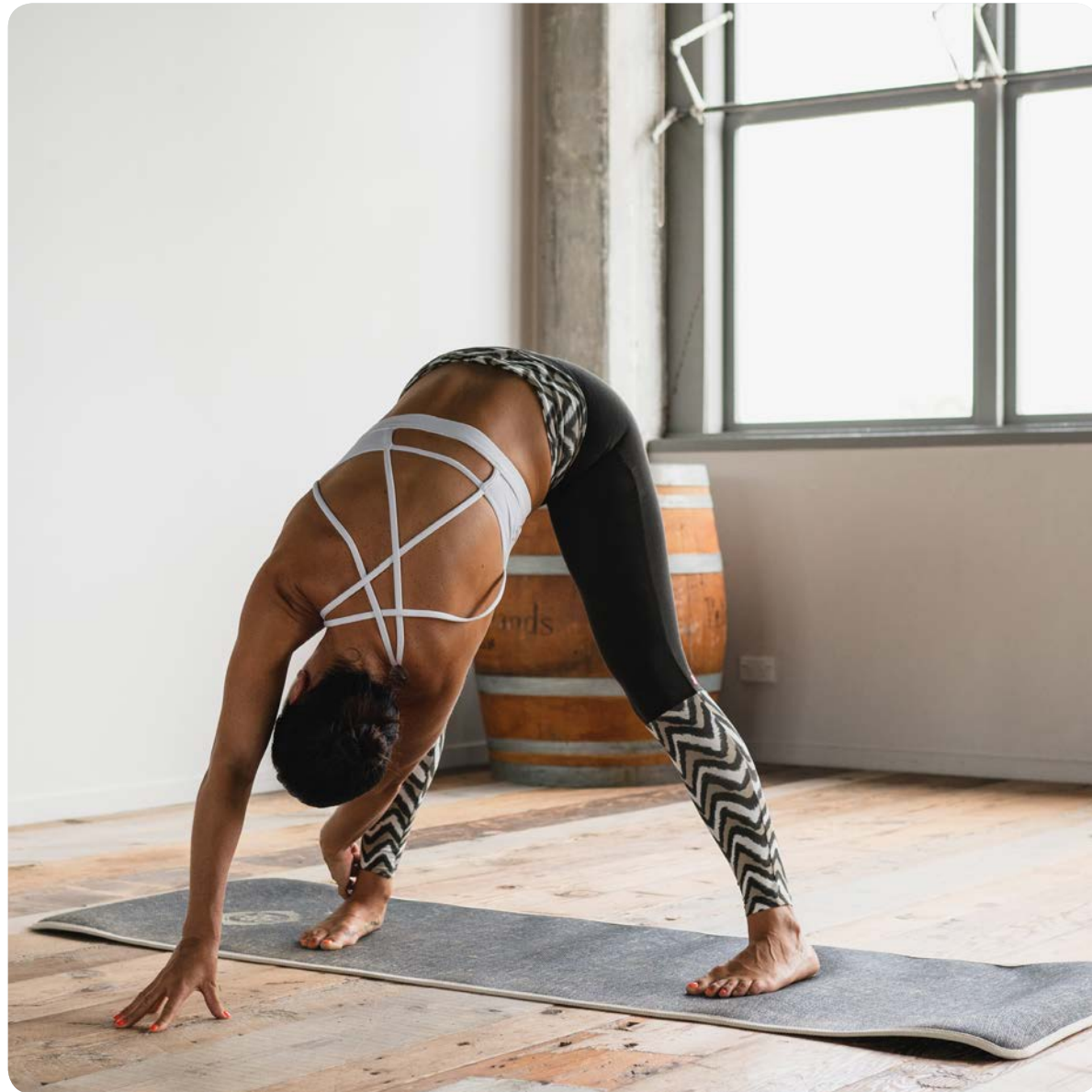


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 **Outbrain**

# Smartad Gallery

More ways than ever to **drive engagement**

Outbrain's "Smartads" are designed to create the most relevant and seamless consumer experience across our premium publisher network — delivering more impactful results for marketers across the marketing funnel.

## Goal

## Smartad Solutions



Reach your audience at scale in the most relevant environments

- Outstream Video Smartads
- Standard Smartads: In-Feed & Homepage Placements

Engage customers with tailored offers and interactive experiences to build stronger brand consideration

- Carousel Smartads
- Click-To-Watch Smartads
- Standard Smartads: In-Feed & Smartfeed Placements

Grow your business with online sign ups, registrations, downloads, purchases and more

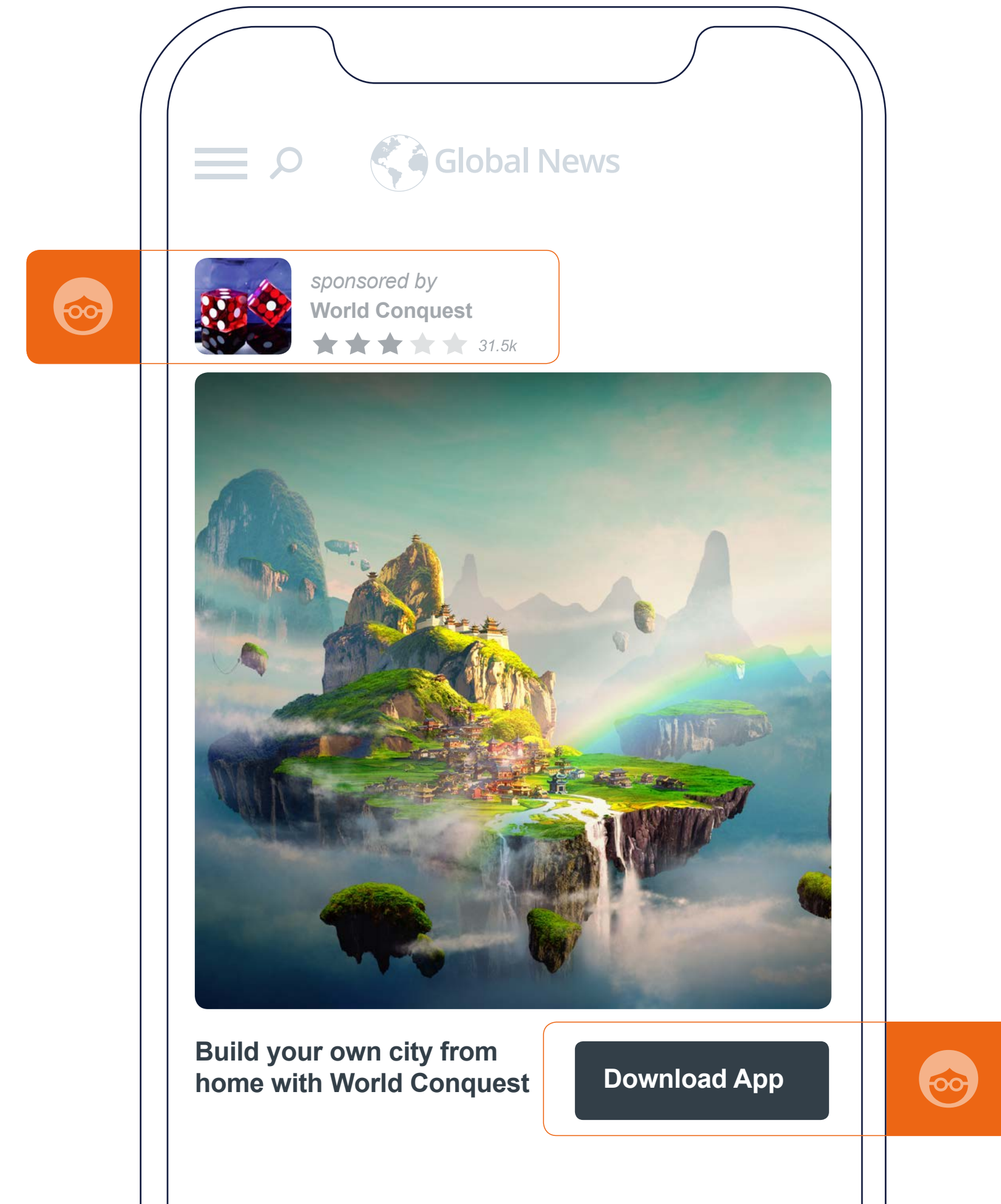
- App Install Smartads
- Standard Smartads: Smartfeed & Footer Placements

# New App Install Smartads

**Availability:** Amplify Dashboard

**Drive more installs from your highest-LTV customers across the open web.**

- Reach the most relevant potential users with a format designed to drive action, served at the moment consumers are ready to engage with something new.
- Harness more elements to tell your story and drive results:
  - CTA buttons
  - Brand logo support
  - App store rating support
  - Both GIF and static image support: Showcase short-form video via GIFs to draw consumers to engage
- CPC pricing model – only pay for real actions that lead to engagement or install.

