



Adding Creative

Step 1: Navigate to the Creative Section

- Select “New Creative” to start

A screenshot of the Growth Channel software interface. On the left is a vertical sidebar with icons for Analytics, Planning, Settings, and Admin. The "Creatives" icon is highlighted with a red arrow. The main area is titled "Creatives" and shows a list of creative types: Banner, Ad tag, HTML5, Audio, Video, Native, Meta single image/video, and YouTube. A "NEW CREATIVE" button is at the top right of the list area, also with a red arrow pointing to it. The list table has columns for ID, Creative Name, Advertiser, Group, Type, Created At, Preview, and On/Off. A message at the bottom says "No data available yet."

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

A screenshot of the "Create Creative" interface. It features a 2x4 grid of creative types. The first column contains "Banner" (with a camera icon) and "HTML5" (with a code icon). The second column contains "Ad tag" (with a tag icon) and "Audio" (with a speaker icon). The third column contains "Video" (with a video camera icon) and "Native" (with a computer monitor icon). The fourth column contains "Meta single video/image" (with a video camera icon) and "YouTube" (with a play button icon). Each cell in the grid contains a small icon and the creative type name.

A few examples:

1. Banner

Ad Builder

Banner

Agency *
Growth Channel - 125870

Advertiser *
Growth Channel Company - 430961

Creative name *
Enter creative name

Creative files *

jpg, bmp, or gif only (200KB max)
Multiple files can be uploaded in a zip (4MB max)
All animations must stop after 15 seconds
Display Ad Dimensions: 300x250, 728x90, 300x600, 960x60, 320x250, 250x250, 254x60, 970x60, 200x200, 300x1050
Mobile Ad Dimensions: 320x100, 320x250, 720x100, 300x100, 320x100, 1000x100, 720x100, 1000x100, 720x100, 320x100
DODK Ad Dimensions: 1400x450, 840x400, 1200x400, 920x1080, 1080x1920, 2500x3840, 1024x9798, 1280x720, 2048x768, 1080x4440, 1920x960, 2560x720

Ad Preview

Choose image file to preview

Landing page *
Enter landing page url

Impression tracker
Enter impression tracker url

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

- 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 *

Choose Files

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

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

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- 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>