TECHNICAL SPECIFICATIONS

PERFORMANCE (CPC)

Ads & Data

TECHNICAL SPECIFICATIONS | PERFORMANCE

CBA

FORMAT	DESCRIPTION	MAX. WEIGHT	EXTENSIONS
Advertiser name	Max. 35 characters	---	---
Ad Title	Max. 25 characters	---	---
Ad Description	Max. 90 characters, including call-to-action	---	---
Image	1200 x 628	200 Kb	GIF/JPG/PNG
Landing Page URL	---	---	---

CONDITIONS

CBA
* Versions: deliver min 3, max 5 versions of image + text/CTA.
* Image: Logo nor text/CTA are allowed on the image
* Description: must contain an explicit CTA for a clear offer
* Click-through-rate (CTR): if a minimum overall CTR of 0,06% is not met after the first quarter of the campaign, new materials should be delivered.
* Impression tracker: max 1

General conditions
* Landingpage: the click-through-URL must link to a landingpage where one can fulfill the CTA immediately.
* Targeting: no targeting options available, except for High Performance Regional click package which can be targeted on province.
* Prior approval: high performance click campaigns and all related materials must be approved by Ads & Data.

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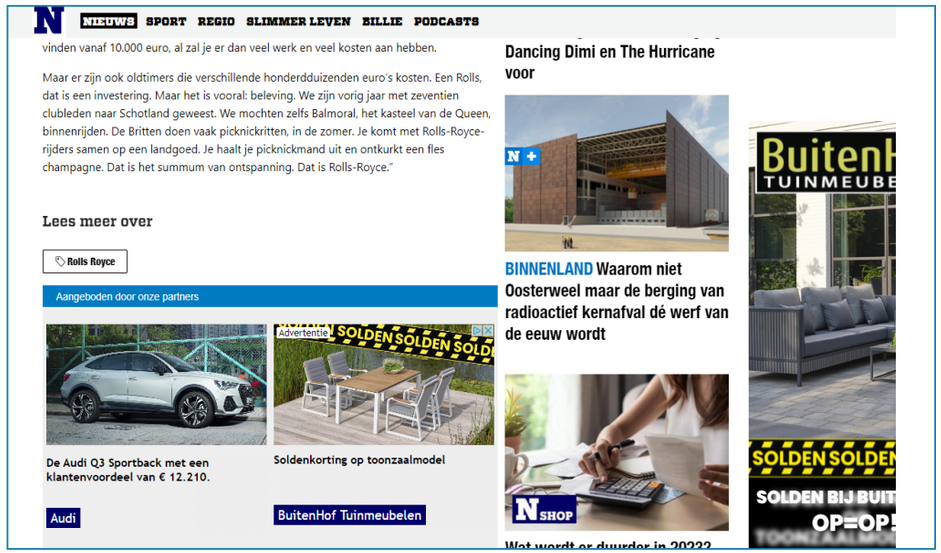

