

AD
YOU
LIKE.

Every Brand Has A Story To Tell.



AD
YOU
LIKE.

IN-VIEW STORIES



How to buy ADYOU LIKE Stories? Part 1

Display & Video 360 Home > Adyoulike

Campaigns

Audiences

Creative

Creatives

Format Gallery

Insights

Resources

Settings

History

Format Gallery

ALL FORMATS VIDEO DISPLAY **NATIVE** APP INSTALL

Native app install

Mobile app • Mobile web
Drive app downloads with a less intrusive ad that fits the look and feel of the publisher's page.

Native display

Mobile app • Mobile web • Desktop
Promote your website with a less intrusive ad that fits the look and feel of the publisher's page.

Native video BETA

Mobile web • Mobile app
Include video in a less intrusive ad that fits the look and feel of the publisher's page.

CREATE **DETAILS**

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Stories creative setup. Part 2

You'll have to set up the creative as a usual Native Display with the exception of the **Clipr landing page** and **square image**.

AD CANVAS DETAILS HISTORY

Preview: Rectangle image ▾ ⓘ

Assets

- Logo ⓘ logo_garnier.jpg 225 x 225
- Image ⓘ Capture_d_e_cra...a_16.09.35.png 1200 x 627
- Square image (optional) ⓘ Screenshot_201...t_12.23.13.png 488 x 488

