SPECIFICATIONS

Product Gallery Ad

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1.   Fact Sheet

The Product Gallery Ad is a new variation of the Inbox Ad (One Click) with the integration of images below the subject line. The Product Gallery Ad appeals with emotionally charged visuals which make the ad more present in the users' inbox from the very first visual contact. A multi-screen display of the Product Gallery Ad booked via Insertion Order (IO) is possible. The programmatic Product Gallery Ad (via Deal) will be displayed in the WEB.DE and GMX apps.

If you have any questions, please feel free to contact:
emailmarketing@uim.de

Status: April 2024

2. Campaign procedure leaflet

1. After acceptance of our offer, you will receive an order confirmation with the key data for the booked campaign.

2. In the next step, we need you to provide us with the advertising materials that you would like to use for the campaign. Please send the **complete advertising materials** to **emailmarketing@uim.de** by the deadlines listed below at the latest. Please mention the customer name as well as the campaign name in the subject of your e-mail when delivering.

    Advertising materials that are delivered late or not according to our specifications will delay the start of the campaign and may be returned for adjustment.

    We must receive the final advertising materials **3 business days before the start of delivery**.

3. If any adjustments to the advertising material are necessary, we will contact you with the change requests and ask you to implement the changes to ensure the timely launch of the campaign.

4. As soon as we have all the necessary elements, we start with the setup of the campaign. Before delivery, you will receive the preview links and / or access to our GMX and WEB.DE customer mailboxes, where you can check and approve the campaign before it goes live.

5. Before we start delivering the campaign, we need a written release from you confirming that we are allowed to deliver the campaign as shown in the mailbox.

3. Technical specifications IO booking

3.1 Notes on Ad Serving & Tracking

All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and be able to respond to its signaling. Please refer to the **TCF 2.0 Notice** in this regard.

Tracking, cookies and similar technologies that process personal data must comply with applicable data protection regulations.

3.2 Material needed

- **Avatar logo** in 160x160px format and as JPEG or PNG file

- **Sender** (usually the brand that is advertised in the promotional material)

- **Subject** (maximum 30 characters)

- **Pre-header** (maximum 50 characters - the most important info should be included in the first 35 characters)

- Appropriate **linking** to the desired landing page - please note the **TCF 2.0 Notice** in this regard

  - Optional (currently only available in the app): Up to 3 link URLs possible separately (see visualisation 3.3 below)

    - PGA with one image: Link No. 1 Subject / Pre-header, Link Nr. 2 Bild

    - PGA with two images: Link No. 1 Subject /Pre-Header, Link No. 2 Image 1, Link No.3 Image 2

- **One image file** without corner roundings in 816x240px format with maximum file size of 200KB or **two image files** without corner roundings in 399x240px format with maximum file size of 150KB each as JPEG or PNG file

- **Hosting**: To ensure that the ad is displayed correctly, the visuals must be provided to United Internet Media so that they can be hosted on United Internet Media's servers.

