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

Sponsored by
Max: 25 char

Title
Body text
Call-to-action (CTA)
Sponsored by [logo]

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

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AdDaptive
Smarter B2B Advertising