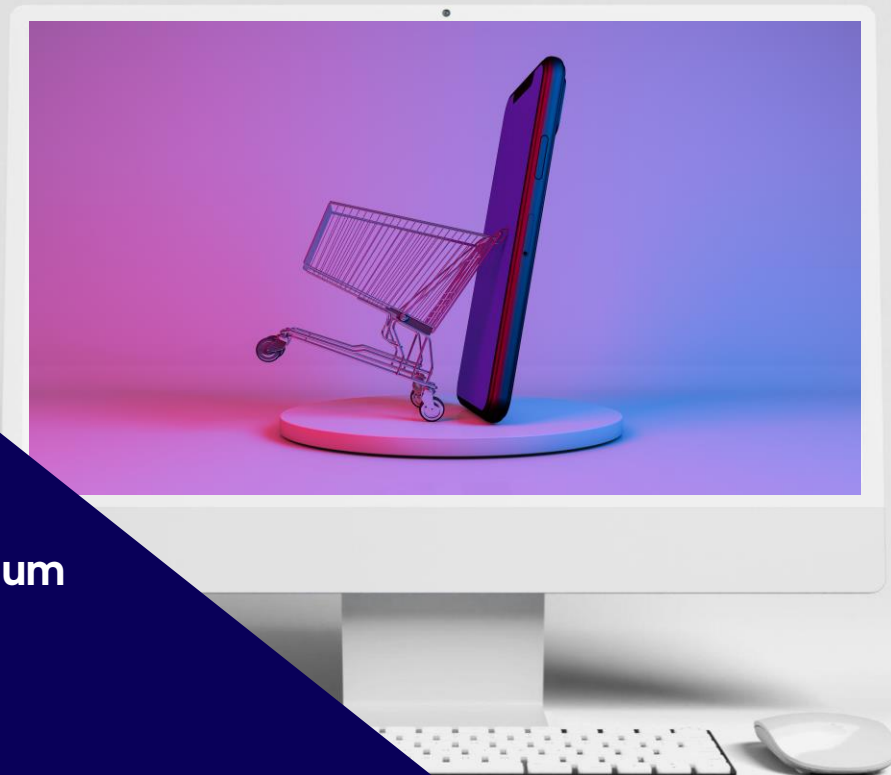




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## Technical Specs Offsite Belgium

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# Agenda

1

Social formats

2

Appendix



### 3. Social formats

# Link to specifications

|        |                           |           |                                                                                                                                                                                                     |
|--------|---------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| META   | Image                     | Facebook  | <a href="https://www.facebook.com/business/ads-guide/update/image">https://www.facebook.com/business/ads-guide/update/image</a>                                                                     |
|        |                           | Instagram | <a href="https://www.facebook.com/business/ads-guide/update/image/instagram-feed">https://www.facebook.com/business/ads-guide/update/image/instagram-feed</a>                                       |
|        | Carrousel                 | Facebook  | <a href="https://www.facebook.com/business/ads-guide/update/carousel">https://www.facebook.com/business/ads-guide/update/carousel</a>                                                               |
|        |                           | Instagram | <a href="https://www.facebook.com/business/ads-guide/update/carousel/instagram-feed">https://www.facebook.com/business/ads-guide/update/carousel/instagram-feed</a>                                 |
|        | Video Newsfeed            | Facebook  | <a href="https://www.facebook.com/business/ads-guide/update/video/facebook-feed">https://www.facebook.com/business/ads-guide/update/video/facebook-feed</a>                                         |
|        |                           | Instagram | <a href="https://www.facebook.com/business/ads-guide/update/video/instagram-profile-feed">https://www.facebook.com/business/ads-guide/update/video/instagram-profile-feed</a>                       |
|        | Video Story               | Facebook  | <a href="https://www.facebook.com/business/ads-guide/update/video/facebook-story">https://www.facebook.com/business/ads-guide/update/video/facebook-story</a>                                       |
|        |                           | Instagram | <a href="https://www.facebook.com/business/ads-guide/update/video/instagram-story">https://www.facebook.com/business/ads-guide/update/video/instagram-story</a>                                     |
| TIKTOK | Video Top Feed            |           | <a href="https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads?lang=en">https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads?lang=en</a>                                         |
|        | Video or Carousel In-Feed |           | <a href="https://ads.tiktok.com/help/article/video-ads-specifications?lang=en">https://ads.tiktok.com/help/article/video-ads-specifications?lang=en</a>                                             |
|        | Shopping Ads In-Feed      |           | <a href="https://ads.tiktok.com/help/article/tiktok-reservation-in-feed-ads-reach-frequency?lang=en">https://ads.tiktok.com/help/article/tiktok-reservation-in-feed-ads-reach-frequency?lang=en</a> |

# FOCUS FORMAT : IMAGE & VIDEO INFEED

## IMAGE INFEED

### Format:

- File: JPG or PNG
- Proportion: 1:1 or 4:5
- Image Resolution:
  - Proportion 1:1: 1080 x 1080 px
  - Proportion 4:5: 1440 x 1080 px

### Text:

- 1 Headline: 27 characters (recommended).
- 2 Primary text: from 50 to 150 characters (recommended).
- 3 CTA: Call-to-action buttons vary by campaign objective (Link).