Text

Advertiser name ⓘ L'Oréal 7 / 25

Headline ⓘ Aloé, Aloé, tell me... 22 / 25

Long headline ⓘ Aloé, Aloé tell me who is the most beautif 44 / 50

Body text ⓘ Discover the first multi-purpose mask 37 / 90

Long body text ⓘ Discover the first multi-purpose mask, 98 108 / 150

Landing page URL ⓘ <https://adyoulike.clipr.co/ayl-uk-DV3i>

Caption URL ⓘ garnier.uk 10 / 30

Call to action ⓘ See the story 13 / 15

Logo

100x100px min

Image

1200x628px minimum
Aspect ratio of 1.91:1

Square Image must*

627x627px
Aspect ratio 1:1

Advertiser Name

25 characters max

Headline

25 characters max

Long Headline

Body Text

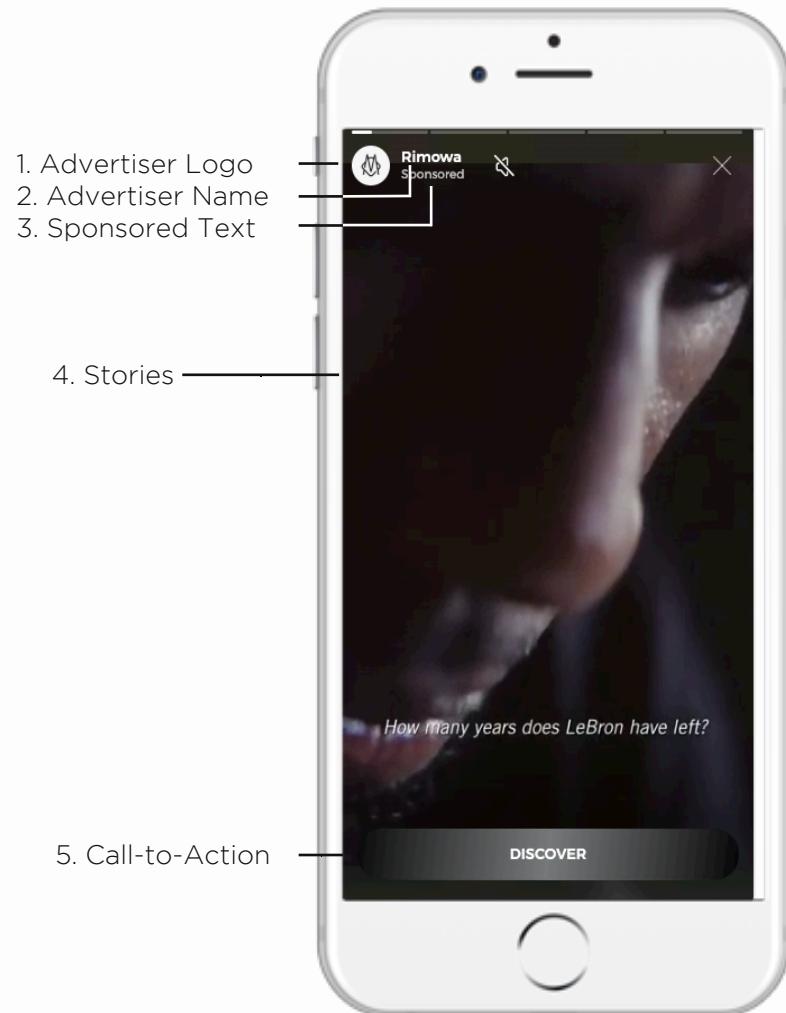
90 characters max

Long Body Text

Caption URL

Call to Action
15 character max

Assets required for Stories. Part 3



These are the assets that ADYOU LIKE 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

Third party tracking.

▼ Serving properties

CM lookback window <small>?</small>	Clicks	90	days
	Impressions	90	days
Impression tracking URL 1 <small>?</small> optional		1024	
Impression tracking URL 2 <small>?</small> optional		1024	
JavaScript tracking URL <small>?</small> optional		1024	

- 1. Impressions tracking URL1
only HTTPS URL**
- 2. Impressions tracking URL2
only HTTPS URL**
- 3. JavaScript tracking URL
only JavaScript**

Private deal.

The screenshot shows the DoubleClick Bid Manager interface. On the left, there's a sidebar with 'Advertisers', 'Inventory' (selected), 'My Inventory', 'Marketplace', 'Negotiations', 'Channels', 'Settings', and 'History'. The main area is titled 'My Inventory' and shows a list of inventory sources. A modal window titled 'New inventory source' is open in the center. The modal has tabs for 'Product' and 'Trafficking', with 'Product' selected. The fields in the modal are numbered 1 through 8:

- Name**: required (field 1)
- Exchange**: BidSwitch (field 2)
- Deal ID**: required (field 3)
- Floor price**: 0.00 US Dollars (USD) (field 4)
- Seller name**: (field 5)
- Dates**: Start to End (field 6)
- Inventory type**: required (field 7)
 - Preferred deal: Fixed price inventory sold to a single buyer
 - Private auction: Inventory sold to one or more buyers with a pre-negotiated floor
- Inventory access**: required (field 8)
 - Add Partner or Advertiser...
 - Adyoulike Partner 1286145

At the bottom of the modal are 'SAVE' and 'Cancel' buttons.

Click 'New'
Select 'New non-guaranteed inventory'

- 1. Deal Name**
- 2. Exchange**
Select Bidswitch
- 3. Deal ID**
Provide your deal ID
- 4. Set floor price**
- 5. Fill in 'ADYOU LIKE'**
- 6. Set dates**
- 7. Select 'private auction'**
- 8. Select correct advertiser name**
i.e. Fitbit

Targeting **ADYOU LIKE** deal ID.

X Inventory Source - Private Deals

ALL **SELECTED [0]**

Filter Name/ID: Add filter

<input type="checkbox"/> Private Deals	ID	Exchange	Transaction Type	Rate	Rate Type	Auto
<input type="checkbox"/>	313a34022de81164	BidSwitch	Private auction	\$2.00	CPM (Floor)	No

Show rows: 20 1 - 1 of 1 |< < > >|

APPLY CANCEL

1. Select private deals

2. Select your deal

3. Apply

Targeting ADYOU LIKE OMP.

X Inventory Source - Public Inventories

ALL **SELECTED [2]**

Target automatic deals **ALL** **NONE** Target new exchanges

Filter Name/ID: adyoulike Add filter

	Auto Deals	
<input type="checkbox"/> Public Inventory	Subscribed	New sub-exchanges will be excluded
<input type="checkbox"/> AppNexus (0 of 1)	Subscribed	New sub-exchanges will be included
<input checked="" type="checkbox"/> BidSwitch (1 of 1)	Subscribed	New sub-exchanges will be included
<input checked="" type="checkbox"/> Adyoulike		

APPLY **CANCEL**

- 1. Select public inventories**
- 2. Select ADYOU LIKE via BidSwitch**
- 3. Apply**

AD
YOU
LIKE.

**THANK
YOU**

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