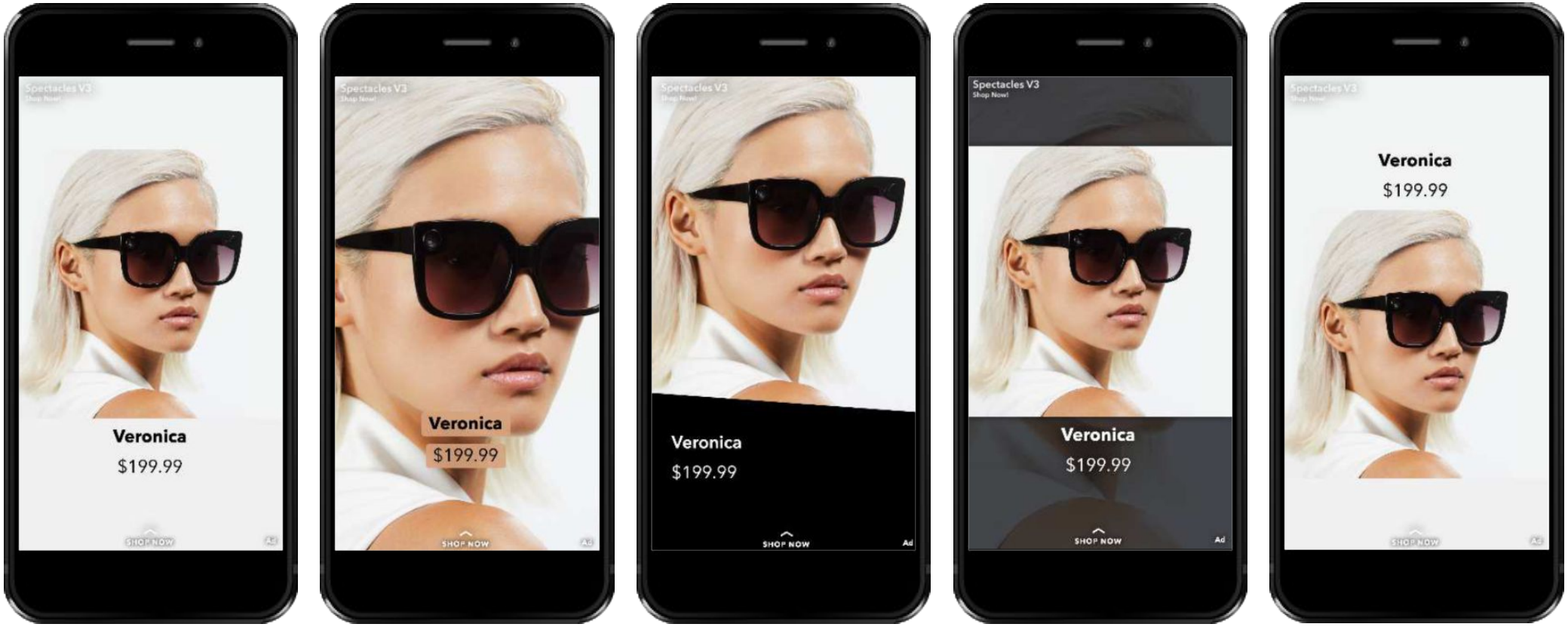
Considerations

- Make sure your logo doesn’t fade with the main image/video in the tile image.
- Incentivize the user to keep tapping to see other cards that complement the story or show the collection.
- Video captions are not available so make sure to include them in the video, if needed.
- To prevent overlap with main elements, avoid placement of logos or other graphic elements within 150px of the top and bottom of creative title-safe area.
- Avoid using your first image or video ad in the Story Ad as an introduction; jump directly into the action.
- 5-6 seconds is recommended video length to drive action.
- Story Ads should have personality, movement and energy, as well as be quick-hitting.
- Tell your story with sound, even if it’s a static image.



ZMS

Snapchat Dynamic Ads (DPA)



Choose from 5 template formats.

Snapchat Dynamic Ads (DPA)

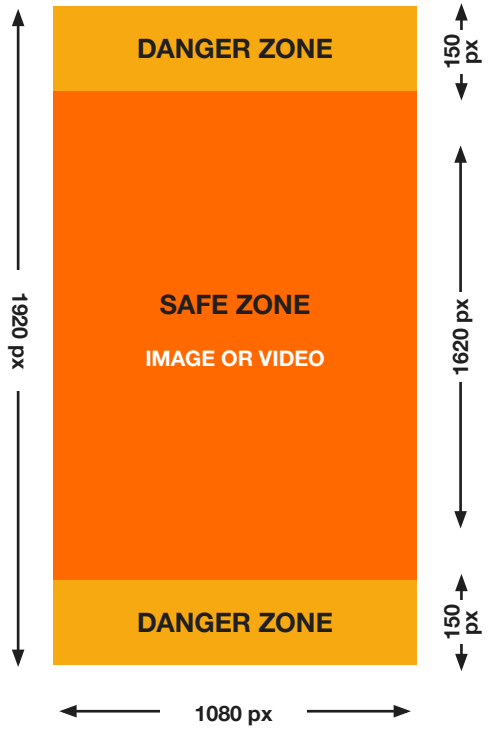
Creative Guidelines

Text Elements	
	# of characters
Headline	34 characters

Snapchat Dynamic Ads (DPA)				
Image	W: 1080	H: 1920	JPEG, PNG	max. 5MB
Video	9:16		MP4 or MOV and H.264 encoded	1-8 sec. only, max. 1 GB

