Infinite Analytics Creative Guidelines

Please find below the creative guidelines:
· Recommended image size: 1,200 x 628 pixels
· Image ratio: 1.9:1
· Text: 90 characters
· Headline: 25 characters
· Link description: 30 characters

Instructions to assign Infinite Analytics as an admin of your FB Business page
· Open Business Manager Settings.
· Under People and Assets, click Pages.
· Select an existing Page or create a new Page.
· Click Assign Partner in the selected Page.
· Copy and Paste IA Business Manager ID: 9064XXXXXX22972
· Select Admin role.

OR Instructions to accept Infinite Analytics' request to access your FB Business Page
· IA will request Admin access to your FB Business Page.
· Click the notification of IA requesting access to your FB Business Page.
· You will be redirected to the Page Roles section of your Business Page.
· Under Pending Partner Requests, click Respond to Request.
· Click Give Infinite Analytics Access to my Page.
· Click Approve request.
· Click Save at the bottom of the page.

Instructions to add Infinite Analytics to your Instagram business account (if required)
Infinite Analytics will require the username and password to [company name]'s Instagram business account to advertise on Instagram

Instructions to assign Infinite Analytics as an advertiser of your FB ad account (if required)
· Open Business Manager Settings.
· Under People and Assets, click Ad accounts.
· Select an existing ad account or create a new ad account.
· Click Assign Partner in the selected ad account.
· Copy and Paste IA Business Manager ID: 9064XXXXXX22972
· Select Analyst role.

Facebook ad specifications

Single Image Ads

The Facebook ad specs for single image ads are:

Images:

Size – 1,200 x 628 pixel
Ratio – 1.91:1
Other Recommendations – Minimal or no text on the image

Copy:

Text – 90 characters
Headline – 25 characters
Link Description – 30 characters

There are a few exceptions to these specs. On Promote Your Page objectives, you'll want an image size of 1,200 x 444 pixels and a ratio of 8:3. On Increase App Engagement objectives, shoot for a 16:9 ratio.

Single Video Ads

The Facebook ad specs of single videos ads are:

Videos:

Format – .MOV or .MP4
Aspect Ratio — 16:9
Resolution – 720p at minimum
File Size – 2.3 GB maximum
Length – 120 minutes (Facebook), 60 seconds (Instagram)
Thumbnail Image – 1,200 x 675 pixels, 16.9 ratio
Caption – 2,200 characters maximum

Copy:

Text – 90 characters
Headline – 25 characters
Link Description – 30 characters
Though .MOV and .MP4 files are preferred, Facebook does allow a few other video types.

Slideshow Ads

Images:

Size – 1,280 x 720 pixels
Ratio – 16:9, 1:1 or 2:3
Format — .MOV or .MP4
Other Recommendations – Choose images with a consistent ratio. Using different sizes will lead to cropping.

Copy:

Text – 90 characters
Headline – 25 characters
Link Description – 30 characters

Canvas Ads

Text – 90 characters
Headline – 45 characters
Description – 30 characters
Image: 1,200 x 628, 1.9:1 ratio
Video: .MOV or .MP4, 16:9 or 1:1 ratio
Once a canvas ad is clicked, it will open up into a more full-scale experience that can include things like videos, tilt-to-pan images, buttons, linked photos, captions and more.

Carousel Ads

Images:

Size – 1,080 x 1,080 pixels
Ratio – 1:1 square
Other Recommendations: Minimal or no text on the image

Videos:
Format – .MOV or .MP4
Aspect Ratio – 1:1 square
Resolution – 720p at minimum
File Size – 2.3 GB maximum
Length – 60 minutes (Facebook), 60 seconds (Instagram)
Thumbnail – 1,080 x 1,080 pixels, 1:1 ratio
Copy:
Text – 90 characters
Headline – 40 characters
Description – 20 characters

Creative Guidelines for Google Ads -

Google Search - Text ads
Headline 1 - 30 Characters
Headline 2 - 30 Characters
Headline 3 - 30 Characters
Description 1 - 90 Characters
Description 2 - 90 Characters

