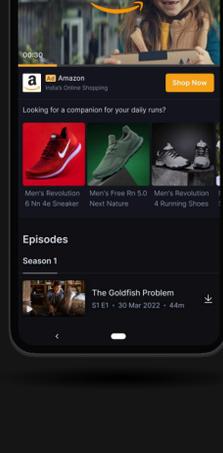


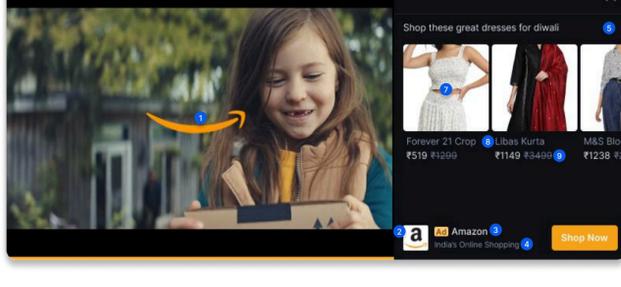
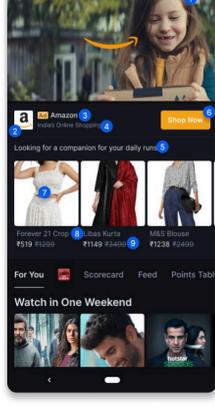
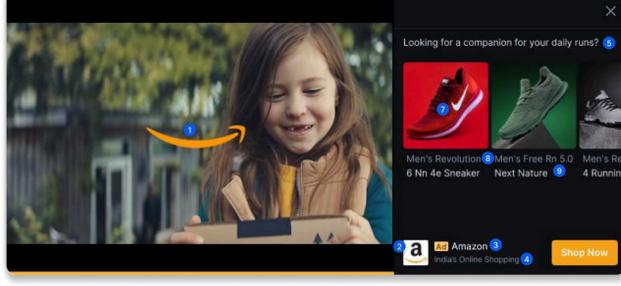
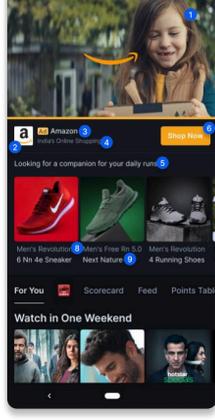
VIDEO CAROUSEL ADVERTISEMENT



Available On



Video Ad - Carousel



Creative Specs

1. Video file dimensions		1920 x 1080 px [Format: .MP4] Bitrate: 50 Mbit/s CBR Codec: H.264 Frame rate: 25 fps Color Primaries, Transfer & Space: BT709 Maximum Size: 400MB Note : This format will not be present in the Vertical Feed
2. Brand Logo		120 x 120 px [Aspect Ratio: 1:1] [Format: JPEG] Max file size: 50 KB
3. Brand Name		Maximum 20 characters including spaces
4. Campaign Title		Maximum 24 characters including spaces
5. Carousel Headline		Maximum 42 characters including spaces
6. Call-To-Action (CTA)		Choose from: Learn More Buy Now Install Order Now Shop Now Contact Us Apply Now Sign Up Book Now Get Offer Participate (Case sensitive) Custom CTA : Maximum 10 characters including spaces
7. Card Specification		440 x 440 px [Format: JPEG] Maximum File Size: 150KB Number of Cards: Maximum 6, Minimum 4
8. Card Title		Maximum 15 characters including spaces
9. Card Description	Primary	Text or Discounted Price (optional field) Maximum 15* characters including spaces. *(Sum of both cannot exceed 15 characters)
	Secondary	Striked off price (optional field) Maximum 15* characters including spaces *(Sum of both cannot exceed 15 characters)
11. Ad-Click URL		Deep link URL (Optional; only for apps) Landing Page URL Note: Ad will first attempt to open the deep link URL. If not, the landing page
12. Brand Color for CTA		HEX code of Brand color is needed. Note: If brand color merges with background video then we will need an alternative HEX code
13. Special Characters Allowed		- . ₹ - # % * + _ : = ; , ' @ () { } ~ ° & ? ! @ / \

Carousel creative guidelines

- Brand Logo or watermark shouldn't present on the creative.
- Keep the creative free from any kind of Call-to-Actions or Coupon codes.
- Text is allowed only if there is no physical product to showcase
- No same card should be placed simultaneously