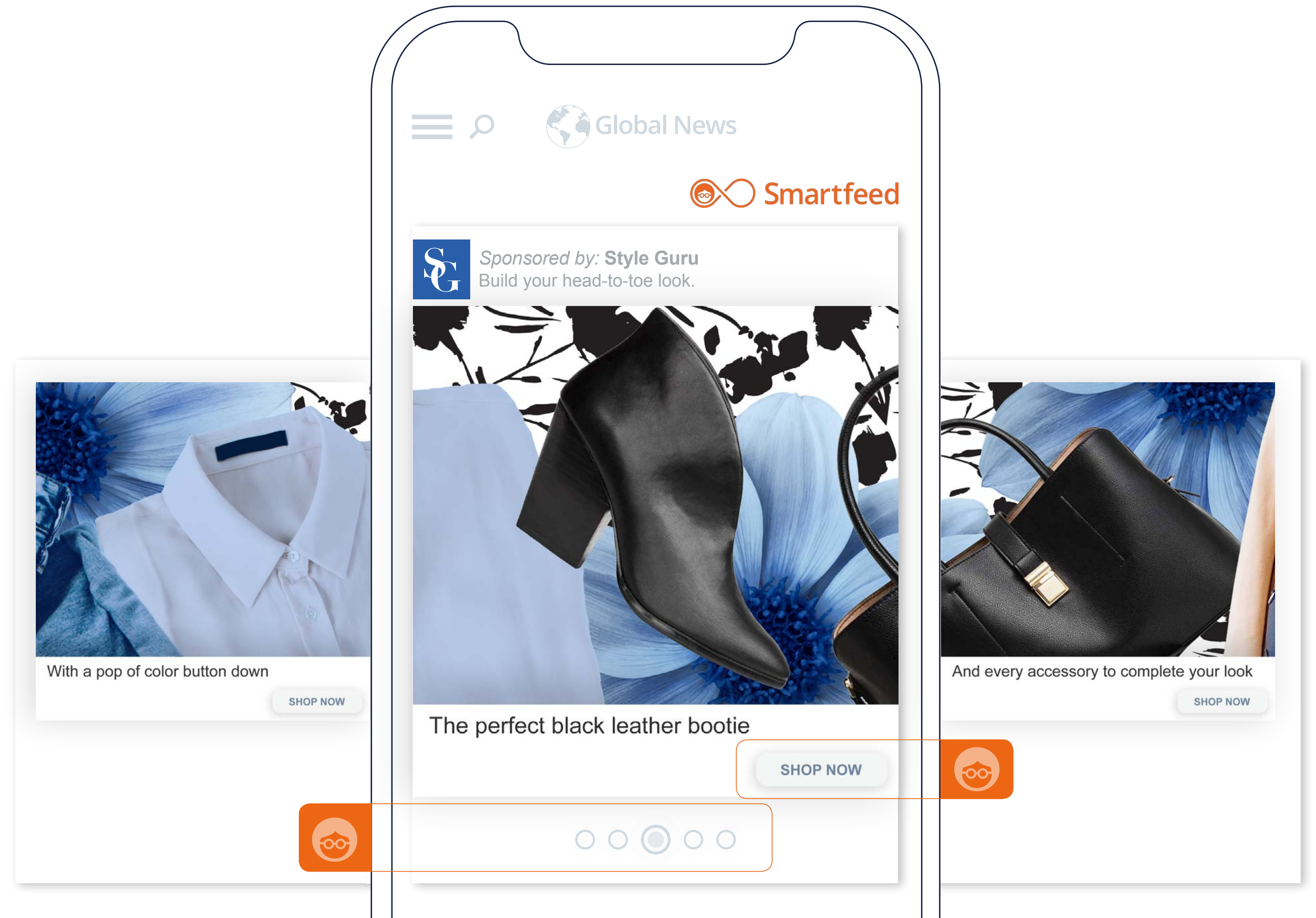


# New Carousel Smartads

**Availability:** Amplify Dashboard

**Tell a story and showcase your products — while driving real results.**

- Outbrain Carousel Smartads allow you to amplify your strategy outside of walled gardens with a premium experience across the open web.
- Capitalize on a mobile-first, interactive format dynamically served in an infinite feed of discovery.
- Showcase your brand and products with your brand logo and up to 10 images, with individual titles and CTA buttons.
- CPC pricing model: Only pay for real engagements and actions.



