

Material delivery - Factor Eleven

Product: Content Engagement Ad

Tutorial : <https://preview.factor-eleven.de/c938uhza2l/Factor%20Eleven%20GmbH>

Template

Logo and content images as well as videos must be delivered by the client in png or jpg format and VAST-Tag / MP4 format respectively.

Elements CI/ CD:

- Link to the campaign page
- CI/ CD data, including an online style guide
- Fonts and font sizes

Campaign Elements:

The following data delivery modes are generally technically possible:

- Data feed (CSV, XLS)
- API-Interface

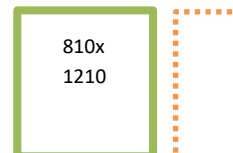
Image (Desktop- Sitebar + HPA)

Logo: The logo should be delivered in png or jpeg format with a transparent background. Height max. 50px

1. Full surface tile

Delivery of the graphic in png or jpg.

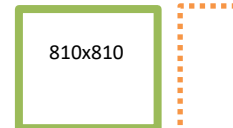
Dimension: 810x1210px (**additionally 400x1210px**)



2. Big square tile

Delivery of the graphic in png or jpg.

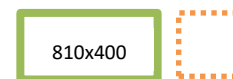
Dimension : 810x810px (**additionally 400x400px**)



3. Rectangular tile

Delivery of the graphic in png or jpg.

Dimension : 810x400px (**additionally 400x400px**)



4. Small square tile

Delivery of the graphic in png or jpg.

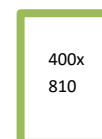
Dimension : 400x400px



5. Vertical tile

Delivery of the graphic in png or jpg.

Dimension : 400x810px



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The tiles can be installed in the following grid constellations. Depending on the type of grid, a third image must be supplied to ensure optimal scaling. See *image deliveries*

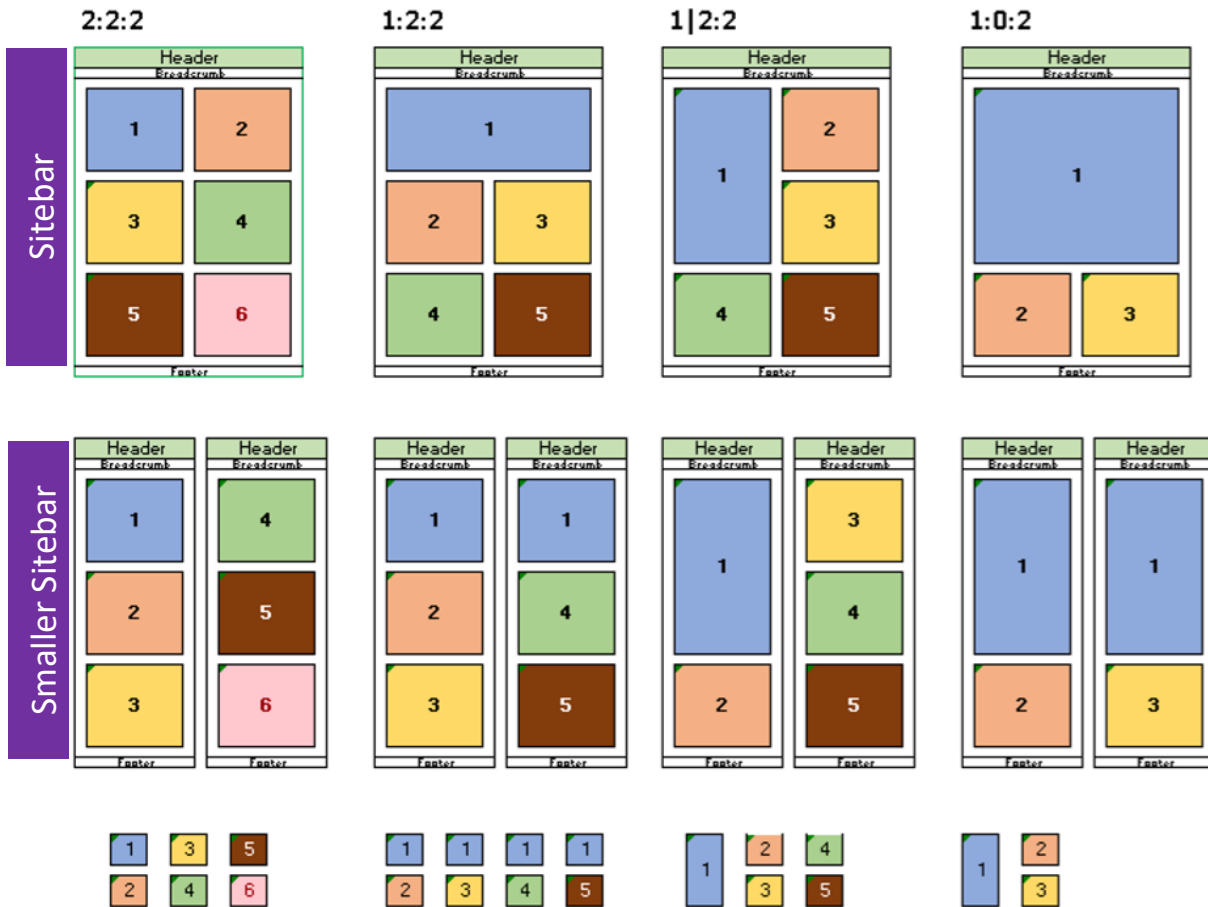
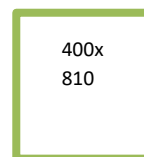


