

AD  
YOU  
LIKE.

# Every Brand Has A Story To Tell.



# How to buy ADYOU LIKE Stories.

## Part 1

The screenshot shows the AppNexus interface for creating a new creative. The left sidebar has a 'Native' category selected. The main area shows a 'Basic Setup' form with fields for 'Name' (with an 'Add an external identifier' link) and 'Landing Page' (set to 'http://example.com'). Below this are sections for 'Composition', 'Tracking (optional)', and 'Creative Quality: No Audit'. A 'Preview Not Ready' message is displayed in the center. At the bottom are 'Cancel' and 'Save' buttons.

To set a native creative:

1. Create a new creative and select <<Native>>

# How to buy ADYOU LIKE Stories.

## Part 2

The screenshot shows the AppNexus Creative Preview interface. On the left, there's a sidebar with 'Creative Preview' and 'Non-Secure Preview'. Below that is an 'Assets' section where 'suzuki.jpeg' is selected. The main area is titled 'Basic Setup' and contains the following fields:

- Name \***: Suzuki Swift
- Landing Page \***: <https://adyoulike.clpr.co/ayl-uk-appnexus-test>
- Image \***: suzuki.jpeg (with dimensions 1800 / 1200px min width and 1800 / 627px min height)
- Icon**: Assign an asset (with dimensions -- / 300px min width and -- / 1x1 min aspect ratio)
- Title \***: Suzuki Swift
- Sponsored by \***: Suzuki
- Body text**: Head turning from every angle, the sporty-looking Swift gets attention wherever it goes. (with character count 88 / 300 characters)
- Call-to-action**: Find A Dealer

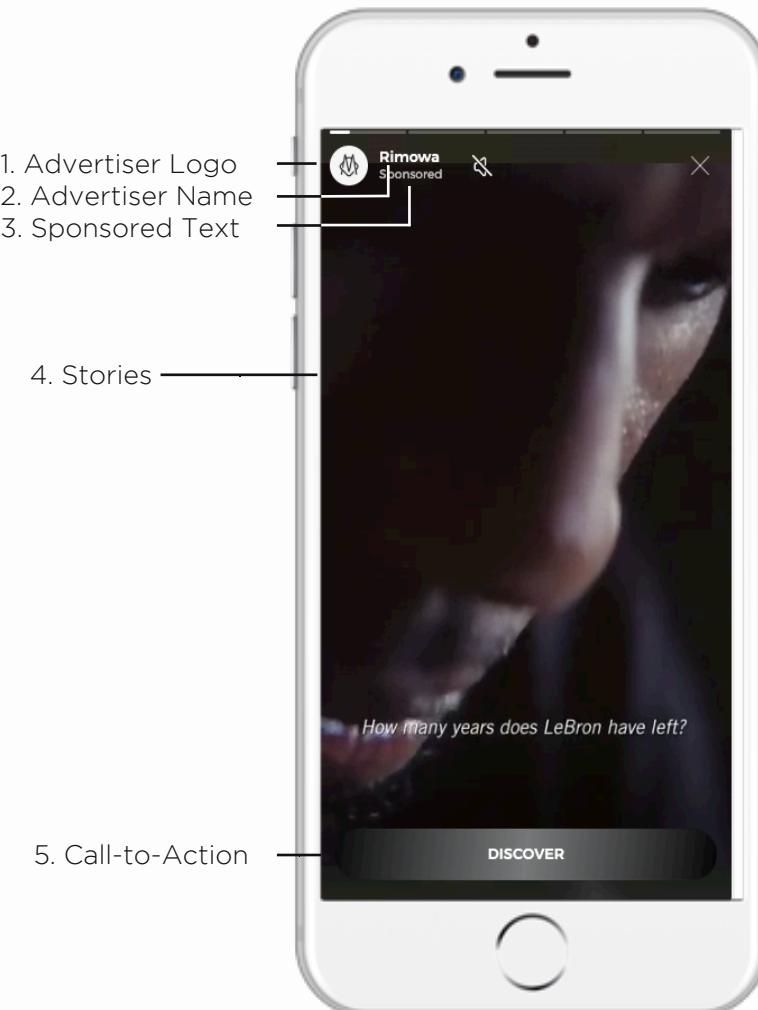
A sidebar on the right shows 'Top Sellers' with a 'Recommended' section.

You'll have to set up the Creative as a usual Native Display with the exception of the landing page.