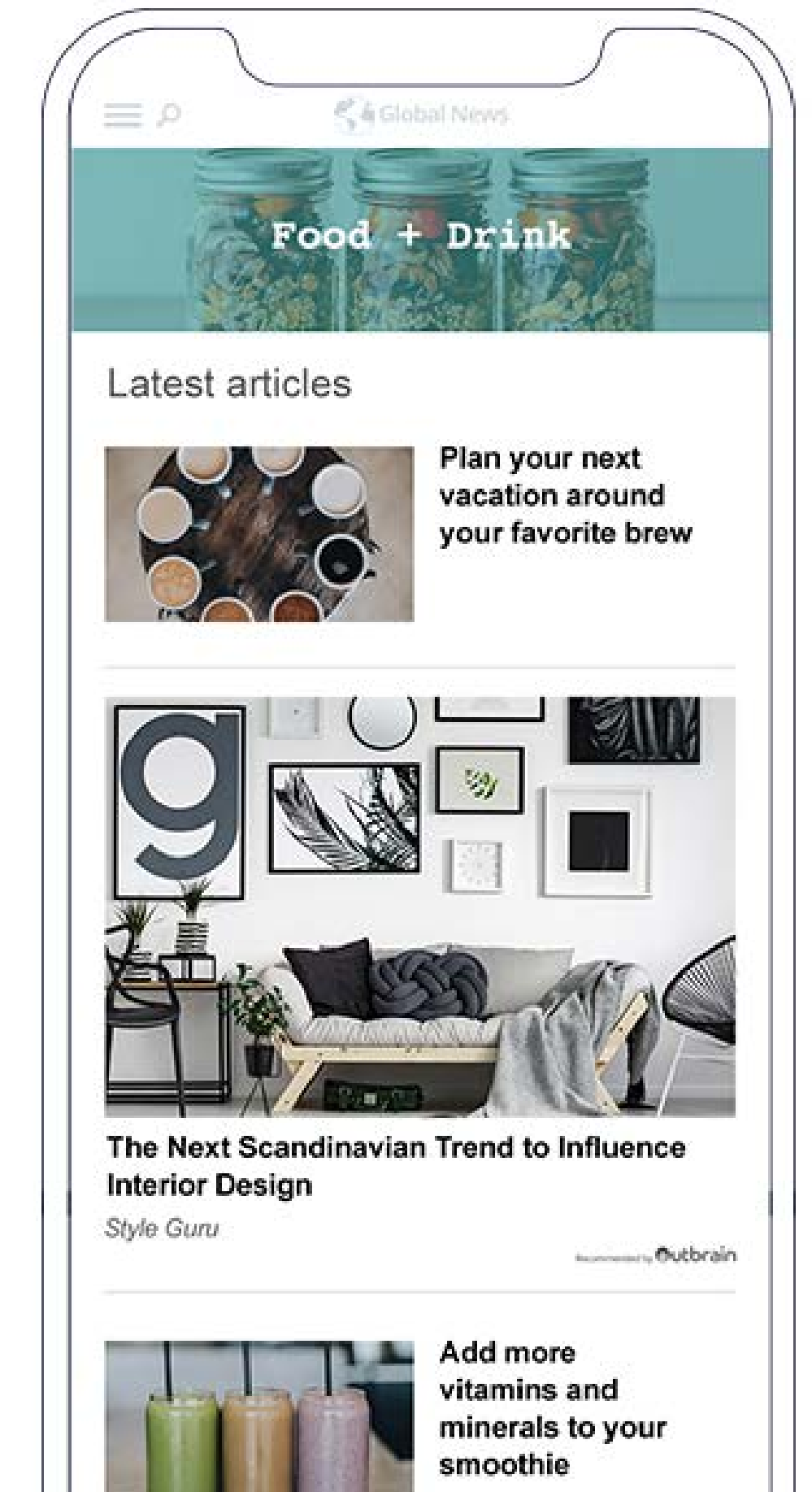
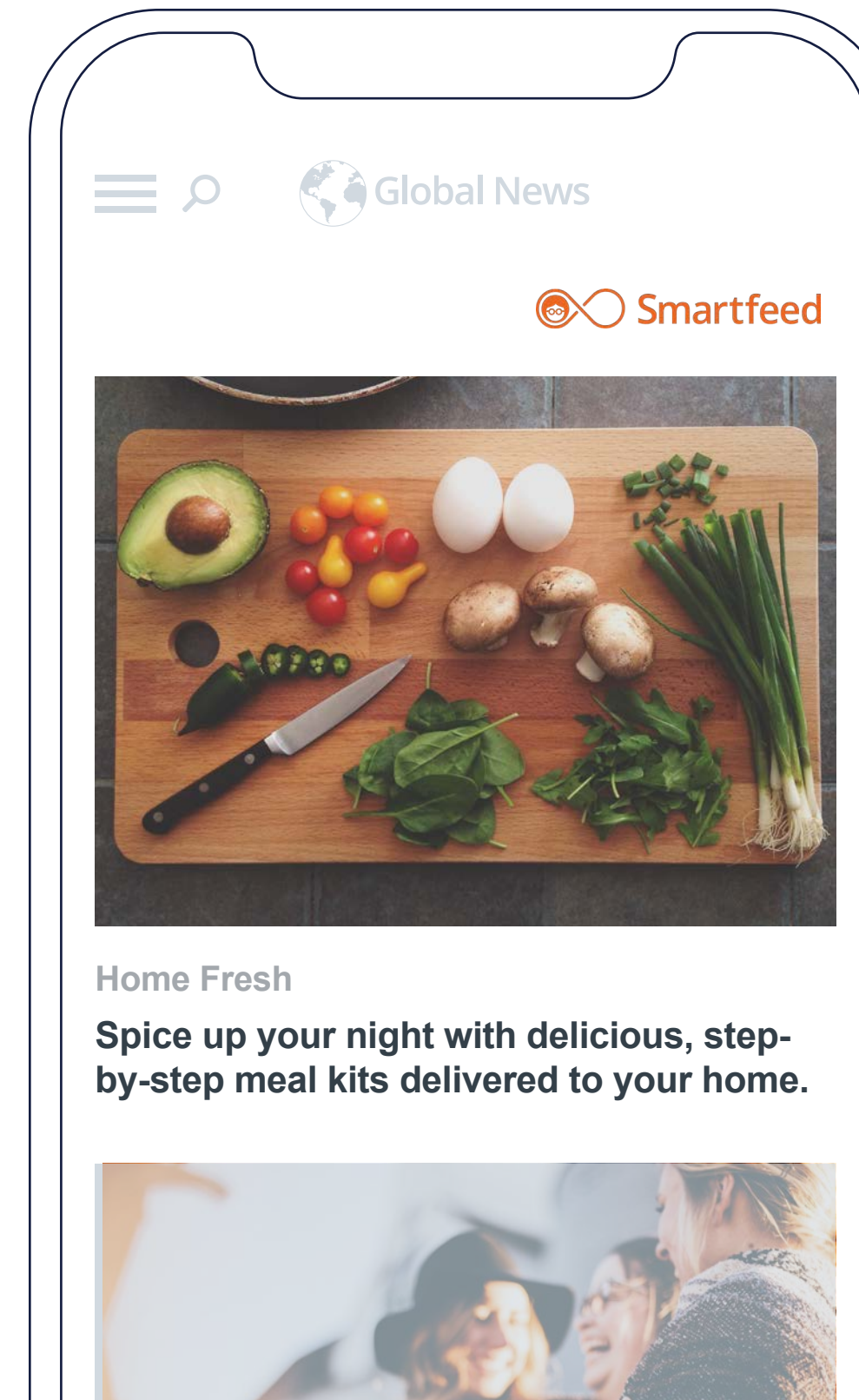
# Standard Smartads

**Availability:** Amplify Dashboard, Zemanta, Programmatic via Third-Party DSPs

**Reach your target audience at the moment they're ready to discover something new.**

- Run your campaigns across Outbrain Smartfeed, as well as exclusive in-feed, homepage, and various other publisher placements — reaching consumers at the moment of discovery.
- Leverage Outbrain's proprietary Interest Graph to target consumers based on browsing behavior across thousands of organic sites.
- Traditional native format proven to drive up to 8x CTR compared to standard display ads.<sup>1</sup>
- Choose the pricing model that works for you:
  - CPC model via the Amplify Dashboard.
  - CPM model via Outbrain Programmatic Access (DSPs).

<sup>1</sup> AppNexus Digital Advertising Stats 2018.

