Native Moments Feature Guidelines

Use this guide as a checklist to ensure your assets provide the best experience for your audience.
Static
Static

What is it?
A full-screen immersive premium mobile ad experience.

Best Practices:
Be sure to include logo, CTA and eye catching imagery. Keep design clear, simple, and free from distractions.
Static Deliverables

Design Deliverables
1080x1920px PNG or JPG (Max 2 MB).

Safe Zone:
Leave critical info including text, logo and CTA out of top and bottom: 160px & 60px on the sides.
Video

What is it?
The full screen vertical video ad canvas delivers highly engaging brand messages with sound & motion. Video is traditionally full screen. However, keep in mind that your creativity for the video is endless as long as the final file is an MP4/mov and it has 1 click thru URL.

- On Wi-Fi, videos auto-play & auto-loop
- Audio is muted on load but permitted upon user interaction with the ad
- Video length :05- :30 maximum

Best Practices:
Recommended length is :06. Make sure message can be received with audio muted. Include CTA and logo on as many frames as possible.
Video Deliverables

Design Deliverables
- 1080x1920px mp4, m4v or mov (Max 1 GB)
- Static Backup Image 1080x1920px PNG or JPG (Max 2 MB).

Safe Zone:
Leave critical info including text, logo and CTA out of top and bottom: 160px & 60px on the sides of both the video and static backup.
Countdown
Countdown

What is it?
Add a countdown to your fullscreen ad to increase urgency and conversions.

- Countdown can be added to static images only.
- Banner background is always black in app. When there is less than 24 hours left, the background color will change to red (ONLY in mobile web - not in app)

Banner text choices:
Deadline in: Offer ends in:
Deal ends in: Premieres in:
Ends in: Sale ends in:
Expires in: Starts in:
Launches in: Time left:

View Demo
Countdown Deliverables

Design Deliverables
1080x1920px JPG or PNG (1MB Max)

Safe Zone:
Mind extra safe zone padding to account for flash sale banner. Keep critical content including text, logo and CTA out of top 160px, bottom 216px, and 60px on the sides.
Panorama
Panorama

What is it?
Invite users into an immersive, interactive experience that showcases a more complete picture of your products.
Panorama Deliverables

Design Deliverables

- 2276x1280px PNG or JPG. (Max 2 MB)
- Static Backup Image 1080x1920px PNG or JPG (Max 2 MB).

Safe Zone:

- Leave critical info including text, logo and CTA out of top and bottom 160px
Carousel
Carousel

What is it?
Generate an instant storefront to feature multiple products or to tell a story through multiple cards.

- Minimum 3, up to 5 cards.
- Product image and descriptions are selected by designer.
- CTA button text options are same as Native.
- CTA button color can be any hex value.

Best Practices:
- Use colored background or subtle pattern. No solid white.
- Descriptions and titles have to be unique per card.
- Max of 50 character description (1 line), however note text will be truncated after 30 characters on some devices.

Example: Why Meal Kits? Savings Are More Than Y...
Carousel Deliverables

Design Deliverables

- Background skin with logo in safe area and cards hidden. 1080x1920px (Max 1MB)
- Each image card 627x627px and 1200x627 (Max 1MB)
- Hex color # for CTA

Safe Zone:

- Leave critical info including text, logo out of top 210px, bottom 160px and 60px on the side.
- Keep logo and copy in red 210x537px safe area.
DPA

What is it?
3 in 4 shoppers abandon carts. Recapture the attention of users who have shown interest in your products with a fullscreen carousel experience.

- Product image, descriptions, price are pulled in via feed.
- CTA button text options are same as Native.
- CTA button color can be any hex value.

Best Practices:
- Use colored background or subtle pattern. No solid white.
- Max of 50 character product description (1 line)
DPA Deliverables

Design Deliverables
- Background skin with logo in safe area and cards hidden. 1080x1920 JPG or PNG (1MB Max)
- Hex color # for CTA

Safe Zone:
- Leave critical info including text, logo out of top 210px, bottom 160px and 60px on the side.
- Keep logo and copy in red 210x537px safe area.
**Touchpoints**

**What is it?**
Create an instant shoppable catalogue experience enabling users to learn more about individual items or parts of an ad by tapping on pins. Touchpoints can be added to a static OR panorama background.