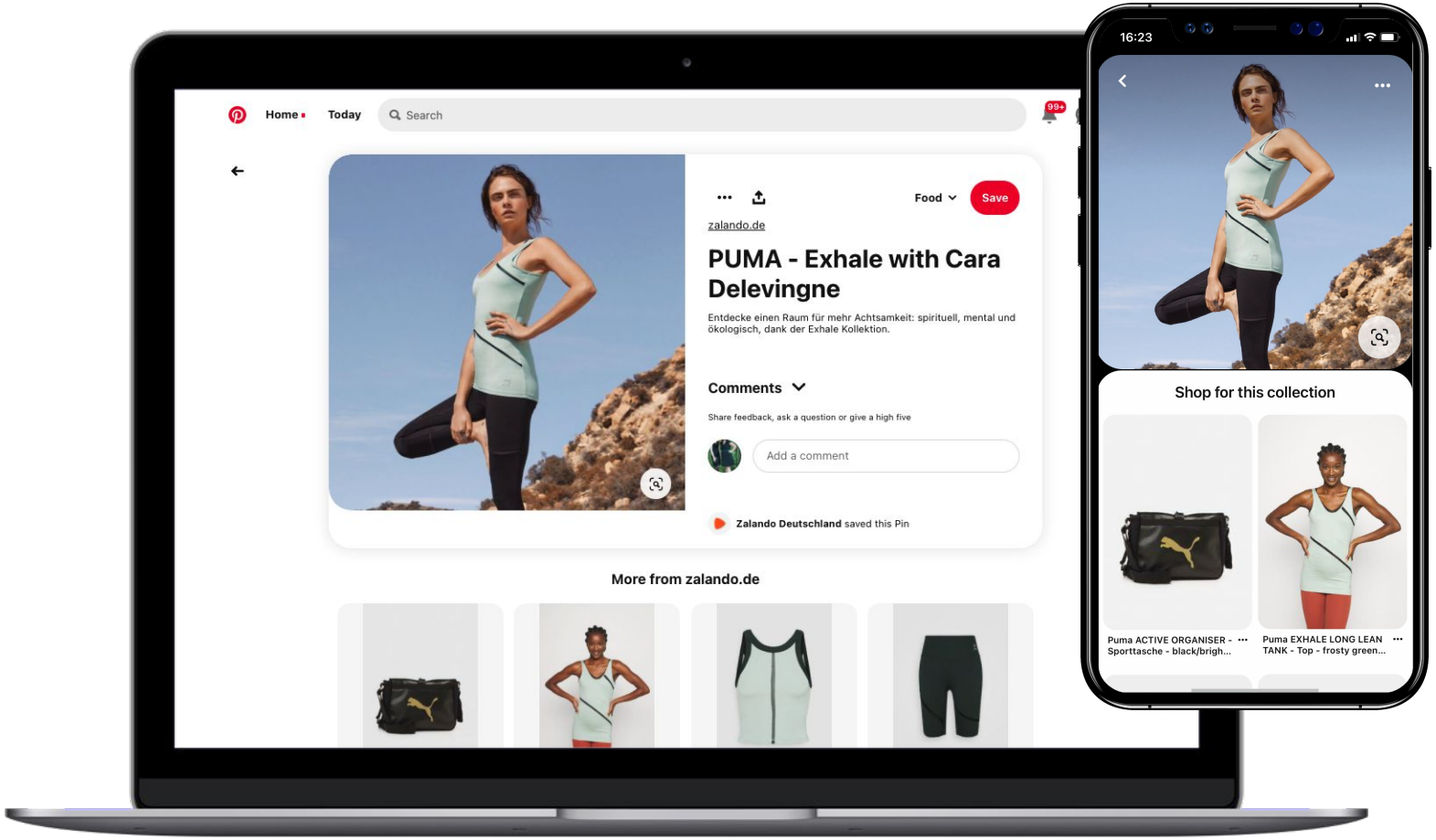
Considerations

- Build a multi-product unit that dynamically populates tiles directly from your Product Catalog.
- Brand and single key message should ideally be introduced within first 2 seconds to maximize Ad awareness.
- Wider CTA selection and customizable text fields
- 3-5 seconds is recommended video length to drive action.
- Able to choose from 5 template formats, including image overlay, frame overly, background color, etc. to showcase products visually, making ads look polished and native to the platform.
- Tell your story with sound, even if it's a static image.
- To prevent overlap with the main elements, avoid placement of logos or other graphic elements within 150px of the top and bottom of creative title-safe area
- Avoid using too many elements or a dark background, which is usually less eye-catching.
- Manually Upload a custom hero image or video with a unique brand message, while dynamically populating tiles from your Product Catalog
- Include key messaging on image / video as no copy can be included afterwards.
- To prevent overlap with the main elements, avoid placement of logos or other graphic elements within 150px of the top and bottom of creative title-safe area



ZMS

Pinterest


Home
Today
Search
99+
Food
Save
zalando.de
PUMA - Exhale with Cara Delevingne
Entdecke einen Raum für mehr Achtsamkeit: spirituell, mental und ökologisch, dank der Exhale Kollektion.
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Share feedback, ask a question or give a high five
Add a comment
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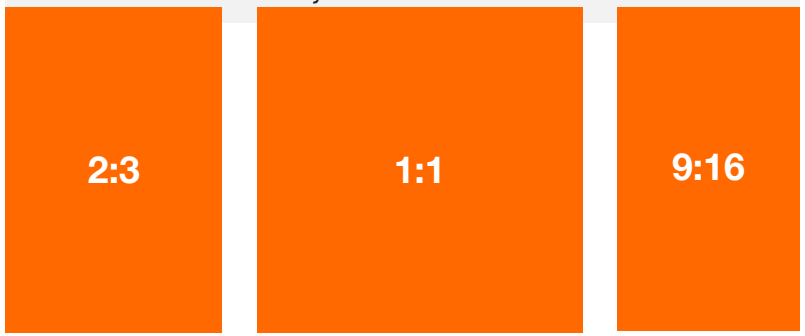
More from zalando.de
16:23
Shop for this collection
Puma ACTIVE ORGANISER - Sporttasche - black/brigh...
Puma EXHALE LONG LEAN TANK - Top - frosty green...

Pinterest
Creative Guidelines

Text Elements	
	# of characters
Title	Up to 100 characters (first 30-35 shown in feed)
Description	Up to 500 characters (first 50-60 show in feed)
More info about Pinterest ads	

Considerations

- Max. width videos cannot exceed 1:1 height.
- Ads in Fullscreen: stay within safe zone (Top: 14%. Left: 6%. Right: 18%. Bottom: 27%)
- Premiere Spotlight Headline: 30 characters limit. Video sound is automatically muted.



Pinterest Specs				
	Aspect Ratio	File type	File size	Other
Standard Pin	2:3	JPEG, PNG	32MB per image	
Promoted Carousel	1:1 or 2:3	JPEG, PNG	32MB per image	2-5 images per carousel
Promoted Video	1:1, 2:3, 9:16	MP4, MOV, M4V	2GB, 4 sec – 15 min.	Encoding: H.264, H.265
Max. Width Video	1:1, 16:9	MP4, MOV, M4V	2GB, 4 sec – 15 min.	Encoding: H.264, H.265
Collection Pin Hero Image	1:1 or 2:3	JPEG, PNG	32MB per image	3 SKUs min.
Collection Pin Secondary Images	1:1 (rec.) or 2:3	JPEG, PNG	32MB per image	Min. 3 secondary images recommended
Collection Pin Video	1:1, 2:3, 9:16	MP4, MOV, M4V	2GB, 4 sec – 15 min.	Encoding: H.264, H.265
Idea Ads Still	9:16	BMP, JPEG, PNG, TIFF, WEBP	16MB recommended	
Idea Ads Video	9:16	MP4, MOV, M4V	16MB recommended	1-60 seconds
Premiere Spotlight	1:1 or 16:9 - Home 1:1 - Search	MP4, MOV, M4V	2GB, 6-15 seconds recommended	Encoding: H.264 or H.265

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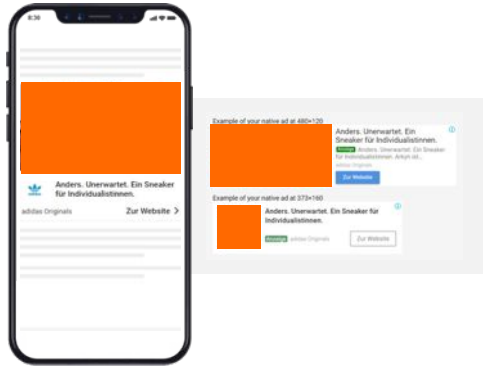
Google Formats

