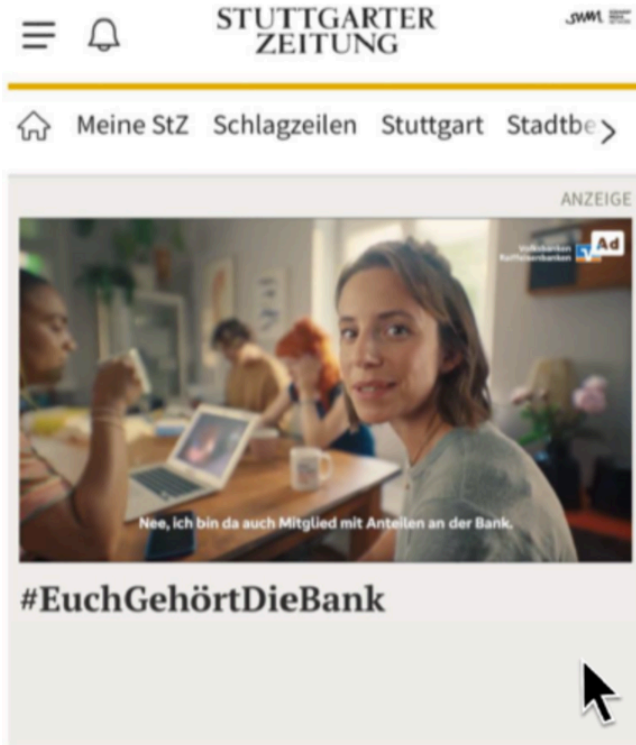


Spezifikationen Native

Native Motion Ad

STRÖER



Description

Ströer Native Reach: Scalable Native Advertising

Ströer Native Reach enables automated distribution of content in the look and feel of each publisher's environment, placed on

premium inventory within editorial contexts.

Native Motion Ad: Awareness & Performance

The Native Motion Ad is an authentically embedded ad format that integrates seamlessly into the editorial reading flow—pleasant and free from disruptive effects. It creates the perfect balance between awareness and performance:

Up to 10-second video loop

Auto-plays when it enters the user's visible area

Boosts consideration with performance-based billing

Dimensions

File format, dimensions & file weight

- 10 seconds in loop
- just a short headline (max. 25 characters)
- Gif Datei max. 3 MB
- image: 1:1 (min. 600x600 px), 2:1 (min. 600x300 px), 3:2 (min. 600x400 px), 4:3 (min. 600x450 px), 6:5 (min. 600x500 px), 16:9 (min. 800x450 px), 2:3 (min. 600x900 px)

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.

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](#)