3.3 Representation of campaign elements

App

Desktop
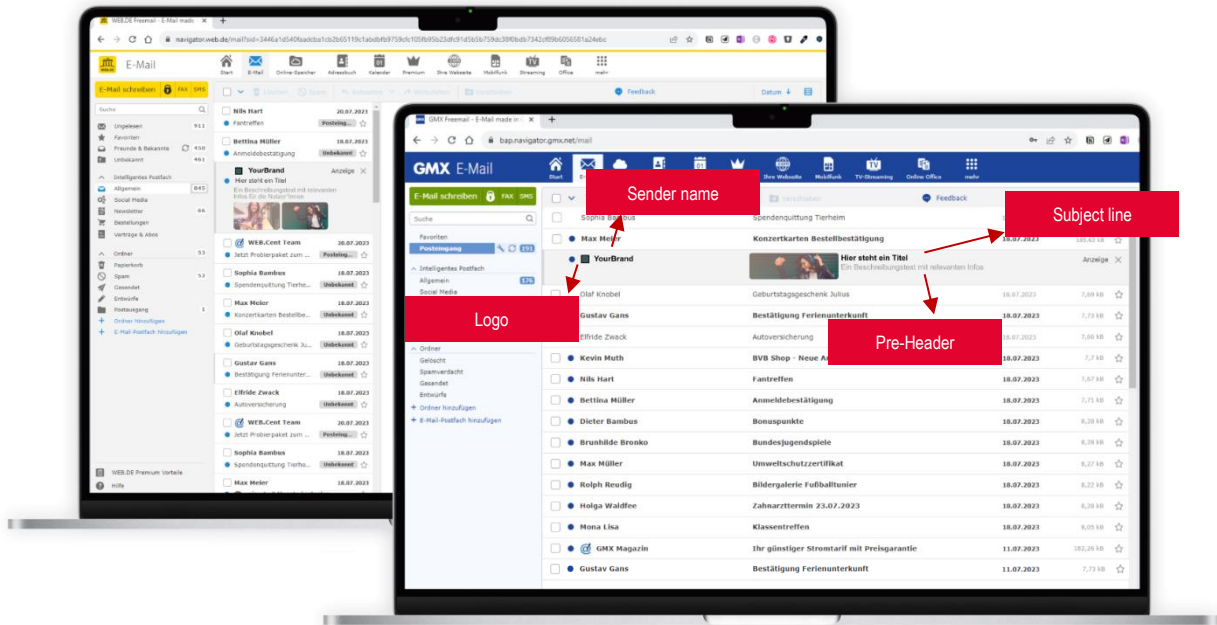
3.4 Other notes

- Please observe the **General Guidelines** of United Internet Media GmbH when creating advertising material.

- United Internet Media is entitled to interrupt campaigns temporarily or permanently if they cause too strong a reaction or impair the use of the pages too much.

- All content must be checked in advance for compliance with youth protection laws and regulations.
  United Internet Media reserves the right to limit the accessibility/broadcasting time for the advertising material according to the respective age restriction or to reject the motif altogether.

- Delivery may be subject to technical and time-related or operational fluctuations. However, the general aim is to distribute the booked volume evenly over the duration of the campaign.

3.5 Technical notes on ad serving / tracking

- Clicktags and redirects may be used - Please refer to the **TCF 2.0 Notice** in this regard

- Click counting by the publisher must be enabled in the redirect

4. Deal Creation Process Product Gallery Ad

Creating Deals

After creating the deal, the buyer is invited by the corresponding DSP - he also receives the deal ID from the respective customer advisor/contact person.

UIM requires:

- The explicit naming of the Buyer Seat (DSP name, for example Adform Group)

- The associated Seat ID (for example 899107580)

Advertising media:

- Advertiser - 25 characters

- Title - 25 characters

- Content - 90 characters

- Logo - 100 x 100 px

- Call to Action – 15 characters (optional)

- Image Format -1200 x 627 px (Dimension 1,91 : 1)

5. FAQs

Question	Reply
Which advertising materials have to be delivered?	Please deliver the campaign material (see 3.2) to **emailmarketing@uim.de** at least 3 working days before the start of the campaign.
Which elements belong to the Product Gallery Ad?	See 3.2
What targeting features are possible?	All target group characteristics of the United Internet Media targeting technology TGP can be selected. The available targeting can be found **HERE**. For further targeting options, please contact your Key Account Manager.
Where can the Product Gallery Ad be played?	Multi-screen playout of the product gallery ad booked via insertion order (IO) is possible; the programmatic product gallery ad can currently be played out as a deal in the WEB.DE and GMX apps.
Where is the hosting of the visuals done?	The visuals are hosted exclusively on UIM's servers.
What are the clicktag / redirect / tracking requirements?	See 3.5

Do you have any other questions?

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Inbox marketing

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