Aryel

AD TECH SPECS

Ad Type	Suggested size/placement	Desktop	Mobile	Interactions	Trackings	General Required Assets	Output			Additional Notes
							js tag	iframe tag	VAST xml	
Product-Centric 3D/AR Ads	250x250	✔	✔	· touch/click · drag · pinch/zoom	· Impressions · Interactions · Engagement Rate · Product Variants Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions and related translations) - *if needed* · 3D (formats: .glb, .gITF, .fbx, .obj+mtl | texture files included) - if available · Product images (.jpeg, .png, .tiff of the product from all different angles, neutral light, high res. If logos, text or labels are present also separate source files are required) · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		This ad type may optionally include a CTA linked to the AR visualization. If included, it will only be available on mobile devices.
	300x600	✔	✔							
	320x480		✔							
	300x250	✔	✔							
	970x250	✔								
Product-Centric 3D/AR Ads - Hotspots	300x600	✔	✔	· touch/click · drag	· Impressions · Interactions · Engagement Rate · Product Variants Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate · Hotspot Interactions	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (hotspot contents, taglines, call to actions and related translations) - *if needed* · 3D (formats: .glb, .gITF, .fbx, .obj+mtl | texture files included) - if available · Product images (.jpeg, .png, .tiff of the product from all different angles, neutral light, high res. If logos, text or labels are present also separate source files are required) · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		
	320x480		✔							
	300x250	✔	✔							
3D Shapes Ads	300x600	✔	✔	· touch/click · drag · pinch/zoom	· Impressions · Interactions · Engagement Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions, products info and related translations) - *if needed* · 3D (.glb, .gITF, .fbx, .obj+mtl | texture files included) - *if available* · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		
	320x480	✔	✔							
	300x250	✔	✔							
	970x250	✔								Suggested usage in split mode, with image or video on the side
Wearable Ads	300x600	✔	✔	· touch/click · drag · pinch/zoom · head movements	· Impressions · Interactions · Engagement Rate · Product Variants Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate · VTO Activations · VTO Activation Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions, and related translations) - *if needed* · 3D (formats: .glb, .gITF, .fbx, .obj+mtl | texture files included) - if available · Product images (.jpeg, .png, .tiff of the product from all different angles, neutral light, high res. If logos, text or labels are present also separate source files are required) · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		Camera usage needed: keep this in mind if erogating on desktop devices too.
	320x480		✔							
	300x250	✔	✔							
Camera Effects & AR Filter Ads	300x600	✔	✔	· touch/click · head movements · facial gestures	· Impressions · Interactions · Engagement Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate · AR Activations · AR Activation Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions, and related translations) - *if needed* · 3D (formats: .glb, .gITF, .fbx, .obj+mtl | texture files included) - if available · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		Camera usage needed: keep this in mind if erogating on desktop devices too.
	320x480		✔							
	300x250	✔	✔							
AR Advergames Ads	300x600	✔	✔	· touch/click · drag · swipe/scroll · pinch/zoom	· Interactions · Engagement Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate · Game Activations · Game Completions	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions, and related translations) - *if needed* · 3D (.glb, .gITF, .fbx, .obj+mtl | texture files included) - *if available* · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		Interactions may vary depending on the game mechanics.
	320x480		✔							
	300x250	✔	✔							
AR Quizzes & Survey Ads	300x600	✔	✔	· touch/click · head movements	· Impressions · Interactions · Engagement Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate · Quiz Activations · Quiz Completions · Completion Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions, question/answer, question/answer results tree, and related translations) · 3D (.glb, .gITF, .fbx, .obj+mtl | texture files included) - *if available* · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		Camera usage might be needed: keep this in mind if erogating on desktop devices too.
	320x480		✔							
	300x250	✔	✔							
360 Expandable Ads	250x250	✔	✔	· touch/click · drag · mobile movements	· Impressions · Interactions · Engagement Rate · Product Variants Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate · 360° Activations · 360° Activation Rate · Hotspot Interactions	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions, tochpoint contents, and related translations) · 3D (.glb, .gITF, .fbx, .obj+mtl | texture files included) - *if available* · Product images (.jpeg, .png, .tiff of the product from all different angles, neutral light, high res. If logos, text or labels are present also separate source files are required) - *if 3D production is needed* · 360 environment: (.jpg or .png in equirectangular format, aspect ratio 2:1. | Min res. 2000x1000px | Max weight 4Mb) · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		This ad type may optionally include a CTA linked to the AR visualization. If included, it will only be available on mobile devices.
	300x600	✔	✔							
	320x480		✔							
	300x250	✔	✔							
	970x250	✔								
	1000x620	✔								
High Impact 2D Ads	250x250	✔	✔	· touch/click · drag	· Impressions · Interactions · Engagement Rate · Dwell Time Spent · Numbers of Clicks · Click-through Rate · Image/video Views	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions and related translations) - *if needed* · Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		
	300x600	✔	✔							
	320x480		✔							
	300x250	✔	✔							
	970x250	✔								
	1000x620	✔								
Make Me Flyer	300x600	✔	✔	· touch/click · drag	· Readings · Dwell Time Spent · Numbers of Clicks · Click-through Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions and related translations) - if needed · Tracking Sheets (landing page URLs, 3rd party tracking)	✔	✔		
	320x480		✔							
	300x250	✔	✔							
	970x250	✔								
VAST	-	✔	✔	· touch/click	· Numbers of Clicks · Click-through Rate · First Quartile Reach · Mid Point Reach · Third Quartile Reach · Completion · Completion Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · Video (.mp4 both vertical and horizontal) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions and related translations) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking image - no javascript)			✔	Output ratio is 16:9
Interactive VAST	-	✔	✔	· touch/click · drag	· Impressions · Engagement Rate · Click-through Rate · First Quartile Reach · Mid Point Reach · Third Quartile Reach · Completion Rate	· Brand Guidelines (style guides, color codes, logos, fonts) · Video (.mp4 both vertical and horizontal) · .AI or .PSD layered files (.jpeg, .png, .tiff) · Copy (taglines, call to actions and related translations) - *if needed* · Tracking Sheets (landing page URLs, 3rd party tracking image - no javascript)			✔	Output ratio is 16:9

General Notes:

1. File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits.
2. When a creative requires access to the camera (such as for AR features), a static ad will be displayed first along with a CTA (Call to Action).
After the CTA is clicked, a prompt will appear asking for camera permissions. Once the user grants permission, the ad will then switch to show the camera's view.
This same process applies if the ad needs to access the device's gyroscope.