



Description

The shoppable display ad enables eye-catching product presentation plus the option to purchase directly via the ad.

The creative is displayed via the half-page ad (multiscreen, 300x600 pixels), which is either positioned to the right of the content or prominently in the page structure.

Notes

To create shoppable ads, we need an active integration with both the commerce platform and the payment gateway.

If there is no active connection to one of the below mentioned systems used, we will be happy to discuss directly with you the next steps.

The following commerce platforms are already integrated:

- Shopify
- Salesforce Commerce Cloud
- SAP Hybris
- HCL COMmerce
- Magento 2
- Magento
- Commercetools
- Big Commerce

Payment Gateway:

- Shopify
- Adyen
- Braintree
- Stripe
- Cybersource

File Format

File format

- .gif/ .jpg/ .png
- .mov/ .mp4/ .avi

File Weight

.gif / .jpg / .png: 150 KB

Delivery

Physical delivery

- image file format .gif, .jpeg, .png or .mov

Delivery by redirect

- We can't use html5 files but we can replicate the design if the ras assets that are need to be within creative are provided to us.

Delivery deadlines

- Depending on the shop implementation. A kick-off call will be held before booking. Once implementation is complete: 10 days before the start date. The delivery e-mail address can be found in the offer.

Overall Ströer specifications and tracking guidelines

- [Ströer technical global specifications](#)
- [Ströer Tracking Guidelines](#)
- [General information for creatives with video/audio contents](#)