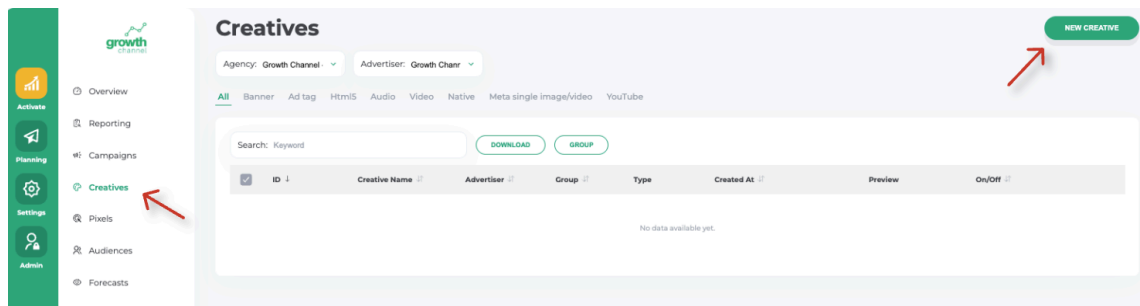




Adding Creative

Step 1: Navigate to the Creative Section

- Select “New Creative” to start



Step 2: Select which type of creative you'd like to upload



A few examples:

1. Banner

Ad Builder

Banner

Agency *
Growth Channel - 125870

Advertiser *
Growth Channel Company - 430581

Creative name *
Enter creative name

Creative files *
Choose Files
 jpg, png or gif only (500KB max)
 Multiple files can be uploaded in a zip (4MB max)
 All information must stop after 5 seconds
 Display Ad Dimensions: 300x250, 728x90, 160x600, 300x600, 970x250, 336x280, 480x60, 120x600, 180x150, 250x250, 250x480, 970x90, 200x200, 300x100
 Mobile Ad Dimensions: 320x480, 320x50, 728x90, 300x250, 360x640, 300x450, 280x30, 320x50, 168x28, 480x320, 768x1024, 1024x40
 DOOH Ad Dimensions: 1400x100, 840x100, 1200x100, 920x100, 1080x100, 2160x3840, 1524x768, 1280x720, 2048x768, 1080x1440, 1920x960, 2560x720

Landing page *
Enter landing page url

Impression tracker
Enter impression tracker url

Schedule
 Select start date
 Select end date
 You are in the same time zone as EDT.

BACK SUBMIT

- Creative Name
 - Advertiser - Theme - Channel
 - Ex. Growth Channel - Calling all Media Buyers - Display
- Landing Page
 - Pro tip: Add UTM parameters to your landing page URL for more accurate tracking
- Schedule:
 - Enter creative-specific flight dates here if they differ from the overall campaign.

Once all required fields are completed, click Submit. Your banner creative is now ready for use!

2. Meta single video/image

Meta single video/image

Agency *
Growth Channel - 125870

Advertiser *
Growth Channel Company - 430861

Creative name *
Enter creative name

Creative files *

Upload image or video
Creative Sizes: 1080x1080, 1080x1920, 1200x628

Choose Files

Primary text *
Enter primary text

Headline *
Enter headline

Description
Enter description

Call to action *
Select call to action

Landing page *
Enter landing page

Display url
Enter display url

[BACK](#) [SUBMIT](#)

- Required Fields for Meta Ads:
 - Primary Text
 - 125 character limit
 - Headline
 - 40 character limit
 - Description
 - 27 character limit
 - Call to Action
 - Landing Page
- Once all required fields are filled out, click Submit. Your Meta creative is now ready to use!

<https://www.growthchannel.com/knowledge-center-secondary/adding-creative>