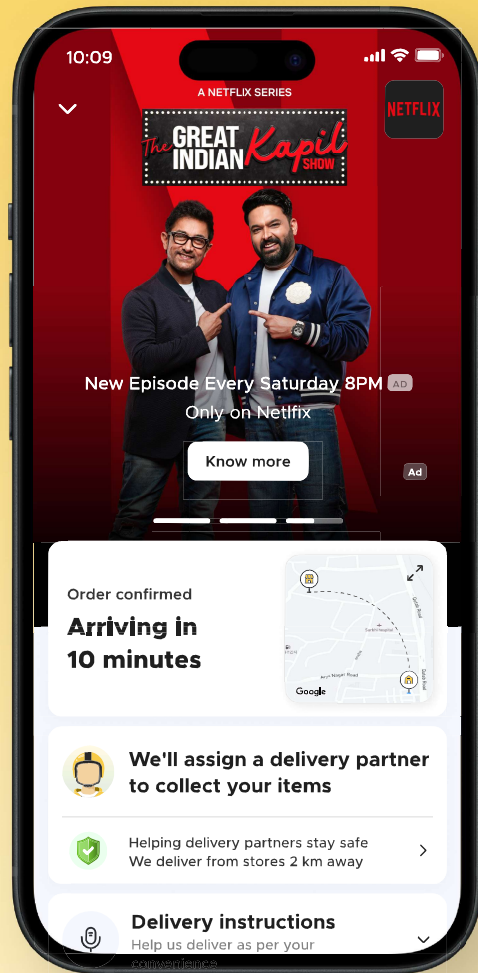




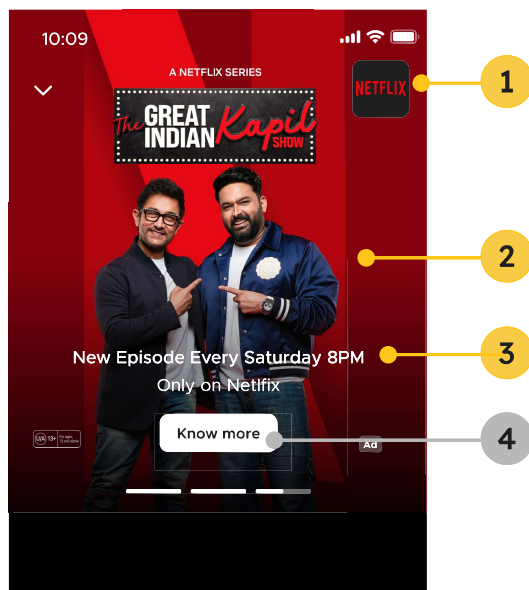
Track Order Ads

What is a Track Order Ad?

This is a visual asset on the post-checkout page that runs as a carousel.

What can I advertise on this property?

You can promote your product and/or services.



Mandatory Assets to be shared

To ensure that you are able to convey the messaging of your choosing clearly, here's are a few things to share to run your ad on the platform:

1 Logo

- Dimensions: **800 x 800 px**
- Format: **PNG** or **JPEG** or **AI** only
- Maximum file size: **2 MB**

2 Key Image

- Dimensions: **360 x 450 px**
- Visual should be inside the safe area. (Refer to the template for positioning)

3 Promotional Copy (optional)*

- Heading - **32 characters**
- Subheading - **40 characters**

*if choosing 'Image with Text Insert' option

4 CTA Link

- CTA is a tappable button that comes on top of the asset by default.
- Ensure this area is clear of any content in the image
- No other CTAs should be part of the shared image asset

ASSETS

1



2

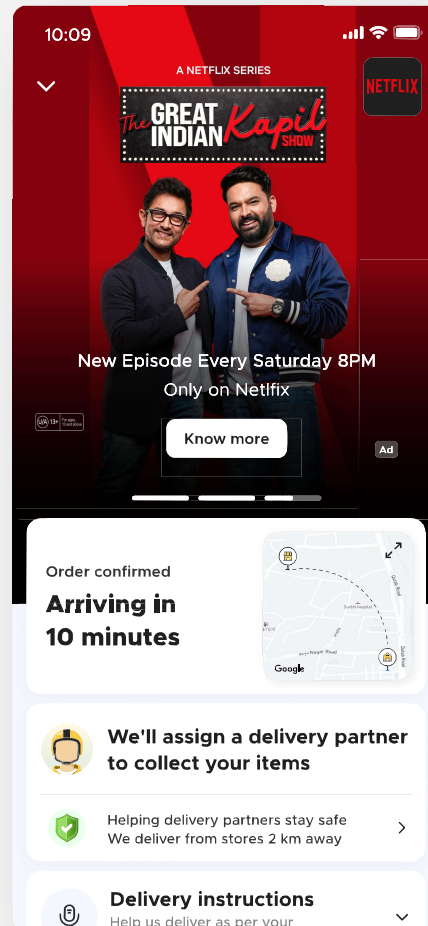


3

Heading:
New Episode Every Saturday 8PM

Subheading:
Only on Netflix

FINAL DELIVERABLE



OPTION 1

Image with Text Insert

Recommended

If you have text you wish to highlight, we recommend using this option. It ensures that your text is responsive and is legible on all devices as the text is coded on top of the image.