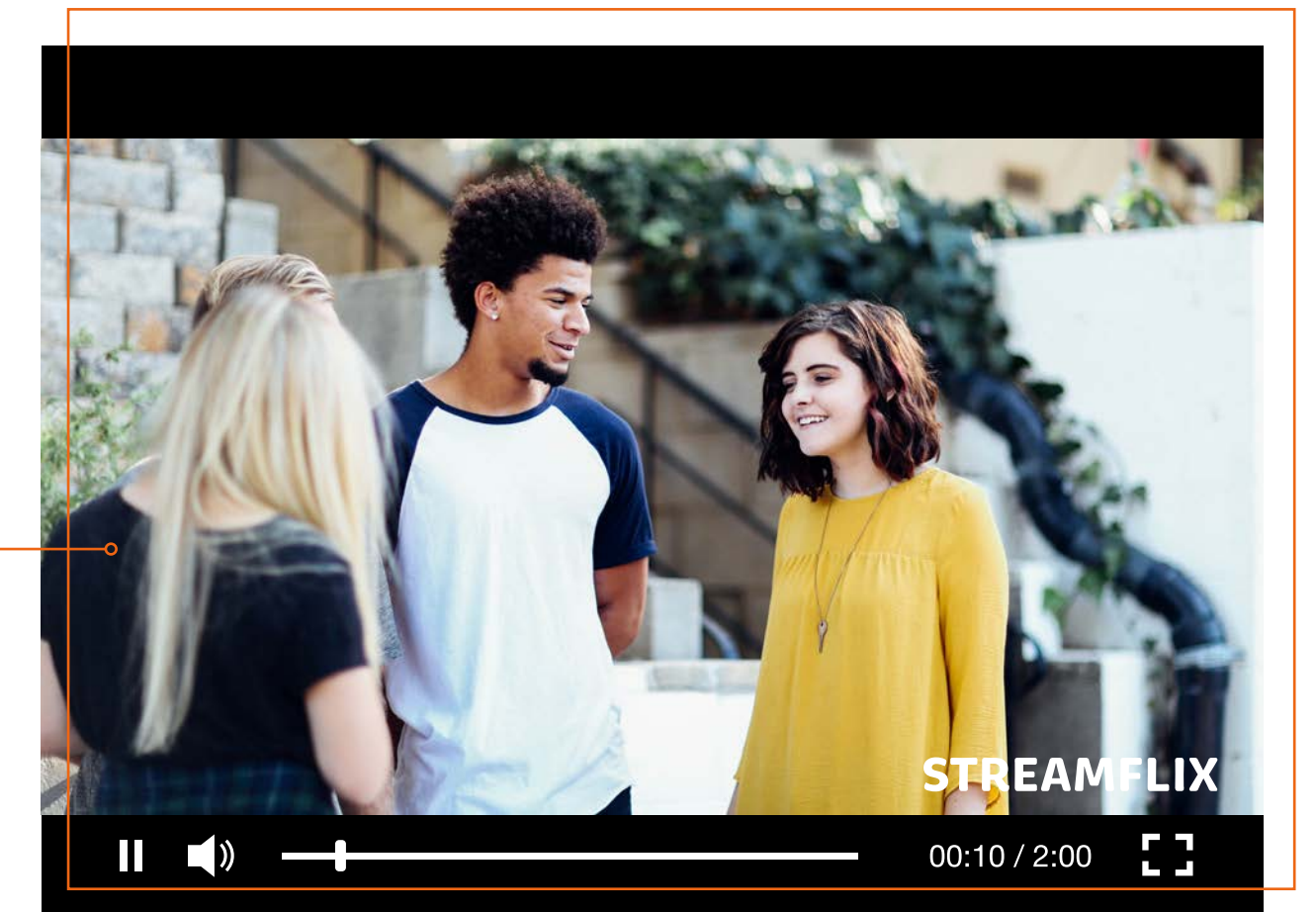
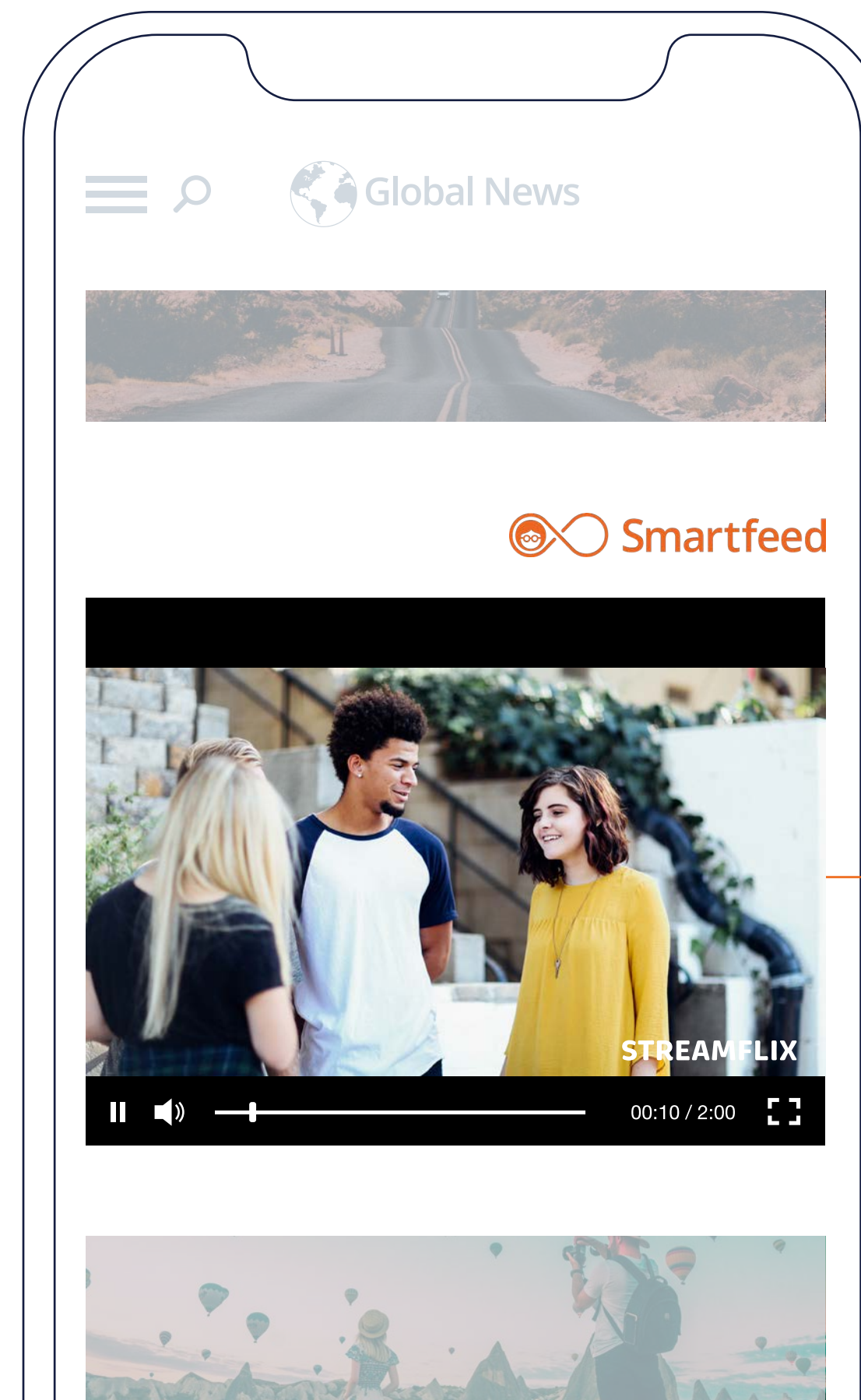


# Outstream Video Smartads

**Availability:** Zemanta, Programmatic via Third-Party DSPs

**Put your business into motion and reach your audience at the moment of discovery.**

- Reach consumers with engaging video creative within an infinite feed of discoveries tailored to their true interests.
- Pull consumers in to view content when they are ready to engage, rather than pushing interruptive ad experiences.
- Leverage proprietary Outbrain Interest data to ensure relevancy and a positive user experience.
- CPM pricing model via Outbrain Programmatic Access (DSPs).

