Spotlight Ad

Every field, dimension, file type and limit for Spotlight Ad.

IMPACT

Format combining a video background with bold product imagery for immediate visual impact

Title	20 characters limit (spaces included)
Product name	18 characters limit (spaces included)
Product details (optional)	40 characters limit (spaces included)
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Logo	JPG or PNG
Background	Option 1: HEX colour code Option 2: image ratio 1:2 / JPG or PNG
Video	Ratio: 16:9 Format: MP4 or MOV Duration: 6 to 15 seconds
Product images	1 to 3 images Ratio: 1:1 Format: PNG (ideally with a transparent background)
Detail images (optional)	1 to 2 images Ratio: 1:1 Format: JPG or PNG
Tracking (optional)	Click and impression tracking