



Creative Guide



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CREATIVE APPROVAL AND EXCLUSION PROCESS

*****ALL CREATIVES MUST PASS TO RUN*****

All creatives must strive to meet ALL the following guidelines in order to be approved for all inventory sources. Creatives that do not pass audit are ineligible to serve and will prevent the campaign from delivering.

EXCHANGE SPECIFIC GUIDELINES

Google Ad Exchange:

- All creative context must be SSL compliant
- HTML5 creatives must stop cycling after 30 seconds
- Click-through URL must lead to a landing page that can be crawled

Microsoft Ad Exchange:

- All creative context must be SSL compliant
- Landing page must contain privacy policy

CREATIVE RECOMMENDATIONS

- Brand logo should be prominently displayed on each creative size.
- Offer/value proposition should be prominently displayed on each creative size.
- Call-to-action should be prominently displayed, clear, and a focal point of the ad.
- Message should be specific to the target being reached.



B2B SPONSORED CONTENT (NATIVE) RECOMMENDATIONS

For your native ads to be eligible to serve on all available inventory, please include these six items:



- 1. Icon:** Including an Icon in your native creatives will allow it to serve on more inventory as many sources require this feature. Most clients use the brand's logo.
- 2. Title:** Titles under 30 characters will be eligible to serve on the most available inventory.
- 3. Image:** Choose an image that reflects the content of the ad and is compelling to your target audience. The image will be automatically cropped to best fit the environment in which it is serving. We recommend including an additional, smaller image file so your ads may run on mobile-optimized inventory.
- 4. Body text:** Keeping the body text under 140 characters will allow it to serve on the most available inventory.
- 5. Sponsored by:** Include the advertiser sponsoring the post.
- 6. Call-to-action:** Including a call-to-action in your creative will increase the amount of inventory that your creative can serve on. Common call-to-actions include 'Click Here' or 'Learn More.'



REASON FOR REJECTION	POTENTIAL CAUSE
<p>Creative does not display properly</p>	<ul style="list-style-type: none"> • The creative tag utilizes geo-targeting, impression capping, or similar blocking technology (All pacing and targeting is handled by AdDaptive) • Creative has excess text in Creative Content, which displays outside of iFrame • Creative uses DoubleVerify or Integral Ad Science wrapping without proper macros • Creative blanks due to caching issues or batch stalls • Creative was submitted with incorrect tag size
<p>Creative improperly rotates brands</p>	<ul style="list-style-type: none"> • Creative displays multiple or different brands
<p>Creative does not click-through properly</p>	<ul style="list-style-type: none"> • Creative does not click through to a landing page • Creative clicks through to a 404-Error, Invalid Page, or other non-branded, non-functioning page • Creative clicks through in the same window, does not prompt new tab or window to open
<p>Creative does not contain sufficient brand notification</p>	<ul style="list-style-type: none"> • Creative does not meet branding standards (clear logo, brand name, or landing page URL) • Creative branding does not match landing page branding • Creative branding is obfuscated (too small, too faint) to constitute branding

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REASON FOR REJECTION	POTENTIAL CAUSE
<p>Creative does not meet minimum standards</p>	<ul style="list-style-type: none"> • Implied offering on creative does not match offer on landing page • Creative contains no identifiable offer at all • Creative or landing page contains no content
<p>Auto-refreshing creative</p>	<ul style="list-style-type: none"> • Creative refreshes itself • Creative causes entire page to refresh
<p>Creative/Landing page prompts download</p>	<ul style="list-style-type: none"> • Creative prompts download or external application automatically or on click • Landing page automatically prompts download or external application automatically or after countdown



PROHIBITED CONTENT

Charging for government forms and services

Displaying fake errors to induce user action, or messaging that implies knowledge of a user's computer/operating system

Enabling or permitting piracy

Executes or downloads files without user interaction

Hate speech or defamatory language

Misappropriation of copyright, trademark, trade secret, or patent

Pornography, nudity, obscenity, or other "adult" content

Sale of drugs (including medicinal marijuana), illegal pharmaceuticals, or paraphernalia

Sale of, or instructions for creating, guns, bombs, ammunition, or weapons

Content that intends to, or does, induce user action through misleading appearance or behavior, including, but not limited to, creatives that mimic video players, functional buttons, errors or warnings about viruses, missing codecs, and corrupt disks

Advertising content such as Cannabis and Political frequently sees regulation changes. For the most updated information, please reach out to your Account Manager directly.



STILL HAVE QUESTIONS?
WE'RE HAPPY TO HELP.

Please reach out to your Account Manager or Sales Contact directly.

