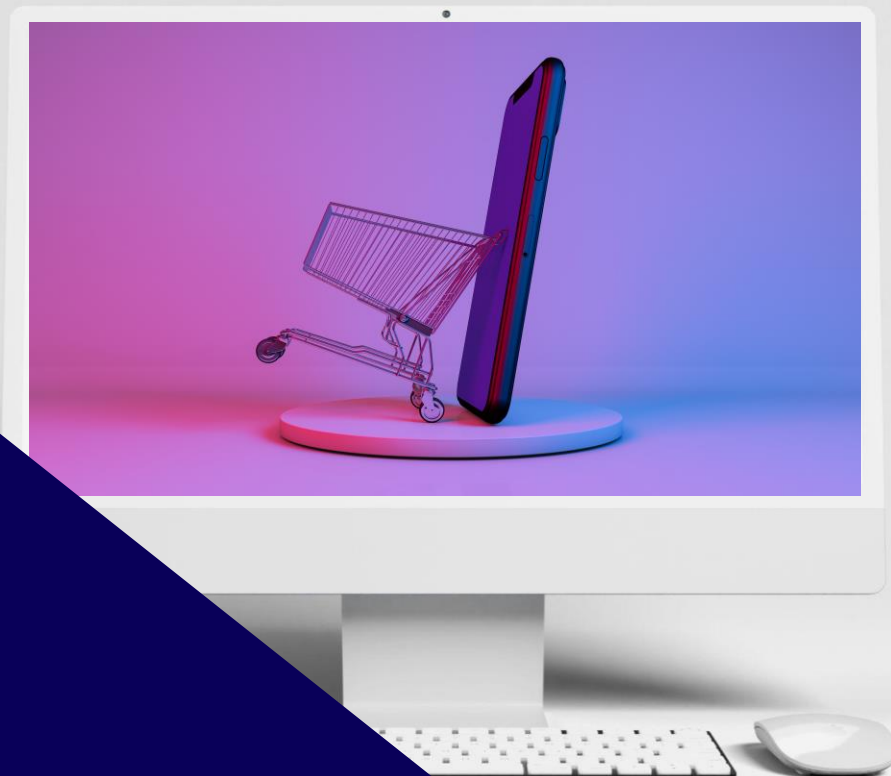




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## Technical Specs Offsite Italy

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# Agenda

1

Social formats

2

Appendix

 **unlimitail**  
The Retail Media PowerHouse



# 1. 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>

# 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

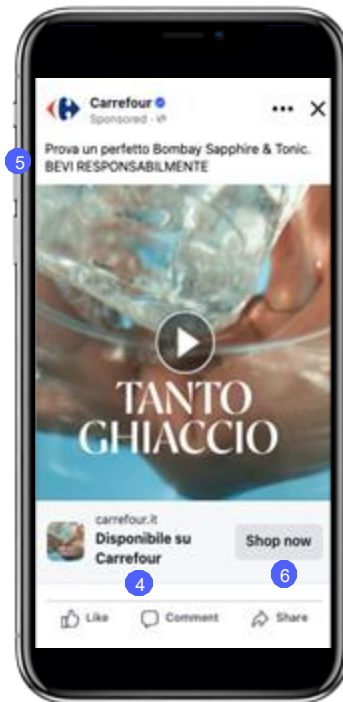
**File size: 4 Go**  
**Duration: 1 to 241 minutes**

### 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

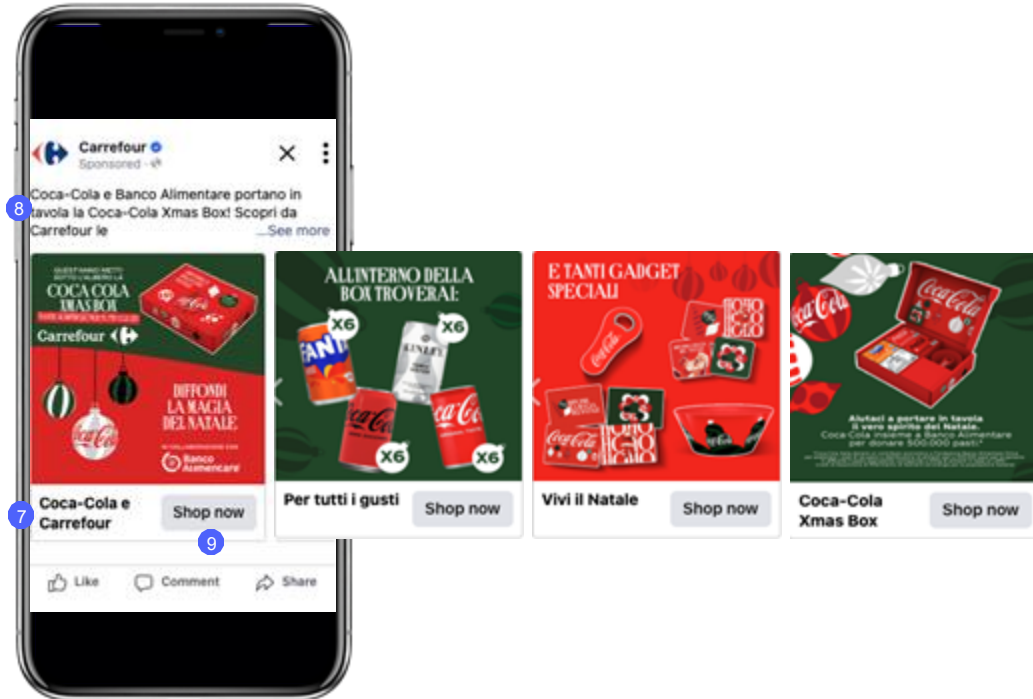
Maximum cards : 10

### 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).

# Recommendations



**It is mandatory to include the Carrefour logo.**

**It is highly recommended to include the brand logo**, especially in the final packshot, to strengthen brand recognition in the user's mind



The images within the banners must be **clear and identifiable, and the text must be readable.**



**Banners that might disorient the user are prohibited**, such as those containing a moving cursor simulating the action of clicking on the banner without being initiated by the user. Any flashy or blinking effects diverting the user's attention are also prohibited.



The creative must **occupy the entire space** of the corresponding advertising format.



The advertisement **cannot consist of multiple ads** in one.



**The redirect URL must be appropriate and valid.** The redirect page can only open in a new tab.



Sound in creatives **is allowed only if initiated by the user.**





## 2. 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 A U N C H I N G
Creation of audience segments, distribution											
Sending technical specifications											
Sending creatives assets and tracking to Unlimitail											
Validation of technical elements and campaign setup											



 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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