Ensure your key image is in the safe area for best results.

Here's what you need to share with us:

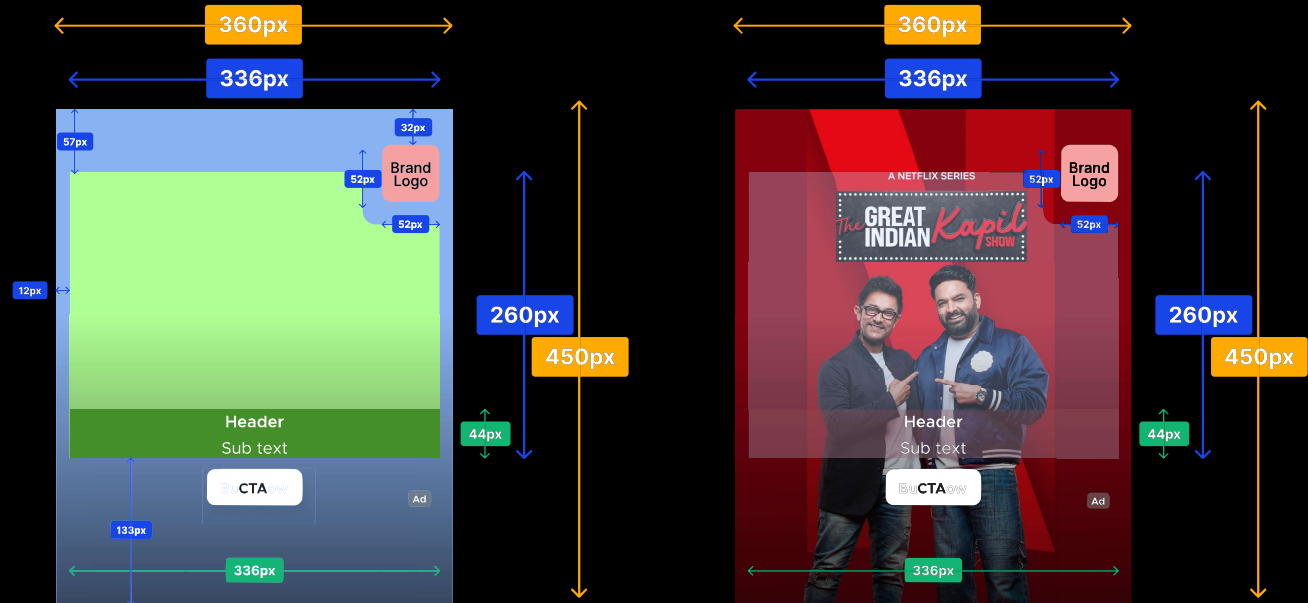
- 1 Key Image (360 x 450 px) within safe area
- 2 Logo (800 x 800 px)
- 3 Promotional Copy (within character limit)
- 4 Link where the customers will be directed to

Blueprint: Image with text insert

Before you begin to create the visual, please ensure that you've familiarised yourself with the blueprint of the asset.

Legend

- Creative dimensions
- Safe-area dimensions
- Safe-area
- Text safe-area
- Brand-logo



Asset Dimension
360×450

Asset Aspect Ratio
0.8

Download safe area checker image

While finalizing and shipping the asset, you can use this file as an overlay image to ensure that none of the image content will clash or get cropped when it goes live. Download the [Image with Text PNG template](#)

