



KBB.com's Advertising Specifications



Programmatic Google Native Shopping Tools Module

Note: Programmatic Native

Last updated: April 23, 2020



Description

Convert your model's consideration into shopping and grow interest in your model from competitors

Now available for all devices. Hyperlinks click-through to OEM site. Templated unit is KBB.com produced and requires agency images, copy, URLs, and tags.

Shopping Tools Module (desktop/tablet)

- Features advertiser's model.
- Retention ads feature hyperlinks to shopping activities
- Conquest ads feature competitive advantage (Direct Compare template) or 3 reasons to consider (General Compare template) designed to add the model to consumers' consideration set.

Media Specifications

Pages	Owners model detail pages New Car Model Detail Pages
Duration	Any
Share of Voice	Standard, Non-exclusive: less than 100% of available impressions
Geography	National DMA
Ad Serving	N/A
Lead Time	Real time





Detailed Specifications

Native Content Ad - Desktop

Detailed Specifications

Headline

- Primary headline text (such as, article title)

Video

- VAST

Body

- Secondary body text (such as, article description)

Logo

- Small icon image (such as the advertiser logo)

Call-to-action

- Text that encourages user to take action (such as visit site)

Advertiser

- Text that identifies that advertiser (such as, advertiser or brand name, visible URL, etc.)

Ad Operations

Lead Time	Real time
Tracking	Impression tracking tag Click tracking tag
Additional Notes	Video Asset

Creative

Dimensions

- 472x250

Deliverables

Deliverables include:

- Headline
- Primary headline text (such as, article title)
- Body
- Secondary body text (such as, article description)
- Logo
- Small icon image (such as the advertiser logo)
- Video
- Call-to-action
- Text that encourages user to take action (such as visit site)
- Advertiser
- Text that identifies that advertiser (such as, advertiser or brand name, visible URL, etc.)

