



Shopping Tools Module - General Conquest

Note: Custom Ad Solution

Last updated: April 2, 2020

Related Solution(s)

- Shopping Tools Module Cross-Platform National
- Retention/Conquest Package
- Master 2020 Ad Solutions Glossary - National
- Regional: Shopping Tools Module/Smartphone Consideration Module>Regional



Description

The **General Conquest Shopping Tool Module** provides OEMs with a unique opportunity to capture competitors' impressions on the New Car and Owner paths, targeting consumers on their current car's make/model pages.

The General Conquest Shopping Tools Module presents a model for consideration and/or reinforces that model's position within the consumer's consideration set by calling out three competitive advantages that differentiate the model from its peers.

The module includes a call to action that drives leads by linking to OEM's desired destination page.

Media Specifications

Pages	New Owners
Duration	3 month minimum
Share of Voice	Conquest exclusive: 100% impressions
Geography	National
Ad Serving	Site-served, agency tracking tags optional
Lead Time	10 business days revisions 1x/qtr
Device	Desktop Tablet Mobile
Frequency capping details:	For direct buys, frequency capping is unavailable
LEAN Guidelines	<p>All Ads should adhere to LEAN Ad Standards as defined by IAB New Ad Portfolio.</p> <p>Additional details</p> <p>The new guidance creates a more positive user experience by maximizing page load performance. This should also improve the performance of the ad. In addition to new initial load and sub-load max weights, the LEAN guidance dictates the following:</p> <ul style="list-style-type: none">• Use lightweight file loads during initial load of the page• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load• Use sub-load for rendering ad experiences that require heavy file weights• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10• Make user initiation required for ad functionality that needs large file downloads



Detailed Specifications

General Conquest Shopping Tools Module

YEAR/MAKE/MODEL

30 character max including spaces

VEHICLE IMAGE (Clickable)

- 3/4 angle image
- 240 x 120
- 40KB max file size
- PNG
- Transparent background

LOGO IMAGE (Clickable)

- 110 x 30 (maximum available)
- 20KB max file size
- PNG
- Transparent background

3 COMPETITIVE ADVANTAGES

50 characters max per bullet, including spaces

CALL TO ACTION

20 character max including spaces (CTA must include website URL)



More Shopping Tools

presented by



1 2013 Chevrolet Cruze

*Options shown.

Legal

• [Request a quote](#)

Detailed Specifications

Legal Overlay

LEGAL TEXT

320 character max including spaces

Note: Legal text is at the discretion of the advertiser, depending on information chosen



Ad Operations

Ad Serving	Site-served
Lead Time	10 business days
Tracking	Impression tracking tag Click tracking tag
Additional Notes	No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB. Advertiser and/or agency is expressly prohibited from collecting any data from KBB.com, including website data and user behavioral data, without the prior written consent of KBB.

Creative

Dimensions

- 472x250

Deliverables

- call to action
- click tracking tags (optional)
- impression tracking tag (optional)
- legal text (optional)
- logo image
- subhead text
- three bullets
- vehicle image