DO

- Use a single image with the product / pair with plain background (recommended)

DON'T

- Do not use text elements on the product / background
- Text is allowed only if there is no physical product to showcase

DON'T

- Do not use multiple products with in a single image

Video creative guidelines

Video must have only one video track

Audio and video duration must not have a mismatch

Video must not have variable framerate

Guidelines for Logo/Text Placement

Full height 1080px

Full width - 1920px

- Logo/watermarks/text shouldn't be here
- Additional unsafe area on VOD only
- Use this area for logo/watermarks/text

Thank you for your compliance

Creatives are subject to rejection by our in-house team if the guidelines haven't been followed as mentioned above. We take our QC quite seriously

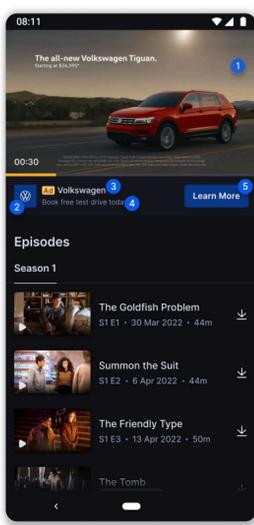
VIDEO WITH CTA ADVERTISEMENT



Available On



Video Ad - With CTA



1. Video file dimensions

1920 x 1080 px [Format: .MP4]
 Bitrate: 50 Mbit/s CBR
 Codec: H.264
 Frame rate: 25 fps
 Color Primaries, Transfer & Space: BT709
 Maximum Size: 200MB

2. Brand Logo

120 x 120 px [Aspect Ratio: 1:1]
 [Format: JPEG]
 Max file size: 50 KB

3. Brand Name

Maximum 20 characters including spaces

4. Campaign Title

Maximum 24 characters including spaces

5. Call-To-Action (CTA)

Choose from: Learn More | Buy Now | Install | Order Now | Shop Now | Contact Us | Apply Now | Sign Up | Book Now | Get Offer | Participate (Case sensitive)
 Custom CTA : Maximum 10 characters including spaces

6. Brand Color for CTA

HEX code of Brand color is needed.
Note: If brand color MERGES with background video then we will need an alternative HEX code

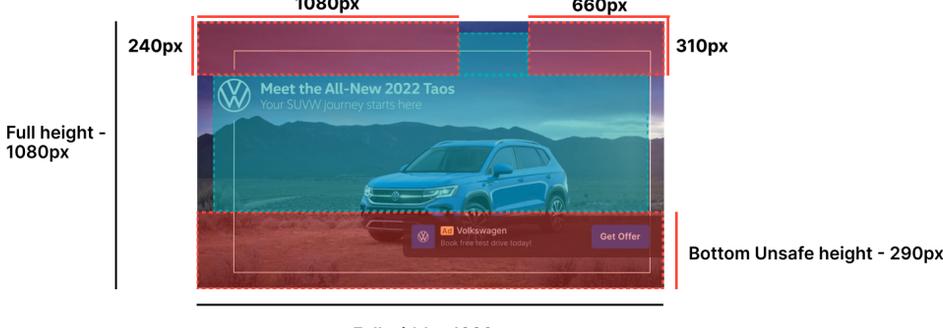
7. Ad-Click URL

Deep link URL (Optional; only for apps)
 Landing Page URL
Note: Ad will first attempt to open the deep link URL. If not, the landing page

8. Special Characters Allowed

- . ₹ - # % * + _ : = ; , ' © () { } ~ ° & ? ! @ / \

Guidelines for Logo/Text Placement

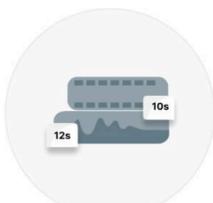


- Logo/watermarks/text shouldn't be here
- Use this area for logo/watermarks/text

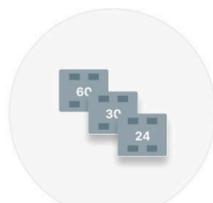
Video creative guidelines



Video must have only one video track



Audio and video duration must not have a mismatch



Video must not have variable framerate

Thank you for your compliance

Creatives are subject to rejection by our in-house team if the guidelines haven't been followed as mentioned above. We take our QC quite seriously