Google Display - Banner ads
Banner images as .jpg, .gif, or .png with a maximum size of 150KB

Mobile Ads
300 x 250
320 x 100
250 x 250 – Square
200 x 200 – Small Square
320 x 50 - Mobile Leaderboard
Desktop Ads
300 x 250
336 x 280 – Large Rectangle
728 x 90 – Leaderboard
300 x 600 – Half-Page Ad
160 x 600 – Wide Skyscraper
970 x 90 – Large Leaderboard
468 x 60 – Banner
250 x 250 – Square
200 x 200 – Small Square
600x 600 - Gmail Promotions

Universal App campaigns -

Text description - 25 characters (4 Needed)
Banners -
1200x628
320x480
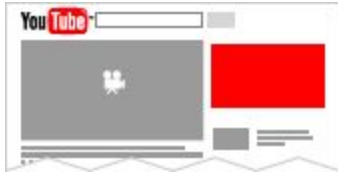480x320
300x250
300x50
320x100
320x50
728x90
1024x768
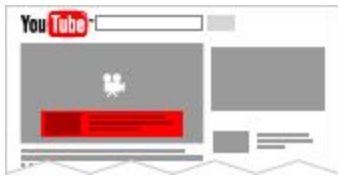768x1024
Video format - Video should be uploaded on Youtube

Youtube Promotions -

Display ads

Appears to the right of the feature video and above the video suggestions list. For larger players, this ad may appear below the player. Desktop300x250 or 300x60

Overlay ads

Semi-transparent overlay ads that appear on the lower 20% portion of your video. Desktop 468x60 or 728x90 image ads or text
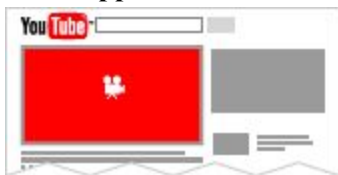
Skippable video ads

Skippable video ads allow viewers to skip ads after 5 seconds, if they choose. Inserted before, during, or after the main video.
If you turn on this option, you may see a combination of skippable and bumper ads play back to back.
Desktop, mobile devices, TV, and game consolesPlays in video player.

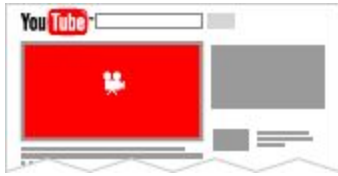**Non-skippable video ads**

Non-skippable video ads must be watched before your video can be viewed.
These ads can appear before, during, or after the main video.

Desktop and mobile devices
Plays in video player.
15 or 20 seconds in length, depending on regional standards.

Bumper ads

Non-skippable video ads of up to 6 seconds that must be watched before your video can be viewed.
If you turn on this option, you may see a combination of skippable and bumper ads play back to back.
Desktop and mobile devicesPlays in video player, up to 6 seconds long

Sponsored cards
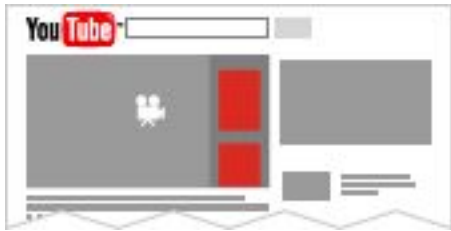
Sponsored cards display content that may be relevant to your video, such as products featured in the video.
Viewers will see a teaser for the card for a few seconds. They can also click the icon in the top right corner of the video to browse the cards.
Desktop and mobile devicesCard sizes vary

Conversion tracking/ Integration -

In case you're using Google Analytics to track website events, please provide admin access to - plugin@infiniteanalytics.com. Once this access is given, we can link our google ads account with analytics to import conversion data.

If you're not using Google analytics and want to track events, we can place a pixel code on your website (either via Google tag manager or HTML code) which can track the website events and feed this data back into google ads. However, this is a slightly time consuming process.