

SOCIAL
CODE

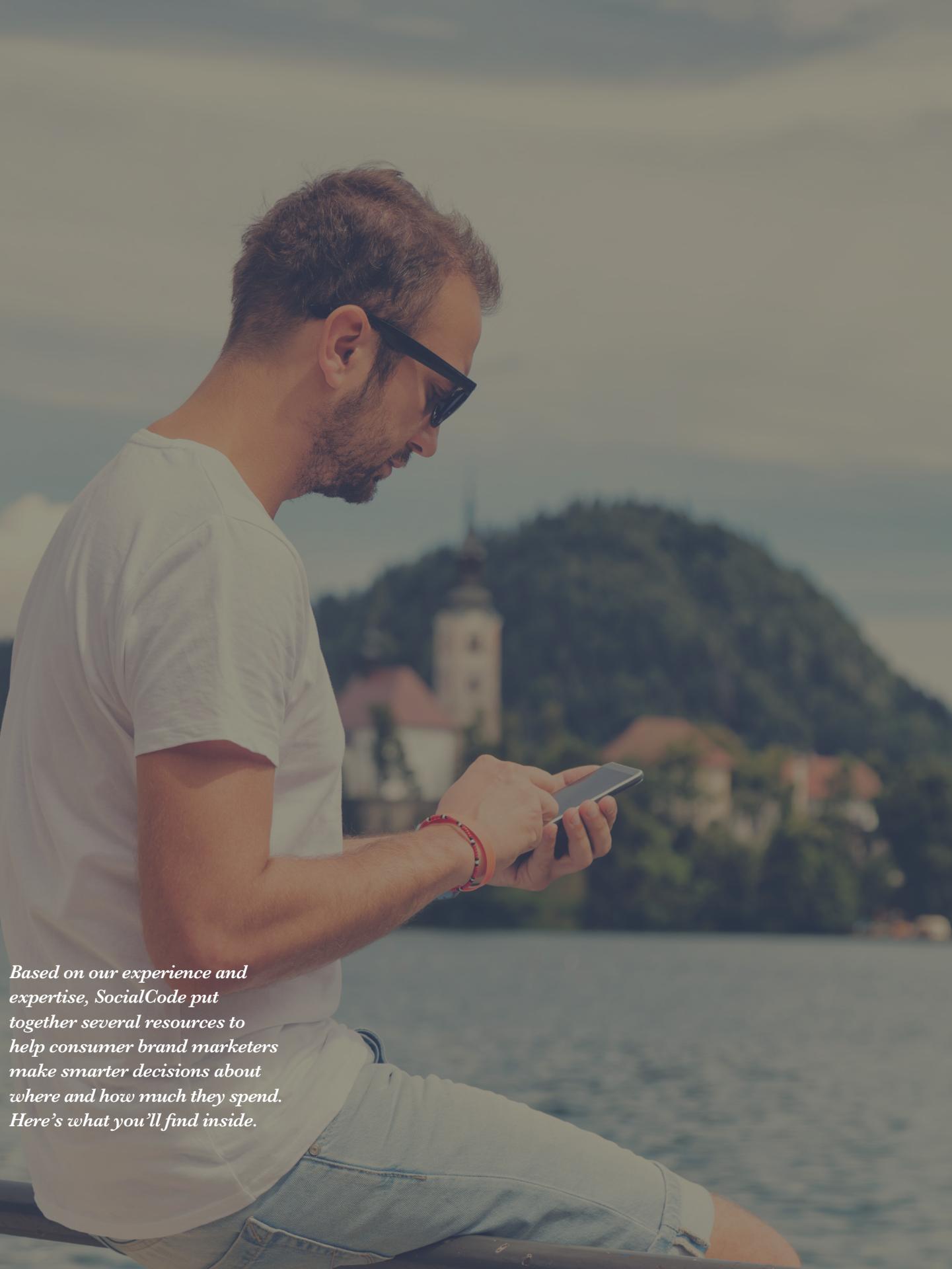
Q⁴ | PLATFORM PLANNING GUIDE | N°. 4

2017 | Thought leadership by SocialCode, LLC

PLATFORM PLANNING GUIDE

Q4 | 2017 | Thought leadership by SocialCode, LLC
Writing by Content Marketing Team, SocialCode, LLC
Design by Brand Design, SocialCode, LLC

Client Confidential. Please do not distribute.



Based on our experience and expertise, SocialCode put together several resources to help consumer brand marketers make smarter decisions about where and how much they spend. Here's what you'll find inside.

INTRODUCTION

- 06** Q4 Platform Planning Guide
- 08** Platform Overview
- 09** Platform Overview Matrix

FACEBOOK

- 12** Overview
- 16** Frequently Asked Questions
- 22** Objectives & Optimization Goals
- 24** Creative Specifications

INSTAGRAM

- 28** Overview
- 32** Frequently Asked Questions
- 36** Objectives & Optimization Goals
- 38** Creative Specifications

LINKEDIN

- 42** Overview
- 46** Frequently Asked Questions
- 48** Objectives & Optimization Goals
- 50** Creative Specifications

PINTEREST

- 54** Overview
- 58** Frequently Asked Questions
- 62** Objectives & Optimization Goals
- 64** Creative Specifications

SNAPCHAT

- 68** Overview
- 72** Frequently Asked Questions
- 76** Objectives & Optimization Goals
- 78** Creative Specifications

TWITTER

- 82** Overview
- 86** Frequently Asked Questions
- 88** Objectives & Optimization Goals
- 90** Creative Specifications

YOUTUBE

- 94** Overview
- 98** Frequently Asked Questions
- 102** Objectives & Optimization Goals
- 104** Creative Specifications

BEYOND THE GUIDE

- 106** Working with SocialCode

Q4 PLATFORM PLANNING GUIDE

Digital marketers can spend their budget in many different places. The challenge is deciding which channels will drive the most impact. The purpose of this guide is to arm marketers with the knowledge to address this challenge in a way that is tailored to their goals. Marketers need to understand how variables including objective, audience size, audience penetration, audience frequency and creative assets impact where and how they invest their media dollars.

Smart consumer brands buy media against specific audiences, not channels. With new tools like Facebook Audience Insights API, brands can tap into platform data and unearth unique insights into consumer conversation, attitudes, and behaviors at the audience level, to help connect more deeply and more meaningfully with users. Smart brands don't advertise on the newest platforms for the sake of doing so. They build learning agendas, test frequently, adopt an audience-first approach to marketing and use robust measurement to understand the impact of their data-based activations.

All campaigns start with a goal, and then move into audience building. This is because marketers know achieving any business goal is a product of reaching

the right people, with compelling content, the right number of times. They therefore need to start by building audiences with the right number of qualified people, so individuals are not over nor underserved. With audiences in tow, rough campaign budgets are extrapolated from the percentage of people that marketers need to hit in their target audience, and the desired frequency, with the right message. As you read through the unique capabilities of each platform, and the new platform developments that have taken place over the last quarter, keep in mind these SocialCode strategic recommendations to inform media activation.

Prioritize the Most Advanced Platforms: Marketers should prioritize their baseline budget into platforms with advanced marketing capabilities and the use cases best aligned with their goals. When marketers have additional budget, they can invest in more reach and frequency on the most compelling platforms.

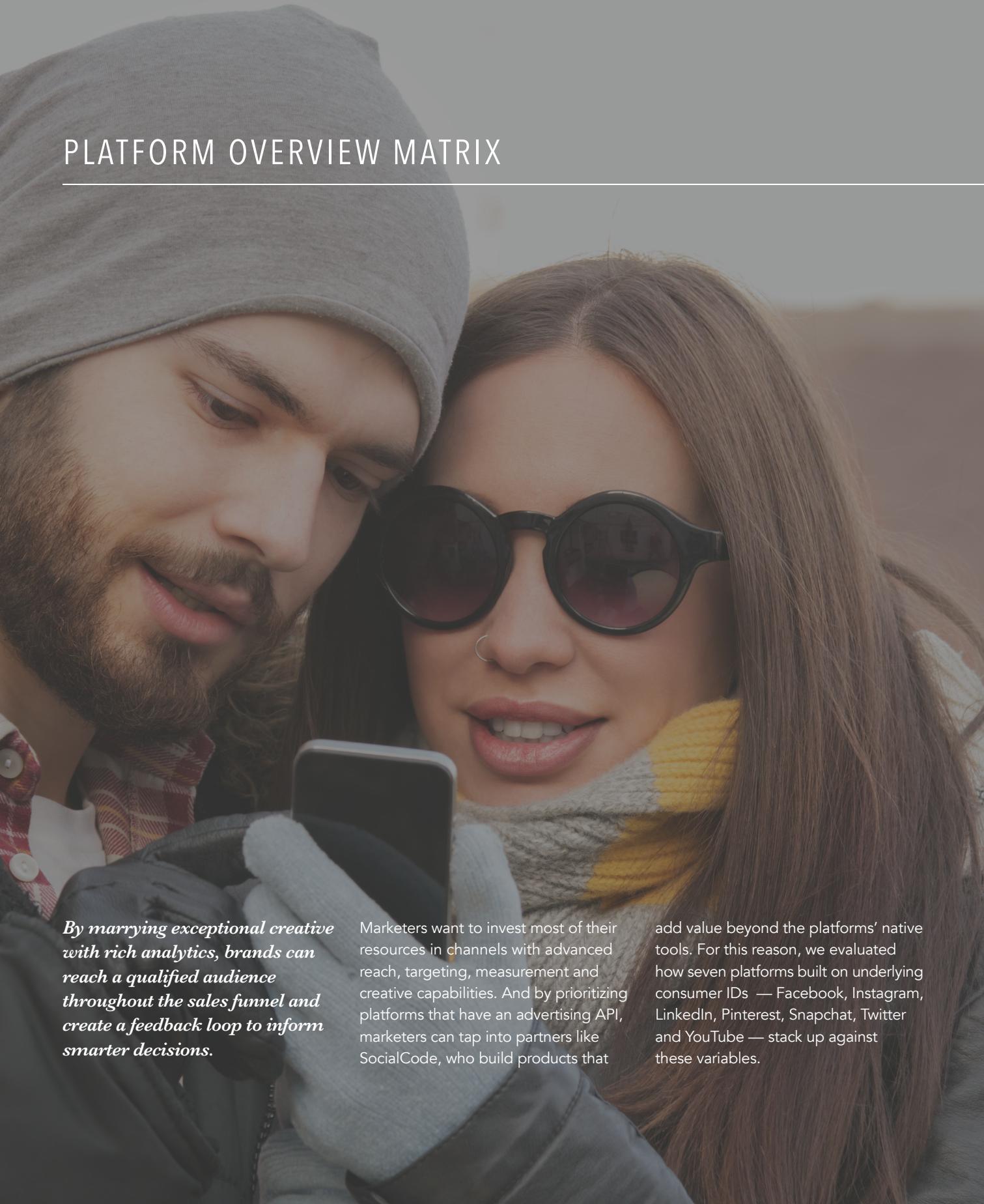
Expand into Developing Platforms After Saturation: At a certain point, additional investments in platforms with advanced marketing capabilities will no longer be effective against a goal; for example, performance often decreases when marketers sustain a 4 to 8 times frequency per month for more than six months. When marketers saturate advanced platforms, we recommend investing in platforms with developing marketing capabilities at minimum-recommended

spend levels. Understand that when investing in emerging platforms, success is judged more on rich learning than excellent performance.

Data-Informed Creative: Brands should be using data to inform all aspects of their campaigns, including creative production and activation. With SocialCode Smart Content, data-informed creative briefs fuel faster, smarter, more efficient content. Testing across 100,000 plus historical creative assets empowers SocialCode to tailor content solutions to any audience, meeting our brand partner's needs at every stage of the funnel, across all leading digital platforms.

PLATFORM OVERVIEW MATRIX

●○○ New ●●○ Developing ●●● Advanced

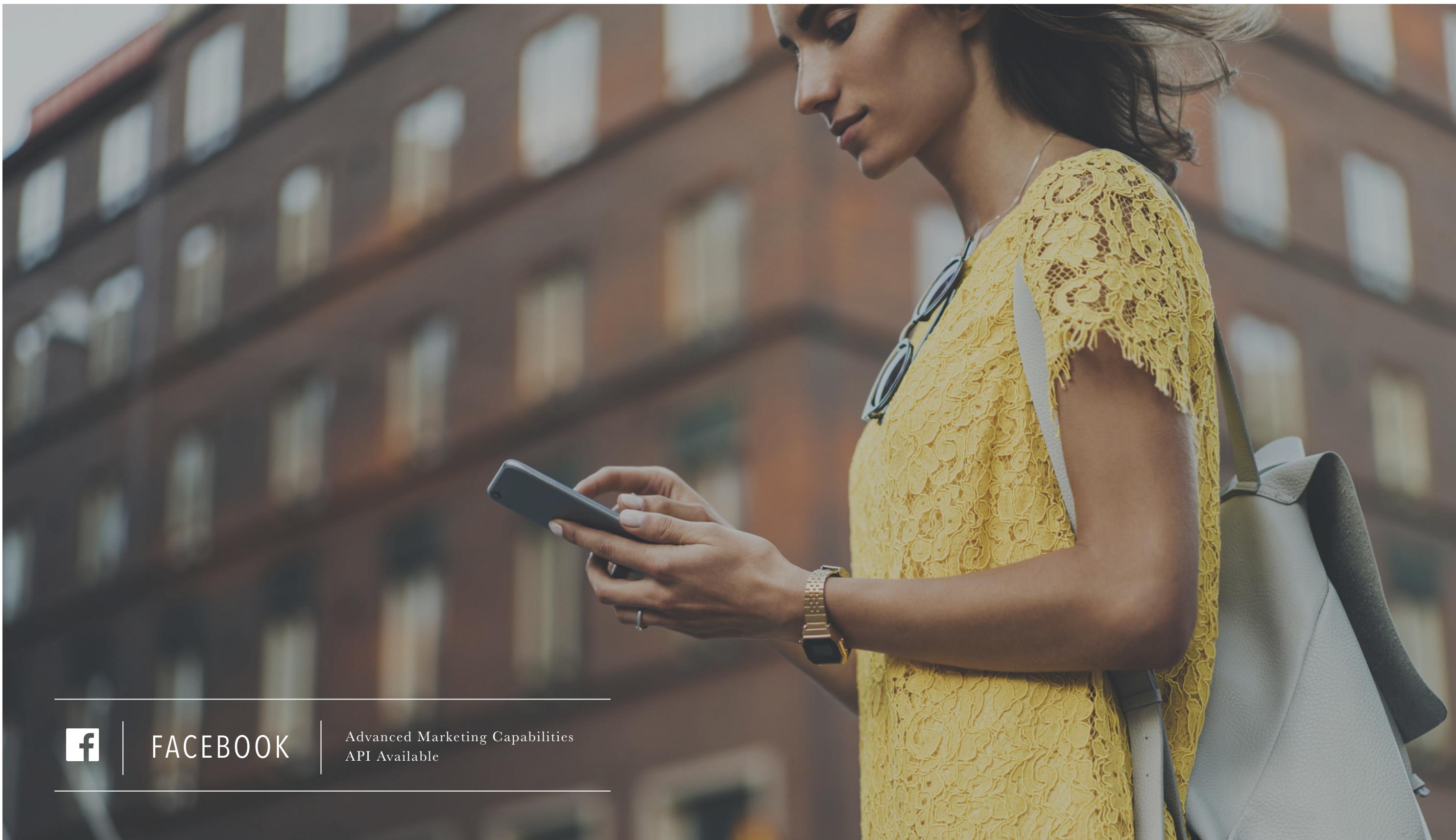


By marrying exceptional creative with rich analytics, brands can reach a qualified audience throughout the sales funnel and create a feedback loop to inform smarter decisions.

Marketers want to invest most of their resources in channels with advanced tools. For this reason, we evaluated how seven platforms built on underlying consumer IDs — Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter and YouTube — stack up against these variables.

add value beyond the platforms' native tools. For this reason, we evaluated how seven platforms built on underlying consumer IDs — Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter and YouTube — stack up against these variables.

	Reach	Targeting	Measurement	Creative
Facebook	●●●	●●●	●●●	●●●
Instagram	●●○	●●●	●●●	●●●
LinkedIn	●●○	●●●	●●○	●○○
Pinterest	●●○	●●○	●●○	●●●
Snapchat	●●○	●●○	●○○	●●●
Twitter	●●○	●●●	●●○	●●●
YouTube	●●●	●●●	●●○	●●●



FACEBOOK

Advanced Marketing Capabilities
API Available

FACEBOOK OVERVIEW

2.01

billion monthly active users
[Facebook]

1.23

billion daily active users
[Facebook]

1.20

billion monthly active users on
Facebook messenger
[TechCrunch]

1.15

billion mobile daily active users
[The Verge]

5.00

million businesses advertise on
Facebook each month
[Business Insider]

79

percent of adults online
use Facebook
[Pew]



Facebook enables marketers to deploy personalized content at scale, reducing waste and driving measurable impact against business objectives. The platform's substantial reach, audience insights and segmentation enable high control and ROI.

Platform Use Cases

1. Increase brand awareness or other brand equity metrics among your core audiences.
2. Launch a new product or product extension.
3. Drive in-store sales lift, measured through third-party data partners.
4. Drive efficient online conversions such as sales, coupons, downloads, or signups.

