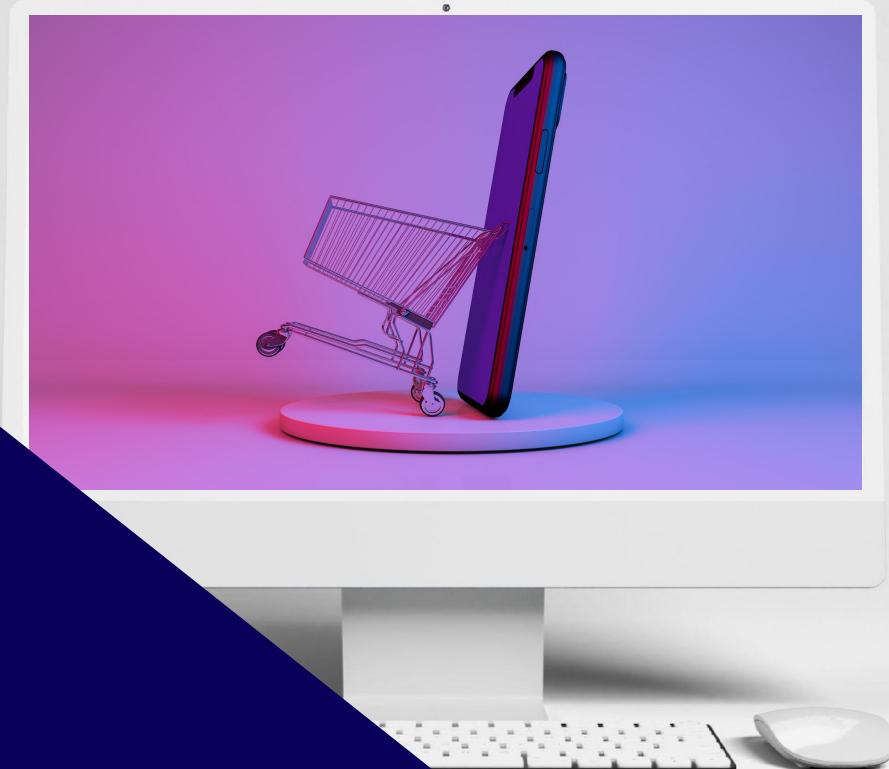


2025

## Technical Specs Offsite

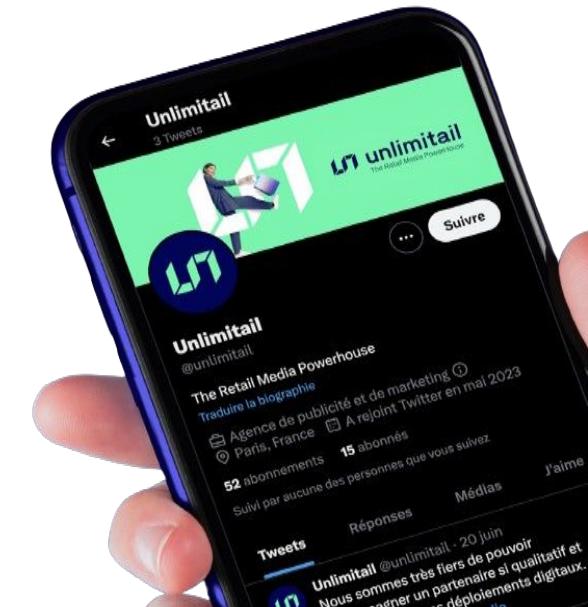
---



# Agenda

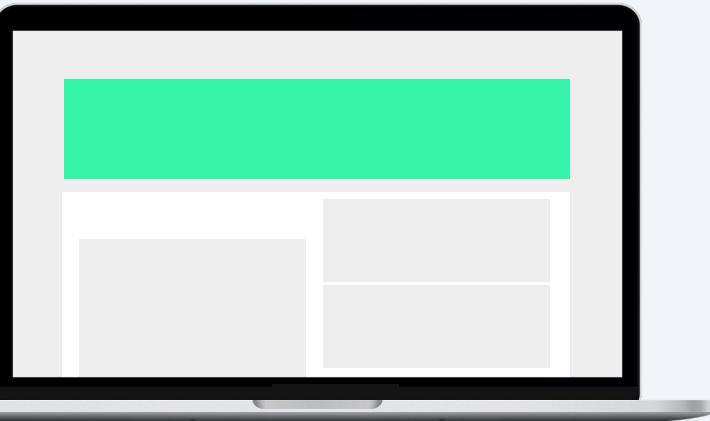
---

- 1 Display formats
- 2 Video formats
- 3 Social formats
- 4 Appendix



# 1. Display formats

# Guidelines



FORMATS	DESKTOP SIZE	MOBILE SIZE	WEIGHT
INLINE-RECTANGLE	300 x 250 px	300 x 250 px	
HALF-PAGE	300 x 600 px	-	
MEGASKY	160 x 600 px	-	
MEGABANNER	728 x 90 px	-	100 KB max
SKYSCRAPPER	120 x 600 px	-	
MASTHEAD	970 x 250 px	-	
MOBILE BANNER	-	320 x 100 px	
INTERSTIAL (TABLET & MOBILE)	Portrait: 1024 x 768 px Landscape: 768 x 1024 px	Portrait: 320 x 480 px Landscape: 480 x 320 px	100 Kb max (Tablet) 35 Ko max (Mobile)

[Google : more details here](#)

[TTD : more details here](#)

✓ **ACCEPTED FORMATS:** HTML5 | JPEG | GIF | PNG

✓ **RECOMMENDED TRACKING ELEMENTS:** Redirect  
*If lift or conversion report, it's mandatory to wrap the Liveramp Pixel*

✓ **ACCEPTED CREATIVES & TRACKING ELEMENTS:**  
 Static creative + impression pixel + CC  
**Additional fees will be included for ad serving**

# Focus on HTML5 format

## SINGLE FILE

### Single HTML document Maximum file size: 80 KB

The creative must be sent in the form of **a single folder** with all images (no subdirectories) and a single **HTML file** at the root.

The single HTML file must be named **index.html**

In the index.html file, avoid line breaks for the attributes of the `<body>` and `</body>` tags: **the tags should be readable** on a single line each.

## EXPORT HTML

**HTML export:**  
Adobe Edge creation tools are recommended.

**JavaScript Libraries:**  
The use of external JS libraries is not recommended:  

- Decreased performance
