Native Social Specs

Creative Assets
Native Social ads are converted from existing organic or promoted posts.
- Organic post: social post URL
- Promoted post: Ad library URL

CTA
- CTA Text: 25 characters
- CTA Click URL: Any landing page URL

Third-Party Trackers Support
- MOAT
- IAS
- DCM

Creative options
- Social media logo: on/off
- Social sharing links: on/off
- CTA button colour: customizable

Social media supported
- Facebook
- Instagram
- Tik Tok
- Snapchat
- Twitter
- Linkedin
- Pinterest
- Youtube

Native Social formats
- Image post
- Video post
- Carousel

Native Social formats components:
- Advertiser
- Image
- CTA
- Social buttons
- Description