FACEBOOK PLATFORM OVERVIEW

New

Developing

Advanced

REACH

Global Reach

2.0 Billion People

US Reach

196 Million People 18+, 201 Million People 13 +

TARGETING

Native

Interests, Geography, Demographic (Age, Gender, Languages), Advanced Demographic (Relationships, Education, Finances, Life Events, Politics, Work), Broad Purchase-Based Categories, Behaviors (Digital Activities, Intended Purchases, Travel), Connections (Page Fans, Friends of Fans, App Users v. Non-Users, People Who Responded to Your Event, Friends of People Who Responded to Your Event), Mobile Device and OS, Existing Customers (Custom Audiences), Offline Purchase-Based Audiences (Partner Categories), Lookalike Audiences (Including Global and DPA Lookalikes), Exclusion Targeting

Retargeting

Video Viewers/Completers, People Who Begin Filling Out Lead Ad Forms But Don't Complete Them, Canvas or Collection Engagers, Mobile/Desktop App Downloaders, Custom Conversions, Website Retargeting, Dynamic Product Retargeting, People Who Engaged With Your Page, People Who Engaged With Any Post or Ad, People Who Interacted With Your Facebook Events, People Who Have Interacted With Your Instagram Business Profile

MEASUREMENT

Measurement Studies

Nielsen Digital Ad Ratings (DAR), Nielsen Total Ad Ratings (TAR), Nielsen Catalina Solutions (NCS), Nielsen Brand Effect, Facebook Brand Lift, Datalogix (DLX) ROI Study, Nielsen XCR/OCR, Facebook Conversion Lift, Offline Sales API (New), Creative Compass (Alpha)

KPIs & Optimization Goals

Reach, Brand Awareness, Engagement, Conversions (Includes Offer Claims), Video Views, Link Clicks (Includes Offer Claims), Outbound Clicks (New), Leads, Store Visits, App Installs, App Events, Post Engagement, Engaged Users, Event Responses, Page Likes

Tracking

Facebook Pixel, Cross-Device Tracking, Third-Party Tags

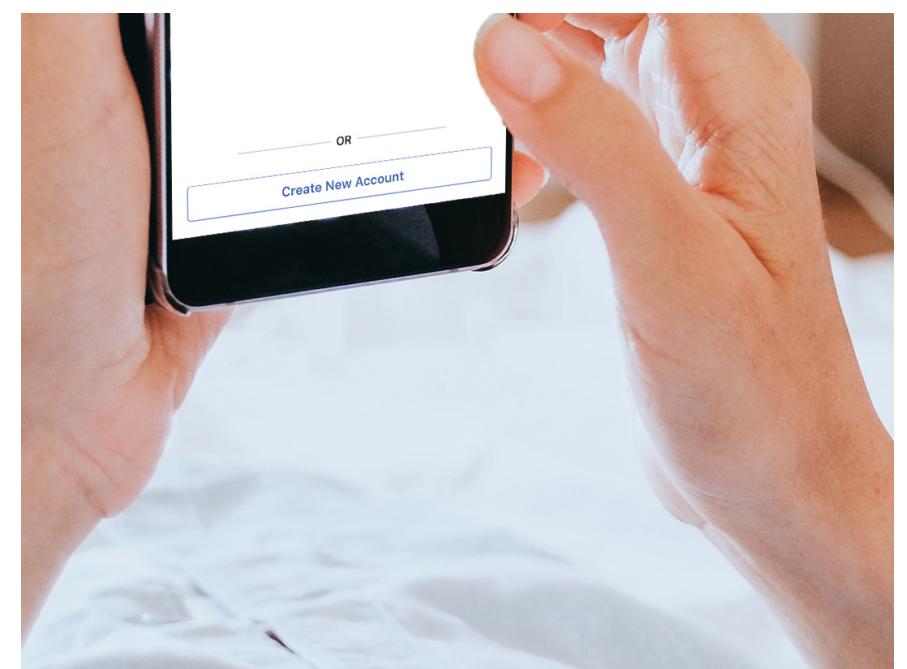
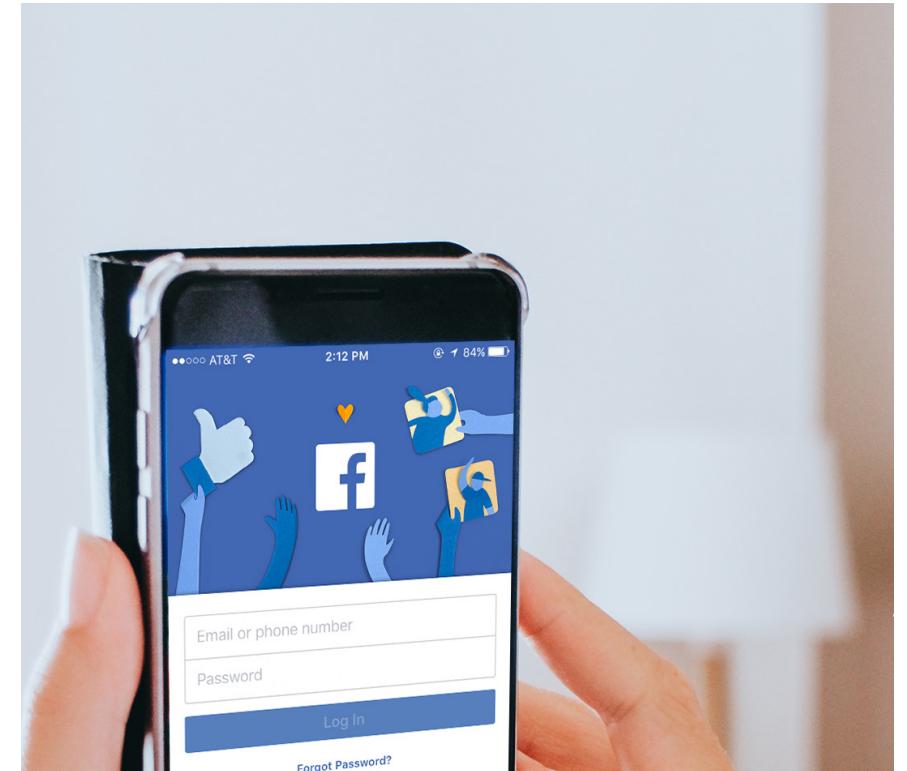
CREATIVE

Ad Units

Photo Ad, Video Ad (Includes Vertical Video), Link Ad (Photo or Video), Link Ads to Messenger (Photo or Video), Carousel (Photo, Video, Mixed Media), Mobile App Ad (Photo or Video), Desktop App Ad (Photo or Video), Collection Ads, Canvas Ad, Photo, Video, Text, Canvas Post (For Page Post Engagement), Lead Ad (Photo, Video, or Carousel), Offer Claim Ad, Event Response (Photo or Video), Cinemagraphs, GIFs, Slideshow, Live Video Ad and Live Q&A, Dynamic Ads

Placement

Desktop News Feed, Mobile News Feed, Desktop Right Column, Audience Network, Instant Articles and/or Rewarded Videos, In-stream Videos, Suggested Video (Includes Instant Articles), Instagram



FACEBOOK FAQS

1.

What is the Facebook pixel and what are its benefits?

The Facebook pixel is a piece of code marketers can install to track the actions people take on their websites after viewing a Facebook ad across multiple devices. This allows marketers to measure cross-device conversions, optimize delivery of ads to people likely to take action, retarget people who take specific actions on their website, find people who are similar to their best customers and access rich insights about their website visitors.



2.

What are dynamic ads? How do I get started with DPA?

Facebook dynamic ads automatically promote products to people who have expressed interest in them on your website, in your app, or elsewhere on the internet. With DPA, you can dynamically create and deliver personalized, relevant ads to your customers, based on the products, flights, hotels or properties they've already shown an interest in. This can reduce the time you spend on creating new ads and can help you increase conversions, especially since dynamic ads can be delivered across Facebook, Instagram, and Audience Network.

With dynamic ads, retail brands can cross-sell and upsell products, travel brands can cross-sell and upsell flights and hotel rooms, and real-estate brands can do the same with property listings. To cross-sell, a brand can choose to suggest luxury purses to people who have recently purchased luxury shoes. Or if a customer viewed a name brand handbag, an advertiser could instead show related hand bags from their house-brand that has a higher profit

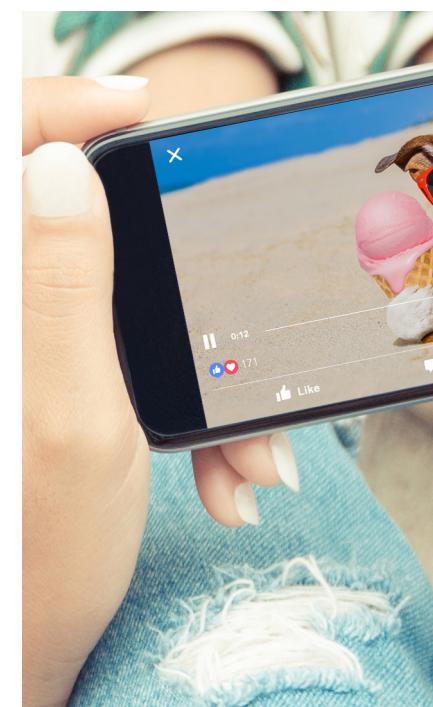
margin, resulting in an upsell. Dynamic ads for travel have the same capabilities; someone who researched Miami flights on your website can be retargeted for flights to Miami or someone who booked a flight to Miami can be retargeted with ads for hotels in Miami.

To create dynamic ads, you need a product catalog and the Facebook pixel. A product catalog is a file that contains a list of all the products you want to advertise. This file is called a product feed. Each line of the product catalog contains a description of each product, including an ID, name, category, availability, product URL, image URL and other product attributes. You'll need a Facebook pixel implemented on your website, and use standard events to report which product IDs from your catalog are being viewed, added to cart, and purchased. You may need to work with your website developer to set up your Facebook pixel and standard events.

3.

What is Facebook Audience Insights API?

With Facebook Audience Insights, brands have access to real-time data from 1.8 billion people, including the topics they talk about and share. SocialCode analyzes and maps this data to provide a deep understanding of your customers and to create actionable insights that can be activated to drive real results. For more information on how to activate, contact your Partner Manager.



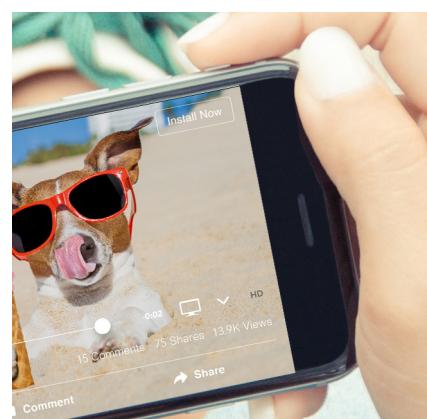
4.

When driving offline action, how do I measure results? What specific Facebook offerings help brands drive and measure in-store sales?

Facebook offers a number of ad units and tools that allow marketers to optimize their campaigns for in-store traffic, while also striking third-party partnerships and offering the ad reporting tools that allow brands to measure how these campaigns impacted in-store sales:

Offer Claim Ads: Facebook's Offer Claim ad unit is easily accessible on mobile, making it seamless for customers to claim both online and in-store. People who click on your ad to redeem an offer get notified when the deal is about to expire, motivating consumers to use it before they lose it.

Store Visits: Brands can use this campaign objective to motivate more people to visit their brick-and-mortar locations.



FACEBOOK FAQS

5.

What are lead gen ads? What do I need to get started with lead ads? What assets can I use in a lead ad?

Facebook's lead ads are direct-response units that allow brands to capture leads within Facebook's native platforms. Lead ads make the registration process easy by automatically populating contact information that people have given Facebook (or Instagram), like email addresses. By connecting lead ad efforts to a brand CRM, marketers can tighten their prospecting efforts by setting custom acquisition goals for different audience segments based on their purchase behavior, rather than how efficiently they fill out a form. Lead ads on Instagram are also available.

Facebook also gives brands the flexibility to customize their lead forms to make sure they're collecting the information that matters most to them. When you create your first lead ad, you'll create both the ad and the contact form in the same step.

You'll need a link to the privacy policy for your business, a list of the info you need to collect in your form, any required

fields for managing your leads, and any info you want to include in your welcome screen (also known as context card) to give more details. You can use any creative elements you like within a lead ad, as Facebook offers both video and static units. Lead ads have the same creative requirements for text and images as link ads, but for more details, check our Creative Specifications section.

6.

How do I safely get my leads?

There are two ways your brand can safely obtain the leads it collects from a Facebook lead gen campaign: The first way involves SocialCode directly sending your leads to a leads manager on your team through an encrypted file transfer system. You can then download the leads you collect to a CSV file at any time and manually upload them to your database.

The other way, which we recommend, is to integrate Facebook with your CRM manager. This allows leads from Facebook to flow in real time into your CRM dashboard via a webhook, which will improve delivery time and security of generated leads. Facebook has a number of CRM partners including Salesforce, Marketo, and MailChimp.

7.

What video capabilities does Facebook offer?

Video ads are the most common Facebook video offering for marketers to tell stories with sight, sound and motion.

Video or mixed media carousel ads allow marketers to pair a video with related link ads and photo ads in a cohesive narrative, driving both branding and direct-response initiatives. Videos will autoplay as a person swipes through your ad's carousel cards, so long as the autoplay feature is available in the viewer's market.

Video link ads combine the autoplay of a video ad with the clickable nature of a link ad. The result is an opportunity to guide people from awareness through conversion in a single post, which could consolidate campaigns and save media budget for marketers.

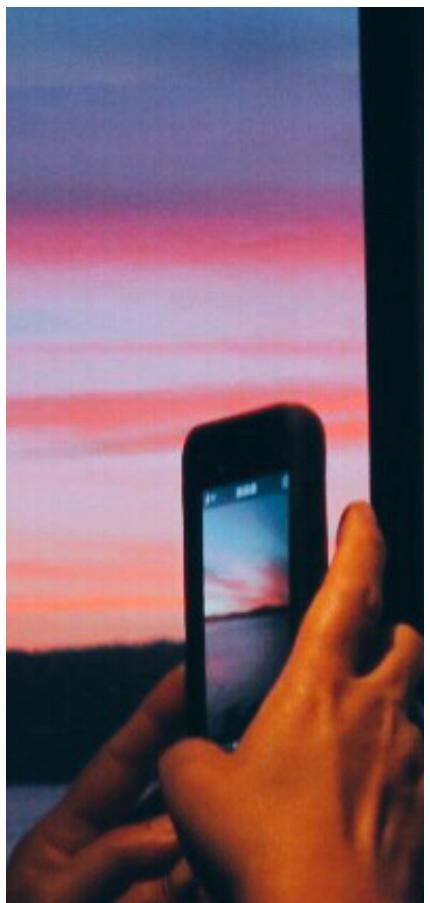
Vertical video: Facebook has been working to enhance the vertical video experience on its platform. After launching vertical video in News Feed, the company worked with ten brand advertisers to test the impact of vertical video ads against horizontal and square video ads. Seven of the ten tests

showed that vertical video ads drove an incremental increase in brand lift, including a three- to nine-point increase in ad recall. Beyond making vertical video available to everyone in the Facebook app News Feed, Facebook is also rolling out the format across more surfaces, including Instagram, Facebook Live, and the channel view on Facebook.

Cinemagraphs add subtle motion to an otherwise still image. They're usually published as animated gifs, or graphic images that move in a loop.

Canvas is a fast-loading, full-screen mobile ad experience that allows brands to tell their story and showcase their products in a captivating, visual format. Canvas allows brands to recreate a fully immersive mobile app experience at a fraction of the cost. People who click on a Canvas ad in their mobile news feed will see a vertical image take over their screen with a header at the top and a CTA button at the bottom. In addition to its seamless, fast-loading (10x faster than standard mobile websites) experience, Canvas offers marketers a wide range of sophisticated creative capabilities including the ability to add a carousel of images, an auto-playing video and panoramic images.

Collection ads allow marketers to attach multiple product images below a video (or photo) ad. This new ad type gives marketers a TV-commercial-style ad that drives awareness and action in the same ad unit by drawing their attention with captivating video and highlighting specific products in a fast-loading, immersive environment.



FACEBOOK FAQS

8.

What are some Facebook video best practices?

15-second video ads: Facebook recommends that advertisers build video ads that are 15 seconds or less to account for shorter attention spans and mobile consumption patterns. On mobile, where approximately 90% of Facebook ads are delivered, people consume content quickly and frequently throughout the day, so shorter videos perform better.

Vertical video: For branding objectives, Facebook reports that vertical video ads drive an increase in brand lift, but for direct-response campaigns, such as those deploying video link ads, we recommend square videos (1:1 ratio).

Sound: Historically, videos in News Feed have played silently by default, but Facebook is slowly rolling out sound-controlled viewing, a feature that allows sound to fade in and out as people scroll through videos, if the volume on their phone is turned on. However, brands should build videos that convey their message effectively, even when consumed with the sound off. Using captions is a great way to drive longer

view times and ensure your message gets across even when the sound is off.

Product-forward: Your product should be the focal point of your video. On average, only 26% of viewers watch past the first three seconds upon encountering a video ad in their social feeds, so the sooner you can include branding and packaging, the more effective the video will be at driving awareness and recall.

9.

What is the Facebook reach and frequency buying tool? What are the pros and cons to using it? Can I make adjustments to an R/F campaign after it launches?

On Facebook (and Instagram), there are two buying models: auction buying and reach and frequency buying. The reach and frequency buying tool enables marketers to guarantee content is served to a planned percentage of their target audience at a specific frequency.

Pros: While the Facebook ad auction is a reliable way to drive delivery, reach and frequency buying is the only way to guarantee an estimated audience-penetration percentage is served at a desired frequency. This means no amount of auction competition can prevent ads from serving this estimate.

Cons: Facebook applies a premium CPM to reach and frequency buys. Targeting also locks in advance, so there is little opportunity to make adjustments while the campaign is running. This means marketers cannot spend more on top-performing audiences according to real-time consumer insights.

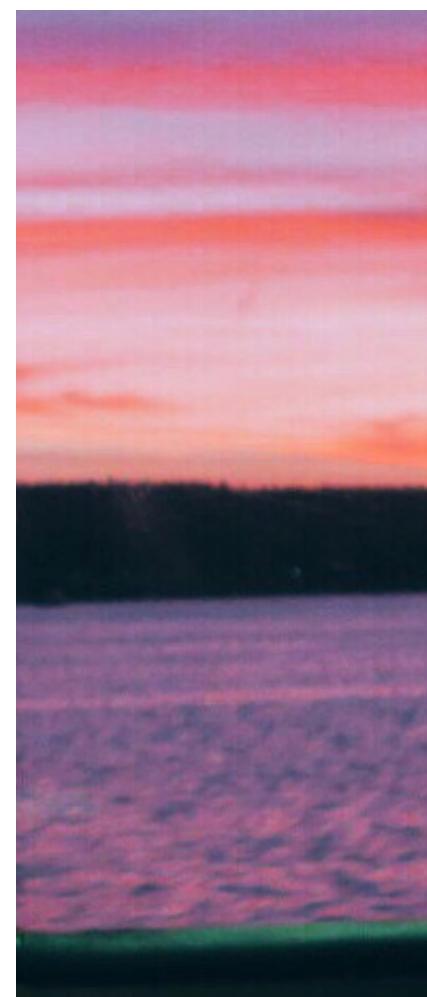
Using Facebook's reach and frequency buying tool, brands can only bid for reach (CPM) rather than clicks or actions. These buys are therefore better suited for branding and offline sales campaigns, as opposed to direct response, which requires heavy real-time optimization.