- Risk of latency

## BACK-UP

### Maximum file size: 40 KB

The backup creative must adhere to the guidelines **(maximum 30 seconds of animation)**.

All standard formats are accepted:  
**.gif | .jpeg | .png**

The backup GIF file must be named **default.gif**

This file should be located in the same directory at the root (with the "index.html" file and any accompanying files).

# Focus on HTML5 format

## HTML5

### EXAMPLE OF CLICKTAG INSERTION

**It is necessary to input the final tracked URL directly into the ad server.**

[More details can be found here](#)

Here's an example of a click tag inserted in an HTML document:

```
<html>
<head>
<meta name="ad.size" content="width=300,height=250">
<script type="text/javascript">
var clickTag = "http://www.google.com"; </script>
</head>
[The rest of your creative code goes here.] </html>
```

Make sure your creative uses the click tag variable as the landing page URL:

```
<a href="javascript:window.open(window.clickTag)">

</a>
```

# Recommendations



## 15 seconds max

- The animation must have a duration of **less than 15 seconds**: the banner must remain completely still after 15 seconds.
- The animation should not loop indefinitely
- Blinking buttons with light effects are prohibited
- Maximum file size: 150 KB



## Visible border

Always include a contrasting border of **1 pixel**:

- Dark border for light background
- Light border for dark background



# Recommendations



**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 redirect to a Carrefour page or a non-commercial page**. The landing page can only open in a new tab.

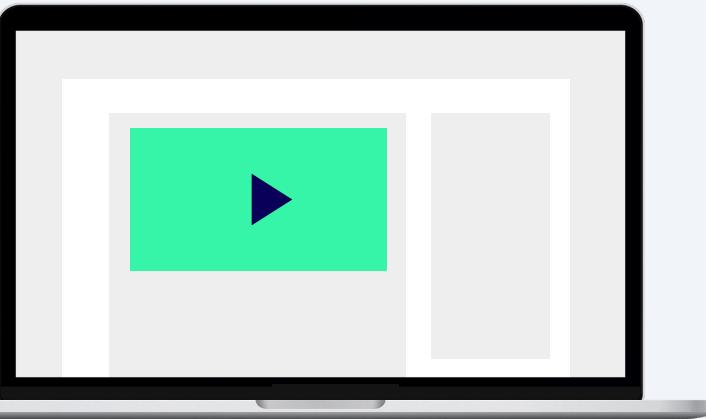


Sound in creatives is **allowed only if initiated by the user**.