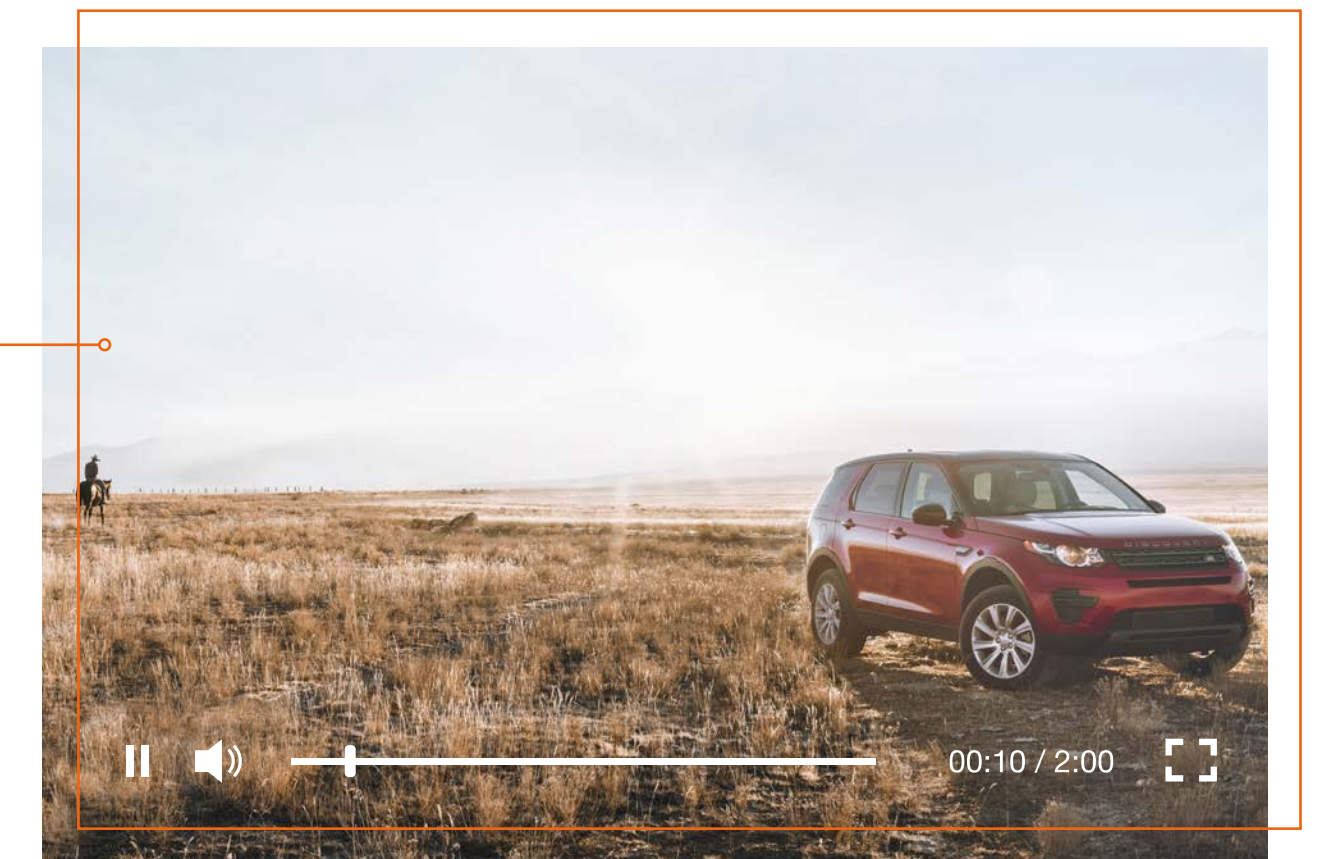
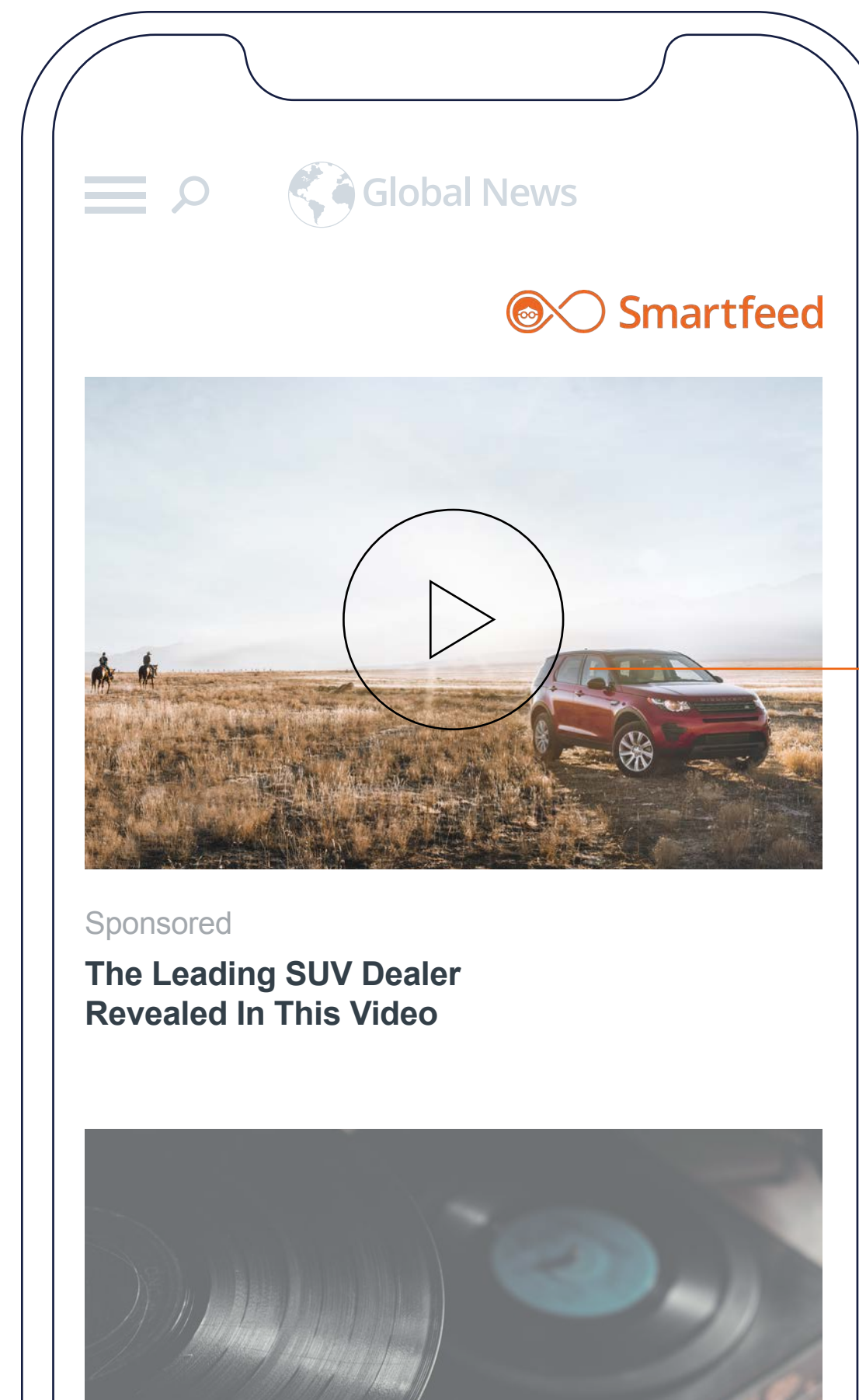


# Click-to-Watch Smartads

**Availability:** Amplify Dashboard

## Spark deeper engagement with an opt-in video experience.

- Leverage multiple interactive features designed to achieve performance goals.
- Capitalize on an immersive video experience with full-screen, sound on playback.
- Drive 100% viewability from 100% opt-in viewers only, with zero disruption to consumers.
- CPC pricing model — only pay for opt-in viewers.





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in every environment?

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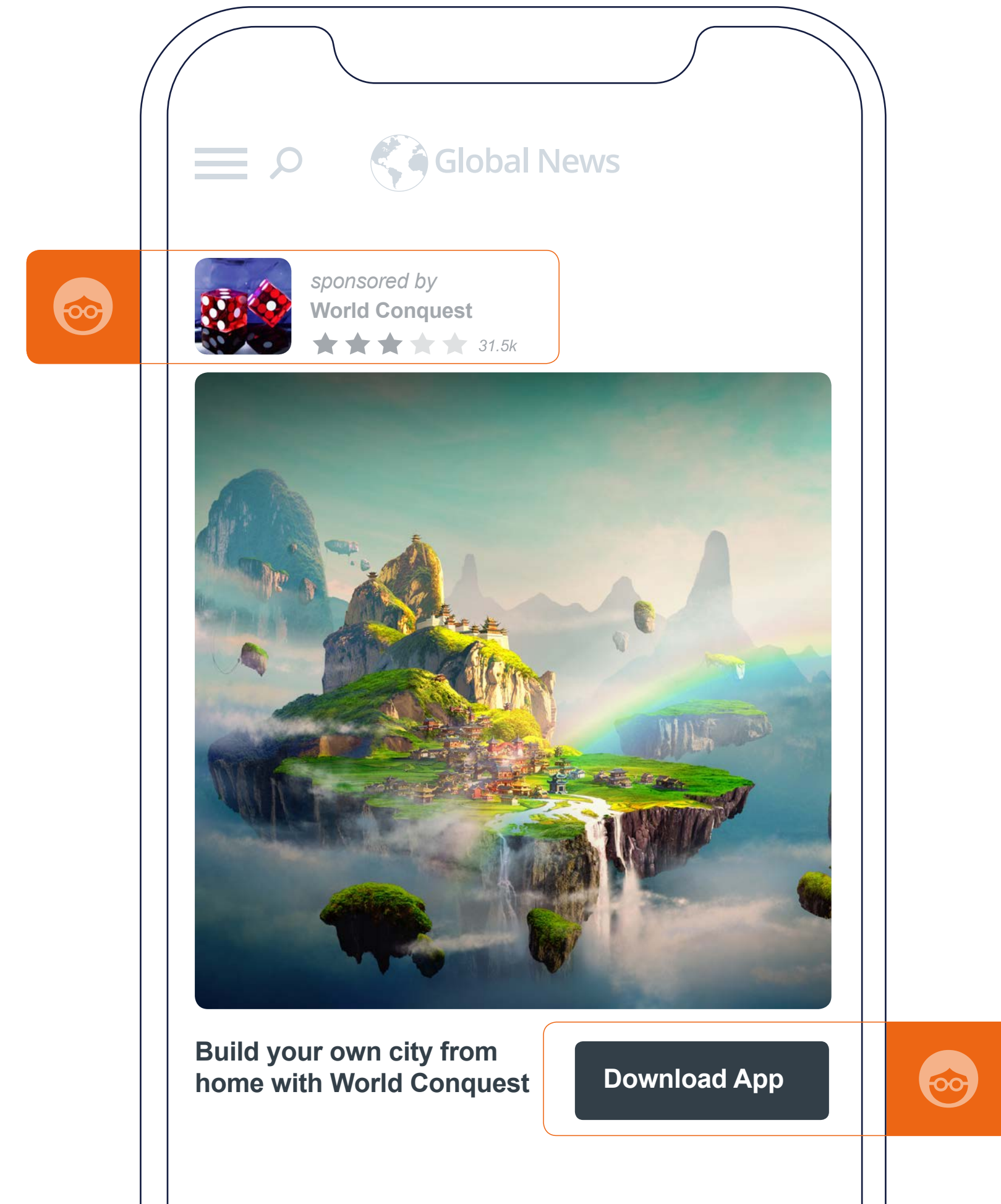
[outbrain.com](https://outbrain.com) | [info@outbrain.com](mailto:info@outbrain.com) | [@outbrain](https://twitter.com/outbrain)

