

adacado[®] We make ads that matter.

Designing Ads for Dynamic Creative

adacado

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Introduction

One of the most powerful features of dynamic advertising is the ability to automatically create thousands of ads using an advertiser's data source. However, designing dynamic ads requires different practices from designing static ads. This document details what design practices are important and why.

dynamic

Delivering your designs to Dynamic Creative Optimization and Programmatic Creative companies.

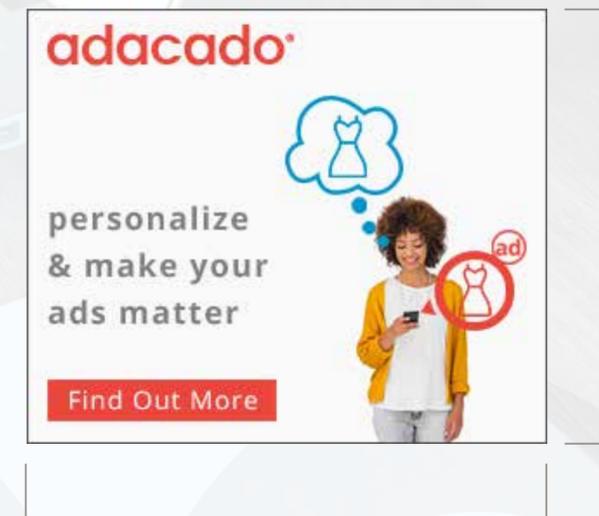
Providing ad designs in the correct formats can ensure a quick campaign turnaroud and the accurate implementation of your designs. Due to the nature of dynamic ads, the components of your creative designs are taken apart, and recompiled into a dynamic ad template. Because of this, files in which individual image and text layers can be accessed like PSD, Ai and InDesign files are preferred.



Designing with standardized ad formats in mind

One of the first decisions to make when designing for dynamic creative is the choice of ad formats. Note that the dimensions of the different formats impose different size/aspect ratio restraints and may limit the ability to maintain consistency across the formats. It's easiest to start with the 300x250 format to get design approval and then apply the look/feel of the approved design to the other formats.

300x250 "medium rectangle"



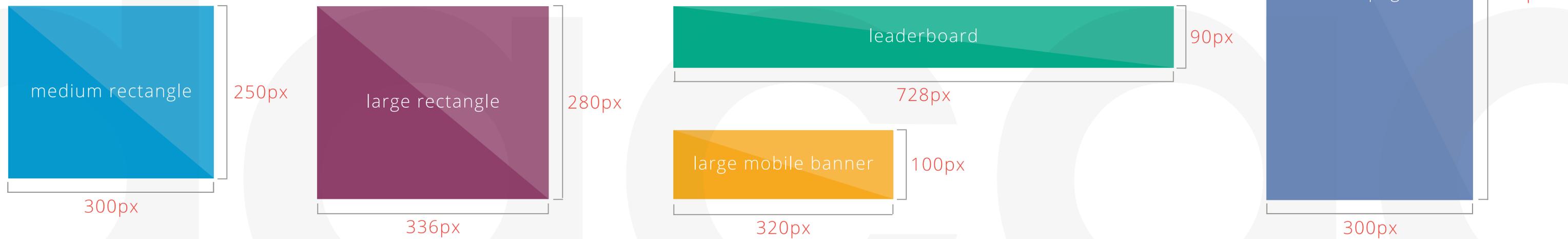
250 px

300 px

Standardized ad sizes

Before you start designing your ads it's crucial to know where your ads will be shown and which sizes generally perform better than others due to the availability of inventory.