Another challenge is mapping a certain part of a budget to multiple creatives running in the same campaign, as Facebook will auto-optimize among creative within an R/F. For example, imagine a brand wants to spend \$90,000 against three posts over three weeks. The brand cannot control how much of that \$90,000 is spent against each post. If they wanted to control exactly how much is spent against a piece of creative over a period of time, they need to make multiple reach and frequency buys or turn individual ads off.

While it is possible to make adjustments to the flight and budget of an R/F campaign, marketers should strongly consider the impact these adjustments may have on performance. Our team has seen mid-campaign changes to an R/F buy impact audience penetration and CPMs. Adjustments to targeting are not possible in an R/F buy.

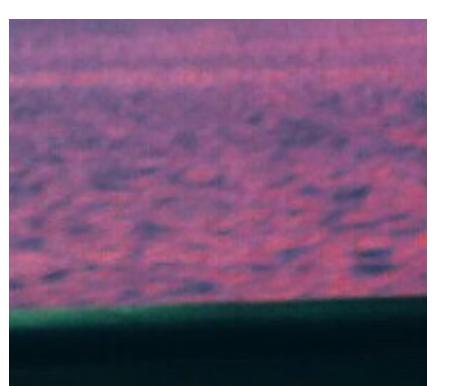
10.

Why do brands care about Facebook Messenger?



Note: For branding campaigns, SocialCode recommends booking an R/F buy with at least 50% audience penetration at a 1-2x weekly frequency.

Brands are testing various ways to use Messenger to engage customers one-on-one and are finding real value in driving to Messenger conversations and experiences. Facebook recently published a case study reporting that a top cosmetics brand saw an 11% higher booking rate when it offered people the option to book an appointment via Facebook Messenger compared to other channels. Facebook also reports that 2 billion messages are sent between people and businesses every month, including both automated and people-initiated messages. Brands can now serve link ads on Facebook and Instagram that drive people directly to Messenger, where they can engage with a Messenger bot to complete a transaction such as purchasing a product, making a reservation or booking an appointment online.



FACEBOOK OBJECTIVES & OPTIMIZATION GOALS

Objective	Description	Optimization Goals	Billing Events
Traffic	Send more people to a destination on or off Facebook	Link Clicks to Your Website (Recommended) Impressions Daily Unique Reach Landing Page Views	Link Clicks and Impressions Impressions
Conversions	Drive valuable actions on your website or app	Conversions (Recommended) Link Clicks to Your Website Impressions Daily Unique Reach Value (Optimizing for ROAS)	Impressions Link Clicks and Impressions Impressions
Get Video Views	Get more people to view your content	Video Views (Recommended) Daily Unique Reach	Impressions & Video Views (10-Sec Views) Impressions
Lead Generation	Drive more sales leads, such as email addresses, from people interested in your brand or business	Leads Link Clicks	Impressions Link Clicks
Store Visits	Get more people to visit your brick-and-mortar locations	Daily Unique Reach Store Visits	Impressions
Brand Awareness	Increase awareness for your brand by reaching people who are more likely to be interested	Brand Awareness, Reach	Impressions

Objective	Description	Optimization Goals	Billing Events
Reach	Show your ad to the maximum number of people	Reach, Impressions	Impressions
Mobile App Installs	Get more people to install your app	Clicks to Your App App Installs App Events Video Views	Link Clicks & Impressions Impressions & App Installs Impressions Impressions and 10-Second Video Views
Event Responses	Get more people to see and respond to your event	Event Response Daily Unique Reach Post Engagement Impressions	Impressions Post Engagements Impressions
Product Catalog Sales (DPA)	Create ads that automatically show products from your product catalog based on your target audience	Impressions Link Clicks to Your Website Conversion Events	Impressions Link Clicks Impressions Impressions
Page Likes	Promote your Facebook page	Page Likes	Page Like, Impressions
Post Engagement	Boost your page posts to get more engagement with your content	Post Engagement Impressions Reach	Impression Post Engagements Impressions Impressions

FACEBOOK CREATIVE SPECIFICATIONS

	Photo	Photo Link	Photo Carousel	Lead Gen	Canvas Newsfeed		Mobile or Desktop App Install	Video	Video Link	Video or Mixed Media Carousel	Collection	
Recommended Image Size and Video Length	News Feed image size: 1,200 x 628 pixels 1,200 x 900 pixels, Right column image size: 254 x 133 pixels	1,200 x 628 pixels	1080 x 1080 pixels	1,200 x 628 pixels; Note: For video lead ads, see video link ad specs	1,200 x 628 pixels		Recommended Image Size and Video Length	1,200 x 628 pixels	Recommended: 15 seconds or less	Recommended: 15 seconds or less	Recommended: 15 seconds or less	
Image Ratio	News Feed ratio: 4:3, Right column ratio: 1.9:1	1.9:1	1:1	1.9:1	Photo: 1.9:1; Video aspect ratio: 16:9 or 1:1 Video thumbnail ratio should match video aspect ratio		Image Ratio	Photo: 1.9:1 Video: 16:9	16:9 to 9:16 supported but 9:16 aspect ratio is recommended. Ensure that logo and product fall in the 2:3 mask	16:9 to 9:16	1:1	
Number of Assets	1	1	You may upload up to 10 images and allow for auto-optimization, but carousel unit will only show up to 5 panels at any given time. Min: 3 images	1	1, but within the actual Canvas unit you can showcase up to 20 photos and videos		Number of Assets	1	1	You may upload up to 10 images/videos and allow for auto-optimization, but the carousel unit will only show up to 5 panels at any given time. Min: 3 videos/images.	One hero photo or video is featured above a row of 4 related products, but people who tap into ad can view up to 50 of your products time. Min: 3 videos/images.	
Body Text	90 Characters	90 Characters	90 Characters	90 Characters	90 Characters		Body Text	90 Characters	90 Characters	90 Characters	N/A	
Headline	N/A	25 characters	1 per panel at 40 characters	25 characters	45 characters		Headline	25 characters	25 characters	25 characters	1 per panel at 30 Characters	
Link Description	N/A	30 characters	1 per panel at 20 characters	30 characters	For video, news feed description up to 30 characters		Link Description	30 characters	N/A	30 characters	1 per panel at 30 Characters	
CTA Button	N/A	Apply Now, Book Now, Contact Us, Download, Learn More, Request Time, See Menu, Shop Now, Sign Up, Watch More	Apply Now, Book Now, Contact Us, Download, Learn More, Request Time, See Menu, Shop Now, Sign Up, Watch More	Subscribe, Sign Up, Learn More, Apply Now, Download, Get Quote	Tap to Open; More details on building canvas unit: https://www.facebook.com/business/ads-guide/website-conversions/canvas/?tab0=canvas&tab1=carousel		CTA Button	Mobile: Install Now, Use App, Book Now, Download, Learn More, Listen Now, Play Game, Shop Now, Sign Up, Watch More. Desktop: Use App, Play Game	N/A	Apply Now, Book Now, Contact Us, Download, Learn More, Request Time, See Menu, Shop Now, Sign Up, Watch More	Shop Now, Book Now, Learn More, Sign Up, Download, Watch More, Apply Now, Donate Now, Contact Us, Request Time, See Menu, Send Message	
Text Overlay Limit	Facebook's algorithm favors images with fewer than 20% text. Check your image using the following link: facebook.com/ads/tools/text_overlay						Text Overlay Limit	Facebook's algorithm favors images with fewer than 20% text. Check your image using the following link: facebook.com/ads/tools/text_overlay				
Source	More details available at: https://www.facebook.com/business/ads-guide						Source	More details available at: https://www.facebook.com/business/ads-guide				
Recommended Objectives	Brand awareness, engagement, reach, store visits	Brand awareness, conversions, traffic	Brand awareness, conversions, reach, store visits, traffic	Lead Generation	Brand awareness, conversions, engagement, traffic, video views		Recommended Objectives	App Installs	Brand awareness, engagement, reach, store visits, video view	Brand awareness, conversions, traffic, video views	Brand awareness, conversions, reach, store visits, traffic	Conversions, traffic



INSTAGRAM

Advanced Marketing Capabilities
API Available

INSTAGRAM OVERVIEW

500+

million daily active users
[CNBC]

250

million daily active users on
Instagram stories
[TechCrunch]

2.0+

million advertisers on Instagram
[CNBC]

80

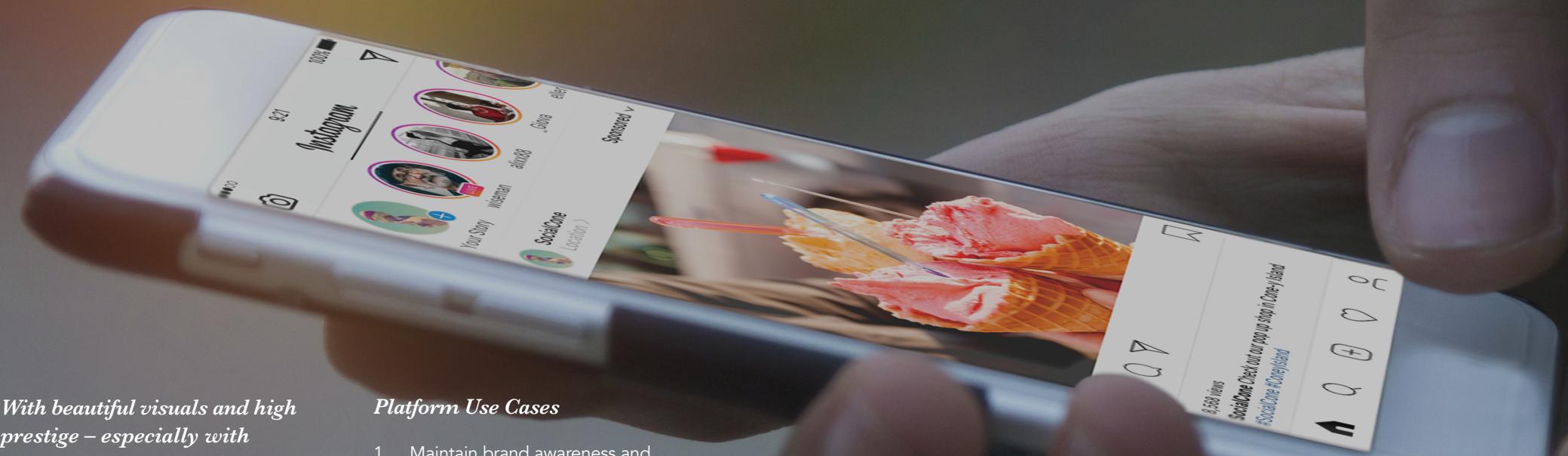
percent of Instagrammers follow
a business
[Instagram]

60

percent of users discover new
products on Instagram
[Instagram]

59

percent of millennials
use Instagram
[eMarketer]



With beautiful visuals and high prestige – especially with younger users – Instagram is a quality platform for driving goals throughout the sales funnel, in conjunction with other channels.

Platform Use Cases

1. Maintain brand awareness and build brand equity
2. Develop insights and best practices into a dual Instagram and Facebook strategy
3. With the same targeting and media planning capabilities as Facebook, Instagram allows brands to seamlessly extend the reach and impact of their Facebook campaigns to incremental audiences on Instagram

INSTAGRAM PLATFORM OVERVIEW

●○ New ●●○ Developing ●●● Advanced

REACH ●○

Global Reach

800+ Million People

US Reach

99 Million 18+, 104 Million People 13+

TARGETING ●●●

Native

Native: Interests, Geo, Demographic (Age, Gender, Languages), Advanced Demographic (Relationships, Education, Finances, Life Events, Politics, Work), Broad Purchase-Based Categories, Behaviors (Digital Activities, Intended Purchases, Travel), Connections (Page Fans, Friends of Fans, App Users v. Non-Users, People Who Responded to Your Event, Friends of People Who Responded to Your Event), Mobile Device and OS, Existing Customers (Custom Audiences), Offline Purchase-Based Audiences (Partner Categories), Lookalike Audiences (Including Global and DPA Lookalikes), Exclusion Targeting

Retargeting

Video Viewers/Completers, Canvas or Collection Engagers, Mobile/Desktop App Downloaders, Custom Conversions, Website Retargeting, Dynamic Product Retargeting, People Who Engaged With Your Page, People Who Engaged With Any Post Or Ad, People Who Interacted With Your Facebook Events, People Who Interacted With Your Instagram Business Profile Instagram Business Profile

MEASUREMENT ●●●

Measurement Studies

Nielsen Digital Ad Ratings (DAR), Nielsen Total Ad Ratings (TAR), Nielsen Catalina Solutions (NCS), Nielsen Brand Effect, Facebook Brand Lift, Datalogix (DLX) ROI Study, Nielsen XCR/OCR, Facebook Conversion Lift, Offline Sales API (New), Creative Compass (Alpha)

KPIs & Optimization Goals

Reach, Brand Awareness, Engagement, Conversions (Includes Offer Claims) Video Views, Link Clicks (Includes Offer Claims), Leads, App Installs, App Events, Post Engagement, Engaged Users

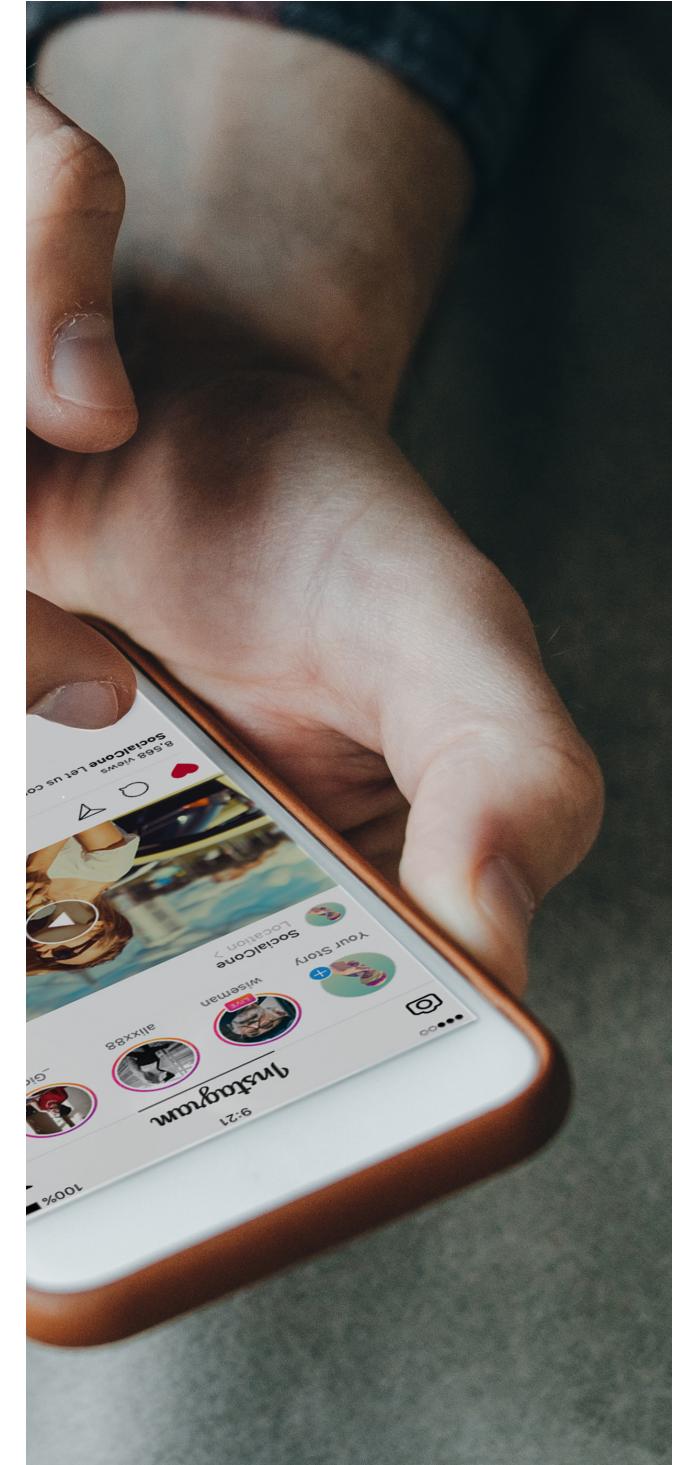
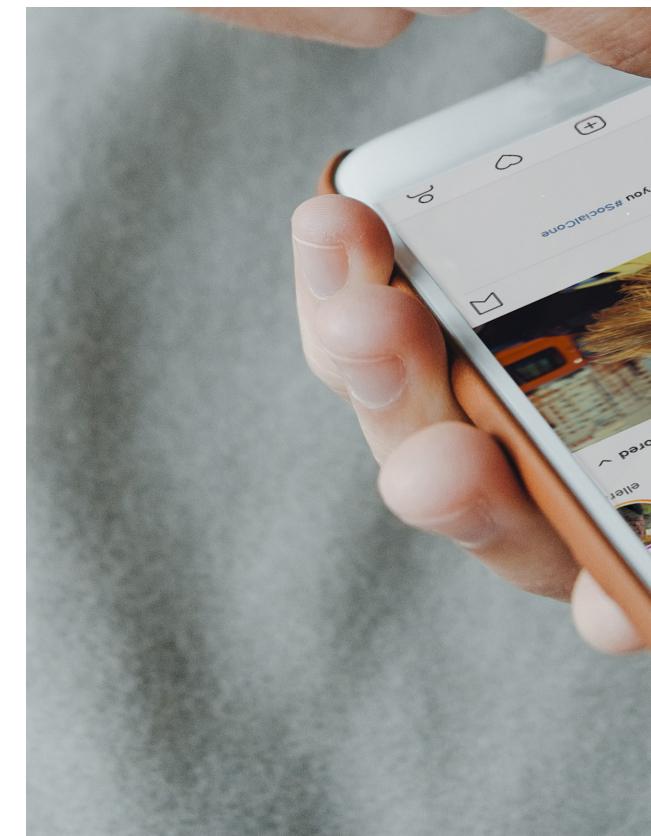
CREATIVE ●●●

Ad Units

Photo or Video Ad, Photo or Video Link Ad (Including Click-to-Messenger Ads and Lead Ads), Carousel (Photo, Video, Mixed Media), Mobile App Install Ad, Marquee (Direct Buys Only), Product Catalog (Dynamic Ads For Retail, Travel, Real Estate), Stories

Placement

Instagram Stories
Instagram Feed



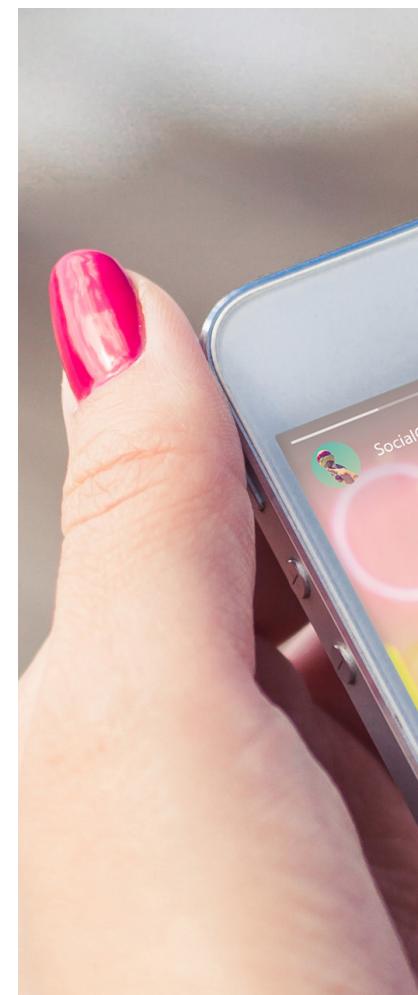
INSTAGRAM FAQS

1.