**Best Practices:**
- Static + Touchpoints should include 2-6 touchpoints
- Panorama + Touchpoints should include 3-10 touchpoints
- Panorama should include multiple Touchpoints in the initial screen
- Module popup image is static only and should include CTA
- Avoid putting price or inventory that could change
Touchpoints Deliverables

Design Deliverables
- Static image 1080x1920px OR Panoramic image - 2276x1280px, 2MB max, with hotspots hidden
- Touchpoint locations - visual guide of where to place hotspots.
- Module images to correspond with each touchpoint. - 612x612px up to 612x816px. Save each image separately 1MB max.
- Pick 1 of these 6 hotspot options.
- Each Module and Background Landing URL
- Static backup image with no hotspots and CTA 1080x1920 (Max 2 MB)

Safe Zone:
Background safe area is same as Panorama or Static, whichever you choose to use. Touchpoint pop up modules have no safe zone.
Moments Video with Vertical Scrolling ISI

Design Deliverables

- 1080x1920px mp4, m4v or mov (Max 1 GB)
- Static Backup Image 1080x1920px PNG or JPG (Max 2 MB).
- Scrolling ISI with 4-5 lines, 15% of ad space. 3000 characters for 15 second video, 6000 characters for 30 second video.
- ISI must be 40 point font

Safe Zone:
Leave critical info including text, logo and CTA out of top and bottom: 160px & 60px on the sides of both the video and static backup.
Moments Video with ISI as Ticker

Design Deliverables
- 1080x1920px mp4, m4v or mov (Max 1 GB)
- Static Backup Image 1080x1920px PNG or JPG (Max 2 MB).
- Single line Scrolling ISI ticker
- ISI must be 40 point font, 150 characters for 15 second video, 300 characters for 30 second video.

Safe Zone:
Leave critical info including text, logo and CTA out of top and bottom: 160px & 60px on the sides of both the video and static backup.
Static Moments with ISI as Touchpoint

Design Deliverables
- Static image 1080x1920px OR Panoramic image - 2276x1280px, 2MB max, with hotspots hidden
- Touchpoint locations - visual guide of where to place hotspots.
- Module images to correspond with each touchpoint. - 612x612px up to 612x816px. Minimum font size within module 18 point. Save each image separately 1MB max. Max 2 touchpoints/modules.
- Pick 1 of these 6 hotspot options.
- Each Module and Background Landing URL
- Static backup image with no touchpoint icons 1080x1920 (Max 2 MB)

Safe Zone:
Leave critical info including text, logo and CTA out of top and bottom: 160px & 60px on the sides of both the video and static backup.
Scrollable Video Moments
ScrollPane Video Moments

What is it?
Create responsive advertisements that engage your customers. By leveraging the most intuitive interaction (scroll) to drive super-lightweight 3D and video effects, your customers will be further immersed in your brand and products. As they drive the playback, your customers will feel more empowered to click-through and explore your offerings.

Best Practices:
- Video must be 10 seconds long.
- No Audio.
- Movement in the beginning of playback should appear in the bottom of the video, while movement at the end of playback should appear near the top of the video.
Scrollable Video Moments Deliverables

**Design Deliverables**
- 1080x1920px mp4, m4v or mov (Max 1 GB)
- Static Backup Image 1080x1920px PNG or JPG (Max 2 MB).

**Safe Zone:**
Leave critical info including text, logo and CTA out of top and bottom: 160px & 60px on the sides of both the video and static backup.
Native Moments Upgrade
Native Moments Upgrade

What is it?
Transform existing native creative assets into the portrait ad format, serving on moments supply. Information taken from the active native campaign will include: creative, title, description, CTA, and advertiser name.

Design Deliverables
- The current standard Native assets will be used: 627x627, or 1200x627 with full title, description, CTA, and company name
- Advertisers will be able to choose background color (default is black) and CTA button color. Text color (except in CTA) will change depending on the theme color. Text in CTA will always be white. Provide Hex values for color.