

# AD TECH SPECS

Ad Type	Suggested size/placement	Desktop	Mobile	Interactions	Trackings	General Required Assets	Max Initial File Load Size	Subsequent Load Maximum	Output		Additional Notes	
									js tag	iframe tag		
Product-Centric 3D/AR Ads	250x250	✓	✓	<ul style="list-style-type: none"> <li>touch/click</li> <li>drag</li> <li>pinch/zoom</li> </ul>	<ul style="list-style-type: none"> <li>Impressions</li> <li>Interactions</li> <li>Engagement Rate</li> <li>Product Variants Rate</li> <li>Dwell Time Spent</li> <li>Numbers of Clicks</li> <li>Click-through Rate</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>.AI or .PSD layered files (.jpeg, .png, .tiff)</li> <li>Copy (taglines, call to actions and related translations) - <i>if needed</i></li> <li>3D (.glb, .gltf, .fbx, .obj+mtl   texture files included) - <i>if available</i></li> <li>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 file are required)</li> <li>Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>	TBD	TBD	✓	✓	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	✓	✓	<ul style="list-style-type: none"> <li>touch/click</li> <li>drag</li> </ul>	<ul style="list-style-type: none"> <li>Impressions</li> <li>Interactions</li> <li>Engagement Rate</li> <li>Product Variants Rate</li> <li>Dwell Time Spent</li> <li>Numbers of Clicks</li> <li>Click-through Rate</li> <li>Hotspot Interactions</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>.AI or .PSD layered files (.jpeg, .png, .tiff)</li> <li>Copy (hotspot contents, taglines, call to actions and related translations) - <i>if needed</i></li> <li>3D (.glb, .gltf, .fbx, .obj+mtl   texture files included) - <i>if available</i></li> <li>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 file are required)</li> <li>Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>	TBD	TBD	✓	✓		
	320x480		✓									
	300x250	✓	✓									
3D Shapes Ads	300x600	✓	✓	<ul style="list-style-type: none"> <li>touch/click</li> <li>drag</li> <li>pinch/zoom</li> </ul>	<ul style="list-style-type: none"> <li>Impressions</li> <li>Interactions</li> <li>Engagement Rate</li> <li>Dwell Time Spent</li> <li>Numbers of Clicks</li> <li>Click-through Rate</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>.AI or .PSD layered files (.jpeg, .png, .tiff)</li> <li>Copy (taglines, call to actions, products info and related translations) - <i>if needed</i></li> <li>3D (.glb, .gltf, .fbx, .obj+mtl   texture files included) - <i>if available</i></li> <li>Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>	TBD	TBD	✓	✓		
	320x480	✓	✓									
	300x250	✓	✓									
	970x250	✓										
	300x600	✓	✓		<ul style="list-style-type: none"> <li>Impressions</li> <li>Interactions</li> <li>Engagement Rate</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>.AI or .PSD layered files (.jpeg, .png, .tiff)</li> <li>Copy (taglines, call to actions, and related translations) - <i>if needed</i></li> </ul>						

