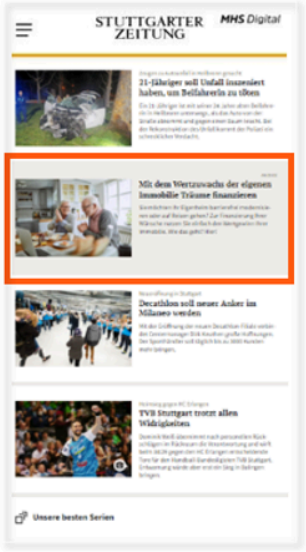
Spezifikationen Native

Content Performance Network

STRÖER

Native Teaser Ads im Publisher-Feed



Kurzer Anreißer, der auf das Thema vorbereitet

Content Hub als Verteilerseite

Artikelübersicht für Einstieg in das Thema

Weiterführende Native Advertorials

Ausführlicher Artikel zu einem Themenaspekt

Description

Ströer Native Reach: Scalable native advertising
Ströer Native Reach enables automated playout of content in the look and feel of all media on premium placements in the editorial environment.
Maximum credibility with true native advertising
The Content Performance Network is suitable for brands/storytellers who want to distribute informative and interesting content via fully-fledged articles with a wealth of presentation options. The native teasers serve as traffic feeders to the Content Hub. Up to 7 native advertorials link from there. The content is in the natural information flow of the target group. Pleasant, authentic and free of disruptive effects.

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All inclusive
Conception and creation of all elements, KPI-based campaign optimization/monitoring

Dimensions

File format, dimensions & file weight

- The Content Performance Network consists of several elements: Native Teaser and Native Content.

Native Teaser: combination of image and text

- **image formats:** .gif (static, not animated)/ .jpg / .png / 3rd Party Tag

image dimensions:

- 1x1 (z.B. 600px x 600px)
- 2x1 (z.B. 600px x 300px)
- 3x2 (z.B. 600px x 400px)
- 4x3 (z.B. 600px x 450px)
- 6x5 (z.B. 600px x 500px)
- 16x9 (z.B. 800px x 450px)
- **file weight:** 250 KB pro Bild
- **minimun width of the images:** 600px

headline variations:

- Short: max. 25 characters
- Medium: 26-45 characters
- Long: 46-70 character

text variations:

- Short: 70-110 characters
- Medium: 111-200 characters
- Long: 201-350 characters

- Please deliver all image sizes or deliver images which do not contain elements at the rim of the image.
- Headline variations, text variations and texts will be produced in coordination with Ströer.

Native Content

- **Content:** 350 - 800 words per advertorial

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- **image sizes:** min. 1.200px wide
- **external links:** several external links possible
- **image formats:** .gif / .jpg / .png / 3rd Party Tracking
- **file weight:** max. 250 KB per image

- optional:

image galeries
- **videos:** Youtube, Vimeo or other embedded videos
- **accordion element**
- **social widgets** (Facebook, Twitter, etc.)

Delivery

- **Delivery template:** Word document
- **Images in all required sizes and formats:** as attachment

Tracking

We support the following options for 3rd party tracking:
Teaser
- Impression (1x1 pixel tracker; will be included as soon as the teaser is added to the page)
- Visibility (1x1 pixel tracker; will be included as soon as the teaser is 25% visible)
- Click (1x1 pixel tracker; with redirection to the target page /client landing page)
- Click (1x1 pixel tracker; without redirection for content ad formats)

Content
- Impression (1x1 pixel tracker, is integrated when the advertorial is fully displayed)
- Click (external linking: tracker and forwarding to an external destination, e.g. customer page)
- JS tracker as a special solution (only after consultation and prior feasibility check)

General information
- Tracking is not required for every image format. It is sufficient to deliver this only once per teaser.

Required Assets

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- For the creation of all content by Ströer and in order to be able to create the content optimally to your needs, we require the following information:

- Contact details of the contact person
- Preferred communication channel
- Campaign launch date
- Desired core message
- Information about the product (technical details, USP etc.)
- Blacklist (wording, sources, competition, ...)
- Information on the target group

- **Brand information to be taken into account**
- CI information on design etc.
- Images (product photos, other photos, infographics,... - please include credits)
- Lead times for creation
- Completion within 4 weeks after briefing

Overall Ströer specifications and tracking guidelines

- Ströer technical global specifications
- Ströer Tracking Guidelines
- Technical specifications for physical HTML5 ads
- General information for creatives with video/audio contents

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