What is Instagram Stories? Can brands serve ads in Stories?

Stories is a secondary feed of photo and video content that lives in a bar above people's Instagram mobile feed. Two hundred and fifty million Instagrammers use the feature every day to capture and share their daily moments as they unfold. While the standard Instagram feed includes evergreen content people and brands have posted to their profile, photos and videos posted to Stories disappear from the Instagram mobile homepage after 24 hours.

On March 1st, 2017, Facebook launched ads in Instagram Stories to all advertisers globally. Ads appear in between stories and are limited to one piece of media, and can run under the reach objective, but full-funnel objectives are coming over the next few months. The one-card/one-media story available at this time is great for showcasing limited-time opportunities (seasonal, sales), product inspiration, discovery about a product or launch of a product, exclusive experiences, promotions, how-tos, and behind the scenes content. Feed content and



2.

Do I still need an organic presence on Instagram and Facebook?

Ephemeral content are two types of audience consumption modes, so your brand should look at Stories Ads as a complementary effort to their main feed content (both organic and paid). Check out our Creative Specifications section for more details.

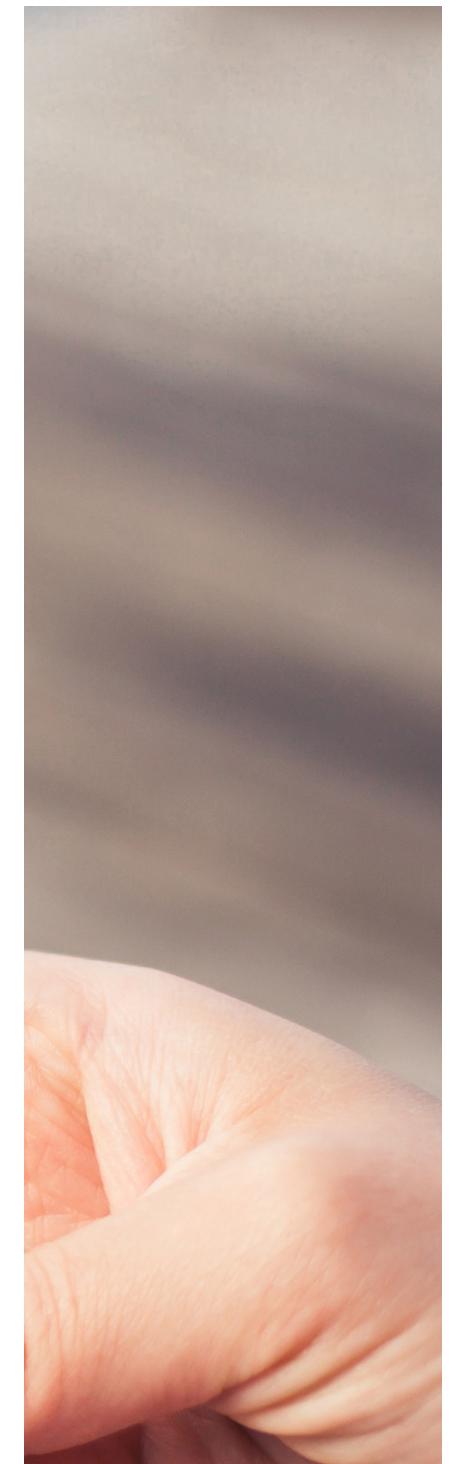
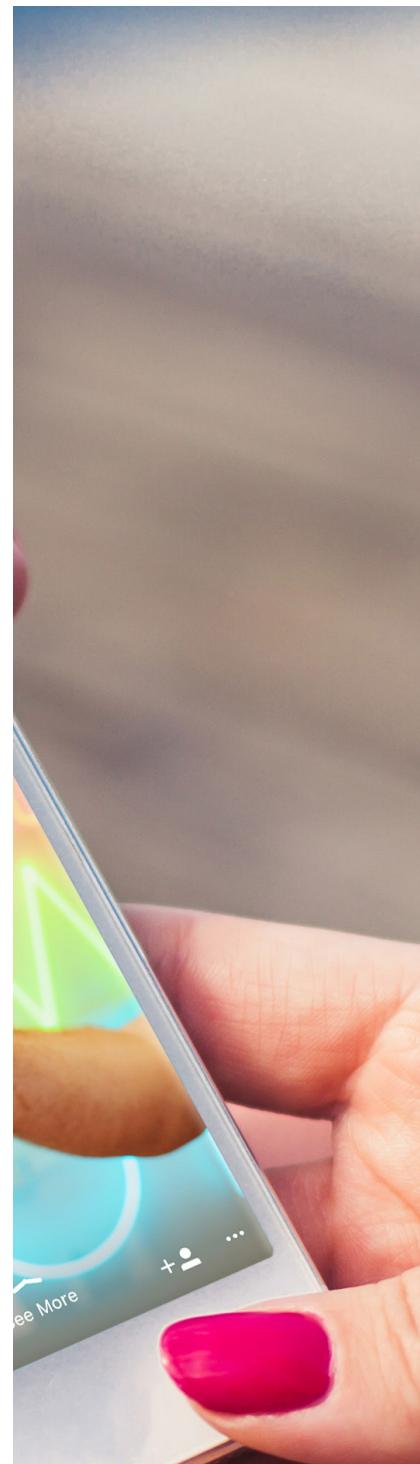


3.

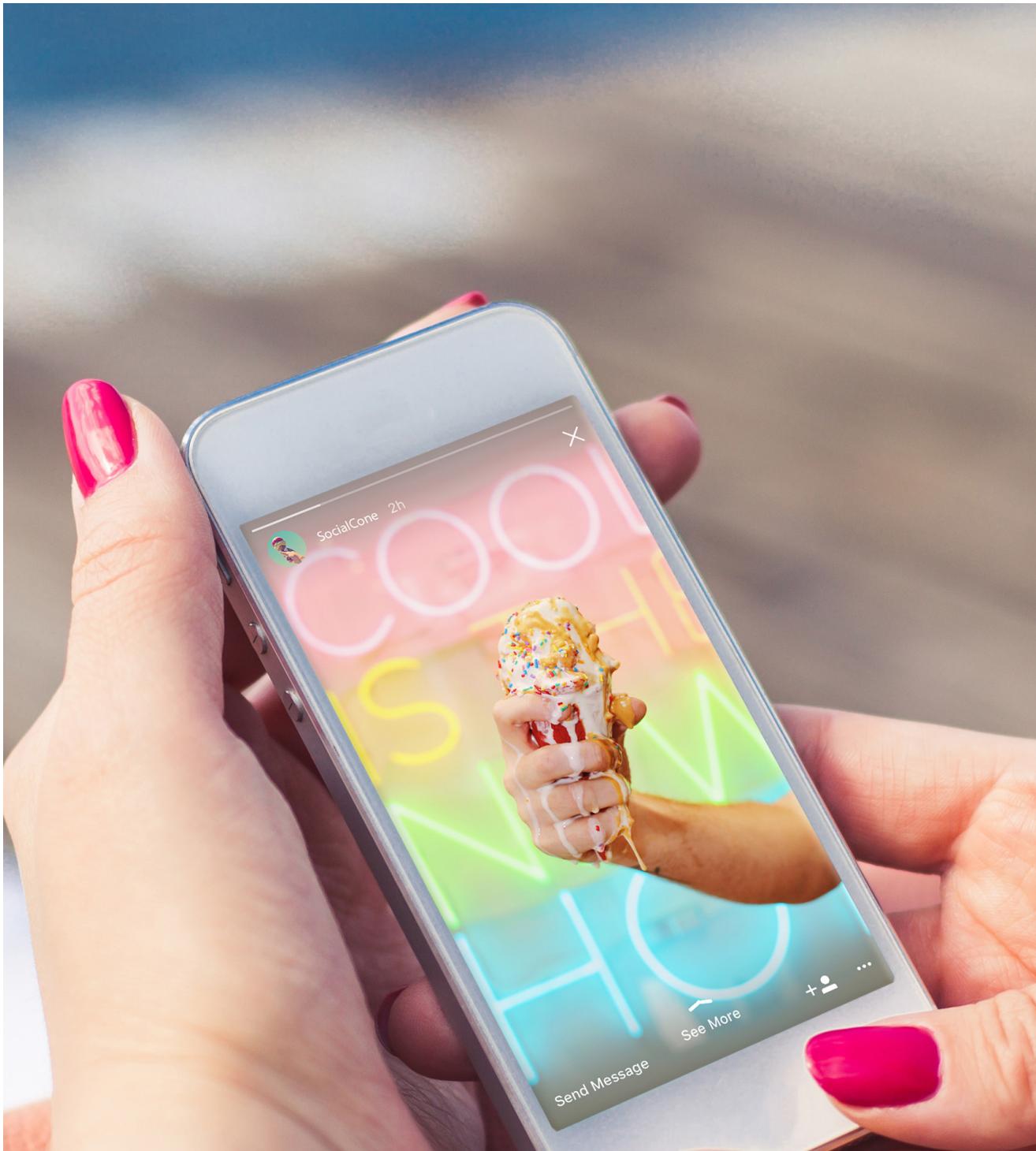
Is the same targeting and measurement available on Facebook and Instagram?

Your organic presence will not affect the performance of your paid media campaign, as the success of your ads is independent of the organic posts on your page or profile. However, people are likely to check out your page on Facebook or handle on Instagram after seeing your ads, so a poor organic presence may impact the credibility and perception of your brand. SocialCode recommends working with your community management team to develop a strategy for your organic channels.

Marketers can measure the success of their campaigns using the same offerings on Facebook. This includes Facebook's conversion lift tool in addition to regular conversion tracking and third-party measurement such as Nielsen Catalina Solutions and DLX ROI studies.



INSTAGRAM FAQS



4.

What are the benefits of running media on both Facebook and Instagram through placement optimization, but not as separate campaigns?

Incremental Reach: SocialCode campaign data shows that activations on Instagram allow marketers to reach unique people they're not already reaching on Facebook.

Added Scale: With more inventory to optimize against, campaigns activated across Facebook & Instagram scale results while reducing costs.

Marketers should run cohesive creative and messaging on both Facebook and Instagram to reach people with consistent, complementary storytelling.

5.

How can we control for frequency across Facebook and Instagram?

Facebook's algorithm caps frequency to ensure that consumers have a positive user experience on both platforms and are not inundated with the same creative to the point of user fatigue. Marketers who want to specifically cap their frequency on each platform can use a Reach and Frequency buy to serve their target audience content at a specific frequency (no more than 3x a week, for example). Alternatively, marketers can control frequency in auction by leveraging the Reach bid, which allows them to specify a frequency cap for an audience at the ad set level.

6.

Do I need different content for Facebook and Instagram? Can I use the same content on both platforms?

With the exception of Canvas ads (Facebook-only), Stories (Instagram-only, for now) and GIFs, marketers can run the same creative on both Facebook and Instagram (with the same targeting and measurement). Typically, it is recommended to use a 1:1 or 4:5 aspect ratio to own the entire mobile screen on Facebook News Feed and Instagram. The Creative Specs Guide outlines additional creative best practices for brands running the same content on both platforms in a placement optimization campaign.

INSTAGRAM OBJECTIVES & OPTIMIZATION GOALS

Objective	Description	Optimization Goals	Billing Events
Traffic	Send more people to a destination on or off Facebook	Link Clicks to Your Website (Recommended) Impressions Daily Unique Reach Landing Page Views	Link Clicks & Impressions Impressions
Conversions	Drive valuable actions on your website or app	Conversions (Recommended) Link Clicks to Your Website Impressions Daily Unique Reach Value (Optimizing for ROAS)	Impressions Link Clicks & Impressions Impressions
Get Video Views	Get more people to view your content	Video Views (Recommended) Daily Unique Reach	Impressions & Video Views (10-Sec Views) Impressions
Lead Generation	Drive more sales leads, such as email addresses, from people interested in your brand or business	Leads Link Clicks	Impressions Link Clicks

Objective	Description	Optimization Goals	Billing Events
Brand Awareness	Increase awareness for your brand by reaching people who are more likely to be interested in it	Brand Awareness, Reach	Impressions
Reach	Show your ad to the maximum number of people	Reach, Impressions	Impressions
Mobile App Installs	Get more people to install your app	Clicks to Your App App Installs App Events Video Views	Link Clicks & Impressions Impressions & App Installs Impressions Impressions & 10-Second Video Views
Product Catalog Sales (DPA)	Create ads that automatically show products from your product catalog based on your target audience	Impressions Link Clicks to Your Website Conversion Events	Impressions Link Clicks Impressions Impressions
Post Engagement	Boost your page posts to get more engagement with your content	Post Engagement Impressions Reach	Impression Post Engagements Impressions Impressions

INSTAGRAM CREATIVE SPECIFICATIONS

	Stories	Photo	Photo Link	Photo Carousel	Mobile App
Recommended Image Size and Video Length	Video Story: 15 s max; Photo Story: Plays for 5 s by default; Recommended: 1080 x 1920; Min: 600 x 1067	1080 x 1080 px	1080 x 1080 px	1080 x 1080 px	1,080 x 1,080 px
Aspect Ratio	Full Screen, Vertical Ad 9:16	1:1 is standard, 1.9:1 to 4:5 also accepted	1:1 is standard, 1.9:1 to 4:5 also accepted	1:1 is standard, 1.9:1 to 4:5 also accepted	1:1 is standard, 1.9:1 to 4:5 also accepted
Number of Assets	1	1	1	3-5 recommended, up to 10 allowed	1
Caption	Auto-captioning is currently not available	125 characters recommended	125 characters recommended	125 characters recommended	125 characters recommended
CTA Button	Apply Now, Book Now, Buy Now, Buy Tickets, Contact Us, Download, Learn More, Shop Now, Sign Up, Watch More, Install App, Install Now, Use App	Apply Now, Book Now, Contact Us, Download, Learn More, Request Time, See Menu, Shop Now, Sign Up, Watch More	Shop Now, Book Now, Learn More, Sign Up, Download, Watch More, Apply Now, Donate Now, Contact Us, Request Time, See Menu, Send Message	Shop Now, Book Now, Learn More, Sign Up, Download, Watch More, Apply Now, Donate Now, Contact Us, Request Time, See Menu, Send Message	Install Now, Use App, Book Now, Download, Learn More, Listen Now, Play Game, Shop Now, Sign Up, Watch More
Landing page required	No	No	Yes	Yes	No
Text Overlay Limit	N/A	Facebook's algorithm favors images with fewer than 20% text. Check your image using the following link: facebook.com/ads/tools/text_overlay			
Source	More details available at: https://www.facebook.com/business/ads-guide				
Recommended Objectives	Reach, App Installs, Traffic, Video views	Engagement, Reach, Awareness	Awareness, Conversions, Traffic	Awareness, Conversions, Traffic	App Installs

	Mobile App Carousel	Video	Video Link	Video or Mixed Media Carousel
Recommended Image Size and Video Length	Photo: 1080 x 1080 px; Video: 15 s or less recommended, up to 60 s allowed	15 s or less recommended, up to 60 s allowed	15 s or less recommended, up to 60 s allowed	15 s or less recommended, up to 60 s allowed
Aspect Ratio	1:1	1:1 is standard, 1.9:1 to 4:5 also accepted	1:1 is standard, 1.9:1 to 4:5 also accepted	1:1 is standard, 1.9:1 to 4:5 also accepted
Number of Assets	Min: 2, Max: 10	1	1	3-5 images/videos recommended, 2-10 allowed
Caption	125 characters recommended	125 characters recommended	125 characters recommended	125 characters recommended
CTA Button	Install Now, Use App, Book Now, Download, Learn More, Listen Now, Play Game, Shop Now, Sign Up, Watch More	Apply Now, Book Now, Contact Us, Download, Learn More, Request Time, See Menu, Shop Now, Sign Up, Watch More	Book Now, Contact Us, Download, Learn More, Listen Now, Play Game, Shop Now, Sign Up, Watch More, See Menu, Send Message, Request Time, Donate Now	Book Now, Contact Us, Download, Learn More, Shop Now, Sign Up, Apply Now, Watch More, See Menu, Send Message, Request Time, Donate Now
Landing page required	No	No	Yes	Yes
Text Overlay Limit	Facebook's algorithm favors images with fewer than 20% text. Check your image using the following link: facebook.com/ads/tools/text_overlay			
Source	More details available at: https://www.facebook.com/business/ads-guide			
Recommended Objectives	App Installs	Video views, engagement, brand awareness	Traffic, conversions	Traffic, conversions



LINKEDIN

Moderate Marketing Capabilities
API Available

LINKEDIN OVERVIEW

9.0+

million companies active
on LinkedIn
[LinkedIn]

60

percent of traffic comes
from mobile
[MediaMama]

50

percent of adults online with
college educations use LinkedIn
[Pew]

45

percent of adults online with
an annual household income of
\$75,000 or more use LinkedIn
[Pew]

40

percent increase in engagement
with LinkedIn's news feed over the
past year
[Digiday]

29

percent of adults online in
the U.S. use LinkedIn
[Pew]

LinkedIn is the largest and most prominent digital network for professionals. With many users visiting with a professional mind-set, running media on LinkedIn allows brands to reach premium audiences with a strong propensity to drive brand loyalty and thought leadership content.

