

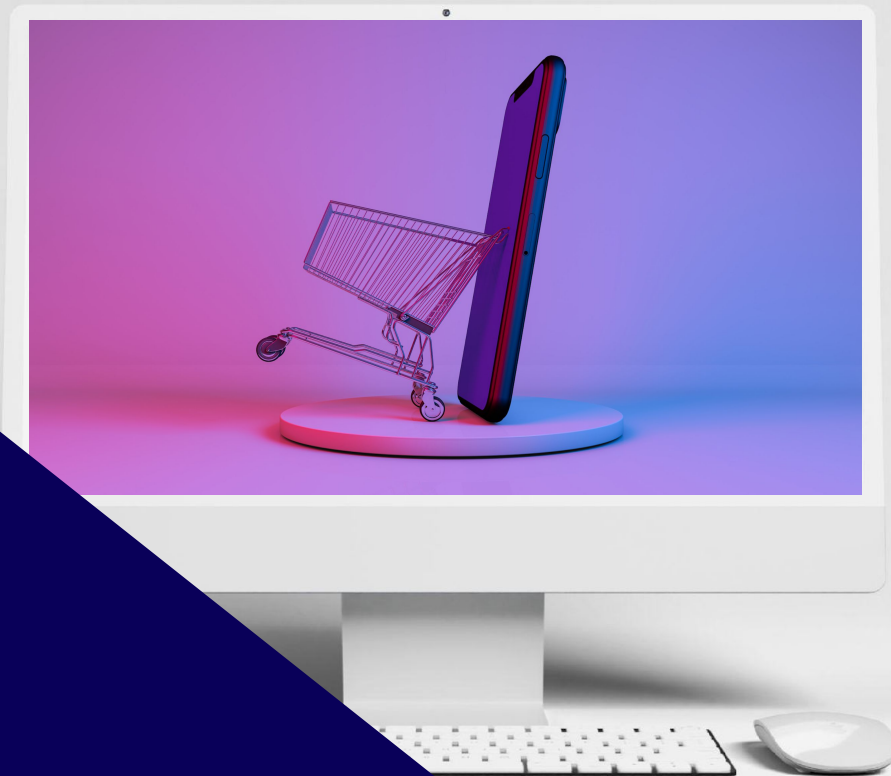
2025

Technical Specs Offsite



unlimitail

The Retail Media PowerHouse



Agenda

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Display formats

2

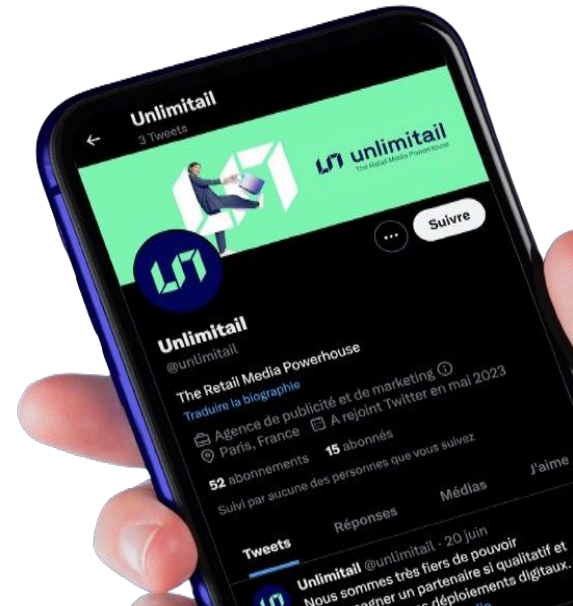
Video formats

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Social formats

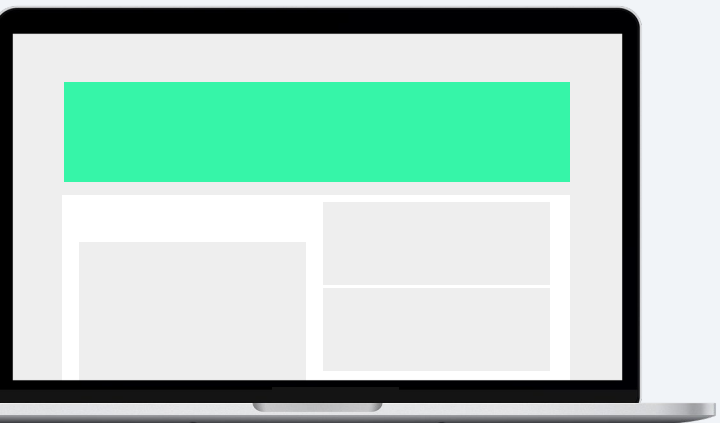
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Appendix



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.