- 1. Creative Name**
- 2. Landing Page URL**  
Which should be the clpr tag given to you by ADYOU LIKE.
- 3. Image**  
1200 x 627px min.  
Aspect ratio of 1.91:1
- 4. Icon**  
300x300px min.
- 5. Title**  
60 characters max.
- 6. Sponsored by**  
25 characters max.
- 7. Body Text**  
200 characters max.
- 8. Enter a call action**

# Assets required for Stories.

## Part 3



**These are the assets that ADYOUlike need to set up the Story.**

### DISPLAY BRAND NAME

Advertiser name shown on stories

### ADVERTISER LOGO

- Minimum size: 64\*64px – select a square image
- Supported image file formats: JPG, PNG, JPEG
- Maximum file size: 1MB

### VIDEO

- Supported formats: mp4, avi, mov, webm, mkv, fkv, wmv, m4v
- Size:
  - Height min 720px
  - Width min 420px
  - Ratio 9:16 preferred like iPhone 6 format
- File weight : 25MB max per media

### IMAGE

- Supported formats: JPG, PNG, JPEG
- File weight : 25MB max per media
- Size:
  - Height min 720px
  - Width min 420px
  - Ratio 9:16 preferred like iPhone 6 format

### LANDING PAGE

Click through to advertiser page

# How to buy ADYOU LIKE inventory.

The screenshot shows the AppNexus platform interface. At the top, there's a navigation bar with links for AppNexus, PARTNERS, NETWORK, ADVERTISERS, PUBLISHERS, MEDIATION, and APPS. Below the navigation is a search bar labeled "Search all objects..." and a user profile icon. The main content area is divided into sections:

- Composition:** A preview of the ad creative, which includes a headline "Head turning from every angl...", a sub-headline "Sponsored by: Suzuki", and a "Non-Secure Preview" button.
- Tracking (optional):** A section for Click Track Test, Frequency settings (checkboxes for Show [ ] imps over lifetime, Show 3 imps per user per day, Show 1 impression per user per [ ] minutes, and Serve to cookieless and unidentified users), and Third-Party Pixels (FORMAT: Image URL, JavaScript URL). It shows two examples: one for SECURE (https://ad.doubleclick.net/ddm/trackimp/N6600.290927.AFFIPERF.COM/B11242866.150013574;dc\_trk\_aid=320771311;dc\_trk\_cid=81338808;ord=[timestamp];dc\_lat=dc\_rid=tag\_for\_child\_directed\_treatment) and one for NON-SECURE (http://ad.doubleclick.net/ddm/trackimp/N6600.290927.AFFIPERF.COM/B11242866.150013574;dc\_trk\_aid=320771311;dc\_trk\_cid=81338808;ord=[timestamp];dc\_lat=dc\_rid=tag\_for\_child\_directed\_treatment).
- Basic Setup:** Fields for Name (Suzuki Swift) and Landing Page (http://www.suzuki.co.uk/).
- Composition:** A collapsed section under the Composition header.
- Tracking (optional):** A collapsed section under the Tracking header.
- Creative Quality:** A section with three audit options: Platform Audit, Self-Audit, and No Audit (which is highlighted in green).

## Tracking

### Frequency capping by lifetime or day

## Pixel tracking

It could be a pixel image or a JS tag (IAS, Adloox, MOAT)

## Segment Pixels

### Segment pixels for data use

# How to buy **ADYOU LIKE** inventory.

## Open auction.

Inventory Targeting

Universal Categories  
Custom Categories  
Direct Inventory  
**3rd Party Inventory** ✓  
Domain Lists  
Specific Domains  
App Lists  
Specific Apps  
Summary