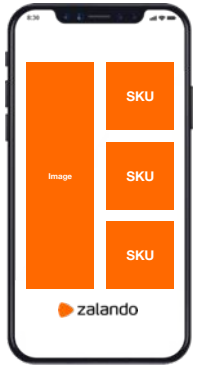
Display Creatives

Responsive Creatives



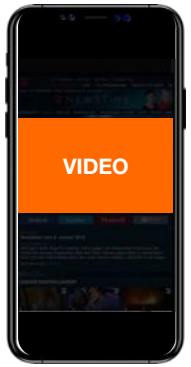
Dynamic Creatives

Standard Template

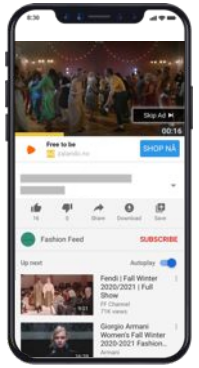


Custom Template

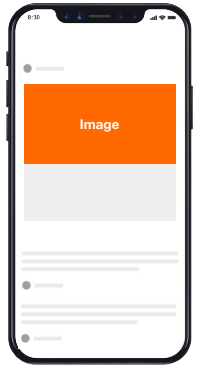
Video



YouTube Video Ads



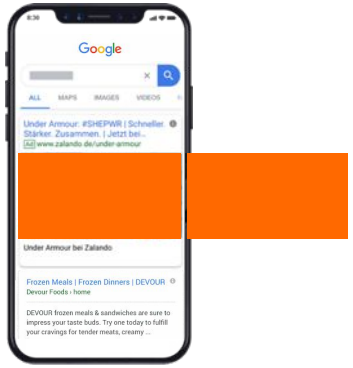
Discovery Ads



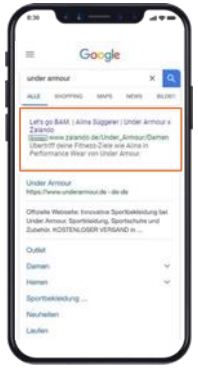
Discovery

YouTube Home Feed

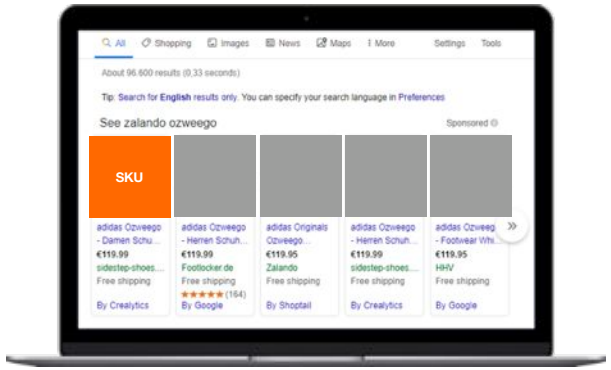
Paid Search



Gallery Ads



Text Ads



Product Shopping Ads

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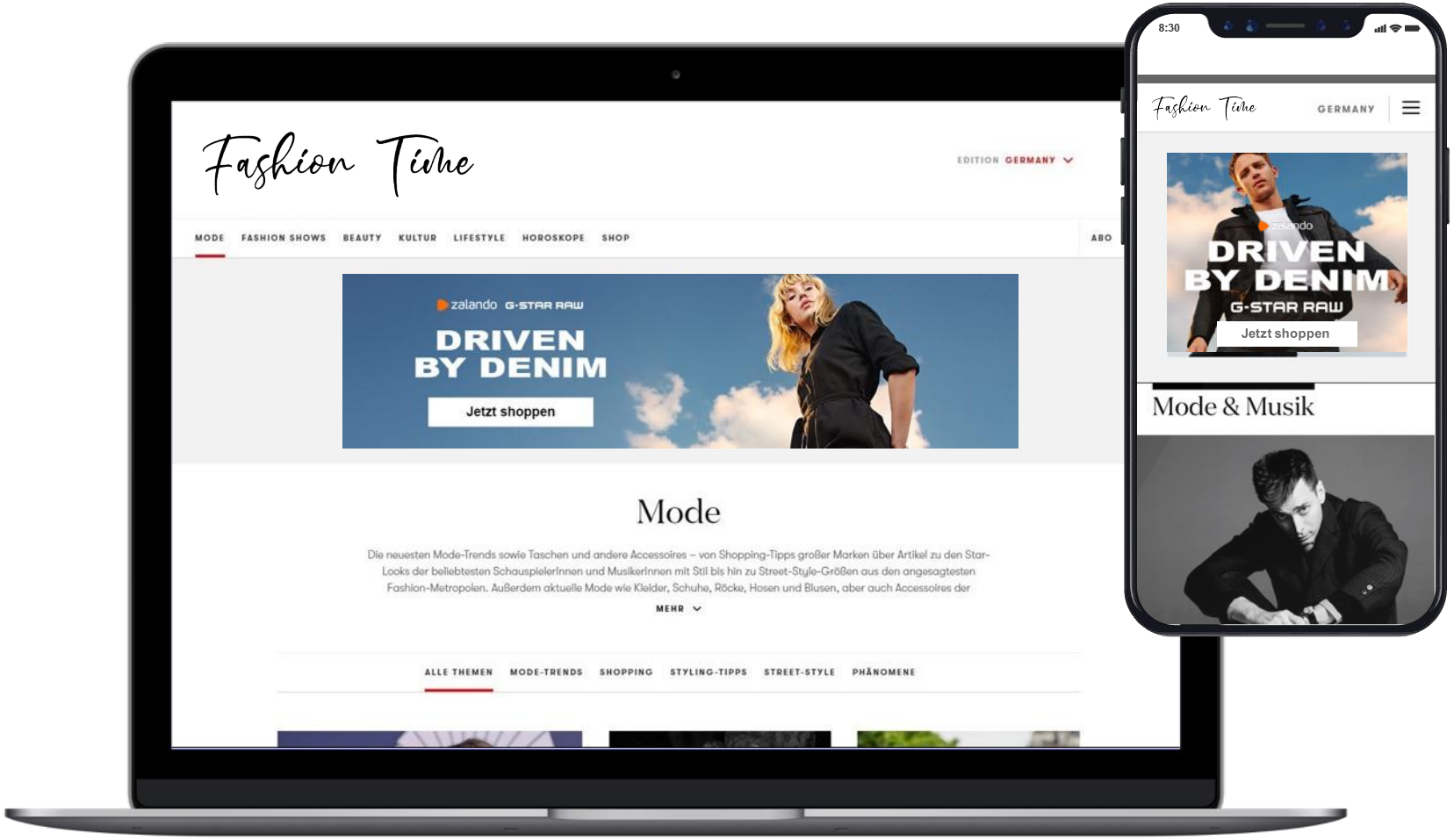
Display Creatives



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Display Creatives
Creative Guidelines

Specs	
Image Formats	JPG, GIF, PNG
HTML5 Formats	ZIP containing HTML and optionally CSS, JS, GIF, PNG, JGP, 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.