## 2. Video formats

# Guidelines



● **Recommended technical elements:** VAST

● **Accepted technical elements:** VAST or VPAID

[Google : more details here](#)

[TTD : more details here](#)

## DURATION OF THE VIDEO

### Recommended durations:

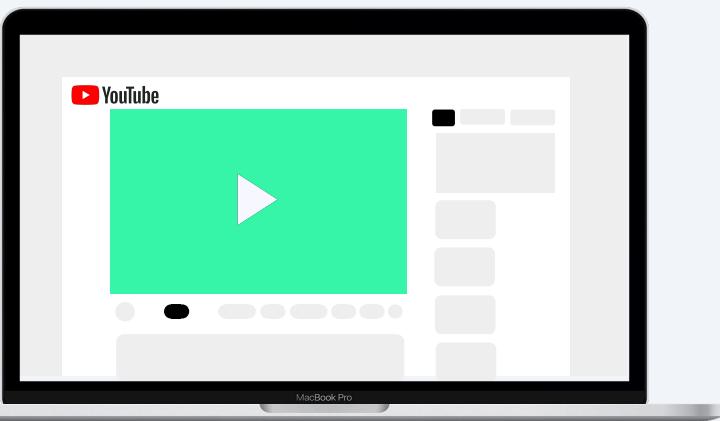
- Less than 15 seconds
- 15 seconds

### Accepted durations:

- Less than 15 seconds
- 15 seconds
- 20 seconds
- 30 seconds

### 3. Social formats

# YouTube Guidelines



FORMATS	DURATION	DIMENSIONS	TEXTS
SKIPPABLE IN-STREAM	15s, 20s	16:9	
NON-SKIPPABLE IN-STREAM	<u>Rejected</u> : 15s, 30s (CTV only) <u>Accepted</u> : 20s	16:9	<ul style="list-style-type: none"><li>- Headline/Description: ≤15 characters</li><li>- CTA: up to 10 characters, spaces included</li></ul>
BUMPER	≤ 6s	16:9	
IN-FEED	15s or 20s	16:9	<ul style="list-style-type: none"><li>- Headline: up to 40 characters, spaces included</li><li>- Description: up to 35 characters, spaces included</li></ul>

[YouTube : more details here](#)



**ACCEPTED CREATIVES:** video URL from YouTube

**Linking between advertisers required if there is a retargeting audience\*.**



**ACCEPTED TRACKING ELEMENTS:** Click command only



\* Your retargeting audience can't be created from views of bumper ads or non-skippable in-stream ads. You should also keep in mind that video ads should be at least 11 seconds or longer to add people to your remarketing lists.



# DEMAND GEN (TIER 1) – VIDEO + IMAGE

## VIDEO

**Maximum video: 5**

**Minimum video length: 5second**

● **Format:**

- Landscape: 16:9
- Portrait: 9:16
- Square: 1:1

● **Logo for video:**

Format: Square image (1:1)  
Recommended: 1200 x 1200  
Min. required: 128 x 128  
Max. file size : 5 120 KB

● **Text (maximum 5 of each):**

- Headline: 40 characters max.
- Description: 90 characters max.
- CTA: 10 characters max.

## IMAGE

**Maximum file size: 5 MB**

**Maximum image: 20**

● **Format:**

- Landscape image (1.91:1):  
Recommended: 1200 x 628  
Min. required: 600 x 314
- Square image (1:1):  
Recommended: 1200 x 1200  
Min. required: 300 x 300

● **Text (maximum 5 of each):**

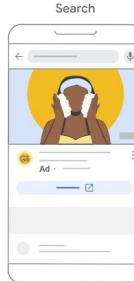
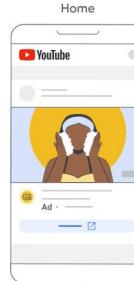
- Headline: 40 characters max.
- Description: 90 characters max.

