



Description

Shoppable Video Ad

Up to 4 products in the video are displayed below the video. These can be clicked on individually with different URLs.

Shoppable Native Ad

Up to 4 product tags possible in the image. Tracking for the individual products and the ad.

Maximum performance and maximum transparency

With twiago, advertisers receive clicks and actions effectively and cost-optimized - on over 6,000 pages and over 20,000 placements. Individual monitoring and optimization of campaigns ensure maximum performance and absolute transparency. Naturally without click fraud and brand safety guaranteed. All formats can be booked programmatically.

Delivery

- When delivering gifs, please provide a fallback image, as not all websites allow gifs in the native area.

Please avoid:

- URLs in the text
- telephone numbers
- special characters
- Umlauts
- Too many numbers

Shoppable Native Ad

- **Image size:** 600 x 450 pixels (4:3)
- **File formats:** jpg., png.
- **File weight:** max. 400 KB
- **Text:** 25 characters
- **Up to 4 product tags** possible.
- **Information:** which product should be tagged? → Title for the Products
- Products max. 20 characters, price or discount
- **Tracking** for the individual products and the ad

Shoppable Video Ad

- **Video formats:** AVI, MPG, WEBM, MOV, MP4
- **Size:** at least 640 pixels wide
- **Image formats:** 4:3, 16:9
- **Length:** 15 to 20 seconds
- **File size:** optimally 1 MB per 10 seconds running time
- **Up to 4 products** under the video
- **Product image format:** 1:1 max. 400 x 400 pixels + tracking for the individual product images

Targeting

All targeting is also possible with shoppable ads, and automatic conversion optimization continues to work.

Publisher-specific Specialities

- Native text image **can only be booked as a network rotation/channel in the twiago incl. Ströer portfolio:**
- Auto & Motor
- B2B
- Profession & Education
- Communities, blogs, boards & forums
- E-mail & Messenger
- Entertainment & Entertainment
- finance
- Women & Family
- Health & Wellness
- IT & Telco
- Mobile
- Online Games & Games
- Travel & Vacation
- Shopping & price comparison
- Sports & Sports
- Animals & Plants
- Newspapers, news & radio

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](#)