Display Creatives

Square & Rectangle

Small Square	W: 200	H: 200
Vertical Rectangle	W: 240	H: 400
Square	W: 250	H: 250
Triple Widescreen	W: 250	H: 360
Inline Rectangle	W: 300	H: 250
Large Rectangle	W: 336	H: 280
Netboard	W: 580	H: 400
Small Square	W: 200	H: 200

Mobile

Mobile Banner	W: 300	H: 50
Mobile Banner 2	W: 320	H: 50
Large Mobile Banner	W: 320	H: 100

Skyscraper

Skyscraper	W: 120	H: 600
Wide Skyscraper	W: 160	H: 600
Half-page ad	W:300	H: 600
Portrait	W: 300	H: 1050
Skyscraper	W: 120	H: 600

Leaderboard

Banner	W: 468	H: 60
Leaderboard	W: 728	H: 90
Top Banner	W: 930	H: 180
Large Leaderboard	W: 970	H: 90
Billboard	W: 970	H: 250
Panorama	W: 980	H: 120

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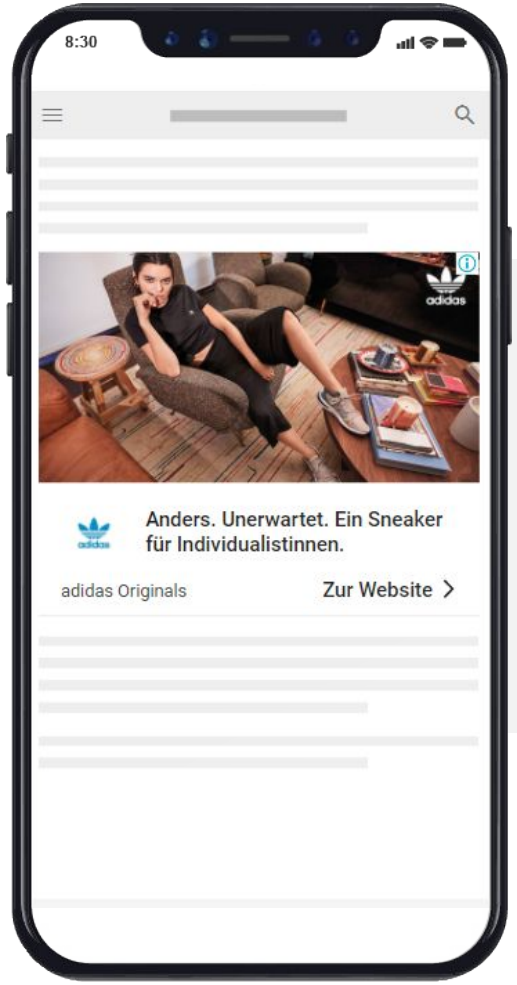
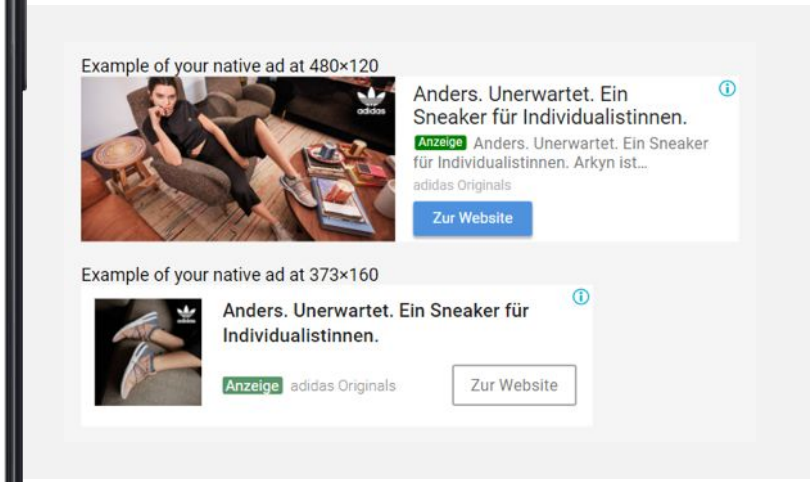
Responsive Creatives





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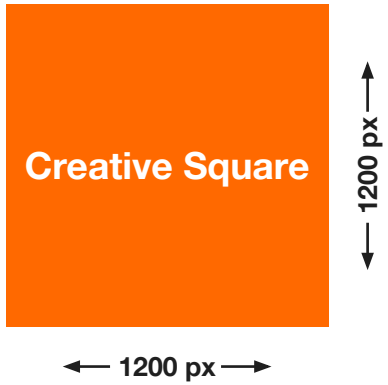
Responsive Creatives

Creative Guidelines

Text Elements	
	# of characters
Short Headline	30 characters
Long Headline	90 characters
Description	90 characters

Brand Logo				
Landscape	W: 1200	H: 300	JPEG, PNG	max. 5.12 MB
Square	W: 1200	H: 1200	JPEG, PNG	max. 5.12 MB

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



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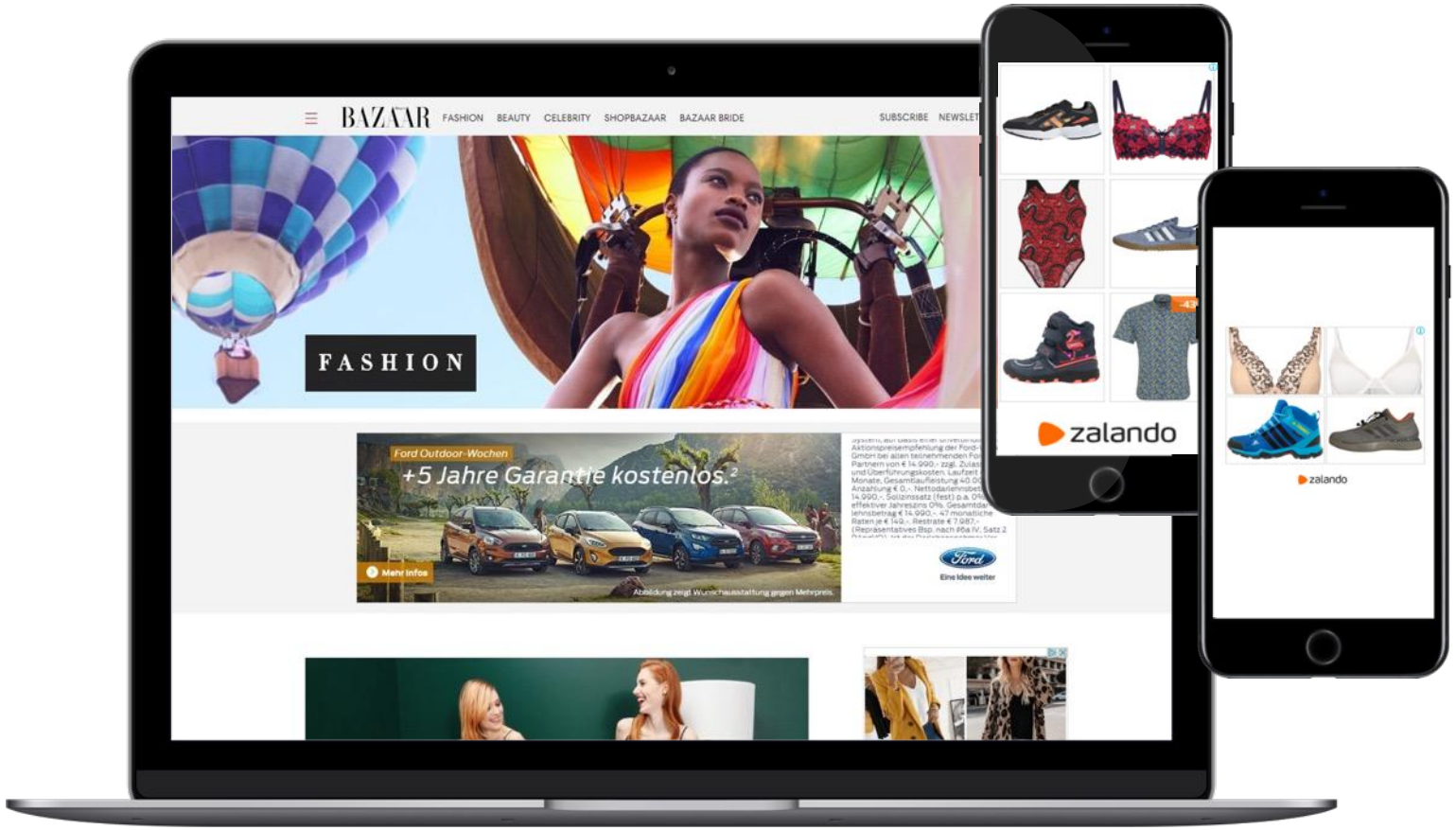
Dynamic Creatives