Platform Use Cases

1. B2B marketing
2. B2C marketing to high end customers
3. Recruitment — target to users in similar industries, companies, and positions

LINKEDIN PLATFORM OVERVIEW

 New  Developing  Advanced

REACH

Global Reach

500 Million Registered Members
(On average, 41 million unique monthly visitors)

US Reach

138 Million People, 60 million daily active users in the U.S. and Canada

TARGETING

Native

Gender, Age Buckets, Geography (Metro, State, Country), Years of Experience, Company Name, Company Industry, Company Size, Job Title, Job Seniority, Member Schools, Fields of Study, Degrees, Member Skills, Member Groups, Look-alike Audiences (Audience Expansion), LinkedIn Audience Network, First Connections of Members, Company Followers

Retargeting

Matched and Custom Audiences (Now Available Through Ads API) including Account Targeting, Contact Targeting (CRM list), Website Retargeting, Custom Segment Personas

Custom Segments and Personas

Collections of targeting facets built from LinkedIn member-provided profile data and LinkedIn member onsite behavior. They are action/trigger-based (e.g. Job Searchers), intent-based (e.g. Opinion Leaders), or data model-based (e.g. SMB Inferred).

MEASUREMENT

Measurement Studies

Nielsen Brand Effect (limited, approved on a case-by-case basis)

KPIs & Bid Types

Reach (CPM)
Engagement (CPC)
CPS (Cost Per Send - InMail only)

Available Metrics

Spend, Impressions, Clicks, Engagements, Conversions, Follows, Social Actions, Audience Network Impressions, Audience Network Clicks, Viral Impressions, Viral Clicks, Viral Social Actions, Reach and Frequency (upon request only)

Tracking

Native Conversion Tracking for Sponsored Content, Text Ads and InMail

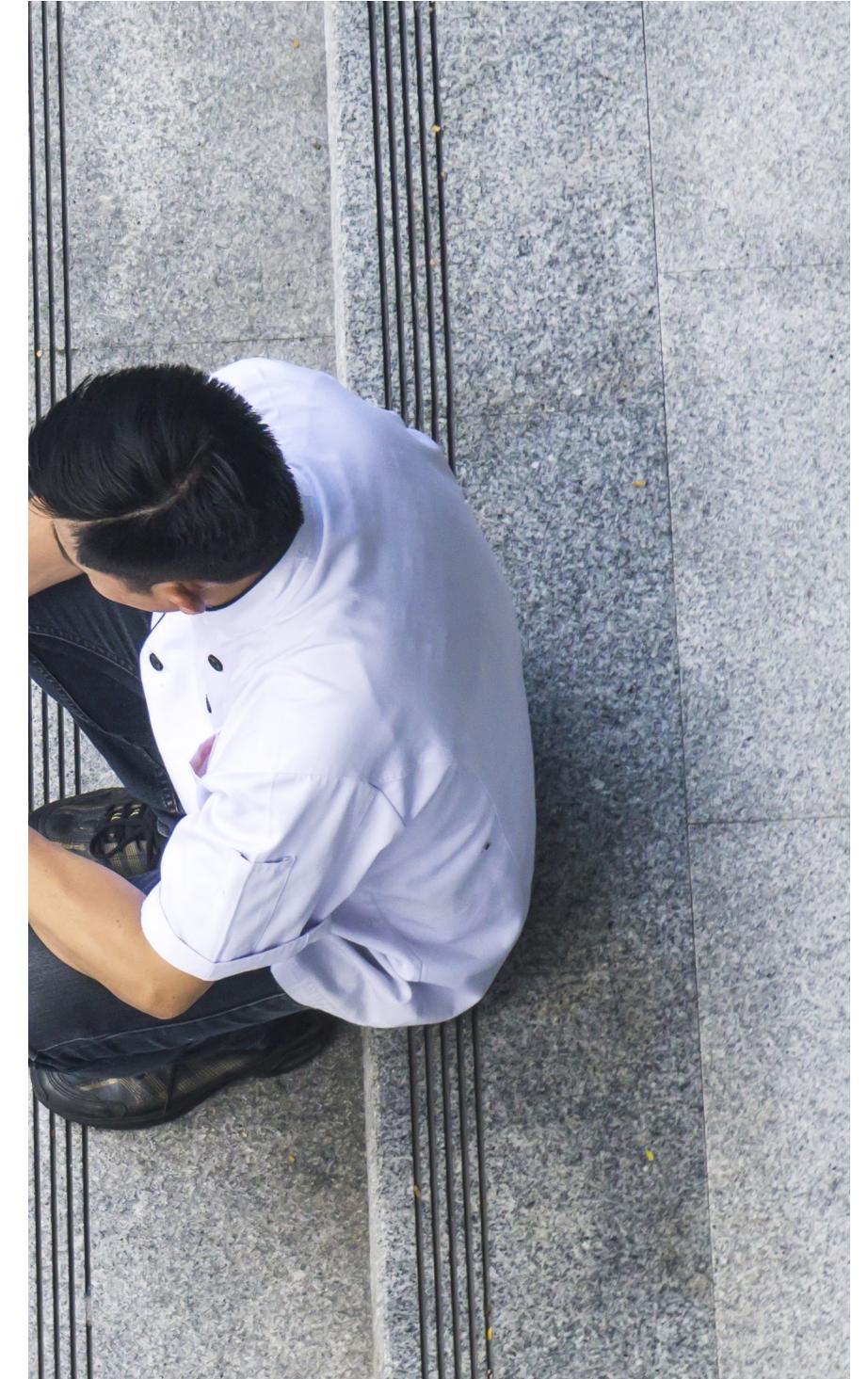
CREATIVE

Ad Units

Lead Gen, Text and Image Ads, Video Ads, Text Ads, Sponsored InMail campaigns (Messaging Sent to LinkedIn Inbox)

Placement

In-Feed Sponsored Content - Desktop and Mobile, In-Feed Text Ads - Desktop, Display Ads - Desktop & Mobile, Dynamic Ads - Desktop, InMail (In Your LinkedIn Inbox), LinkedIn Audience Network (New!), Premium Video Pre-Roll (Coming Late 2017)



LINKEDIN FAQS

1.

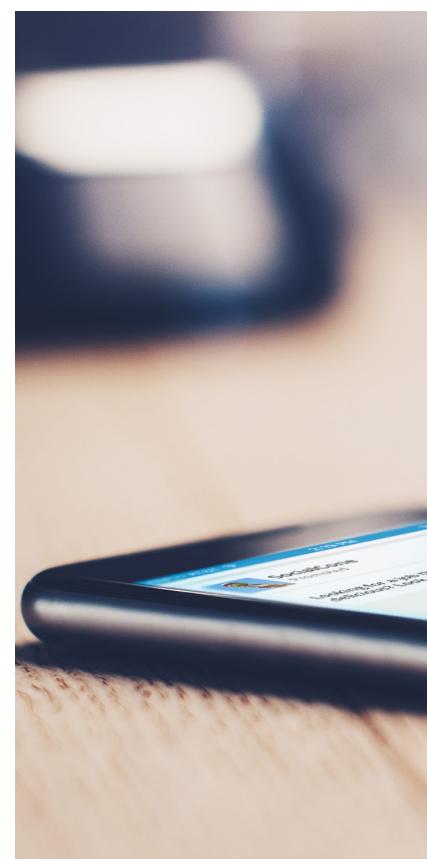
What is the primary value of running a LinkedIn ad campaign, specifically with a LinkedIn Partner versus self-serve?

LinkedIn is the largest and most prominent digital network for professionals, with more than 500 million users. LinkedIn can be a valuable platform for marketers when they need to reach people with specific job functions. For example, a major tech or software company may want to find the Chief Technology Officer for every Fortune 500 brand. As a LinkedIn Marketing Partner, SocialCode is tapped into LinkedIn's premium offering—allowing us to deliver dynamic client campaigns to highly-qualified target segments.

2.

What do I need to get started on LinkedIn?

You'll need a working, mobile-optimized landing page (over 60 percent of clicks are on mobile), Content/resources/offers such as blog posts, webinars, case studies, white papers, events, or conferences, and a working credit card.



3.

What are some high level best practices?

SocialCode recommends the following:

Creative: use stock images with people, engaging backgrounds, and no company logos to drive engagement. Text is not encouraged. We recommend having 3 to 4 creative iterations per campaign to A/B test two headlines with two creatives. Strong calls to action are recommended. For more creative recommendations, please see the Creative Specs Guide.

Suggested budget: for statistically significant results, we recommend a \$100 to 300 budget per day for a four week test campaign.

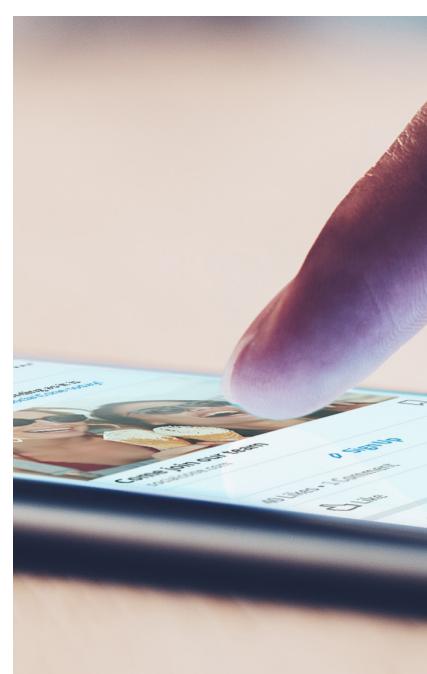
Target audience size: for the best results, your audience should be between 75,000 and 700,000.

Bid Price: use the highest end of cost-per-click (CPC) range or 10 cents above to have ads served at top of feed, get a higher click-through-rate (CTR), and bring down the CPC as your CTR rises (Current LinkedIn Average is .35%).

4.

Can LinkedIn scale?

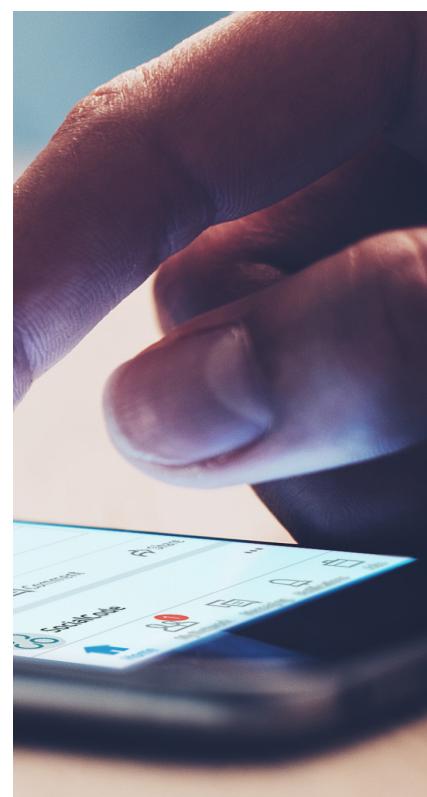
Campaign data shows that time on site with LinkedIn is limited compared to other platforms, which may prevent brands from scaling the amount of ads served in a time period. To maximize scale on LinkedIn, we recommend using a combination of ad units (i.e. Sponsored Content and Text Ads), as LinkedIn audiences on the platform are more niche and qualified. We therefore recommend running media on LinkedIn in conjunction with other platforms, to tell a stronger, more cohesive narrative across channels.



5.

What tracking is available on LinkedIn?

In September 2016, LinkedIn released the LinkedIn Insight tag, which gives marketers insights into post-click and view-through conversions on their Sponsored Content and Text Ad campaigns. For example, marketers can track who purchased a product or signed up for a newsletter on their website after viewing an ad on LinkedIn.



6.

What measurement is available on LinkedIn?

While LinkedIn's partnership with Nielsen allows some brands to understand how investing in Sponsored Content ads on LinkedIn affects brand health metrics, this offering is not widely available. Measurement studies on the platform are approved on a case-by-case basis, and brands can expect high spend minimums (\$250 to 500K). However, brands advertising on LinkedIn have access to a number of reporting and tracking features. For example, they can access key metrics including spend, impressions, clicks, engagements, conversions, leads, viral impressions, social actions, earned media and demographic breakdown. To ensure proper conversion tracking, brands need to place the LinkedIn Insight Tag on their website.

LINKEDIN OBJECTIVES & OPTIMIZATION GOALS

<i>Objective</i>	<i>Bid Types</i>	<i>Billing Events</i>
Increase Awareness	CPM	Impressions
Increase Engagement and Send People to Your Website	CPC	Clicks

LINKEDIN CREATIVE SPECIFICATIONS

	Sponsored Content	Text Ads	Lead Gen Ads	Dynamic Ads	Sponsored InMail	Display Ads
Description	Desktop and mobile long-form photo or video in-feed content	Desktop-only headline, description and 50 x 50 px image	Single click form filled for new leads on your Sponsored Content	Choose your call-to-action and dynamic images from LinkedIn member profiles	Personalized messages within LinkedIn's Inbox environment	
Text	Introductory Text: 150 characters or less including landing page URL. URLs longer than 23 characters are shortened by the LinkedIn shortener. Title should be 70 characters max to avoid truncation.	All URLs must have the "http://" or "https://" prefix. Headline: 25 character limit (including spaces) Description: 75 character limit (including spaces)	Offer headline character limit: 40 characters. Offer detail character limit: 160 max characters. Truncates after two lines (about ~70 characters).	Primary CTA (below images): Choose from one of 6 pre-created options or supply your own custom text (Max: 50 characters including spaces) Pre-created templates will auto-translate, while custom text will not. Secondary CTA (above images): Choose from one of 6 pre-created options, or supply your own custom text (Max: 70 characters including spaces). Company Name: Max 25 characters including spaces.	InMail Sender Name: Suggested 25 character max (including spaces) InMail Subject Line: Suggested 30 character max (including spaces) InMail Body Copy: Suggested 1000 character max (including spaces); InMail Button Copy: Suggested 25 character max (including spaces)	
Image Size and Ratio	1.91:1 ratio (1200 x 627 px), Image must be > 200 px in width	Image is optional, Recommended Size: 50 x 50 px	N/A	Company Logo: Min: 100 x 100 px	300 x 250 px Banner Ad	
Video	Supported, must be embedded from YouTube, Slideshare, or Vimeo. GIFs are not accepted.	N/A	N/A	N/A	Not supported. File type can be .jpg, .gif (non animated), or .png (no flash)	
Recommended use cases	Branding, Direct Response, Events	Direct Response, Branding	Lead Generation	Acquiring Followers	Direct Response, Events	Display Ads



PINTEREST

Advanced Marketing Capabilities
API Available

PINTEREST OVERVIEW

100

billion ideas are on Pinterest
[Pinterest]

80

percent mobile usage
[Pinterest]

75

percent of Pins come
from businesses
[Pinterest]

55

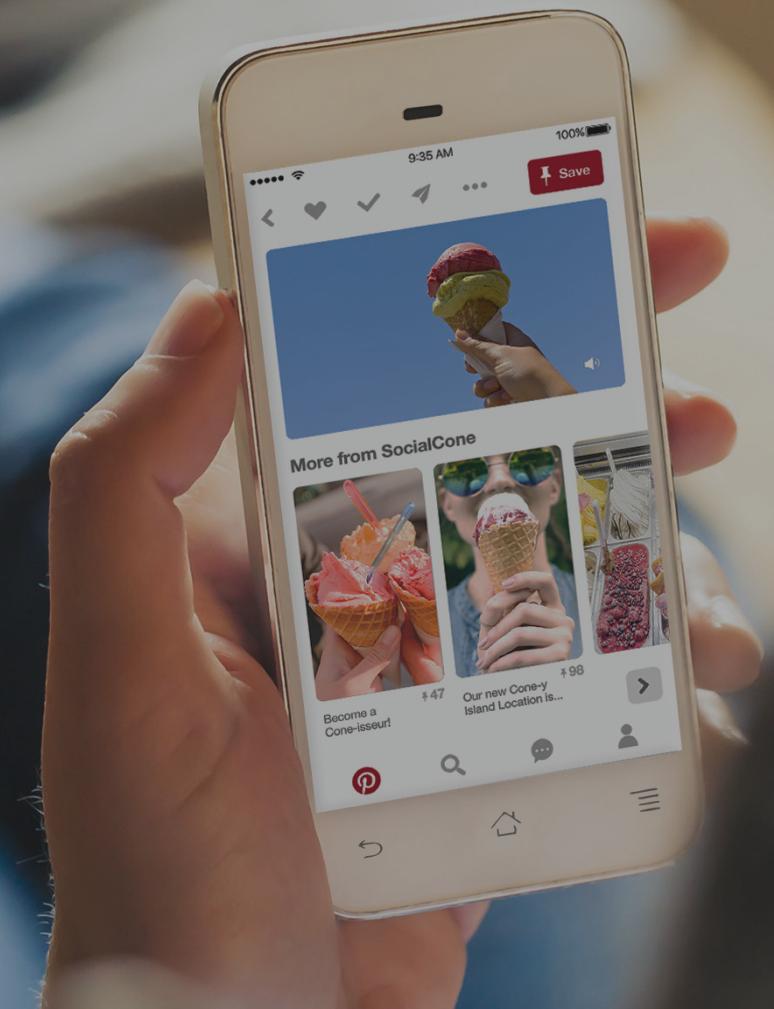
percent of users visit Pinterest
to shop and find new products
[Pinterest]

40

percent increase in mobile
searches on Pinterest over
the past year
[Adweek]

30

percent of Americans online
use Pinterest
[Pew]



Pinterest is positioned as a “visual search” platform, where people discover, plan and act on ideas, mimicking the buyer journey. This creates opportunity for evergreen branding and, with proper measurement, efficient direct response.

