Channel Spec Sheet:

Native

What is Native?

Ads that mimic the design of surrounding content (feeds, content cards, recommendation widgets).

Why use this channel?

- Non-disruptive format with high engagement
- Content-rich storytelling
- Seamless integration across platforms

When is it used?

Mid-funnel engagement (education, content discovery, driving consideration).

Targeting options

Contextual, audience, geo, behavioural.

Creative functionalities

- Standard native cards (headline + image)
- Native video
- Dynamic content feeds

Technical specifications

- Headline: ≤60 characters
- Body: ≤90 characters
- Image: 1200×627px (1.91:1), JPG/PNG
- Logo: 144×144px
- Max file: 150KB

Assets required

- Multiple headlines & body copy variations
- Logo (PNG/SVG)
- Image assets (min. 1200×627px)
- Landing page URLs + UTM tagging
- Optional: article/content copy

Copy matrix

- Headlines (≤60 chars, 5+ variations)
- Body copy/description (≤90 chars, 3–4 versions)
- CTA text (≤20 chars, 3–4 versions)
- Optional: longer body copy (for content placements)