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Dynamic Creatives

Creative Guidelines

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	
	Requirements
Creative assets	x
Dynamic retargeting	Default – whole brand catalogue, based on customer journey
Dynamic prospecting	Preselected brands / categories / sales products / etc.
CTA	x
Zalando logo	built into the template

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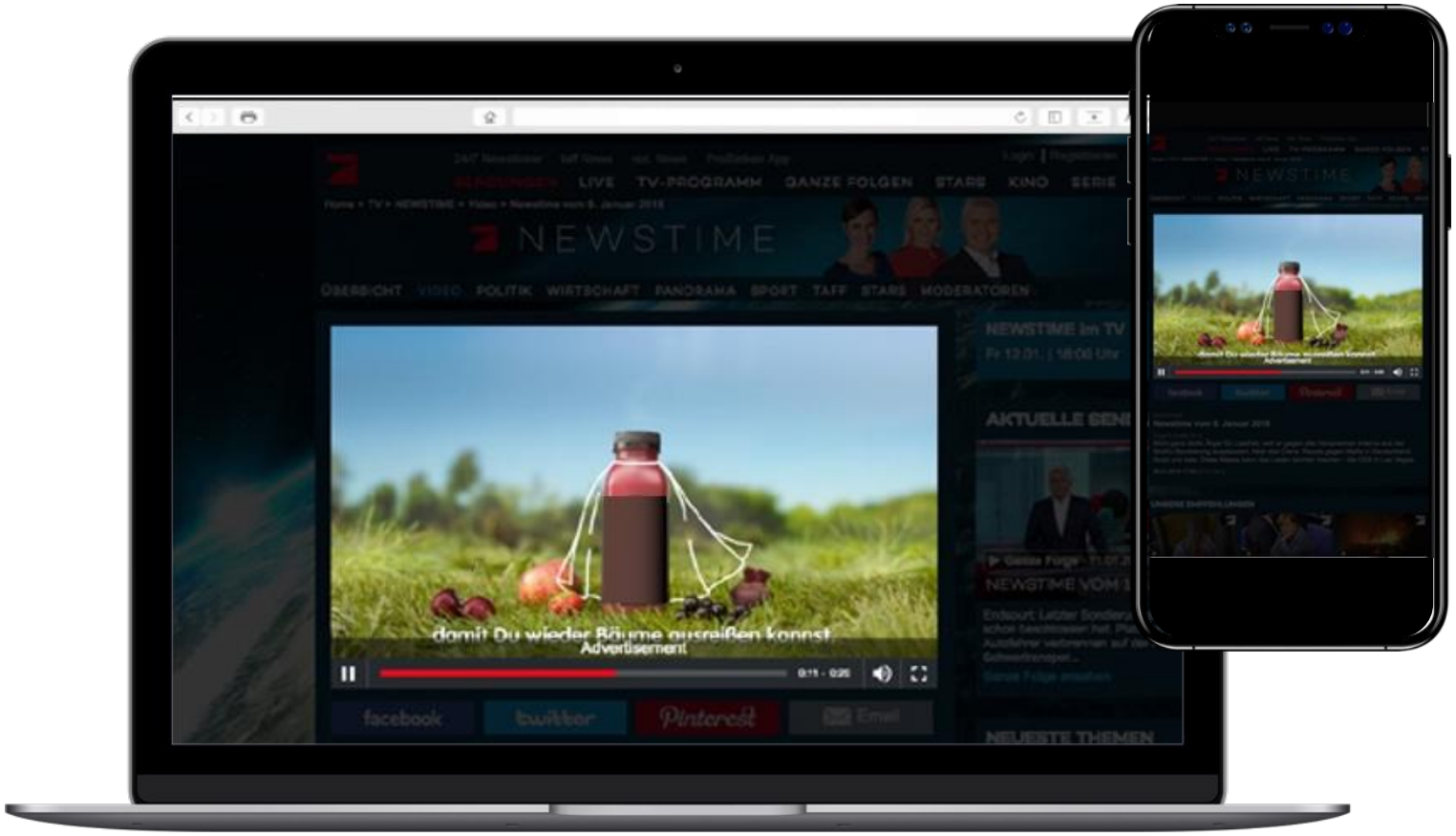
Programmatic Video



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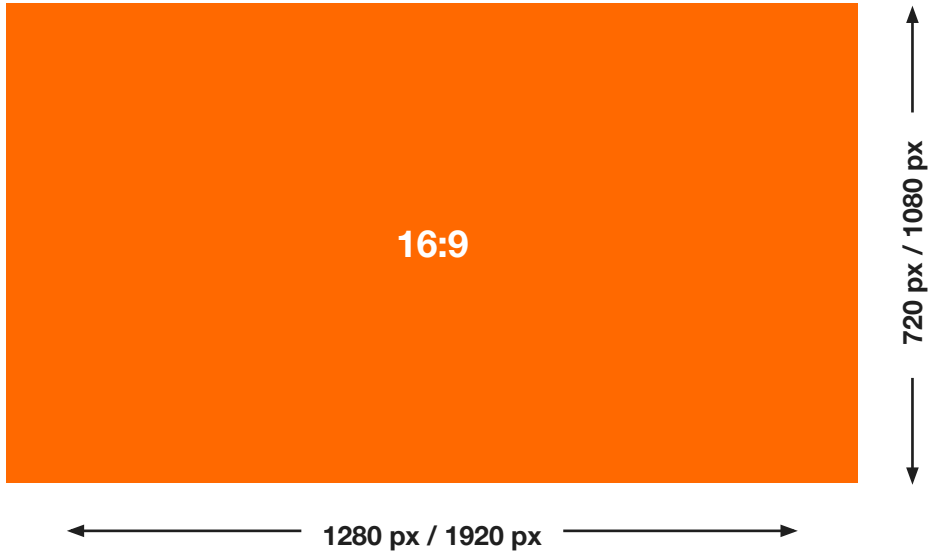
Programmatic Video
Creative Guidelines

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.
- Display logo within first few seconds to increase brand recognition
- Localize subtitles per market to guarantee better conversion and performance
- Focus on products for maximum impact – try to avoid content that is too aspirational
- Files should be labeled clearly to indicate country and language

Formats

	Dimensions		File Format	File Size	Duration	Bitrate
Opt. 1	W: 1280	H: 720	MP4, MOV	max. 1 GB	15-30 sec.	min. 20 mbps
Opt. 2	W: 1920	H: 1080	MP4, MOV	max. 1 GB	15-30 sec.	min. 20 mbps



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Programmatic Video
Creative Guidelines

Do's:
Use the first few seconds wisely

Bring your story to life quickly to pique interest. Consider showing brand or product imagery in the first 3 seconds.