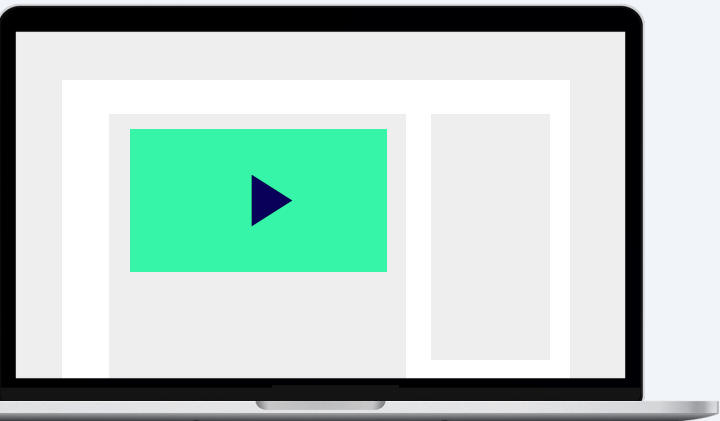


Sound in creatives **is allowed only if initiated by the user**.



2. Video formats

Guidelines



VIDEO FORMATS

- **Recommended technical elements:** VAST
- **Accepted technical elements:** VAST or VPAID

[Google : more details here](#)



[TTD : more details here](#)

DURATION OF THE VIDEO

Recommended durations:

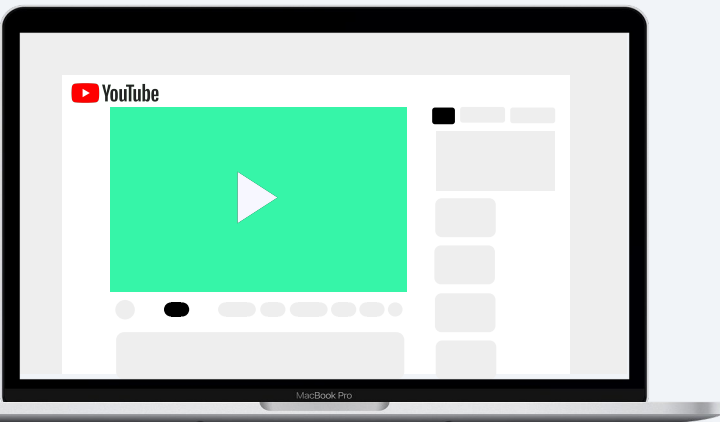
- Less than 15 seconds
- 15 seconds

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

[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

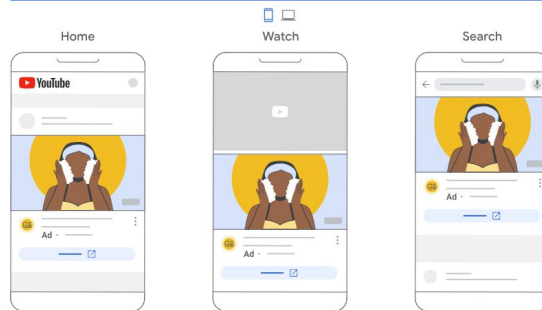
Text (maximum 5 of each):

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

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

[YouTube : more details here](#)

