

CREATIVE CHECKLIST

Branded Video

PLEASE DOUBLE CHECK THE BEST PRACTICES GUIDELINE FOR EACH SECTION

Video Asset – Recommended aspect ratio: widescreen (16:9)

Source files can be up to 1GB and in one of the following formats: .avi, .mov, .mov, .mp4, .mpeg, .mpg, .oga, .ogg, .ogv, webm, .wmv

VIDEO BEHAVIOUR

- Min Video Length: 5s
- Max Video Length: 120/180s
- Loop: No, user clicks to replay
- Sound: Autoplay with sound off, user initiated sound

Headline Copy 25 characters or less, including spaces

Body Copy 150 characters or less, including spaces

BEST PRACTICES

- Headline should **not just be the brand name**.
- Headline and body copy should be enticing and able to stand on their own.
- Include a Call-To-Action in the body copy to drive user behaviour.

Please contact TripleLift if you require longer character limits

Logo – Optional (recommended: JPEG/transparent PNG files; 300 pixels)

BEST PRACTICES

- We recommend providing a logo with a 5% transparent padding around it to ensure the logo will not sit directly on the edge of the image.

Click-Through URL

BEST PRACTICES

- Prepare the user for click-through experience by choosing a click-through URL that is associated with creative and copy.

Click Tracker 1x1 image pixel

Impression Tracker 1x1 image pixel

DMP and Research Trackers 1x1 image pixel, must be https://, **Viewability / Fraud/Brand Safety Monitoring** Javascript tags