



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.

Individual and perfectly placed thanks to clever integration

The native product ad is an authentically embedded form of advertising that integrates itself into the editorial reading flow in a pleasant and disruption-free way. The native teaser is delivered as visibly as possible in the feed, in marginal columns or under articles. It is particularly suitable for e-commerce and performance customers who want to direct readers to a company page or landing page via an integrated placement in the content area.

All Inclusive

Up to 5 teasers can be delivered simultaneously, optimization during the campaign, A/B tests, detailed reporting.

Dimensions

File format, dimensions & file weight

Native teaser: Combination of animated video and text

- Delivery is possible in 3 ways:
 - physically (please upload the products in a folder)
 - Crawling via the customer website
 - as a CSV feed
- For the animated video we need:
 - Headline (approx. 20 characters) and subline (approx. 30 characters) for the intro image
 - Motif image (in which the product is shown in an environment)
 - Product image (the product without background)
 - Image size: min. 1,200 x 1,200 px
 - Image formats: .gif (static, not animated)/ .jpg / .png (please not compressed)
 - File weight: 250 KB per image
 - Price and short description of the product (in a text file or Word)
- For the text we need:
 - Headline (max. 25 characters)
 - Text (70-110 characters)
- Headline: No capital letters, prices or percentages.
- Text: A maximum of one price or percentage. No capitals or direct address to the reader.

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.

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](#)