Platform Use Cases

1. Drive efficient brand awareness, with quality content that has discounted serving costs due to high earned media
2. Achieve downstream conversion with detailed, informative, non-perishable content
3. Drive in-store sales lift, measured through third-party data partners
4. Reach an audience that has high purchase and discovery intent during seasonal events associated with high spending (i.e. Valentine's Day, Halloween, winter holidays)

PINTEREST PLATFORM OVERVIEW

 New Developing Advanced

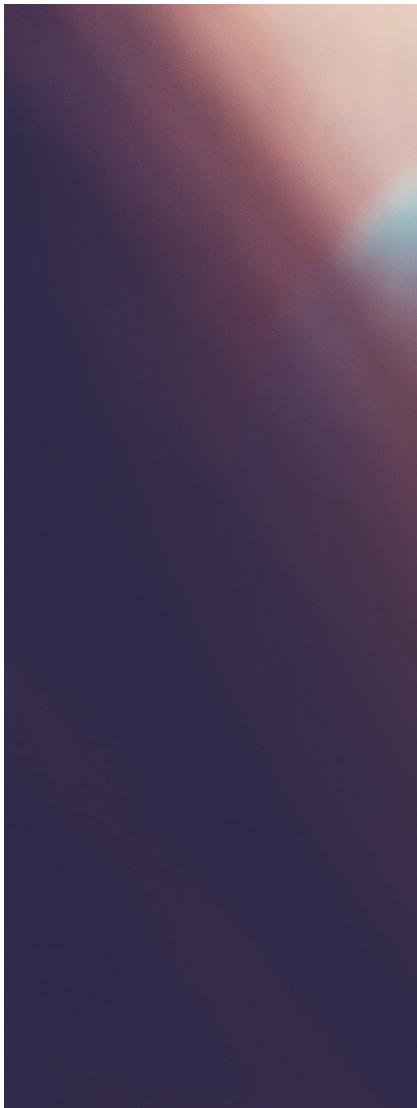
REACH

Global Reach

200 Million People

US Reach

70 Million People+



TARGETING

Native

Search Keywords, Language, Gender, Device, Interests, Country, DMA

Retargeting

Website Visitor Retargeting
'Actalikes'
CRM Retargeting
Engagement Retargeting



MEASUREMENT

Measurement Studies

Millward Brown
Offline Sales Measurement With Oracle Data Cloud
Online Conversion Lift

KPIs & Optimization Goals

Reach (CPM)
Clicks Offsite (CPC)
Engagements (CPE)

Tracking

Pinterest Tag, Third-Party Tracking
(Impression and View)



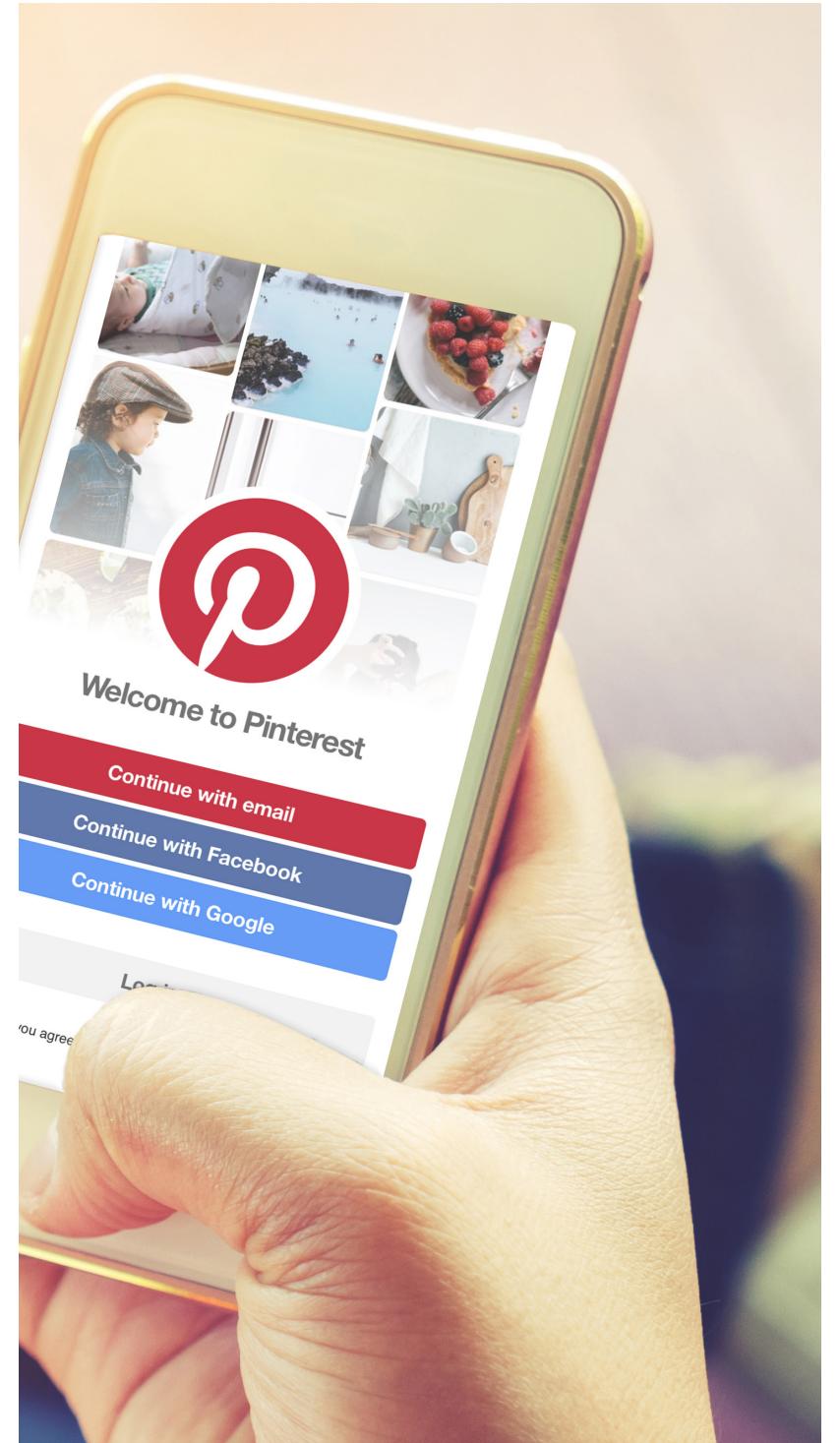
CREATIVE

Ad Units

Standard Promoted Pin, Cinematic Pin (Direct Buy Only), Rich Pin (App Pin, Product Pin, Recipe Pin, Article Pin), Buyable Pin, Video Pin

Placement

Search
Home Feeds
Categories
Related Pins



PINTEREST FAQS

1.

How does Pinterest search and discovery differ from Google?

Research indicates that people display intent on Pinterest earlier in the search and discovery process than on Google. People go to Google for specific searches with a clear expectation of what the query will retrieve (a specific item or topic). Pinterest is different in that people usually search the platform for more general, open-ended categories or ideas (vacation destinations, healthy recipes, etc.). This presents an opportunity for marketers to serve relevant content at all stages of planning—adding value whether consumers just know they want a vacation or whether they know where and when they would like to go.

Pinterest is looking to build a search alpha that takes marketers' AdWords lists and mirrors the same targeting within its platform, therefore allowing search marketers to bridge the gap between their Google and Pinterest campaigns. Pinterest is also starting to roll out the same image recognition that it uses to power its visual search and recommendations to its base of advertising content. That means that instead of dis-



2.

What type of measurement is available on Pinterest?

The platform released the universal Pinterest website tag in August 2016 that allows marketers to track specific actions people take on their website, like signing up for a newsletter or buying a product. The new tag allows for accurate ROAS measurement through a revenue passback. Millward Brown measurement quantifies brand lift, while integration with the Oracle Data Cloud quantifies offline sales lift from Pinterest campaigns. Pinterest also offers its own conversion lift test.



3.

What does Pinterest's direct response stack consist of?

Marketers can implement the unified Pinterest tag, a piece of JavaScript code, to their website to track revenue, conversions, and build and optimize audiences to reach valuable customers on Pinterest. The Pinterest tag tracks nine events—including signups, add to carts and purchases—allowing for custom event reporting and specialized audience building. Using the Pinterest tag, marketers can track website visitors and retarget them with Promoted Pin campaigns. Pinterest's CRM targeting allows brands to target their first party audiences (CRM), and Pinterest's actalike audiences offering allows brands to target people who exhibit similar pinning behavior as those in a brand's seed audience. Engagement retargeting allows marketers to retarget people who have previously engaged (save, closeup, share, view video) with the brand's Pins to reach more qualified audiences. We recommend testing how each audience performs compared to people targeted for the first time and optimize spend accordingly.

4.

What are the pros and cons of running One Tap versus Two Tap campaigns?

One Tap ads take Pinners directly from your Promoted Pin to your website in just one click, instead of two. One Tap Promoted Pins are available for CPC campaigns and improve performance for direct-response advertisers. Compared to two-tap campaigns, one-tap campaigns differ in four key areas: delivery, creative and performance. In terms of delivery, One Tap requires a much lower bid to maintain efficiency and is easier to scale, whereas Two Tap campaigns often need extremely high bids to deliver and are difficult to scale. In terms of performance, One Tap results in higher click-through rates but potentially lower conversion rates; the opposite is true for Two Tap. In terms of creative, One Tap campaigns have strict creative and website landing page restrictions, but all creative is accepted within Pinterest's Two Tap campaigns.

5.

What are some creative best practices on Pinterest?

While many digital platforms emphasize brevity, Pinterest is an outlier where details work. Since people use the platform for discovery and inspiration, they're hungry to consume details and are more likely to be open to branded content. In fact, more than 80% of Pins are made by brands, whereas on more social-focused platforms, the majority of content is user-generated.

Pinterest users are purposeful, so your content shouldn't be trying to sell something with urgency; it should tap into the exploratory, curious, DIY mindset with which people approach the platform. This presents an opportunity for marketers to convey sophisticated, educational messages loaded with keywords, to improve presence in user queries. For this reason, it is recommended that brands produce or adapt content specifically for Pinterest.

PINTEREST FAQs

6.

What are the creative qualifications to run with One Tap?

There are certain restrictions, specifically for One Tap Pins, to look out for in order to ensure that your Pins get approved:

Your ad's image can't include calls to action that create a false sense of urgency or encourage immediate action. That means you can't include phrases like "Click," "Buy now," "Quick! Visit our website!" or "Call now." However, videos and your ad's description can include these phrases.

Calls to action that don't necessarily require immediate action are okay. For example, Pinterest allows things like "Fall in love with," "Spruce up," or "Get the look."

Your landing page should be optimized for mobile. Page load time needs to be faster than 8 seconds. If the landing page requires a sign up, then this must be clear in the image and/or first line of copy. Your Pin should contain elements of the landing page experience above the fold (on mobile). For longer Pins, the landing page should contain elements

of the Pin before it's truncated.

Ensure that the product you're driving to on your landing page is available, and not out of stock.

Popups are allowed if they show up after 15 seconds of landing on the page.

Inline scrolls or interstitials are allowed, but they need to be less than 30% of the page.

The price on your Pin landing page needs to be equal / less than the price on the Pin.

7.

What video offerings are available on Pinterest? Should my brand invest in paid video on Pinterest?

Pinterest offers Promoted Video and Promoted Cinematic Pins. Cinematic Pins can be purchased via direct buy only, but SocialCode can buy Promoted Video Pins on behalf of brands via Pinterest's Ads API. Brands are seeing overwhelming success with video on Pinterest, less than six months since the platform first launched Promoted Video Pins. Early results show that upon encountering a branded Video Pin, people will dwell on the preview for a whopping 9 seconds, while the actual video will see upwards of 40% video completion rates. This comes as no surprise, as people go to Pinterest with purpose. Pinners are not in a hurry; they're open to watching a video from start to finish, if it teaches them how to do or make something.

Autoplay for video ads on Pinterest will also soon be available for all of its API partners. The platform is partnering with Nielsen and Moat for third-party measurement capabilities.

8.

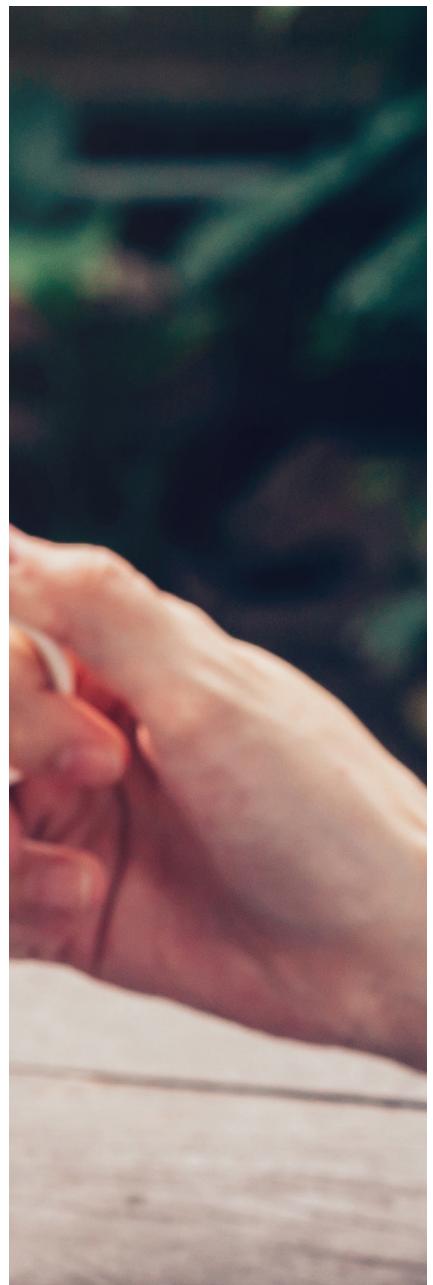
What Pin volume should I consider?

Pinterest is an evergreen platform where brand content has a long shelf life. Consequently, content that catches fire can continue achieving distribution for months and driving earned media, meaning marketers should deploy fewer pieces of excellent, evergreen content.

9.

What types of Pins can SocialCode promote?

SocialCode can promote Buyable Pins, Promoted Pins and Rich Pins, which include App Pins, Place Pins, Product Pins, Recipe Pins, Movie Pins and Article Pins. Other ad units placed in the home feed are currently being tested. Please note that while we can promote Buyable Pins, we cannot edit or create these Pins.



PINTEREST OBJECTIVES & OPTIMIZATION GOALS

<i>Objective</i>	<i>Bid Types</i>	<i>Billing Events</i>
Increase Awareness	CPM	Impressions
Increase Engagement	CPE	Closeups, Shares and Clicks
Send People to Your Website	CPC	Clicks (Only Offsite)
Drive App Installs	CPC	Installs (Through Direct Buy)

PINTEREST CREATIVE SPECIFICATIONS

	Photo Pins	Cinematic Pins (In-Grid Asset)	Cinematic Pins (Close-Up Asset)	Promoted Video with Autoplay
Image Size	Min width: 600 px	Fixed width: 250 px	Max height: 2048 px	2GB; 30 mins max (.mp4 or .mov)
Aspect Ratio	Ideal aspect ratio is 2:3 (600 px wide x 900 px high)	Max: 1:3.5 In-grid and close-up asset should have the same aspect ratio	Max: 1:3.5 In-grid and close-up asset should have the same aspect ratio	Square (1:1): 600 x 600 px Vertical: 600 x 900 px
Best Practices	Unlike on other platforms, text overlays are recommended (i.e. lists, recipes, details about the product, tasteful branding)	Max: 50 frames	N/A	Recommended video length: 0:15-0:30 s. "How To" content can be longer.
Descriptions	500 character limit	500 character limit	500 character limit	400 characters. The Pin description will only show up upon closeup. If your video ran with closed captioning on TV, then it will also need to run with closed captioning on Pinterest. To achieve that, make sure your closed captioning is burned into your video
Additional Notes	Vertical pins take up more space in feeds, get noticed more than shorter pins.	While longer pins are recommended for photo pins, a horizontal cinematic pin has more range of motion.	While longer pins are recommended for photo pins, a horizontal cinematic pin has more range of motion.	Show your brand's message through motion vs. relying on audio or dialogue
Source	More details at https://s.pinimg.com/sub/business/guides/how-to-make-great-pins-guide-en.pdf			



SNAPCHAT

Developing Marketing Capabilities
API Available

SNAPCHAT OVERVIEW

10+

billion video views daily

[The Verge]

173

million daily active users

[Business Insider]

60

percent of users create content
on Snapchat each day
[The New Yorker]

30

percent increase in Publisher
Story views quarter-over-quarter
[TechCrunch]

40

minutes of average daily
use by Snapchat users under
the age of 25
[Business Insider]

18+

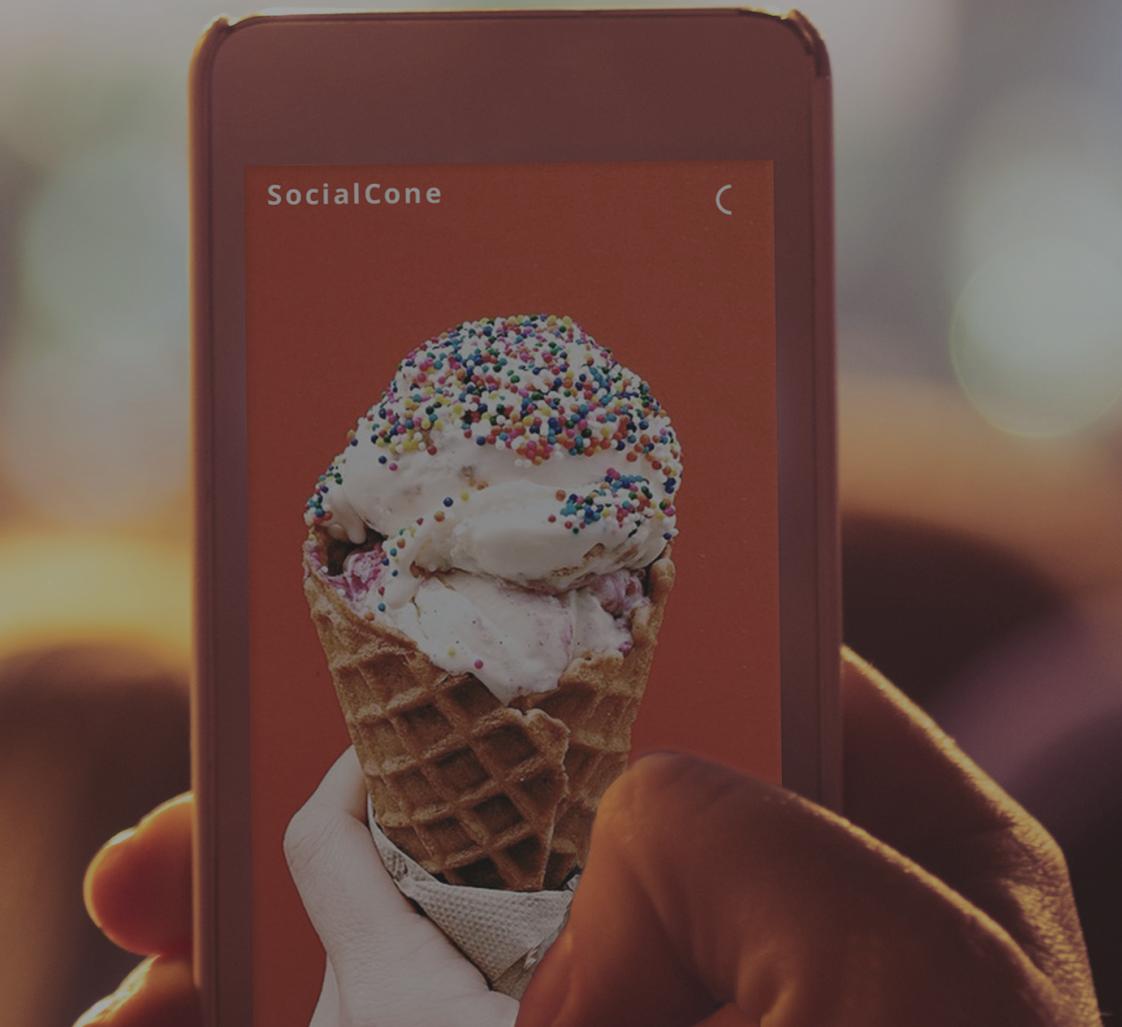
app openings on average
each day by Snapchat users

[Snapchat]

Snapchat is a messaging service where messages disappear soon after they are sent. The platform is used mostly by digital-native millennials, and has high value to marketers since it allows young people to share and consume content in ways that appeal to their interests. The platform is also “right-sizing” news and entertainment content for a mobile consumption environment.