Do's:
Tell your story with and without sound

Make sure your video ads entice viewers to click even when muted. Remember to localize your subtitles per market.

Don'ts:
Skip Zalando logo

Be sure to include the Zalando logo so the audience is not confused when landing on the Zalando website.

Don'ts:
Create a fully aspirational ad

For better performance, make sure that your ad is not too aspirational. Products should be visible and your brand easy to remember.

Don'ts:
Provide incorrect naming

To make it easy for us to map the right creative to the right market and language, make sure your creative naming is clear.

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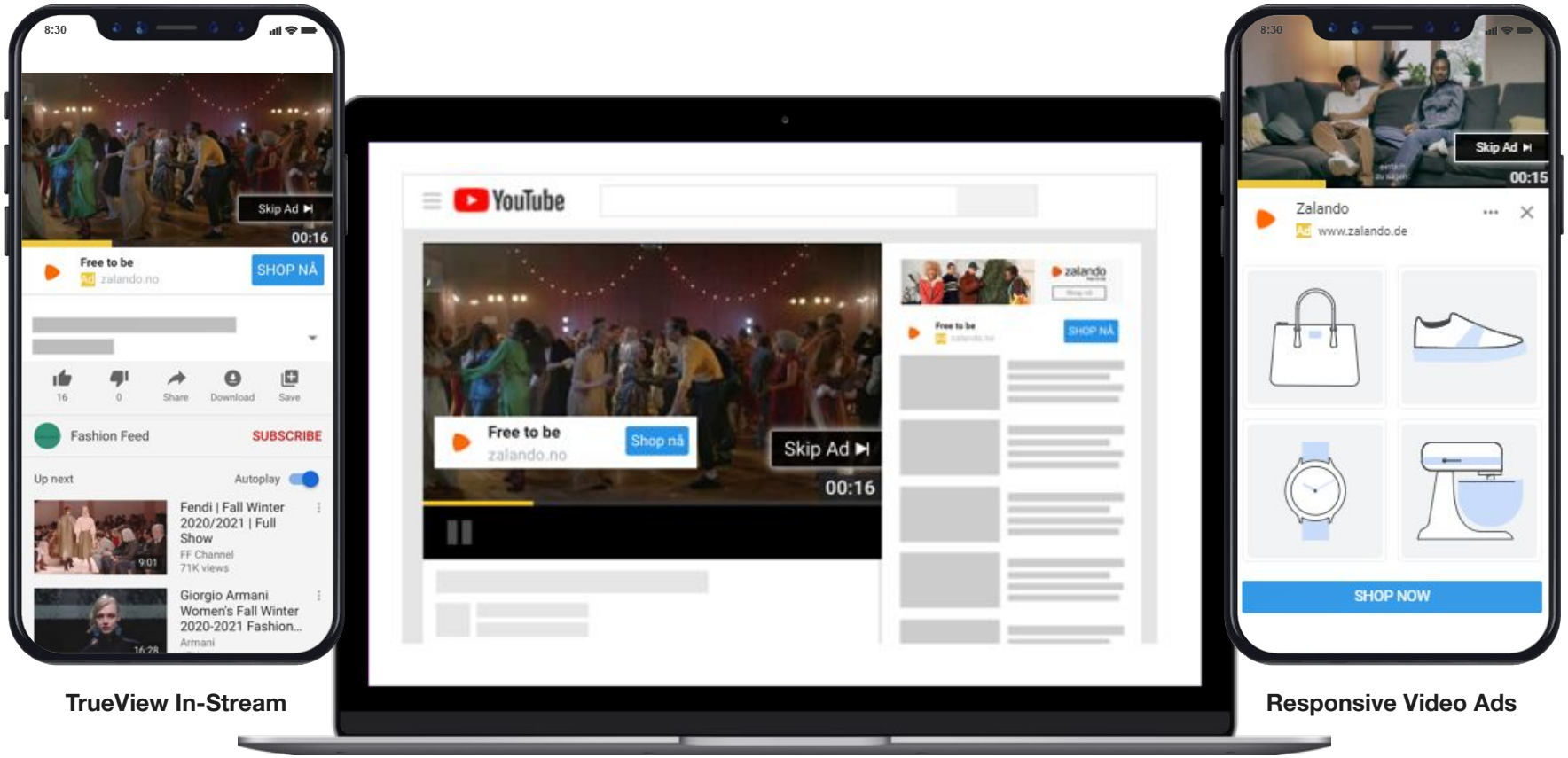
YouTube Video Ads



TrueView In-Stream

Bumper Ads

Responsive Video Ads

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YouTube Video Ads 1/2

Creative Guidelines

Types of TrueView Videos 1/2	
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.
Non-skippable in-stream ads	Must be watched before the main video plays. These ads can appear before or during main video. 15 or max 20 seconds in length.
Bumper Ads	6 seconds non-skippable video ads that must be watched before the main video can be viewed. You pay per CPM.

Considerations

- Video must be uploaded on YouTube; you only need to provide us with the URL. Alternatively, you can provide us with the video file, and we will 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

Text Elements	
Headline	15 characters
CTA	10 characters

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YouTube Video Ads 2/2

Creative Guidelines

Types of TrueView Videos 2/2	
YouTube Masthead	YouTube Masthead, you can showcase your brand, product, or service in a native video-based ad format that appears in the YouTube Home feed across all devices. Masthead ads are only available on a reservation basis through a Google sales representative.
Responsive video ads	Generate multiple ad combinations in the most relevant formats, such as skippable in-stream and video discovery. The video that you include in the campaign should be at least 10 seconds in length. 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.
In-feed video ads	Promote video content in places of discovery, including next to related YouTube videos, as part of a YouTube search result, or on the YouTube mobile homepage. Video discovery ads consist of a thumbnail image from your video with some text. While the exact size and appearance of the ad may vary depending on where it appears, video discovery ads always invite people to click to watch the video. The video then plays on the YouTube watch page or channel homepage.