**Recommendation: Upload 3 of each format for maximum placement coverage.**

## VIDEO



YouTube In-feed



Supported aspect ratios:  
Square, Landscape, and Portrait

## IMAGE



YouTube in-feed



Home

Watch

Search

Supported: Square, Compact Square, Landscape, and Portrait

[YouTube : more details here](#)



# VRC (Video Reach Campaign) – 3 OBJECTIVES

## EFFICIENT REACH

Reach more unique users at a lower cost using

### Formats:

16:9:

- Skippable in-stream (**15s**)
- Bumpers (**6s**)
- In-feed (**15s or 20s**)

9:16:

- Shorts (**6s-30s**)

## NON-SKIPS

Drive reach of your complete message with a variety of format

### Formats:

16:9:

- 15-second ads
- 30-second ads (**CTV**)
- Bumpers (**≤6s**)

## TARGET FREQUENCY

Optimize unique reach toward frequency and maximize brand lift

### Formats:

16:9:

- Skippable in-stream (**15s**)
- Non-skippable reach (**15s**)
- Bumpers (**6s**)

## TEXTS

**Headline:** up to 90 characters, spaces included

**Description:** up to 90 characters, spaces included

**Display URL:** up to 255 characters, spaces included

**CTA:** up to 10 characters, spaces included

[YouTube : more details here](#)

# 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>
	Carousel	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>
SNAPCHAT	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>
PINTEREST	Snap Ads		<a href="https://businesshelp.snapchat.com/s/article/top-snap-specs?language=en_US">https://businesshelp.snapchat.com/s/article/top-snap-specs?language=en_US</a>
	Story Ads		<a href="https://businesshelp.snapchat.com/s/article/story-ad-specs?language=en_US">https://businesshelp.snapchat.com/s/article/story-ad-specs?language=en_US</a>
	Commercials		<a href="https://businesshelp.snapchat.com/s/article/commercial-specs?language=en_US">https://businesshelp.snapchat.com/s/article/commercial-specs?language=en_US</a>
TIKTOK	Standard Image Ads		<a href="https://help.pinterest.com/en/business/article/pinterest-product-specs">https://help.pinterest.com/en/business/article/pinterest-product-specs</a>
	Carousel		<a href="https://help.pinterest.com/en/business/article/pinterest-product-specs">https://help.pinterest.com/en/business/article/pinterest-product-specs</a>
	Standard Ad Max Width (Image or Video)		<a href="https://help.pinterest.com/en/business/article/pinterest-product-specs">https://help.pinterest.com/en/business/article/pinterest-product-specs</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:

- Headline: 27 characters (recommended).
- Primary text: from 50 to 150 characters (recommended).
- 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:

- Headline: 40 characters (recommended).
- Primary text: 125 characters (recommended).
- 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 : CAROUSEL