# App Install Smartad Specs

- **Brand Logo:** Minimum 40x40px, Maximum 400x400px
- **Title:** Maximum 150 characters
- **CTA Button:** Selected from predefined list available within Amplify Dashboard
- **App Store Rating:** Automatically ingested from app store product ID

## Supports both static image or GIF image

- **Image:** Up to 1200px, in a 1:1 ratio (display size is 300x300px)
- **GIF:** Maximum file size of 14 MB, in a 1:1 ratio (display size is 300x300px)



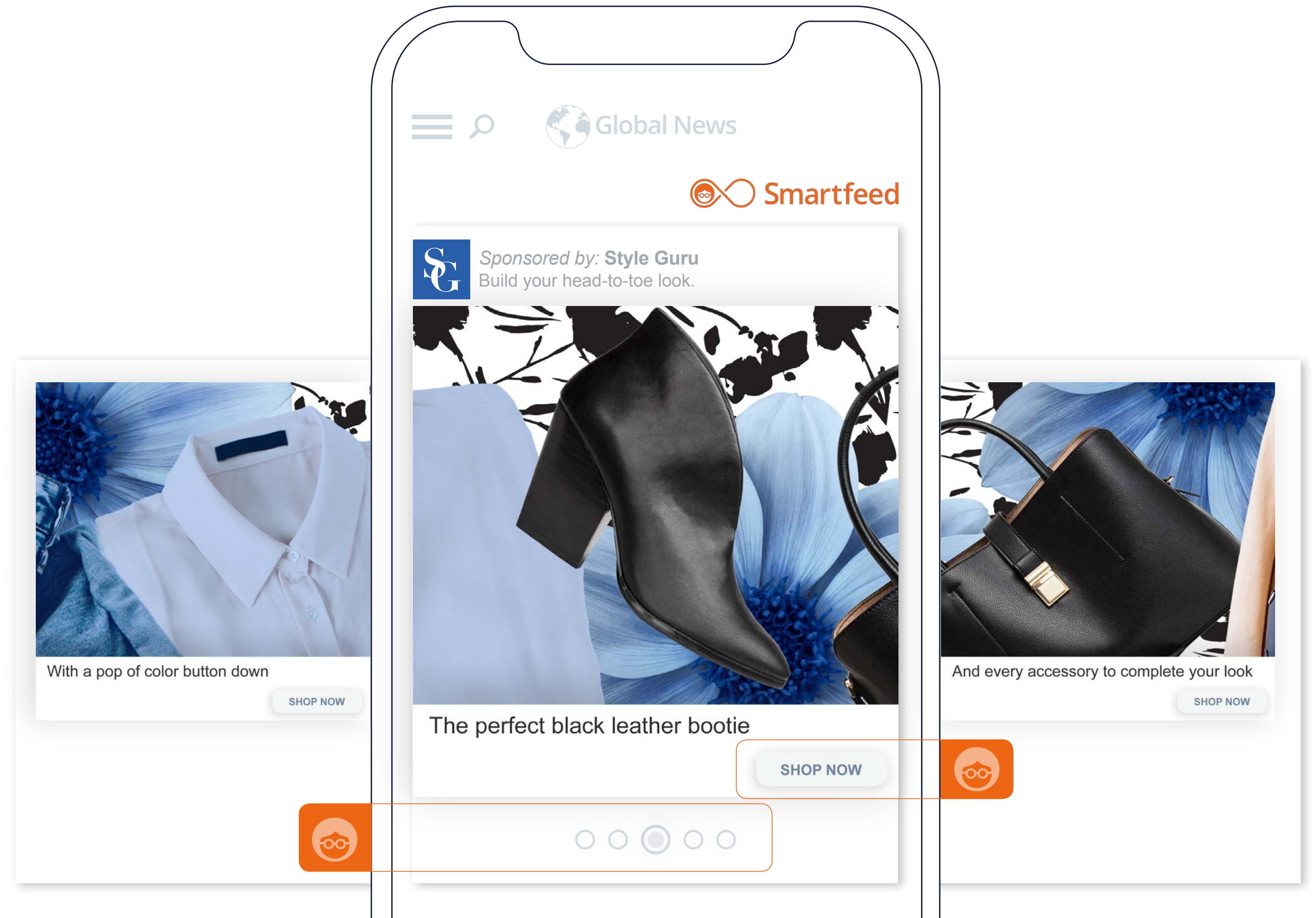
# Carousel Smartad Specs

## Overall Carousel Unit Elements:

- **Brand Logo:** Minimum 40x40px, Maximum 400x400px
- **Brand Name:**
- **Title:** Maximum 150 characters

## Individual Carousel Card Elements (Both static image and GIF image supported):

- Minimum 2 cards, maximum 10 cards
- **Image:** Up to 1200px, in a 1:1 ratio (display size is 300x300px)
- **GIF:** Maximum file size of 14 MB, in a 1:1 ratio (display size is 300x300px)
- **Title:** Maximum 150 characters
- **CTA Button:** Selected from predefined list available within Amplify Dashboard



