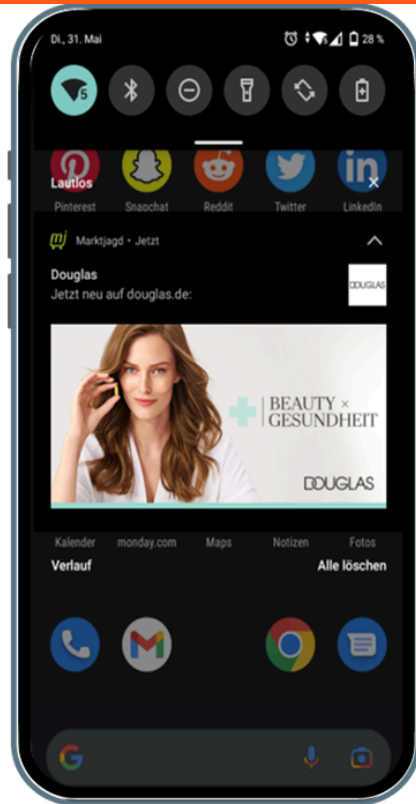




Description

With **push notifications**, we place offers exclusively on the **mobile and desktop** devices of users in our native network.

In addition to sending messages nationally or notifying users in the vicinity of a specific **point of interest**, a wide range of targeting options (geo, interests, retargeting) can be used to place the right messages with the right target group.

Dimensions

▪ **ANDROID**

- Push-Notification:
- Icon/Logo -> max. 250 x 250 px (min. 100 x 100).
- Big Picture -> "safe Area": 432x236 px (Screen < 512 px)
- 512 x 256 px (playout only possible with screen > 512 px)

- Notification Center:
- max. 250 x 250 px (min. 100 x 100)

▪ **IOS**

- Notification Center:
- Icon/Logo -> max. 250 x 250 px (min. 100 x 100).

File Format

File format

ANDROID

Push-Notification:

- 1. text -> 50 characters
- 2. icon/logo -> max. 250 x 250 px (min. 100 x 100). PNG or JPG file
- 3. big picture -> 512 x 256 px. PNG or JPG file.

Notification Center:

- 1. text -> 50 characters (headline) + 70 characters description field
- 2. icon/logo -> max. 250 x 250 px (min. 100 x 100). PNG or JPG file

IOS

Push-Notification:

- 1. text -> 70 characters

Notification Center:

- 1. text -> 50 characters (headline) + 70 characters description field
- 2. icon/logo -> max. 250 x 250 px (min. 100 x 100). PNG or JPG file
- All texts without formatting in a TXT or CSV file
- Graphics (photos, logos and existing advertising material as an open PSD file, JPG or PNG)
- Sketches of the landing page required
- Corporate design or orientation design of a website by the customer
- URL if landing page already exists
- Use of open source web fonts (e.g. Google Fonts) or system fonts

Verlinkungen

- External links (https only) possible.

Delivery

- **Lead time:** 5 working days
- **Data delivery to:** hello-stroeer@offerista.com
- Provision of a campaign plan required:
- Allocation table for location-specific control of advertising media for different advertising media variants

Tracking

No impression tracking possible