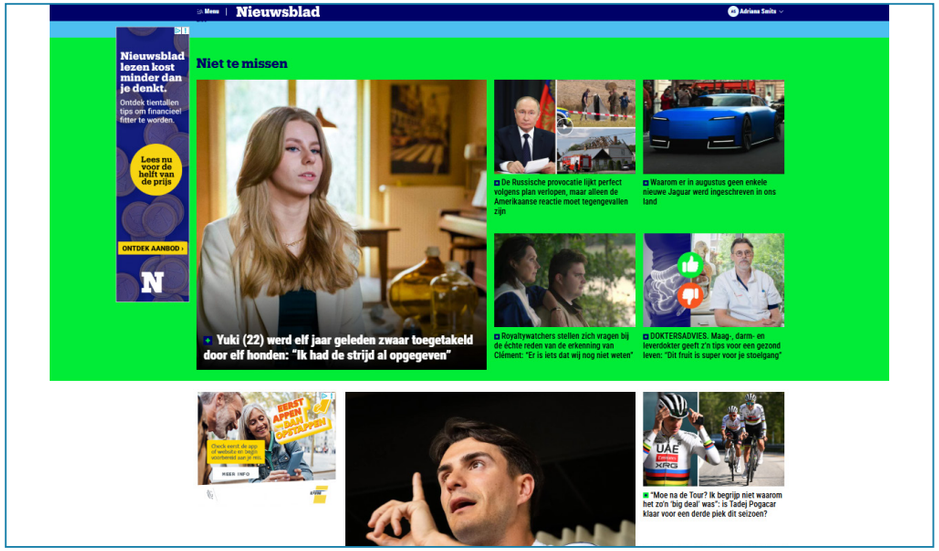

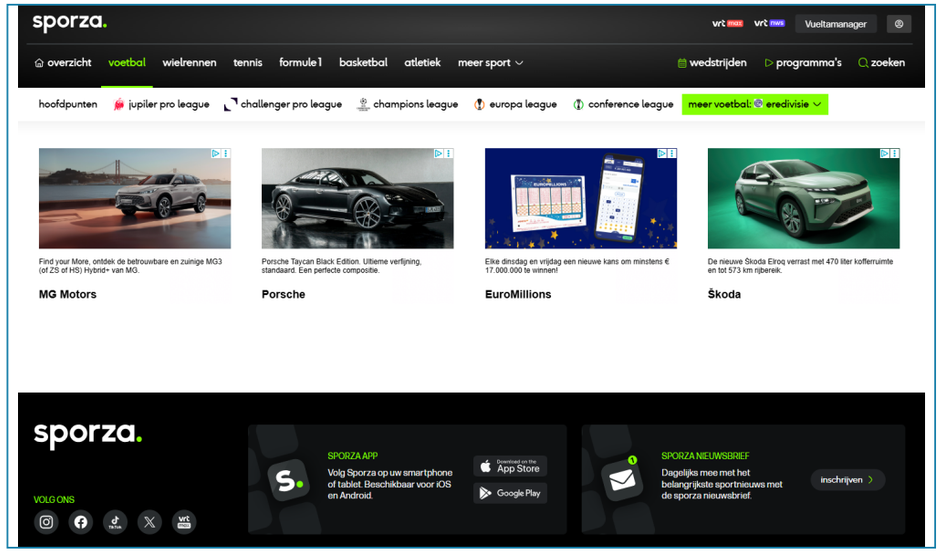

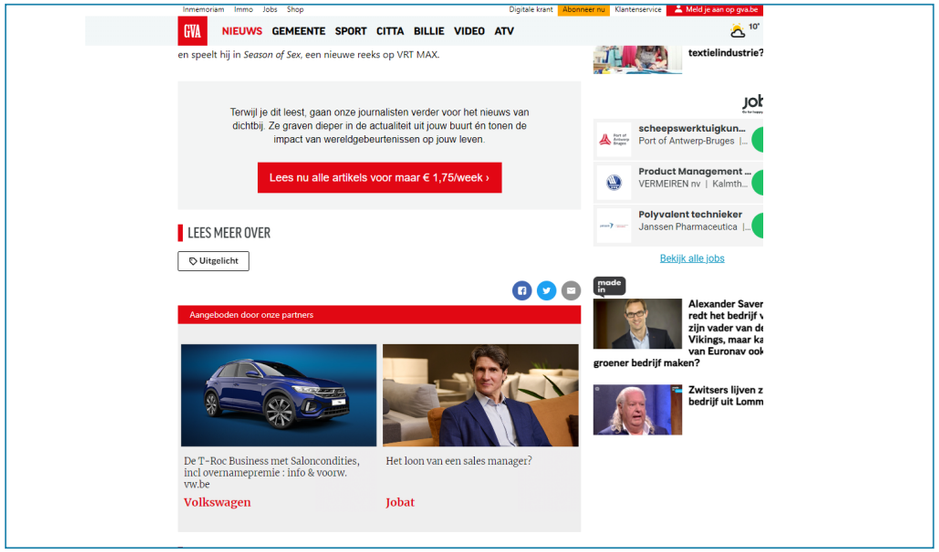

DELIVERY

ADDRESS

All material should be sent to **digitaladvertising@adsanddata.be**.

DELIVERY DELAY

- 3 business days before the start of the campaign.

These deadlines have been set to ensure that your campaign starts on schedule.

DELIVERY SHOULD INCLUDE

- All necessary creatives.
- Active destination URL's.
- If applicable, detailed instructions on how material should run.

FEEDBACK

- Will be given within 24 hours after reception.
- If material does not meet requirements, procedure will restart.

CONTACT

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www.linkedin.com/company/adsanddata

digitaladvertising@adsanddata.be