Considerations

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

Duration	
Responsive Video Ads	10 seconds to 3 minutes
Video Discovery Ads	12 seconds to 3 minutes

Text Elements	
Headline	15 characters
CTA	10 characters
Long headline (for Responsive video ads + Headline & CTA)	90 characters
Description (for Responsive Video Ads + Headline & CTA)	70 characters

Text Elements for Video Discovery Ads	
Headline	100 chacters
Description 1	35 characters
Description 2	35 characters

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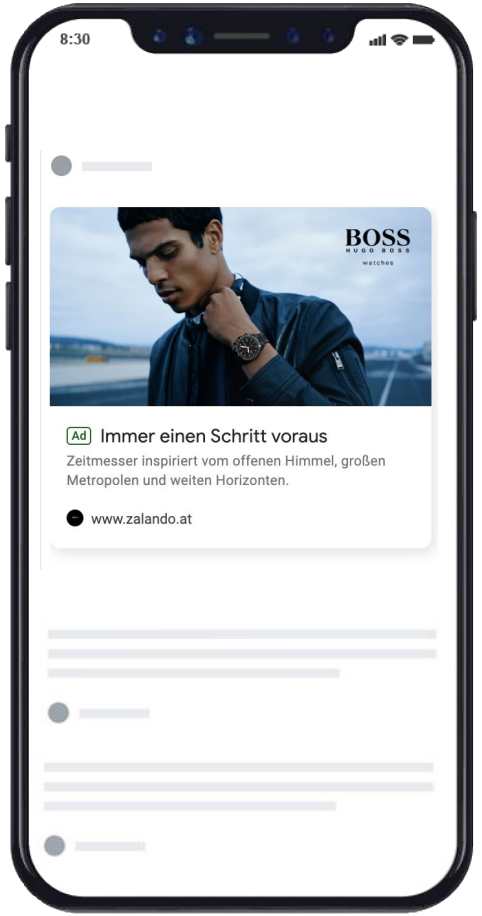
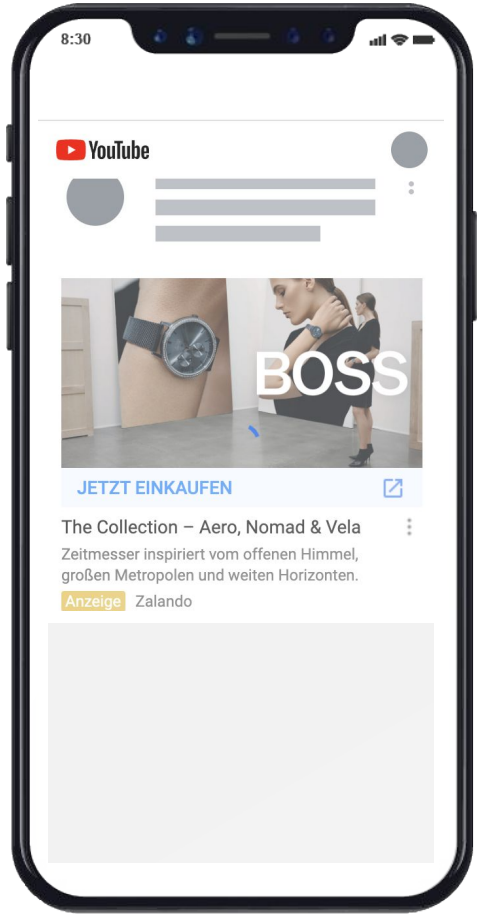
Discovery Ads



Discover



YouTube Home Feed

Discovery Ads
Creative Guidelines

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
- Blurry images
- Poor cropping
- Clickbait (content designed to entice a user to click a link by suggesting they'll find out something amazing, outrageous or sensational)
- Images oriented in the wrong way

**Please note that Gmail ads can now be only activated via discovery ads. You can also reach YouTube and google search inventory via discovery ads*

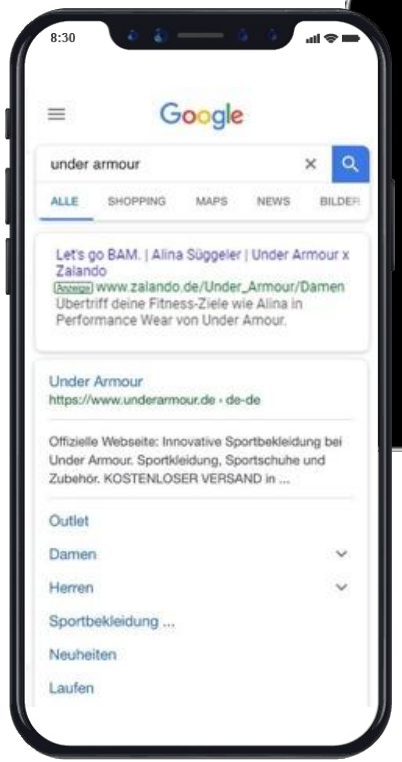
Text Elements

Headline (up to 5 rec.)	40 characters
Description	90 characters
CTA (1 - Automated by default / select from a list)	
Business Name	20 characters
Headline	25 characters
Description	90 characters
Final URL	1 recommended

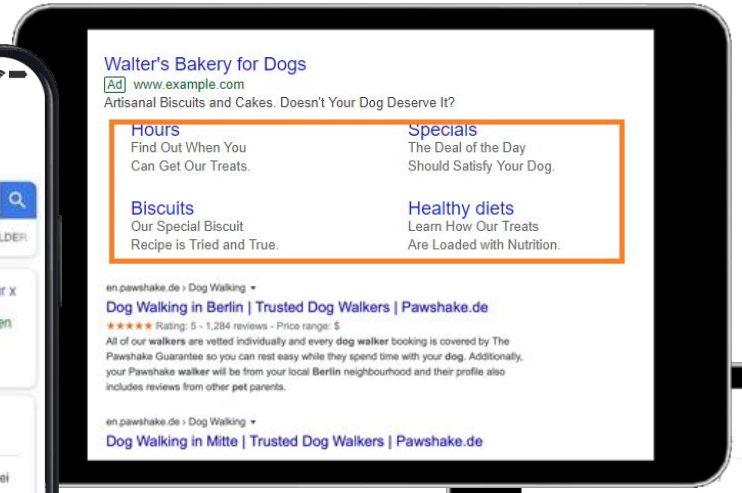
Specifications

		Width	Height	Min. required
Marketing Image (1 Required)	Landscape	W: 1200	H: 628	min. required 600 x 314
	Square	W: 1200	H: 1200	min. required 300 x 300
	Portrait	W: 960	H: 1200	min. required 480 x 600
Logo (1 required)	Square	W: 1200	H: 1200	min. required 128 x 128
Carousel ad	Card images (L)	W: 1200	H: 628	min. required 600 x 314
	Card images (S)	W: 1200	H: 1200	min. required 128 x 128
	Logos	W: 1200	H: 1200	min. required 128 x 128
YouTube Video link	Thumbnail size	W: 324	H: 183	Ratio: 1:1