Platform Use Cases

1. Increase brand affinity in a millennial audience
2. Drive high engagement (video views and swipes) from full-screen vertical videos
3. Drive app installs and encourage out-of-app content engagement



SNAPCHAT PLATFORM OVERVIEW

 New  Developing  Advanced

REACH

Global Reach

173 Million People

US Reach

61+ Million People

TARGETING

Through API

Age Buckets (i.e. 13-17, 18-20, 21-24, 25-34, 35+), Gender, Geography (Zip, DMA/Metro, State, Country), OS, Device, Carrier, Connectivity (Wi-Fi or Not), Lifestyle Categories (Interest Buckets Such as Arts & Culture, Video Games, Parenting & Family), Snap Audience Match (First-Party Audiences; Can Also Exclude Your CRM), Lookalike Audiences, DLX Advanced Demo and DLX Shopper Audiences, Snap Engagement Audiences (Users Who Have Previously Interacted With a Brand's Lens, Filter or Snap Ad Attachment), comScore TV/ Movie Audiences, PlaceIQ Audiences

MEASUREMENT

Measurement Studies

Limited: Millward Brown, Nielsen Brand Effect, DLX ROI, Snap to Store Measurement, Snap to Seat Measurement (for entertainment brands)

KPIs & Optimization Goals

Reach (CPM), Lifetime Reach and Frequency, Video Views, Video Views to Quartiles, View Duration, CPV, Swipes, Website Actions, Mobile App Installs

Tracking

Third-Party Tracking (DoubleClick, Moat, Innovid, Sizmek)

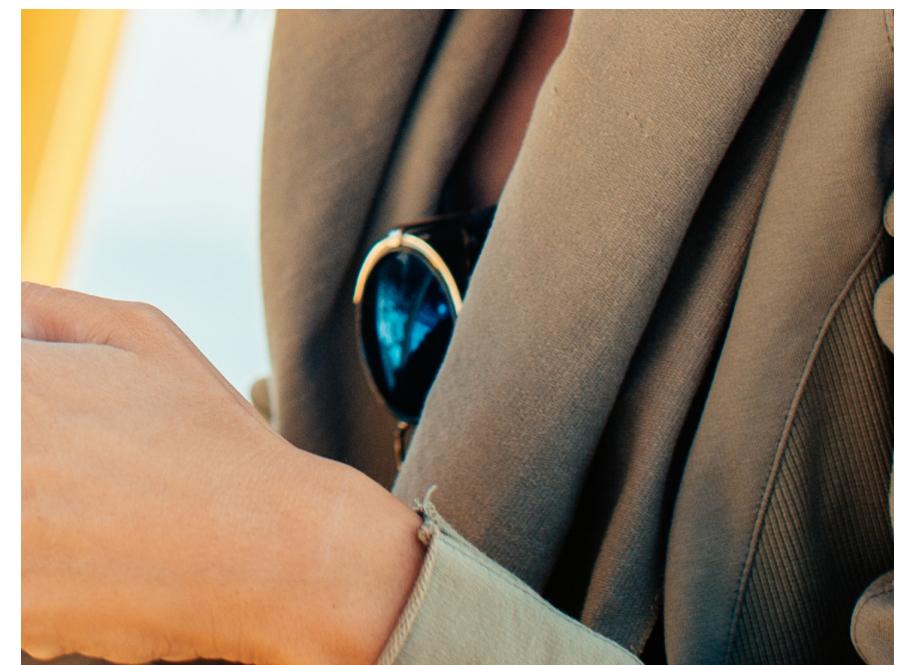
CREATIVE

Ad Units

Snap Ads, Snap Ads + Swipe to Long Form Video, Snap Ads + Swipe to Mobile App Install, Snap Ads + Swipe to Web Attachment, Sponsored Filters, Sponsored Lenses (Direct Buy Only)

Placement

User Stories, Live Stories, Discover, Sponsored Geofilters, Sponsored Lenses (Direct Buy Only)



SNAPCHAT FAQS

1.

Why should brands, especially those with an older audience, invest in Snapchat when they're already investing in Instagram Stories?

Marketers should invest in Snapchat, in addition to Instagram Stories, to avoid missing out on a valuable, unique subsegment of their target audience, on a platform they visit 18 times a day and on which they consume more than 10 billion videos daily. People use Snapchat in a variety of locations; 81% check it at home, 80% in restaurants, 70% at concerts, 50% at the gym, and 49% at airports. This allows brands to reach users at various touch points in their day with engaging, full-screen experiences in a premium placement. Early results from Snapchat internal data reveal that the swipe up rate for Snap Ads is 5x higher than the average click-through rate on comparable platforms. More importantly, App Annie, an app intelligence firm, reports that Snap users are exclusive to Snapchat and cannot be reached on other platforms.



2.

What business objectives is Snapchat best suited for?

In the US:

35% of Snapchat's daily users cannot be reached by Facebook on any given day

46% of Snapchat's daily users cannot be reached by Instagram on any given day

58% of Snapchat's daily users cannot be reached by Messenger on any given day

61% of Snapchat's daily users cannot be reached by YouTube on any given day

While the platform certainly skews younger and is best suited for advertisers trying to reach the coveted Millennial and Gen Z audiences, 35+ adults are among its fastest growing cohorts. According to Snapchat, more than 50% of daily new Snapchatters in the U.S. are 25 and older.

Increasing brand affinity with a young audience: Snapchat houses massive potential as a channel to provide succinct, impressionable content on a large and growing scale to an engaged audience.

Driving app installs: Snapchat affords mobile app advertisers (like gaming companies or financial services brands with digital banking apps) the opportunity to efficiently meet their goals by deploying action-based bidding.

Encouraging out-of-app content engagement and conversion: For advertisers more focused on an offsite-action, outside of MAI, Snap Ads with web attachment are a great way to foster engagement with a brand. The Web View attachment leads users off-app to a preloaded mobile version of a given domain, promoting lower funnel action and deeper engagement, which makes swipes an immensely powerful metric.

3.

What are the benefits of working with a Snap Ads API partner versus making a direct buy?

Working with a Snap Ads API partner like SocialCode allows marketers to tap into ad features and creative partnerships otherwise unavailable through a direct buy. But more importantly, it allows marketers to optimize their campaigns and reap strategic insights. Direct buys, on the other hand, are not flexible and don't allow for mid-campaign adjustments, nor do they provide the same level of reporting and insights an API partner offers. SocialCode offers value to client campaigns by developing technology and strategic solutions for reaching audiences with Snap Ads.

Through a direct buy, marketers can buy Lenses. With an API partner, brands can buy sponsored geofilters and serve Snap Ads in User Stories, Live Stories and Discover, with the option of attaching more content at the conclusion of a Snap Ad and giving people the option to take further action by swiping up to learn more. Currently, marketers can add a web view attachment, mobile app install ad and long-form video. Additionally, partners can optimize based on real-

4.

What are the specific benefits to buying geofilters via the API?

As of March 2017, Snapchat has allowed the buying of filters via the API. There are a number of direct and indirect benefits to buying filters through SocialCode's API:

Scaled buying of geofilters
(not available previously)

Daily reporting

Consolidated ad buys (Snap Ads and Geofilters). The ability to buy ads on a line of credit versus credit card

Ability to bundle multiple filter buys into a campaign. This is useful for brands looking to buy a filter in multiple cities—we can bundle their LA, NY, Chicago and SF buys, for example, all in one campaign

Convenience: If you're using the self-serve tool and want to run a geofilter from 5 a.m. to 7 p.m., Monday through Friday, you would have to start everything from scratch each day



SNAPCHAT FAQs

5.

What creative works well on Snapchat?

Unlike other platforms, Snap Ads need to be formatted vertically. Snap Ads typically perform well when the following elements are included:

Establish brand moment before the :02 mark in an ad, especially since Snap Ads are instantly skippable, but avoid opening on a solid frame with logo and/or product shot only. Opening with dynamic footage provides a moment to hook viewers.

Varying the beginning of Snap Ads when possible, and using that moment to grab the user's attention.

Keep the storyline simple by introducing a single scene or character. Don't over-complicate with multiple cuts or quick clips. Ads should seek to mirror the bite-sized and linear storytelling of Snaps; keeping duration closer to :05 - :06.

If running an attachment, ensure Top Snap (Snap Ad) acts as a teaser to incentivize Snapchatters to swipe up.

SocialCode clients have seen success when leading with characters talking to the camera

Filters should add context to the moment or location

Snapchatters must have a reason to add the Geofilter design to their Snaps and send to friends, or post them to stories in an authentic way

Think through the user's experience, the filter isn't applied until after the user takes a photo or video. You want to design something that works for a variety of photos.

Filters are meant to be illustrative and artistic not photographic

Don't create designs that mirror banner ads

Limit your design on the screen so the user's photos can still shine.

Geofilters should be usable on both front-facing and rear-facing camera Snaps

Keep any messaging general enough to allow it to feel contextually relevant for the Snapchat audience

Avoid over-cluttered design elements that may obstruct too much of the Snap

Create filter to align with date range (i.e. Valentine's Day, Halloween)

SocialCode Smart Content can help your brand create smarter content, quickly and efficiently for Snapchat. Reach out to your partner manager for more information.

6.

What are pricing, measurement and reporting like through the Snapchat API?

Pricing: Pricing of Snap Ads consists of a dynamic CPM ad auction, which evaluates creative, targeting and bidding among other variables. When marketers buy media through a direct buy, they pay a fixed CPM. Campaigns launched on behalf of a client via the Snap Ads program allow for CPM optimization. Pricing of Geofilters in the API is a fixed cost based on the size of the area targeted and the flight length.

Measurement: Measurement studies via Millward Brown are available for those brands willing to spend at least \$300k and Nielsen studies are available at \$250k spend minimums. Marketers can append URL tags or third-party impression and click trackers to their media to track actions taken within the web view attachment. Snapchat has also developed a proprietary solution called Snap to Store to measure the lift in visitation to a physical location based on ads users were exposed to. For entertainment clients, they have Snap to Seat, a solution to measure the lift in visitation to

a theater location after being exposed to an ad on the platform. Snap to Store also has a \$300k spend minimum, \$50k of which must be in chain geofilters.

Reporting: Snap Ads run via auction can be analyzed with greater granularity via SocialCode's reporting tool, giving brands deeper insight into demographic and interest-based performance that would not be available when running campaigns directly through the platform.



7.

Is third-party tracking supported?

Currently Snapchat allows brands to append impression and swipe-up tags to their Snap Ads. They currently support tags from DCM, Innovid, and MOAT. Click-trackers can measure immediate conversions (i.e. someone sees your Snap Ad, swipes up and orders an item immediately from your website). The Snapchat pixel is in alpha testing.



8.

Will Snapchat allow frequency caps through the API?

Snapchat will not allow advertisers to set specified frequency caps. Snapchat will use frequency as part of the auction determinants to help better optimize campaigns, deliver the best possible results to advertisers, and serve the most relevant ads to users.

SNAPCHAT OBJECTIVES & OPTIMIZATION GOALS

Objective	Bid Types	Optimization Goal	Billing Event
Drive Awareness	Fixed CPM (direct buy)	N/A - Fixed buys don't allow you to optimize towards a specific goal	Impressions
	Dynamic CPM (API only)	Reach	Impressions
Drive People to Engage, Take Action (Visit Your Website, Download Your App, View Your Long-Form Video)	Fixed CPM (direct buy)	N/A - Fixed buys don't allow you to optimize towards a specific goal	Impressions
	Dynamic CPM	Swipes (Goal-Based Bidding)	Impressions

SNAPCHAT CREATIVE SPECIFICATIONS

Snap Ads (formerly 3V)

Video Size and/or Length
1080 px x 1920 px

Snap Ads are 3-10 s vertical, full screen videos

Account for a 64 px margin around live area, as text/logos may appear too close to the edges.

"AD" slug will be affixed by Snapchat to the lower right corner of all ads. Avoid placing logos or other graphic elements within 150 px of the top and bottom of the screen.

Aspect Ratio
9:16

**Brand Name
(required for Snap Ads in User Stories or Live Stories)**
Up to 25 characters (including spaces)

Headline (required for Snap Ads in User Stories or Live Stories)
Up to 34 characters (including spaces)

CTA
App Install: Download, Install Now, Play, Shop Now, Sign Up, Use App

Longform Video: Watch, Watch Episode

Web View: Apply Now, More, Order Now, Play, Read, Shop Now, Show, Sign Up, View, Buy Tickets, Showtimes, Book Now, Get Now, Listen

Snap Ads (formerly 3V)

Required Fields

App Install: Google play URL and app store ID, image of icon

Web View: URL impression and click tracking (optional)

Restrictions

Imitation of Snapchat native creative tools or UI features is not allowed in ads (eg. Helvetica text, static emojis and geofilter-like overlays). Avoid montage or cuts and closed captions.

No letter boxing/borders of any kind.

Brand URLs are accepted, so long as they are simple (i.e. brand.com/fun), do not feature Snapchat in the URL, and appear on screen for no longer than 3 s

Source

For more details on Snap Ads' creative specs and restrictions visit <https://www.snapchat.com/ads/snap-ads>



TWITTER

Advanced Marketing Capabilities
API Available

TWITTER OVERVIEW

80

percent of Twitter accounts are active on mobile

[The Guardian]

79

percent of Twitter accounts are outside of the U.S.

[The Guardian]

59

percent of users get their news from Twiiter

[TechCrunch]

36

percent of millennials use Twitter

[Pew]

24

percent of adults online use Twitter

[Pew]

16

percent ROI increase when marketers run on Twitter and TV together

[BusinessWire]

Twitter is a platform for learning about and commenting on things happening right now, like TV, breaking news and events. This pattern creates opportunities to amplify sponsorships and TV buys, while also achieving always-on branding goals.

Platform Use Cases

1. Fortify event association, by launching paid content into high-volume
2. Drive television tune-in and maximize impact of TV commercial investments
3. Increase brand awareness or other brand equity metrics among core audience
4. Drive in-store sales lift, measured through third-party data partners



TWITTER PLATFORM OVERVIEW

 New

 Developing

 Advanced

REACH

Global Reach

328 Million Native, 800M Twitter Audience Platform

US Reach

67 Million People

TARGETING

Native

Age, Gender, Geo, Language, Device, Carrier, Location, Keywords, Interests, Followers, Behaviors, Event Targeting, Existing Customer (Tailored Audiences), Offline Purchase-Based Segments (Partner Categories), Twitter Usage-Based Segments, Lookalike Audiences, Emoji Targeting, Conversation Targeting

Retargeting

Website Retargeting, Engager and Impression/View Retargeting, Mobile App Downloaders/Engagers, Purchasers

Exclusion Targeting

Tailored Audiences
Behaviors
Keywords

MEASUREMENT

Measurement Studies

DLX ROI Study, Axiom Offline Sales Study, Nielsen Brand Effect, Millward Brown, Twitter Conversion Lift, MOAT and IAS Video Viewability, Audience Verification (Nielsen DAR and comScore vCE)

KPIs & Optimization Goals

Engagement, Website Clicks/Conversions, Follower Acquisition, App Installs, App Clicks, CPV (Promoted Video Views), CPV (Pre-Roll Videos), CPM (Awareness Objective)

Tracking

Twitter Universal Website Tag
Cross-Device Tracking
Third-Party Tags

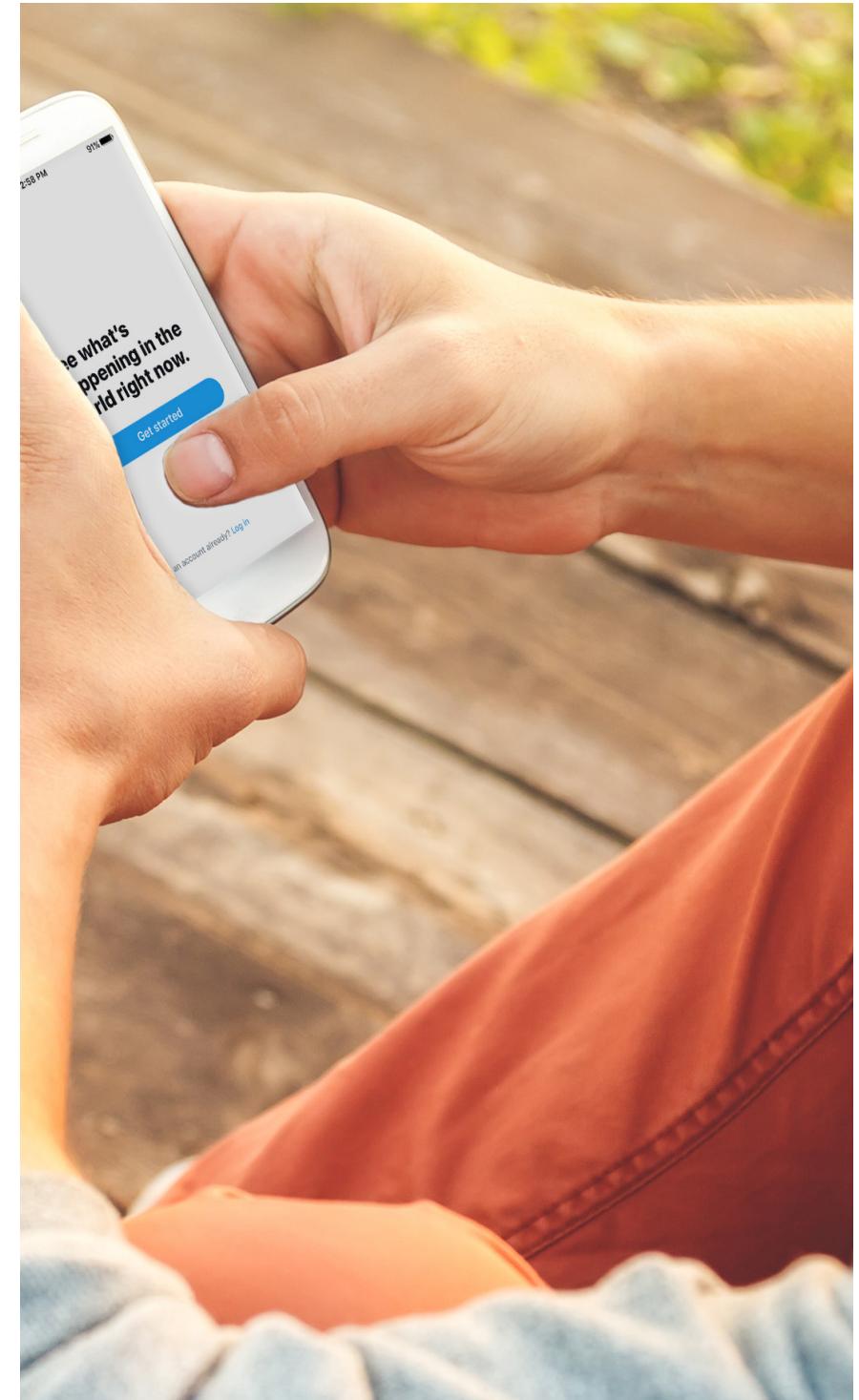
CREATIVE

Ad Units

Text Ad, Photo Ad, Promoted Tweet Carousel, Website Card, Mobile App Install Ad, Mobile App Engagement Ad Conversational Ads (Photo or Video), Sticker Ads, Emoji Ads, Promoted Video, First View, Promoted Live Video, 360 Video, In-Stream Video Ads (Pre-Roll and Mid-Roll), In-Stream Video Sponsorships

Placement

Search
Profile
Timeline
Twitter Audience Platform



TWITTER FAQS

1.

