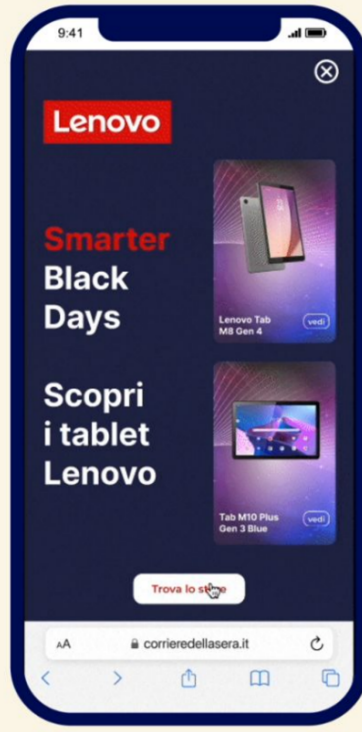




Alternative 1 - Carousel



Alternative 2 - Carousel Square

Description

Effective format designed to help you reach your target audience in the right place at the right time. Can be implemented as a single image or carousel ad with an integrated map based on the user's location.

Publication in the Shopfully **Premium Shopper network** via **consumer apps and portals**. The distribution of product and brochure offers in the Shopfully Premium Shopper network is flexible and can be displayed **locally, regionally and nationally**

as required. Billing only takes place after the first interaction to ensure a high-quality and interested target group. We can provide particular support for the following occasions with the Click2Go format:

- POS promotions
- Product launches
- Highlighting focus products
- New store openings

File Format

File format

Click2Go as Single Image:

- Logo: in PNG format (transparent background without borders) Size height: rectangular Logo: max. 80 px.
special; round; square formats: max. 112 px.

Click2Go as Single Image:

- Body copy: optional - if included the following specifications must be followed:
 - Text color: hex# code
 - Custom font: optional - provide font file otherwise default font will be montserrat
 - character length: maximum of 60 characters (including spaces) with a default size of 18px
- Image: 300x250, maximum weight 150 kb.
- Background colour - choice of two options:
 - 1 colour: hex# code - 2 colour (gradient effect): hex# codes and instructions on colour ordering

Call to Action (CTA) Button:

- Text:
 - 1st level: the default will be "Find a store"
 - 2nd level: max. 30 characters including spaces. "Discover more" will be used if not provided.
- Colour (must be the same for 1st and 2nd level CTA button)
 - Text colour: hex# code
 - Button background: hex# code
 - Custom font: optional - provide font file otherwise default font will be montserrat. Once custom font has been applied, it cannot be modified.

Carousel

- When a carousel is booked, the specifications for logo, background colour and body copy (mandatory) apply as above. In addition, additional assets and information are required.

Carousel

- **Standard Carousel**

- No. of Product Images: minimum 3 and maximum 5
- Product Images: Size 320x480 (1280x1920 px), max 150kb:
- The product image must include any of the required details i.e. the product itself, any background, descriptive copy, CTA.
- Landing URLs for each product

Square Carousel

- - No. of Product Images: minimum 4 and maximum 6
- Images: Size 1x1 (square), max. 150 kb
- The image must include the product and preferred background colour.
- Landing URLs for each product
- Text colour: hex# code
- Custom font: optional - provide font file otherwise default font will be montserrat. The font must be the same as that used in the body copy.
- Product Copy character length: maximum of 20 characters (including spaces).
- Product CTA: Character length: maximum of 10 characters - e.g. "discover". Must be the same for all products. Button and text colour will be the same as that selected for the 1st and 2nd level CTA.

Delivery

- **Lead time:** 5 business days
- **Data delivery to:** hello-stroeer@shopfully.com
- **SuperAdmin Store Upload:**
- Store details: client must provide an Excel file with store names, addresses, city, province/region, latitude and longitude for each store.

Tracking

- Impression tracker possible.

- Click Tracking possible.
Special feature of carousel implementation: Possibility of inserting one unique clicktag for every carousel product