Top performing sizes source*adsense



Other standardized sizes



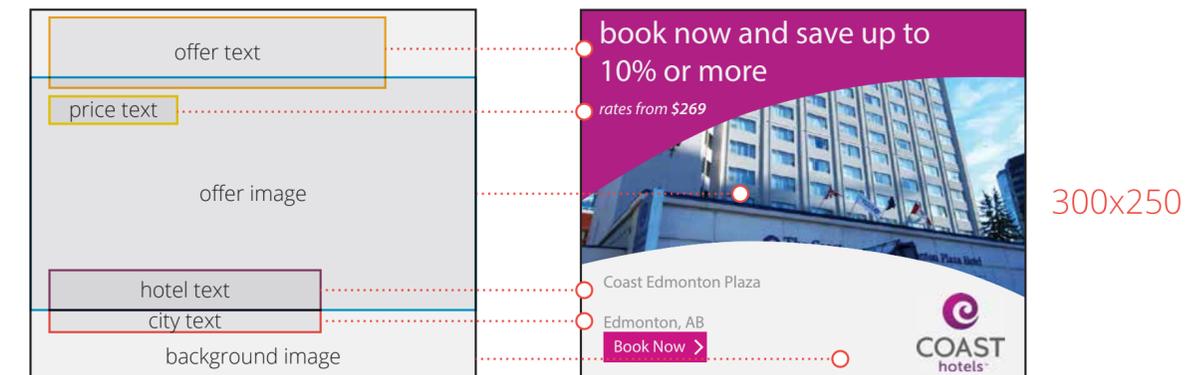
Designing your ad

It is important to understand how designs are implemented using templates. While you may not be using the Adacado platform some variation of this approach will be used with other Programmatic Creative and Dynamic Creative Optimization companies. In Adacado, a template is created for each ad format.

Templates form the structure for ads. We create areas on templates called asset slots into which assets flow when the ad is created. Assets can be dynamic or static. If dynamic, they come from the data source and change for each ad. If static, they are the same for each ad.

A key design consideration is determining which assets are dynamic and where they will be placed on the template. It is very common to place all the static elements (logo, call to action button, etc.) into one single image called a background image.

Here are two examples of template assets and corresponding ads:



Dynamic images and text

Design with actual images and text direct from the data source

Ensure designs are created using actual images from the data source that will be used to generate the ads. Image dimensions, quality and backgrounds may not always be consistent within the data source. Except for automatic resizing, images can only appear as they do in the data source.

Initial Design



Product text is not uniform (contains both bold and normal font)

Assumes transparent background of product images.

Not adequate spacing to allow for more than two digits...

Final Design



Background gradient green to white to match the white background of product images.

Consistent font style

Price moved to accommodate multiple digit length.

Image dimensions

Are all dynamic images consistent in size and dimension (aspect ratio)?

If images in the data feed are not consistent, it can dramatically alter the overall look of an ad. Images that differ in size from the image asset slot in the template will be resized until either the height or width (whichever occurs first) equals the corresponding height or width of the image asset slot.



Poor: Image dimension is only 187x140. This leaves white space around the ad and makes it hard to see the navigation.



Better: Image dimension (223x140) fits correctly into image asset.

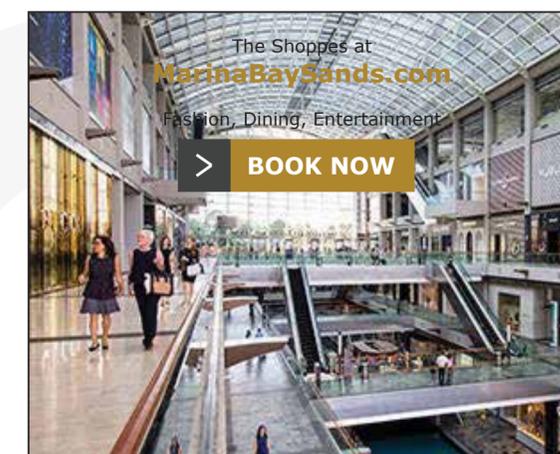
Layering assets

Be cautious when layering image or text assets. What can look good for one set of assets may look completely different for another set. (e.g. text colour on different background images).

If you must overlay text on varying backgrounds, consider placing the text on a colored or white background upon which the text is guaranteed to stand out.



Poor design: Unless you can guarantee a clear area for text you will get mixed results.



Dynamic text length

Dynamic text assets (e.g. product names or descriptions) can often vary in character length. Therefore, it is important to ensure dynamic text assets within the template design to allow sufficient space for the “longest case” scenario. We suggest you review the data feed to find both the shortest and longest fields then view how each dis-



Good: The text slot area (see white dotted lines) was designed so that it accommodates the smallest and largest text sizes in the data source.

Navigation

Most ads will contain navigation controls (e.g., dots, step, arrows, thumbnail, numbers, custom) typically in one of the corners of the ad unit. Make sure to accommodate this by providing an open area where the "nav control" can go. Also keep in mind that this will be the same position if more than one template is used.

Poor:
Blocks part of image.



Better:
In a clear area.



Ad sequence (Adacado specific)

Most Adacado ads consist of ad frames that transition from frame to frame after a few seconds delay. They can transition from any side (top, bottom, left, right) or they can fade in from behind. When designing, consider how each frame will look in a sequence and how each will transition. Collectively, do they communicate the right message, tell a story, and flow together in a consistent way without looking disjointed.

Good:
The logos across all frames align exactly to prevent a jarring effect on frame transition.



Category lifestyle frame



Targeted product frames



Targeted product frames



Targeted product frames



Promo frame

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Thank You

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