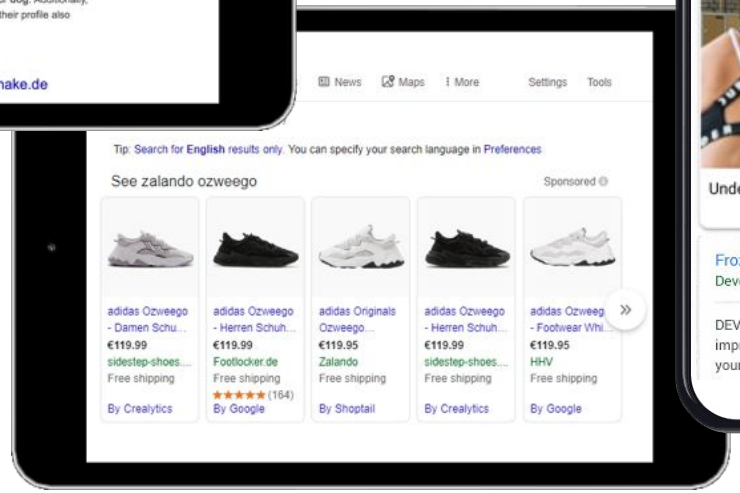
Paid Search



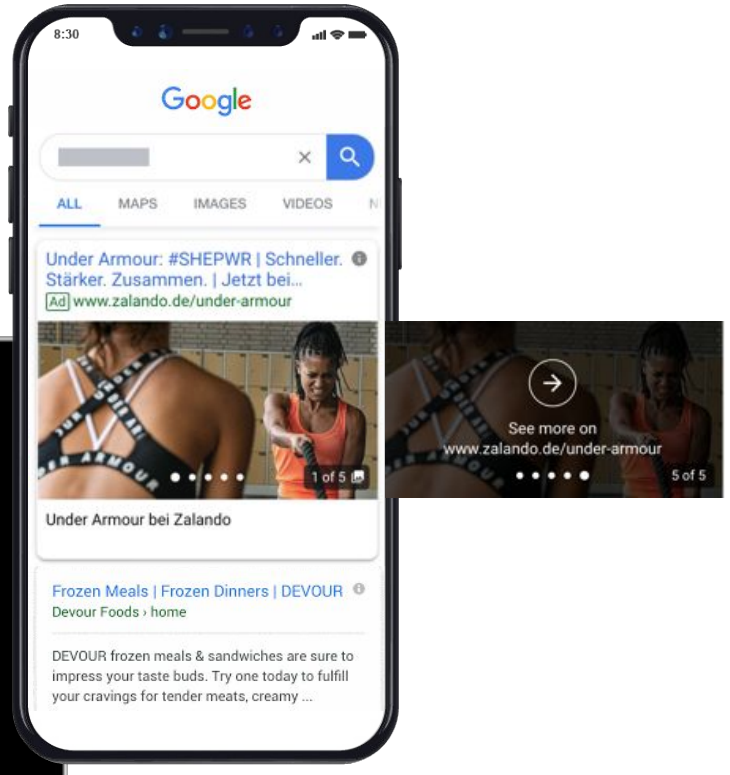
Text Ads



Ad Extensions



Product Shopping Ads



Gallery Ads

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Paid Search
Creative Guidelines

Ad types
Text ads: show above and below Google search results. They have three parts: headline text, as display URL, and description text.
Shopping ads: 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.

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.

	Text ads	Shopping ads	Gallery ads
Headline	3 headlines 30 characters each	x	1 min., 3 max. 30 characters each
Description	2 descriptions 90 characters each	x	x
Final URL	Landing page URL	x	Landing page URL
Gallery Images	x	x	4-8 images / ratio 1.91x1 / 600x314px min. / PNG, JPG, static GIF
Image Taglines	x	x	70 characters each / each image needs a unique tagline

	Format	Aspect Ratio	Resolution	Required	File Size	Where Viewable	Notes
Image Extensions to Search Ads (Gallery Ads sunset)	PNG, JPG, static GIF	Square (1:1)	Min. 300x300px, Recommended: 1200x1200px	Yes	5120KB	Google.com, YouTube search via AdSense For Search (Search Partners)	Note: You can crop images using the image picker during implementation. Recommended image safe area: Place the most important content in the centre 80% of the image
		Landscape (1.91:1)	Min. 600x314px, Recommended: 1200x628px	Optional (but recommended)	5120KB	YouTube search via AdSense For Search (Search Partners)	

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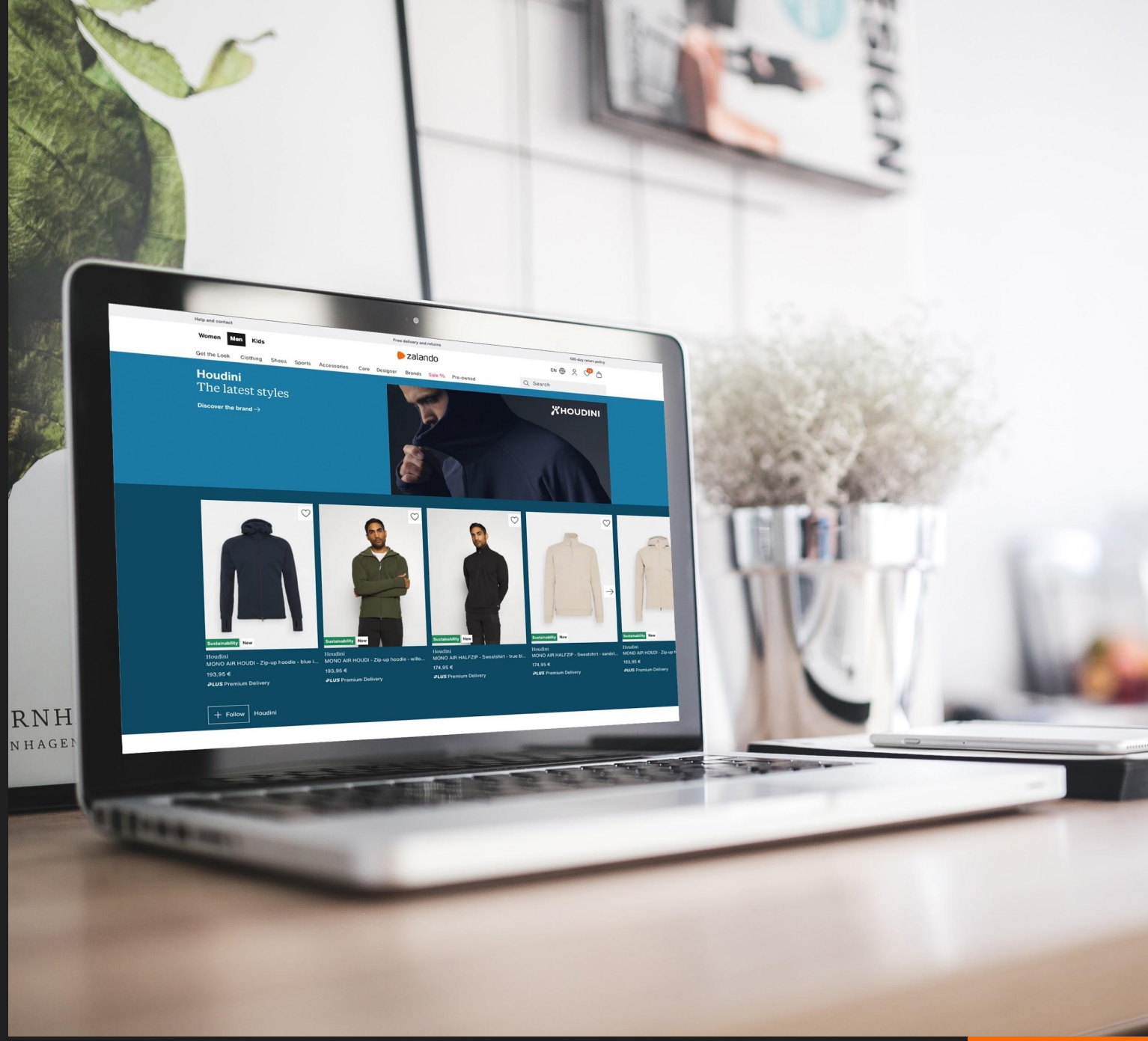
Get in touch with us

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 everything from branding to performance, data-infused content creation by creative.lab, and influencer marketing with Collabary.

zms@zalando.de



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