ASSETS

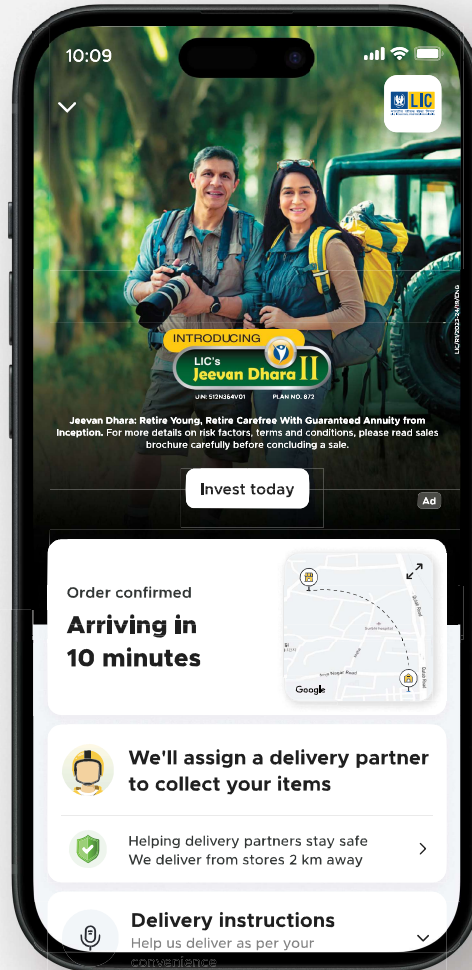
1



2



FINAL DELIVERABLE



OPTION 2

All Image

These ads have all the textual content already on the image asset; hence, promotional copy does not need to be shared separately.

These ads adapt to each device, so an All Image ad **may be subject to cropping and resizing**, which can hamper the impact if there is text overflowing beyond the safe area or if the text is too small.

Here's what you need to share with us:

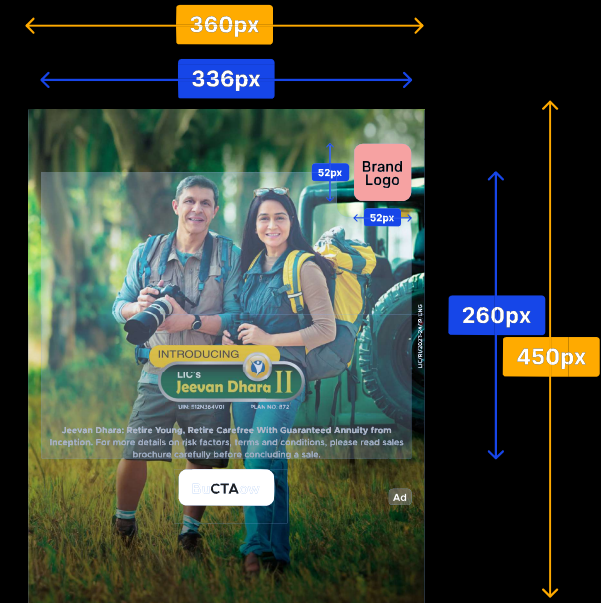
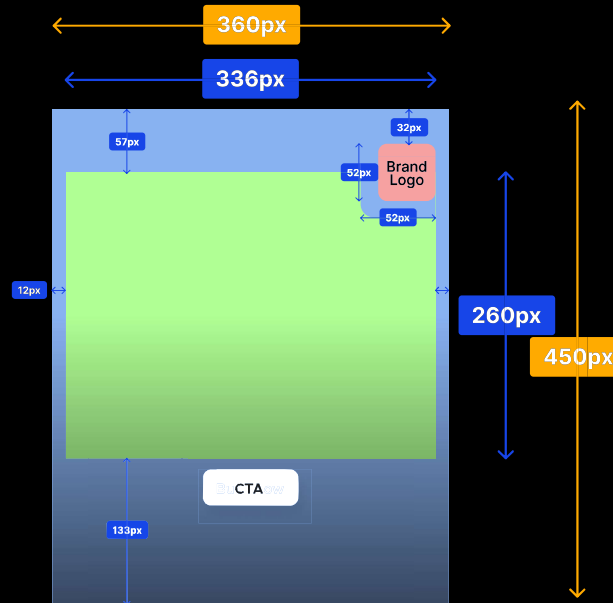
- 1 Key Image (360 x 450 px) within safe area
- 2 Logo (800 x 800 px)
- 3 Link where the customers will be directed to

Blueprint: All Image

Before you begin to create the visual, please ensure that you've familiarised yourself with the blueprint of the asset.

Legend

-  Creative dimensions
-  Safe- area dimensions
-  Safe-area
-  Brand-logo



Asset Dimension
360×450

Asset Aspect Ratio
0.8

Download safe area checker image

While finalizing and shipping the asset, you can use this file as an overlay image to ensure that none of the image content will clash or get cropped when it goes live. Download the [Image with Text PNG template](#)

Mandatory Checks

- 1 Keep your visual content inside the safe area; else it can lead to the creative getting rejected.
- 2 Please share the open file in either **PSD** or **AI** format, along with the exported file in **JPEG** or **PNG** format.
- 3 Avoid using a white as the background colour.
- 4 Optimise content for small screens and use compelling visuals to hook viewers.
- 5 Logo dimensions will be 1:1 ratio. **800px (W) x 800px (H)**
Please share this separately and not add it on the main creative.
- 6 In case of, Image with Text Insert, the header and sub-header can be suggested separately. These text will be inserted by our tech team, in our pre defined typeface and font size.
The suggestive text should follow the stipulated character count.