VIDEO



Supported aspect ratios:
Square, Landscape, and Portrait

IMAGE



Supported: Square, Compact Square, Landscape, and Portrait



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	https://www.facebook.com/business/ads-guide/update/image
		Instagram	https://www.facebook.com/business/ads-guide/update/image/instagram-feed
	Carrousel	Facebook	https://www.facebook.com/business/ads-guide/update/carousel
		Instagram	https://www.facebook.com/business/ads-guide/update/carousel/instagram-feed
	Video Newsfeed	Facebook	https://www.facebook.com/business/ads-guide/update/video/facebook-feed
		Instagram	https://www.facebook.com/business/ads-guide/update/video/instagram-profile-feed
	Video Story	Facebook	https://www.facebook.com/business/ads-guide/update/video/facebook-story
		Instagram	https://www.facebook.com/business/ads-guide/update/video/instagram-story
SNAPCHAT	Snap Ads		https://businesshelp.snapchat.com/s/article/top-snap-specs?language=en_US
	Story Ads		https://businesshelp.snapchat.com/s/article/story-ad-specs?language=en_US
	Commercials		https://businesshelp.snapchat.com/s/article/commercial-specs?language=en_US
PINTEREST	Standard Image Ads		https://help.pinterest.com/en/business/article/pinterest-product-specs
	Carousel		https://help.pinterest.com/en/business/article/pinterest-product-specs
	Standard Ad Max Width (Image or Video)		https://help.pinterest.com/en/business/article/pinterest-product-specs
TIKTOK	Video Top Feed		https://ads.tiktok.com/help/article/tiktok-auction-in-feed-ads?lang=en
	Video or Carousel In-Feed		https://ads.tiktok.com/help/article/video-ads-specifications?lang=en
	Shopping Ads In-Feed		https://ads.tiktok.com/help/article/tiktok-reservation-in-feed-ads-reach-frequency?lang=en

FOCUS FORMAT : IMAGE & VIDEO INFEEED

IMAGE INFEEED

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 INFEEED

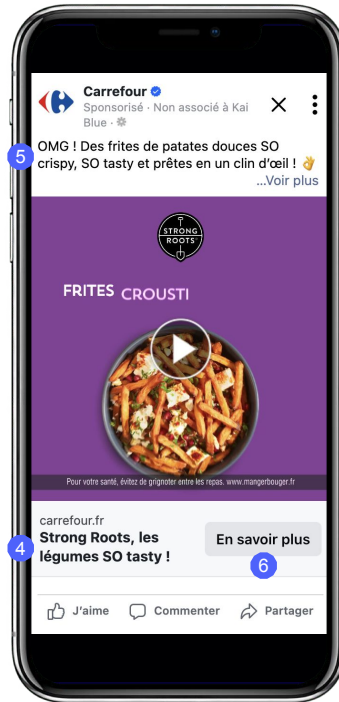
File size: 4 Go
Duration: 1 to 241 minutes

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

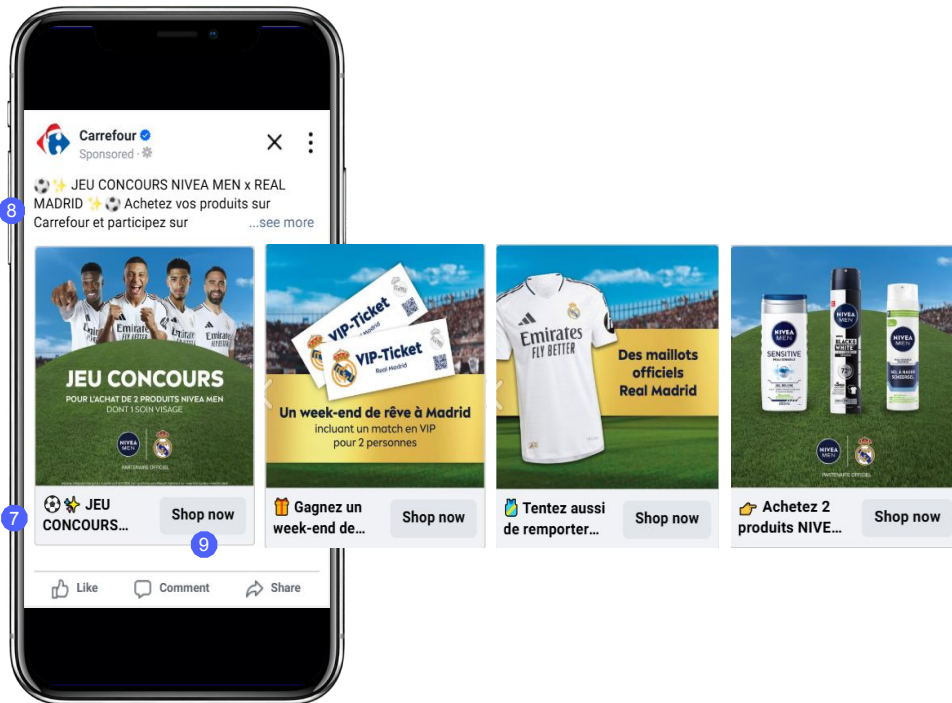
Maximum cards : 10

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 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											

	Unlimitail action
	Client action

 No launches on Fridays

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	Work days
Approval of the final brief											L A U N C H I N G
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:

VPAID

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