## CAROUSEL

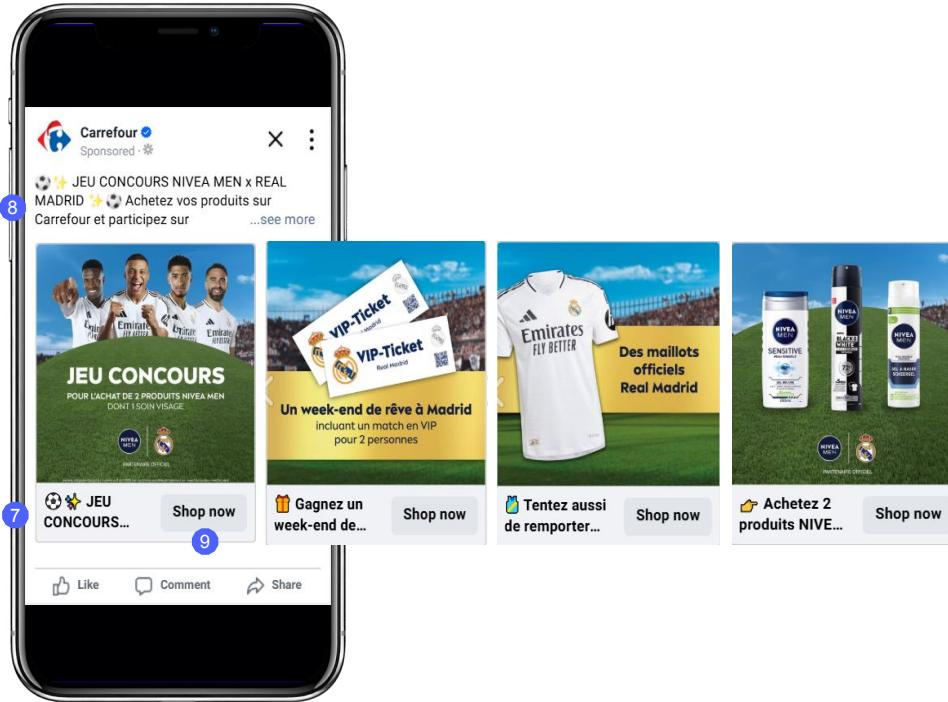
Maximum cards : 10

### 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:

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



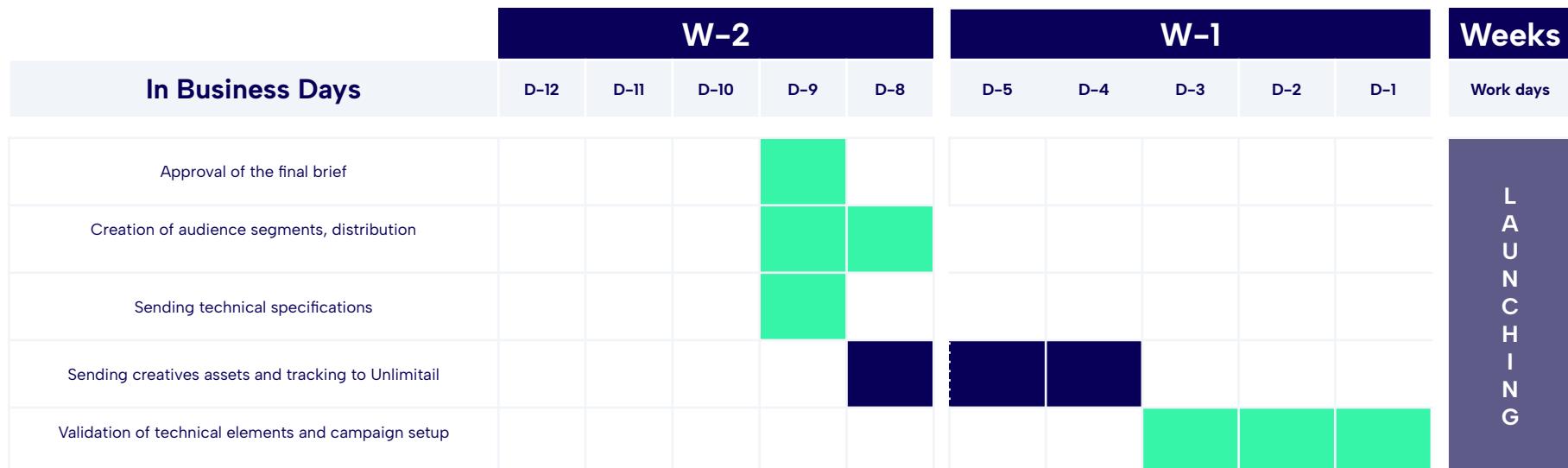
**Recommendation:** Developing the creatives in story format (9:16) to reach the audiences in different placements (infeed, story and reels).

# 4. Appendix

## Implementation Timeline & Trackings

# Display – VOL – Social

Without measurement & without visibility tracking



Unlimitail action



Client action



# Display – VOL

With measurement & with or without ad verification 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	
Approval of the final brief											Work days
Creation of audience segments, distribution											
Campaign preprogramming and creation of Liveramp pixels. Unlimitail sends the pixels to the client											
Creation of tracking											
Validation of technical elements and campaign setup											
Pre-launch phase											

Unlimitail action

Client action

No launches on Fridays



# Tracking elements according to the type of campaign

## DISPLAY CAMPAIGN / VOL

Without measurement and without visibility tracking

### Accepted technical elements:

Display : Static elements / redirect

Video : Static elements / VAST / VPAID

## DISPLAY CAMPAIGN (IAB)

Without measurement and visibility tracking  
(IAS, MOAT...)

### Recommended technical elements:

Redirect  
**Accepted** : HTML5 creative or image [.jpeg, .gif, .png] + impression pixel + click command

## VOL CAMPAIGN

With or without measurement and visibility tracking  
(IAS, MOAT...)

### Mandatory technical elements:

## NATIVE CAMPAIGN AND SKIN

With measurement and visibility tracking  
(IAS, MOAT...)

### Mandatory technical elements:

VPAID

## TRACKING FACEBOOK

### Accepted technical elements :

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

## TRACKING YOUTUBE

### Accepted technical elements :

- Click command only
- Possibility of integration with ad verification partners such as IAS or DV