

GUIDE TO B2B SPONSORED CONTENT

Reach your target audience with
pinpoint accuracy through AdDaptive

SPECIFICATIONS

Dimensions

1200 x 627 px
Aspect ratio 1.91:1

File Size

Max: 200 kb
JPG, GIF, or PNG

Logo

300 x 300 px
Aspect ratio 1:1



Title

Max: 25 char

Body Text

Max: 140 char

CTA Text

Max: 15 char

Title

Body text

Call-to-action (CTA)

Sponsored by [logo]

Sponsored by

Max: 25 char

BEST PRACTICES

- Avoid including text on images, as they may get cropped out, limiting inventory.
- Make your title as detailed and engaging as possible.
- Craft short and catchy text to engage viewers.
- Pair native with display to enhance engagement and achieve:
 - 18% higher lift in purchase intent*
 - 9% higher lift in brand affinity*
 - 2x more visual focus as editorial headlines*
- Opt to include an app store rating.
- Include a click fallback URL to catch any non-app-users.

**Source: ShareThrough industry studies*



MORE INFORMATION

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AdDaptive
Smarter B2B Advertising