Channel Spec Sheet:

Display

What is Display?

Banner ads (static, animated, or rich media) across websites/apps, programmatically bought and optimised in real-time.

Why use this channel?

- Cost-efficient reach at scale
- Dynamic personalisation
- Flexible across KPIs (awareness to conversions)

When is it used?

Full funnel, particularly mid/lower funnel performance.

Targeting options

Audience, contextual, geo, behavioural, retargeting.

Creative functionalities

- Static banners
- HTML5 rich media
- Dynamic feed-driven creative

Technical specifications

- Sizes: 300×250, 300×600, 728×90, 970×250, 160×600, 320×50, 336×280
- File: JPG/PNG/GIF/HTML5
- Max file: 150KB (static/animated), 2MB (HTML5)
- Animation: ≤15s, loop max 3x

Assets required

- Layered design files (PSD/AI) or base assets
- Messaging hierarchy (headline, CTA, secondary copy)
- Product feed (if dynamic)
- Logos, fonts, brand guidelines
- Static images/photography

Copy matrix

- Headlines (≤30–40 chars)
- Subheadlines (≤60 chars)
- CTA text (≤20 chars)
- Optional: offer copy (e.g. “20% off”)