



## GOOGLE DYNAMIC DISPLAY CAMPAIGN

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A dynamic or responsive retargeting ad is an ad that automatically adjusts its size, appearance, format and message to fit available ad spaces outside our platforms.

### MATERIALS

You can supply the texts and images yourself. We can also help you to create optimized texts and images.

### HEADLINES and DESCRIPTIONS + URL

**5 Short headlines** (up to 30 characters, a space is also counted as a character)

**1 Long Headline** (up to 90 characters, a space is also counted as a character)

**5 Descriptions** (up to 90 characters, a space is also counted as a character)

URL of the landings page

### IMAGES

Having multiple images is recommended, because it makes it easier for the algorithm to optimize your ads (what image works best with what text). Up to 15 marketing images can be used. **NO TEXT IN IMAGES**

#### Landscape images

The landscape image should have a ratio of 1.91:1 and be greater than 600x314 px (1200x628 px recommended). The maximum file size is 5MB.

#### Square images

The image square (1:1) image should be at least 300x300 px (1200x1200 px recommended). The maximum file size is 5MB.

Try to avoid text in the images and do not use common standard banner sizes.

### COMPANY LOGO

For best rendering two logo images should be provided:

**Square logo** (1:1) with a recommended size of 1200x1200px (minimum size is 128x128 px)

**Landscape logo** (4:1) with a recommended size of 1200 x 300. (minimum size is 512x128 px)

Keep in mind that a transparent background is best for all logos, but only if the logo is centered. The file size limit is also 5MB.

If the logo exists of white text on a transparent background, please also provide a logo with text in a more contrasting color.