# Standard Smartad Specs

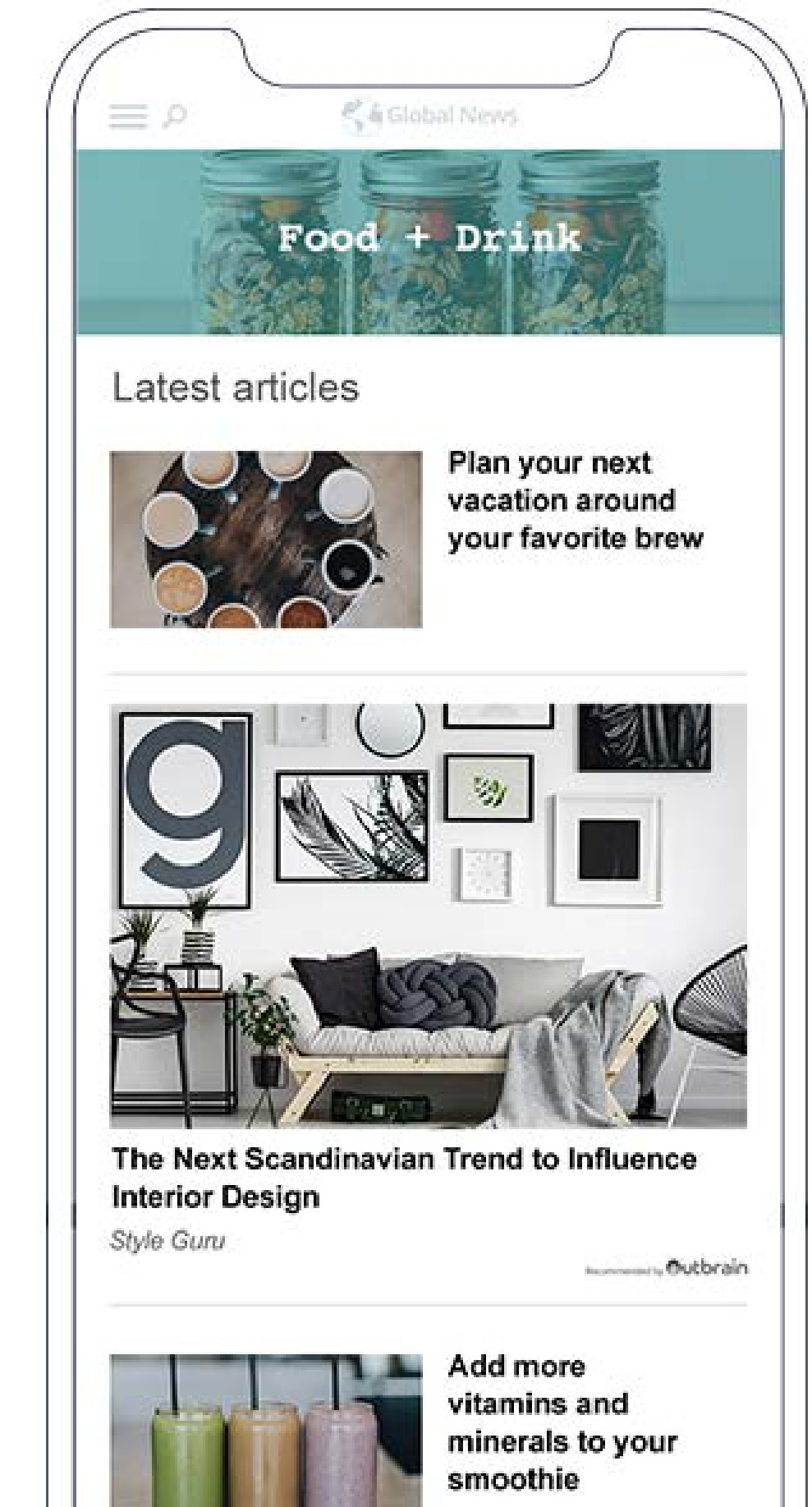
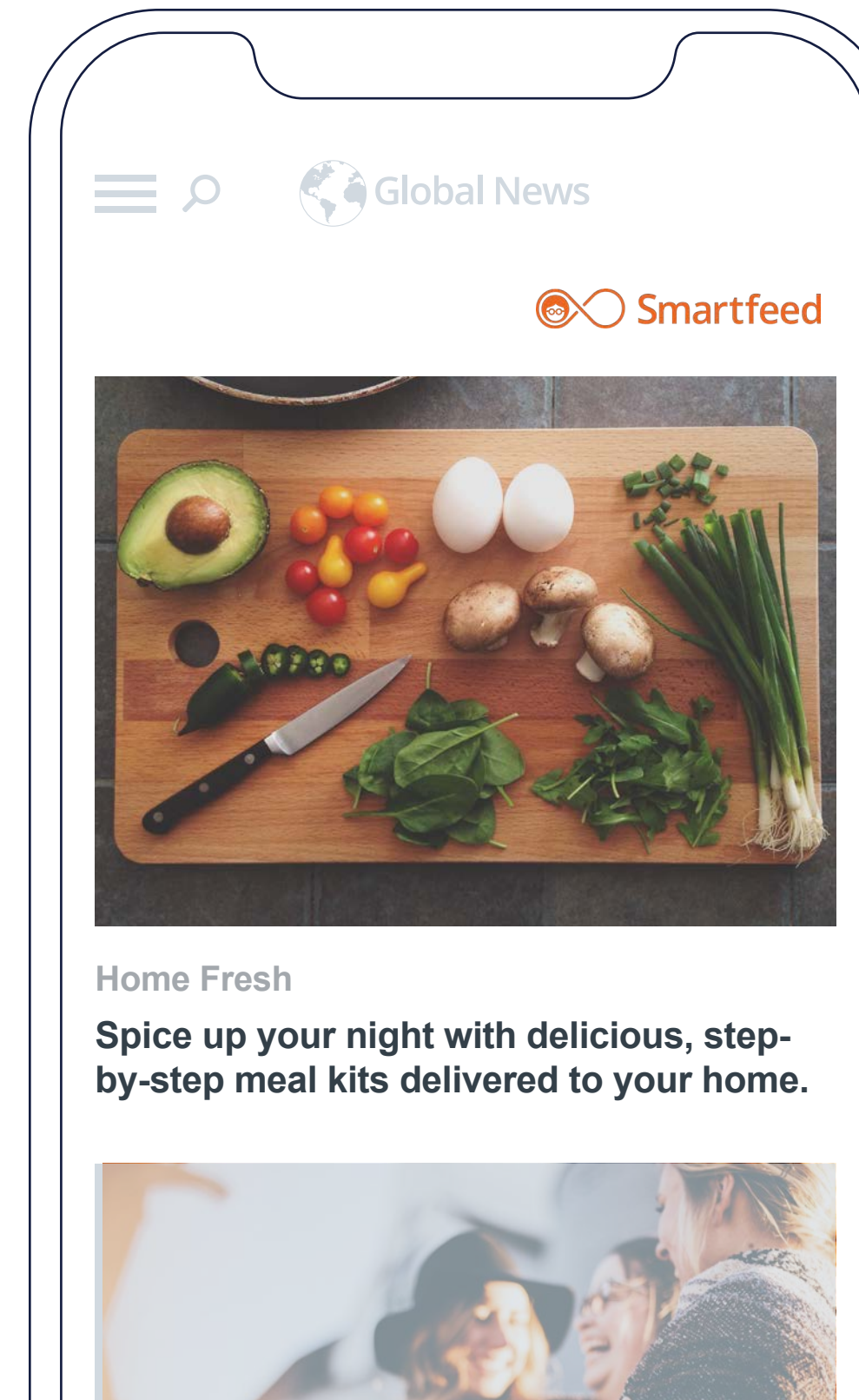
- **Title:** Maximum 150 Characters

When activating programmatically (via a third-party DSP), adhere to your DSP's title requirements.

- **Image:** 1200x800px

- **CTA Button:** Selected from predefined list available within Amplify Dashboard

