

More Shopping Tools

Sponsored by  OEM BRAND



(Year) (Make) (Model)

- [Build & Price](#)
- [View Incentives](#)
- [Find a Dealer](#)
- [Search New Inventory](#)

Advertisement



KBB.com's Advertising Specifications



Shopping Tools Module - Retention

Note: Custom Ad Solution

Last updated: June 12, 2020

Related Solution(s)

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



Description

The **Retention Shopping Tools Module** drives conversion by making it easy for interested shoppers to complete key buying tasks like configure a vehicle, find a dealer, estimate payments, or request a quote. Seamlessly integrated within the KBB.com content flow, the Retention Shopping Tools Module can help move task-focused shoppers closer to a purchase decision.

Media Specifications

Pages	New Owners
Duration	3 month minimum
Share of Voice	Retention 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



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Detailed Specifications



Retention 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

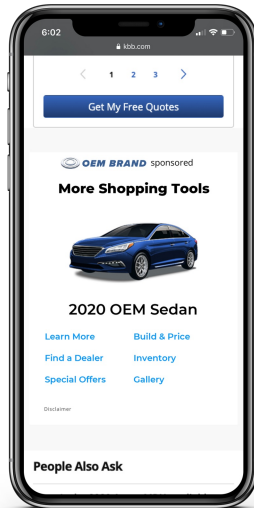
LOGO IMAGE (Clickable)

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

LINK LIST

- 26 character max including spaces per line
- Up to 6 clickable marketing messages; minimum of 3





Detailed Specifications

Shopping Tools Module Retention Mobile

Mobile Specification Details

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

LINK LIST

- 26 character max including spaces per line
- Up to 6 clickable marketing messages; minimum of 3



The screenshot displays the Kelley Blue Book website interface for a 2019 Ford F150 Regular Cab. At the top, there is a navigation bar with tabs for Home, Car Values, Car For Sale, Car Reviews, Car Repair/Building, and Research Tools. Below the navigation is a search bar and a 'Highlander' logo. The main content area features a large image of the truck, followed by a '2019 Ford F150 Regular Cab' heading. Below this, there are specifications including '3.5L V6', '201HP', and '250HP'. A 'Get Kelley Blue Book Pricing' button is visible. The page also includes a 'More Shopping Tools' section with a search bar and a 'People Also Ask' section at the bottom.

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
Additional Notes	<p>No fourth-party pixels, JavaScript code or JavaScript calls may be added to ad tags without the prior written consent of KBB.</p> <p>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.</p>

Creative

Dimensions

- 472x250

File Format

- High resolution png
- Individual creative png assets not required

Deliverables

- Logo Image
- Vehicle Image
- Subhead Text
- Link List
- Legal copy (optional)
- Impression tracking tag (optional)
- Click-tracking tags (optional)

All creative is subject to Kelley Blue Book approval. Please submit all creative materials to creative@kbb.com.