## VIDEO INFEED

**File size: 4 Go**  
**Duration: 1 to 241 minutes**

### Format:

- File: Video: MP4, MOV or GIF
- Proportion: 1:1 or 4:5
- Video Resolution:
  - Proportion 1:1: 1080 x 1080 px
  - Proportion 4:5: 1440 x 1080 px
- Optional – but recommended:
  - Subtitles
  - Sound

### Text:

- 4 Headline: 40 characters (recommended).
- 5 Primary text: 125 characters (recommended).
- 6 CTA: Call-to-action buttons vary by campaign objective (Link).



**Recommendation:** Developing the creatives in story format (9:16) to reach the audiences in different placements (infeed, story and reels).

# FOCUS FORMAT : CAROUSSEL

## CAROUSSEL

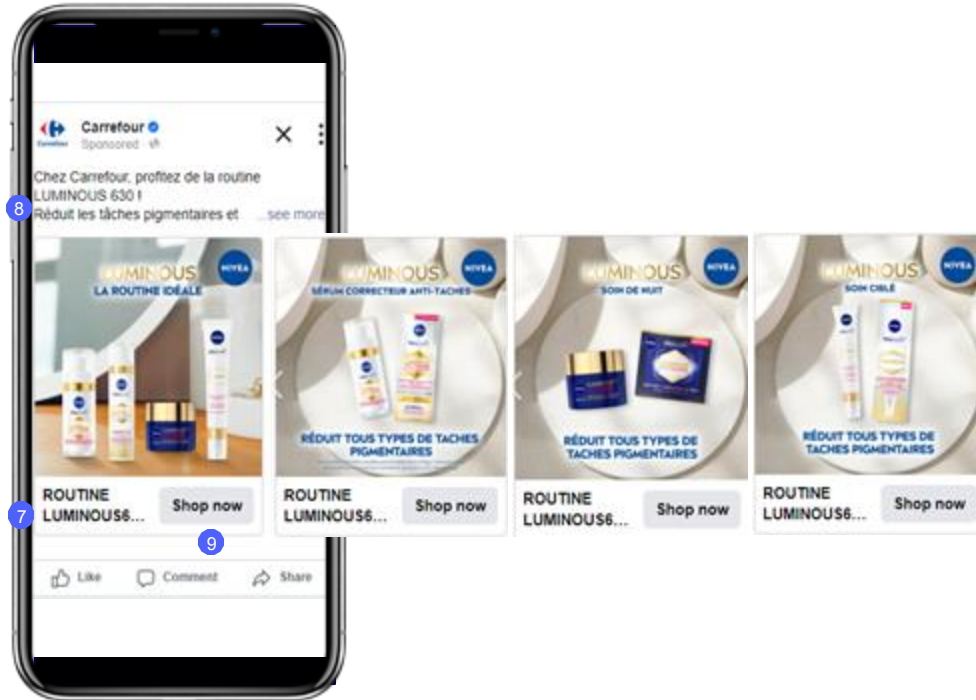
Maximum cards : 10

### Format:

- File:
  - Image: JPG or PNG
  - Video: MP4, MOV or GIF
- Proportion: 1:1 or 4:5
- Image Resolution: min. 1080 x 1080 px

### Text:

- 7 Headline: 40 characters (recommended) – possible to have different headline per cards.
- 8 Primary text: 90 characters (recommended).
- 9 CTA: Call-to-action buttons vary by campaign objective (Link).



**Recommendation:** Developing the creatives in story format (9:16) to reach the audiences in different placements (infeed, story and reels).



# **4. Appendix**

## Implementation Timeline & Trackings

## Display – VOL – Social

Without measurement & without visibility tracking

| In Business Days                                    | W-2  |      |      |     |     | W-1 |     |     |     |     | Weeks                                     |
|-----------------------------------------------------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-------------------------------------------|
|                                                     | D-12 | D-11 | D-10 | D-9 | D-8 | D-5 | D-4 | D-3 | D-2 | D-1 | Work days                                 |
| Approval of the final brief                         |      |      |      |     |     |     |     |     |     |     | L<br>A<br>U<br>N<br>C<br>H<br>I<br>N<br>G |
| Creation of audience segments, distribution         |      |      |      |     |     |     |     |     |     |     |                                           |
| Sending technical specifications                    |      |      |      |     |     |     |     |     |     |     |                                           |
| Sending creatives assets and tracking to Unlimitail |      |      |      |     |     |     |     |     |     |     |                                           |
| Validation of technical elements and campaign setup |      |      |      |     |     |     |     |     |     |     |                                           |

 Unlimitail action

 Client action

 No launches on Fridays



## Tracking elements according to the type of campaign

### TRACKING FACEBOOK

**Accepted technical elements :**

- Click command only (recommended)
- Possibility of integration with ad verification partners such as IAS or Moat for visibility measurement



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**Thank you!**

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