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Ad Type	Suggested size/placement	Desktop	Mobile	Interactions	Trackings	General Required Assets	Max Initial File Load Size	Subsequent Load Maximum	Output		Additional Notes
									js tag	iframe tag	
Wearable Ads	320x480		✓	<ul style="list-style-type: none"> <li>touch/click</li> <li>drag</li> <li>pinch/zoom</li> <li>head movements</li> </ul>	<ul style="list-style-type: none"> <li>Product Variants Rate</li> <li>Dwell Time Spent</li> <li>Numbers of Clicks</li> </ul>	<ul style="list-style-type: none"> <li>Copy (taglines, call to actions, and related translations) - <i>if needed</i></li> <li>3D (.glb, .gltf, .fbx, .obj+mtl   texture files included) - <i>if available</i></li> <li>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 file are required)</li> </ul>	TBD	TBD	✓	✓	Camera usage needed: keep this in mind if erogating on desktop devices too.
	300x250	✓	✓		<ul style="list-style-type: none"> <li>Click-through Rate</li> <li>VTO Activations</li> <li>VTO Activation Rate</li> </ul>	<ul style="list-style-type: none"> <li>Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>					
Camera Effects & AR Filter Ads	300x600	✓	✓		<ul style="list-style-type: none"> <li>Impressions</li> <li>Interactions</li> <li>Engagement Rate</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>.AI or .PSD layered files (.jpeg, .png, .tiff)</li> </ul>	TBD	TBD	✓	✓	Camera usage needed: keep this in mind if erogating on desktop devices too.
	320x480		✓	<ul style="list-style-type: none"> <li>touch/click</li> <li>head movements</li> <li>facial gestures</li> </ul>	<ul style="list-style-type: none"> <li>Dwell Time Spent</li> <li>Numbers of Clicks</li> </ul>	<ul style="list-style-type: none"> <li>Copy (taglines, call to actions, and related translations) - <i>if needed</i></li> <li>3D (.glb, .gltf, .fbx, .obj+mtl   texture files included) - <i>if available</i></li> </ul>					
	300x250	✓	✓		<ul style="list-style-type: none"> <li>Click-through Rate</li> <li>AR Activations</li> <li>AR Activation Rate</li> </ul>	<ul style="list-style-type: none"> <li>Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>					
AR Advergaming Ads	300x600	✓	✓		<ul style="list-style-type: none"> <li>Interactions</li> <li>Engagement Rate</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>.AI or .PSD layered files (.jpeg, .png, .tiff)</li> </ul>	TBD	TBD	✓	✓	Interactions may vary depending on the game mechanics.
	320x480		✓	<ul style="list-style-type: none"> <li>touch/click</li> <li>drag</li> <li>swipe/scroll</li> <li>pinch/zoom</li> </ul>	<ul style="list-style-type: none"> <li>Dwell Time Spent</li> <li>Numbers of Clicks</li> </ul>	<ul style="list-style-type: none"> <li>Copy (taglines, call to actions, and related translations) - <i>if needed</i></li> <li>3D (.glb, .gltf, .fbx, .obj+mtl   texture files included) - <i>if available</i></li> </ul>					
	300x250	✓	✓		<ul style="list-style-type: none"> <li>Click-through Rate</li> <li>Game Activations</li> <li>Game Completions</li> </ul>	<ul style="list-style-type: none"> <li>Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>					
AR Quizzes & Survey Ads	300x600	✓	✓		<ul style="list-style-type: none"> <li>Impressions</li> <li>Interactions</li> <li>Engagement Rate</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>.AI or .PSD layered files (.jpeg, .png, .tiff)</li> </ul>	TBD	TBD	✓	✓	Camera usage might be needed: keep this in mind if erogating on desktop devices too.
	320x480		✓	<ul style="list-style-type: none"> <li>touch/click</li> <li>head movements</li> </ul>	<ul style="list-style-type: none"> <li>Dwell Time Spent</li> <li>Numbers of Clicks</li> </ul>	<ul style="list-style-type: none"> <li>Copy (taglines, call to actions, question/answer, question/answer results tree, and related translations)</li> <li>3D (.glb, .gltf, .fbx, .obj+mtl   texture files included) - <i>if available</i></li> </ul>					
	300x250	✓	✓		<ul style="list-style-type: none"> <li>Click-through Rate</li> <li>Quiz Activations</li> <li>Quiz Completions</li> <li>Completion Rate</li> </ul>	<ul style="list-style-type: none"> <li>Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>					
	250x250	✓	✓		<ul style="list-style-type: none"> <li>Impressions</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines (style guides, color codes, logos, fonts)</li> </ul>					



# AD TECH SPECS

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									js tag	iframe tag	
360 Expandable Ads	300x600	✓	✓	<ul style="list-style-type: none"> <li>· touch/click</li> <li>· drag</li> <li>· mobile movements</li> </ul>	<ul style="list-style-type: none"> <li>· Interactions</li> <li>· Engagement Rate</li> <li>· Product Variants Rate</li> <li>· Dwell Time Spent</li> <li>· Numbers of Clicks</li> <li>· Click-through Rate</li> <li>· 360° Activations</li> <li>· 360° Activation Rate</li> <li>· Hotspot Interactions</li> </ul>	<ul style="list-style-type: none"> <li>· .AI or .PSD layered files (.jpeg, .png, .tiff)</li> <li>· Copy (taglines, call to actions, tochpoint contents, and related translations)</li> <li>· 3D (.glb, .gltf, .fbx, .obj+.mtl   texture files included) - <i>if available</i></li> <li>· 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 file are required) - <i>if 3D production is needed</i></li> <li>· 360 environment: (.jpg or .png in equirectangular format, aspect ratio 2:1.   Min res. 2000x1000px   Max weight 4Mb)</li> <li>· Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>· Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>	TBD	TBD	✓	✓	This ad type may optionally include a CTA linked to the AR visualization. If included, it will only be available on mobile devices.
	320x480		✓								
	300x250	✓	✓								
	970x250	✓									
	1000x620	✓									
High Impact 2D Ads	250x250	✓	✓	<ul style="list-style-type: none"> <li>· touch/click</li> <li>· drag</li> </ul>		<ul style="list-style-type: none"> <li>· Brand Guidelines (style guides, color codes, logos, fonts)</li> <li>· .AI or .PSD layered files (.jpeg, .png, .tiff)</li> <li>· Copy (taglines, call to actions and related translations) - <i>if needed</i></li> <li>· Video (.mp4 both vertical and horizontal, YouTube/Vimeo embed link) - <i>if needed</i></li> <li>· Tracking Sheets (landing page URLs, 3rd party tracking)</li> </ul>	TBD	TBD	✓	✓	
	300x600	✓	✓								
	320x480		✓								
	300x250	✓	✓								
	970x250	✓									
	1000x620	✓									

**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.