

CREATIVE CHECKLIST

STATIC IMAGE

PLEASE DOUBLE CHECK THE BEST PRACTICES GUIDELINE FOR EACH SECTION

Images - Recommended: 1200x627 high resolution

Otherwise image dimensions should be between 500px and 1200px; JPEG or PNG under 2MB

BEST PRACTICES

- Landscape images are recommended and will render better in native environments – please avoid square images
- Images **must** be free of text and logo. If text is necessary, centre it as much as possible.
- Engaging photos with products set in real environments perform best. Explore all image options - blogs, product pages, social pages (Facebook and Instagram).
- **Do not crop.** TripleLift's proprietary technology intelligently crops images perfectly.

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 (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