Image (Mobile)

Logo: The logo should be delivered in png or jpeg format with a transparent background. Height max. 40px

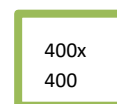
1. Full surface tile

Delivery of the graphic in png or jpg.
Dimension: 400x810px



2. Small square tile

Delivery of the graphic in png or jpg.
Dimension : 400x400px



Delivery of the video

Hosting via Youtube is mandatory for the integration of videos in CEA XL.

- The startup screen results from the settings of the corresponding YT channel.
- The video will be played after clicking on the play button.
- No linkout can be installed.
- No text can be placed on the video.
- A video on the start page is not recommended for performance reasons.

Text – Mouse-overs

The text layers are activated on the desktop by the user by means of a mouse over. In the mobile version, a clickable information icon appears.

- Text length: about 200 characters
- Text formatting: bold, italic, underlined, strikethrough, font size, font type, bullets.

Product delivery (EXCEL)

Product texts must be provided in xls format. Product info:

- Product name, product ID
- Deep links to the product / website
- Brief product description (200 characters maximum)
- Price and strike price, if desired

Retailer Details

To include all the necessary dealer information, we need the following data in the form of an xls- / csv table:

- ID, name of the retailer
- Contact details : street, coordinates, city, country
- Optional: Deeplink to the landingpage, opening times, phone number, mail addressee etc.

Tracking Information

Tracking Pixel:

The provided tracking pixel must be available as an image, i.e. as html code in the image tag: . A tracking pixel can, for example, always convey values such as a pixel identifier or a timestamp. Information such as a market identifier or timestamp can be retrieved from the investment system, provided that the information is stored there.

Example :

```
 Les fonctionnalités JavaScript ne sont pas encore destinées à être utilisées ici.
```

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Unique Interaction:

The tracking pixel is activated each time a new user accesses the first billable feature / payment. For all subsequent billable features, this pixel will not be activated.

Each interaction:

The stored tracking pixel is fired with every feature the user triggers in the ad (view, click, hover...).

External links:

The dropped tracking pixel is activated whenever the triggered function is an external link. Warning: This pixel is not used for internal links

Production details

The banner is produced by Factor Eleven.

The logo and the content images are delivered in the right sized by the client. Factor Eleven assembles the assets by using the client concept and creates the banner. Header, footer, breadcrumbs and the scroll buttons are added by Factor Eleven.

Header:

The logo and the menu element are added to the header by default. If wished, the search element and the store locator are integrated.

Breadcrumbs:

The breadcrumbs dynamically show the categories that are integrated in the banner. On the left, the current page / category is shown

Content:

The layout per page can be chosen individually. All possibilities can be found on the second page. All content and text details that are not supposed to be integrated in the mouseover text or in a price patch must be implemented on the image file.

Optionally, a carousel element can be used to make images slide automatically.

Heavy ads restriction from Google

Some of the more recent versions of Chrome already have a Google ad blocker. This was introduced as part of the: [Google Heavy Ads Intervention](#)

According to this, ads will be blocked if they violate the following guidelines:

1. If they occupy more than 4 MB of bandwidth.
2. If they use the processor for more than 60 seconds.
3. If they use the processor for more than 15 seconds within 30 seconds.

The limit under point 1 is removed if the user interacts with the ad before 4 MB of bandwidth has been loaded. With the Story Ad, the risk of reaching the 4 MB is very low. If this is the case, the ad will stop in time and a CTA will appear, asking the user to click if they want to continue watching the story.