

KBB.com's Advertising Specifications

# Smartphone Behavioral Targeting Native Text Link

**Note:** Custom Ad Solution

## Related Solution(s)

- Smartphone Audience Targeting Native Textlink
- Master 2019 Ad Solutions Glossary - National



# Description

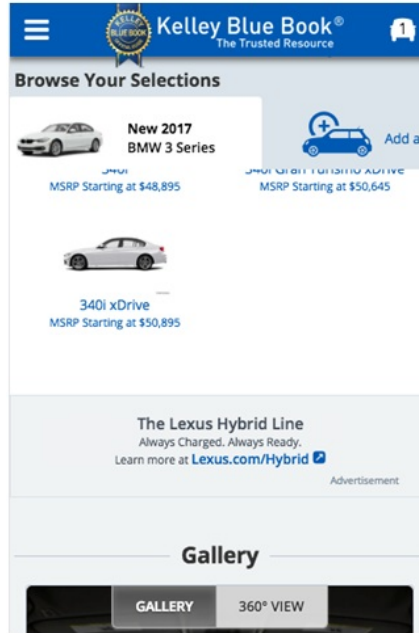
The **Smartphone Audience Targeting Native Text Link** gives advertisers an integrated, high-traffic way to create an association between their brand/preferred model and millions of in-market KBB.com shoppers.

This ad product is served across New Car, Used Car and the Owner's paths with our top 100 behavioral targeted segments, so it not only boosts awareness and fuels conversion to the brand/preferred model, but it also leads to improved CTRs and higher levels of interaction by only showing information that is relevant to the user.

## Media Specifications

<b>Pages</b>	New Owners Used
<b>Duration</b>	1 month
<b>Share of Voice</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography</b>	DMA National
<b>Ad Serving</b>	Site-served, agency tracking tags optional
<b>Lead Time</b>	10 business days
<b>Device</b>	Mobile
<b>LEAN Guidelines</b>	<p>All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>.</p> <p><b>Additional details</b></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"><li>• Use lightweight file loads during initial load of the page</li><li>• Eliminate or minimize render blocking scripts like CSS, JavaScripts during initial load</li><li>• Use sub-load for rendering ad experiences that require heavy file weights</li><li>• Minimize number of files requested during initial load. The maximum number of Initial Load file requests allowed is 10</li><li>• Make user initiation required for ad functionality that needs large file downloads</li></ul>





## Detailed Specifications

# Smartphone Native BT Textlink

### HEADLINE COPY

- 32 characters max (including spaces)

### OEM LINK

- 36 characters max (including spaces)

### AD COPY

49 characters max (including spaces)



# Ad Operations

<b>Ad Serving</b>	Site-served All Ads should adhere to LEAN Ad Standards as defined by <a href="#">IAB 2017 New Standard Ad Unit Portfolio</a>
<b>Lead Time</b>	10 business days
<b>Tracking</b>	Impression tracking tag Click tracking tag
<b>Additional Notes</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• This will be a native behavior-targeting session conducted on the smartphone.</li></ul>

## Creative

### Dimensions

- 320x50

### Creative Assets

- Specified copy requirements are noted within deliverable header

### File Format

- Individual creative png assets not required

## Deliverables

- headline copy: 32 characters max (including spaces)
- ad copy: 49 characters max (including spaces)
- OEM link: 36 characters max (including spaces)