3rd Party Inventory    browse text

adyoulike

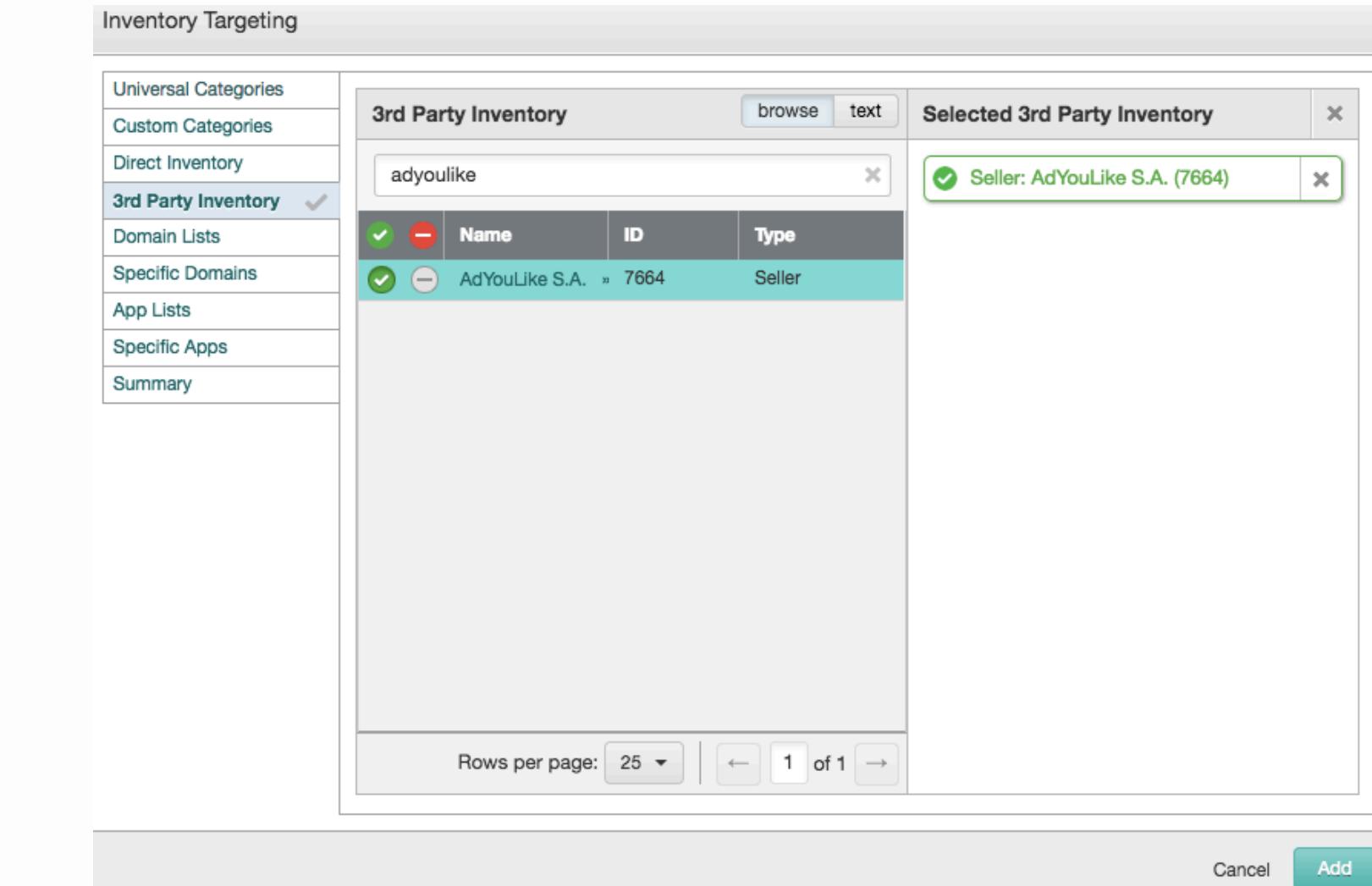
	Name	ID	Type
✓	AdYouLike S.A.	7664	Seller

Selected 3rd Party Inventory

Seller: AdYouLike S.A. (7664)

Rows per page: 25 | 1 of 1

Cancel Add



On the inventory targeting look for **ADYOU LIKE (Seller ID 7664)** as 3rd Party Inventory

# How to buy ADYOU LIKE inventory.

Private deal.

Deal Targeting

Sellers and Deals

Sellers Deals

Search for Deals...

All

Seller: AdYouLike S.A. X

Name	ID	Ask Price	Seller
APPNEXUS_TEST_VIDEO	326...	-	AdYouLike S.A.
TEST DEALS APPNEXUS	323...	-	AdYouLike S.A.

Rows per page: 25 | 1 of 1

Selected Deals

AdYouLike S.A.

TEST DEALS APPNEXUS (323666) X

Cancel Add

Cancel Add

**Ask ADYOU LIKE team to provide you a deal ID**

**Select the deal ID or look for ADYOU LIKE as seller**

AD  
YOU  
LIKE.

THANK  
YOU

**GRESA DARDANI**

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