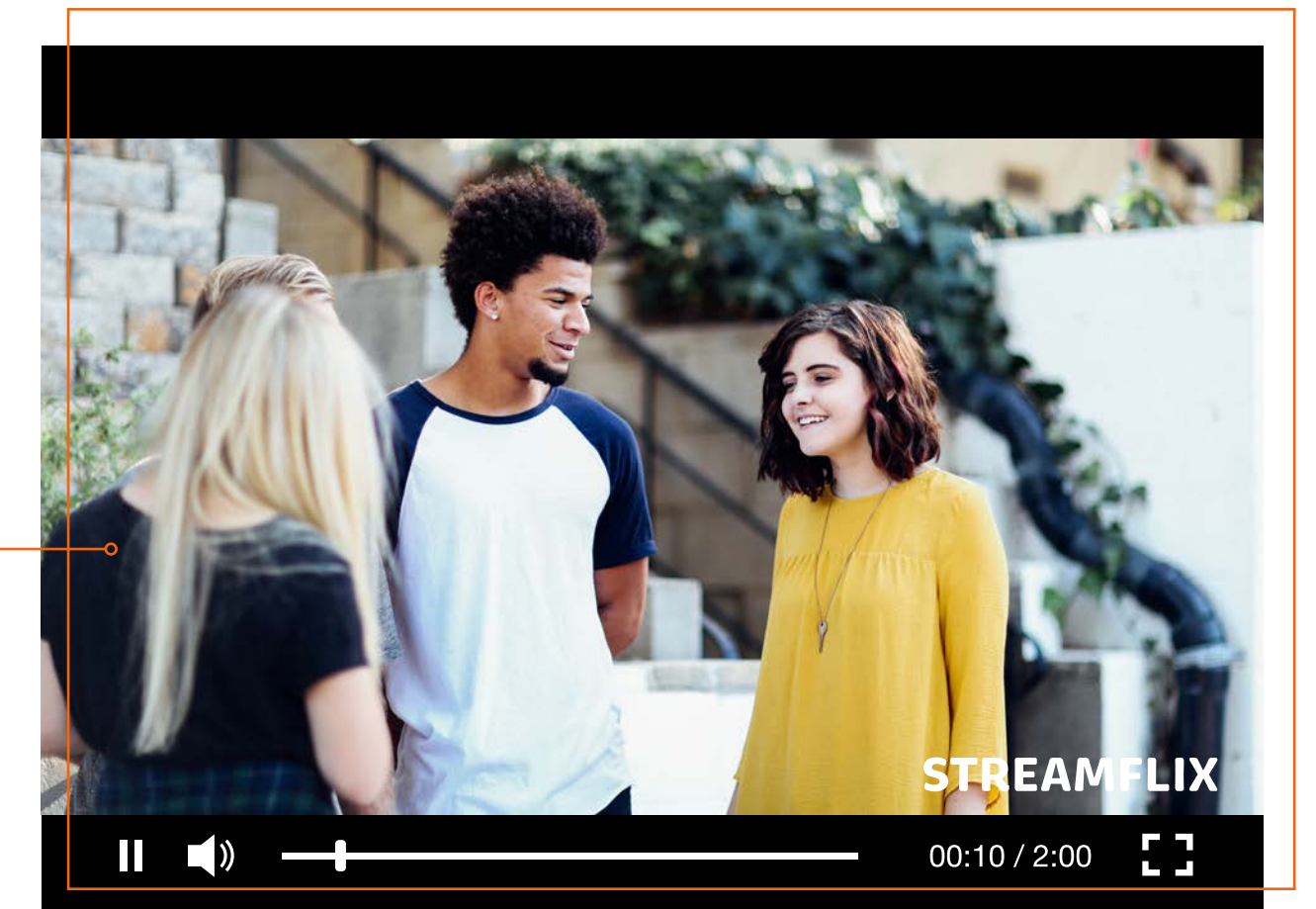
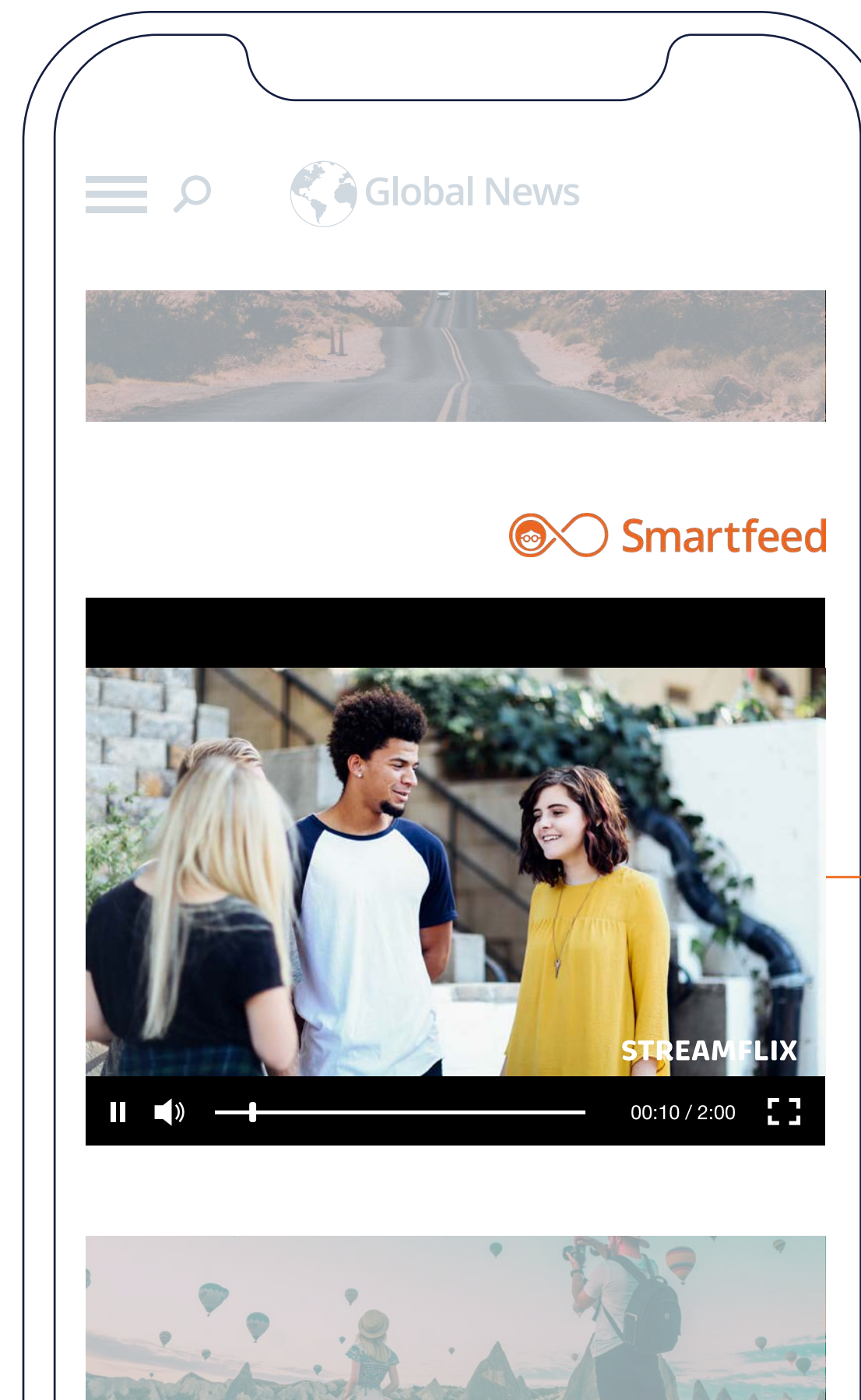
When activating programmatically (via a third-party DSP), enter a maximum of 20 CTA characters.



# Outstream Video Smartad Specs

**Video File:** MP4, VPAID, or VAST

- Aspect ratio: 16:9
- FPS: 24
- Minimum Bitrate: 300 Kbps
- Maximum Bitrate: 1500 Kbps
- Video Length: Minimum 6 seconds, maximum 45 seconds. 10-15 seconds recommended
- **CTA Button:** Only supported via VAST



# Click-to-Watch Smartad Specs

## Thumbnail

- 400 x 260 minimum
- 800 x 520 recommended
- 2.5 MB maximum
- PNG or JPEG

**Headline:** 40 characters or less is ideal, 60 maximum

**Source name:** 25 characters max but shorter is better

## Video format

- MP4, MOV / VAST, VPAID
- FPS: 24
- 800 MB maximum
- 16:9 aspect ratio
- Recommended bit rate above 1000 Kbps

## Video length

- Minimum video length: 6s
- Maximum video length: 600s
- Recommended video length: 30-120s

## Background image

- 16:9 aspect ratio
- 1920 x 1080 minimum
- 1 MB maximum

/!\ Send an image w/o any additional elements

(CTA or logo). Avoid a background image with important elements at the center. Video player size is responsive and might cover it.

## Logo (optional)

- 800 x 600 maximum
- 400 KB maximum

/!\ Needs to be sent as a separate file

## CTA button (optional)

- URL required
- 800 x 600 maximum
- 400 KB maximum
- 300 x 110 recommended, but not required

/!\ Needs to be sent as a separate file