How do brands maximize real-time marketing on Twitter?

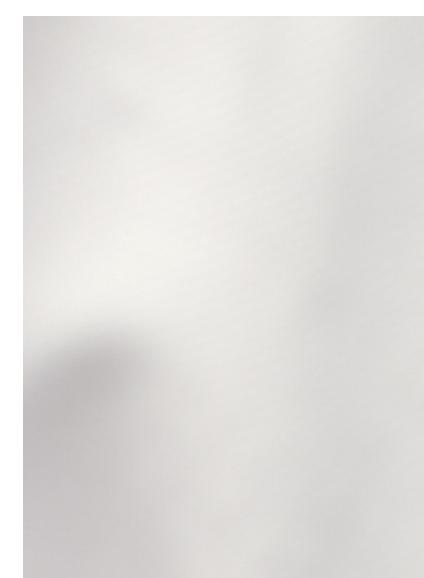
Twitter's greatest strength and differentiator is as a real-time platform. Whether you're expressing your reactions to the Super Bowl or live-tweeting your thoughts on The Bachelor, Twitter is a go-to platform for real-time commentary. Real-time marketers have two major conversation types in which it makes sense to advertise. First, those that happen everyday —i.e. people tweeting about coffee every morning. Second, conversations associated with perishable happenings, like those around major sporting events. Marketers should keep several things in mind to achieve the best real-time marketing results:

Make sure the brand belongs: Everyday, people tweet about coffee. A coffee brand can add value and achieve results by launching Promoted Tweets into the #NeedCaffeine conversation. A dog food brand would add less value.

Pre-plan content: Some brands try to react to real-time conversations as they unfold, usually by housing creative, media, and legal people in a war room. A planned real-time strategy, in which

brands mobilize content in advance and serve it as if created in the moment, has proven more sustainable for stakeholders.

Use innovative ad units and targeting tools: Marketers can encourage people to engage with their brand and drive earned media by using conversational ads. These formats, which include call to action buttons and pre-populated hashtags make it easier for brands to encourage people to tweet about them and spread a specific campaign message. Twitter also offers emoji targeting, a feature that allows you to retarget people who engage with or produce tweets that contain certain emojis (i.e. Domino's targeting people who use the pizza emoji).



2.

What are the options for video buying on Twitter? What video formats does Twitter offer?

The default option and industry standard will charge marketers for 50% in-view videos watched for 2 seconds, though 100% in-view and watched for 3 seconds buying is also available. Defaulting to a less stringent viewability definition helps to better contextualize Twitter's video performance compared to other social platforms. If the goal is only to drive the highest quality video views possible on Twitter, marketers should continue using the 100% in-view for 3 seconds bid type. Those marketers looking for the most accurate cross-social-platform video comparison should use the 50% in-view option.

SocialCode is seeing a vast number of clients invest in Amplify during live events such as the Super Bowl and the Oscars. Amplify allows brands to manually or automatically insert a video ad before exclusive clips on Twitter such as NFL game highlights or TV show trailers. Amplify, which features content from more than 100 publishers, reaches up to 57 million people and supports pre-rolls of any length. For videos that are six

seconds or less, advertisers are charged at 3 seconds, 100% in view. When the pre-roll video is more than six seconds long, the skip button will appear on the pre-roll immediately and the advertiser is charged at 3 seconds, 100% in view.

Some other new video options include the ability to promote a Live Video (Periscope), 360 Video and Conversational Video Ads. Twitter also expanded its video offerings to include in-stream video views.

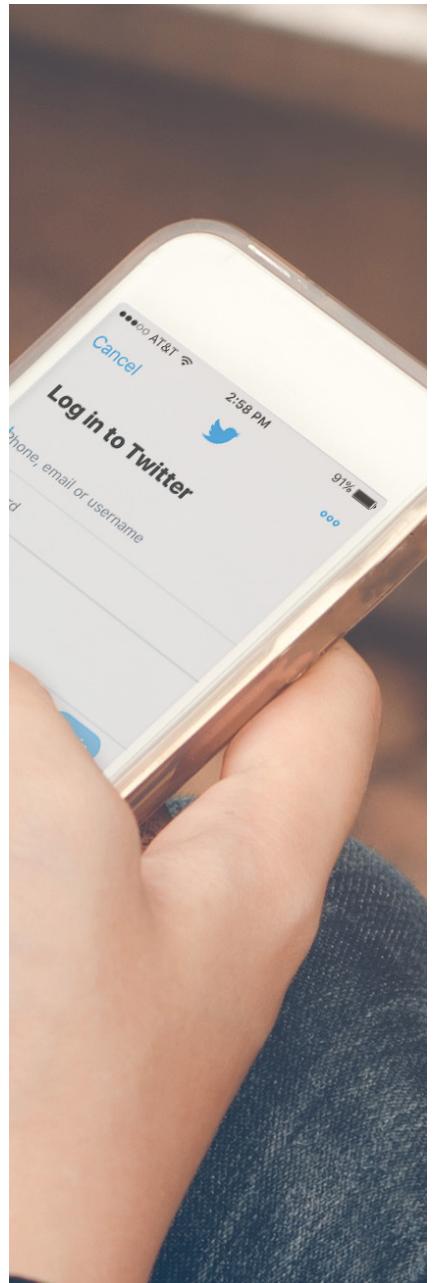


3.

How do Twitter's tracking capabilities compare to Facebook?

Twitter and Facebook provide similar native tracking tools. For example, marketers can use Twitter conversion tracking to understand how many people took a desired action after seeing or clicking on Twitter ads. Marketers can also capture website visitors and conversions through a tool called the Universal Website Tag. The challenge is many brands use Google's DoubleClick For Advertisers in order to track actions people take after clicking on and viewing digital ads. They do so to create uniform measurement and reporting standards across all digital ad channels.

Twitter's integration with the Google standard has not yet scaled. The lack of parity disrupts apples-to-apples comparisons between Twitter and other digital platform performance. As a result, many clients invest heavily in Twitter for brand equity goals, rather than direct response. However, Twitter's new Website Tag is easily implemented and our clients see success with its ability to boost the platform's conversion measurement capabilities.



TWITTER OBJECTIVES & OPTIMIZATION GOALS

Objective	Optimization Goals	Billing Events
Tweet Engagements	Engagement	Engagements
Website Visits	Website Clicks Conversions	Clicks
App Installs or App Re-Engagements	App Clicks App Installs	App Clicks App Installs
Followers	Follower Acquisition	Followers
Video Views	Views	Views 3s/100% views
Pre-Roll Video Views	Views	Views 3s/100% views Per 1000 video views
Awareness	Reach Engagement	Impressions

TWITTER CREATIVE SPECIFICATIONS

	<i>Website Card</i>	<i>Image App Card</i>	<i>Video App Card</i>	<i>Promoted Video</i>	<i>Single Image Tweets & GIFs</i>		<i>Multi-Image Tweets</i>	<i>Summary Card with Large Image</i>	<i>Conversational Ads</i>
Image Size/Aspect Ratio	800 x 418 px for 1.91:1 aspect ratio, 800 x 800 px for 1:1 aspect ratio	800 x 800 px for 1:1 aspect ratio, 800 x 418 px for 1.91:1 aspect ratio	Recommended: 16:9, min: 640 x 360 px	Recommended: 16:9, min: 640 x 360 px	Mobile: 16:9. Min: 600 x 335 px, but larger images (i.e. 1200 x 675 recommended); Desktop: between 2:1 and 1:1; *Note: When running the same creative across desktop and mobile, Twitter recommends using mobile specs to avoid cropping on mobile		Mobile: 2 images: 7:8; 3 images: 1 is 7:8 and 2 are 4:7; 4 images: four 2:1. Min 600 x 335 px, but larger images (1200 x 675 px) recommended; Desktop: Images automatically cropped to 1; Min 600 x 600 px but larger images (1200 x 1200) recommended	280 x 150 px, Aspect Ratio: 2:1	800 x 320 px, 5:2 aspect ratio. For video, same specs as Promoted Video
Tweet Copy	116 characters are available (24 characters are used for images). Bitly also takes up 24 characters.	116 characters are available (24 characters are used for images). Bitly also takes up 24 characters.	116 characters are available (24 characters are used for images). Bitly also takes up 24 characters.	116 characters are available (24 characters are used for images). Bitly also takes up 24 characters.	116 characters are available (24 characters are used for images). Bitly also takes up 24 characters.		116 characters are available (24 characters are used for images). Bitly also takes up 24 characters.	116 characters are available (24 characters are used for images). Bitly also takes up 24 characters.	116 characters (24 used for Conversational Card)
Headline Length	Recommended Headline Length: 50 characters Max: 70 characters	N/A	Max: 70 characters (title under video)	Max: 70 characters (title under video)	N/A		N/A	Recommended: 50 characters, Max: 70 characters	23 characters
Short Description	N/A	Title/price pulled from app store	Title/price pulled from app store	200 characters (description under video)	N/A		N/A	Truncated at 200 characters	Hashtag: 21 characters; Thank you text: 23 characters; Thank you URL (optional): 23 characters
CTA Button	N/A	Install (default if app is not installed), Open (default if app is installed), Play, Shop, Book, Connect, Order	Install (default if app is not installed), Open (default if app is installed), Play, Shop, Book, Connect, Order	N/A	N/A		N/A	Truncated at 200 characters	Tweet [custom hashtag]
Recommended Use Cases	Direct Response	Mobile App Installs	Mobile App Installs	Engagement, Awareness	Engagement, Awareness		Engagement, Awareness	Direct Response	Engagement
Source	More details available at https://business.twitter.com/en/help/campaign-setup/advertiser-card-specifications.html								



YOUTUBE

Advanced Marketing Capabilities
No Ads API Available

YOUTUBE OVERVIEW

1.0+

billion hours of video
watched per day

[Youtube]

1.5

million users log into Youtube
each month

[TechCrunch]

66

percent of Youtube viewers say
they watch Youtube on a TV Screen

[Think with Google]

50

percent year-over-year increase in
number of channels earning six figures
per year on Youtube

[Youtube]

40

minutes of mobile viewing each
day by the average user

[Adweek]

33.3

percent of all people on the
internet use Youtube

[Youtube]

*YouTube is a video channel owned
by Google that allows marketers
to insert their video ads before
and during the millions of videos
that professionals and amateurs
upload to the platform.*

Platform Use Cases

1. Increase brand affinity
2. Drive mass awareness efficiently
3. Utilize longer view time to tell more
in-depth stories
4. Leverage YouTube Labs to edit
and optimize existing video assets
for YouTube
5. Test video assets with low minimum
brand lift measurement before
scaling to other video platforms

YOUTUBE PLATFORM OVERVIEW

New

Developing

Advanced

REACH

Global Reach

1.5 Billion Monthly Active Users Google Display Network (GDN)

TARGETING

Native

Age, Device, Gender, Parental Status, Income Percentile, Affinity, Custom Affinity, In-Market, Topics, Placements, Keywords, Life Events, Consumer Patterns

Retargeting

Channel Viewers, Channel Subscribers, Video Viewers, Ad Viewers, Action Takers (i.e. Like, Dislike, Comment), CRM Lists, Exclusion, Website Visitors/Converters

MEASUREMENT

Measurement Studies

Google Brand Lift
Google Search Lift
Offline Sales Lift

KPIs & Optimization Goals

Reach, Watch-time, View Rate, Completion Rate, CPV, CPA (Mobile App Installs), CPM, Clicks, Conversions, Installs

Tracking

Conversion Pixel
SDK For MAI
Remarketing Pixel
Third-Party Tags

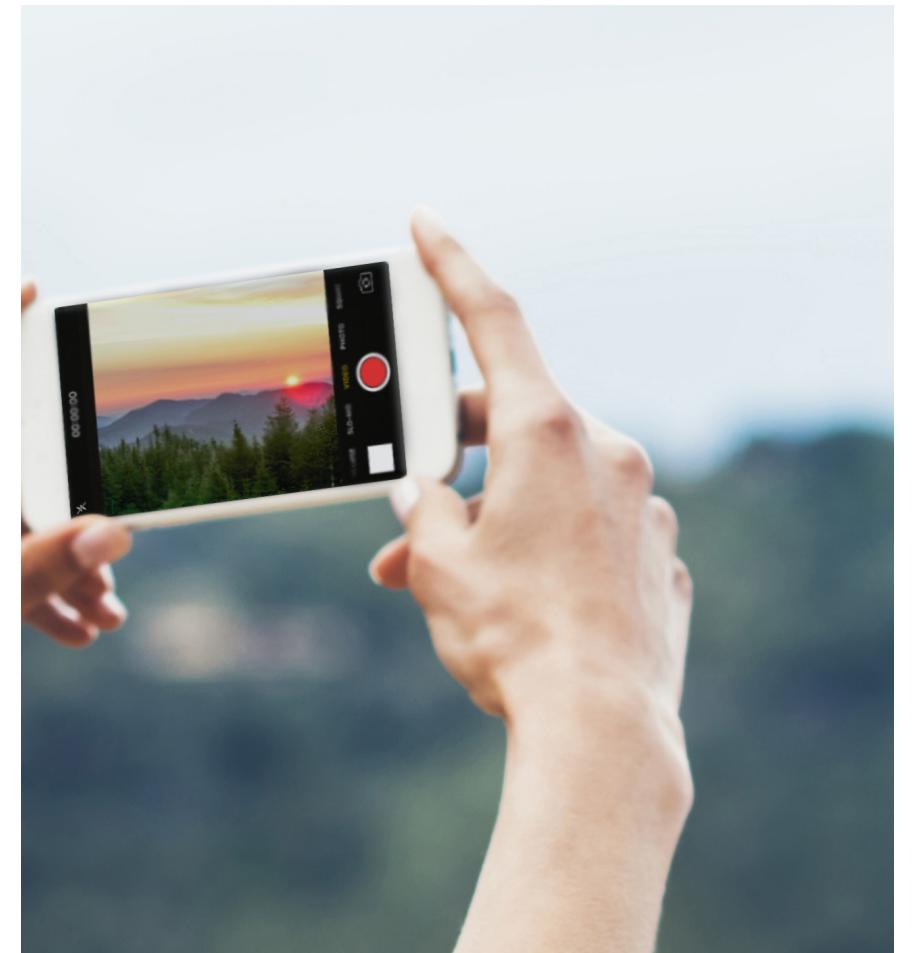
CREATIVE

Ad Units

TrueView In-Stream, TrueView Discovery, TrueView Bumpers (6 Second Non-Skipable), Reservation/Google Preferred (Direct Buy Only, Non-Skipable Inventory Available), Masthead (Purchased Directly With Google Representative)

Placement

Within YouTube Videos, YouTube Search Results, Video-Watch Page, Home Page (Desktop or Mobile App), Video Overlay Over YouTube Video (Direct Buy Only)



YOUTUBE FAQS

1.

Can first party data be used to target on YouTube?

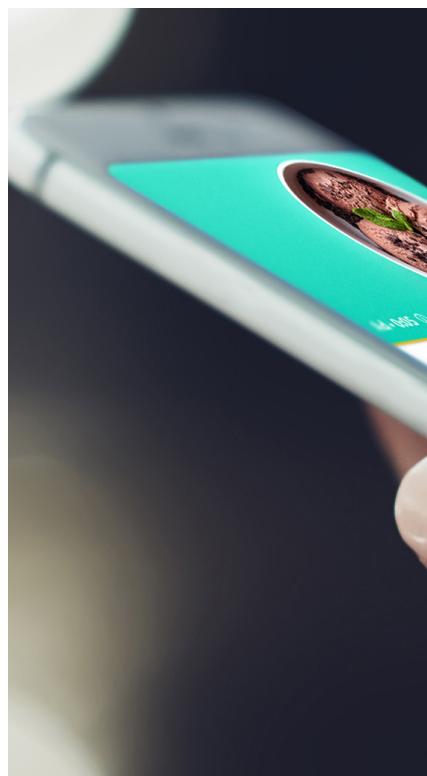
Yes. Marketers can target their CRM lists as well as hashed lists of offline purchasers supplied by approved third parties.



2.

When do marketers pay for video ads?

With TrueView auction video ads (in-stream and discovery ads), marketers are charged for media when people complete 30 seconds of a video, complete the video, or engage with the video, whichever comes first. Bumper ads are purchased on a CPM basis. Any Discovery ads are considered views as soon as a user clicks on them.



3.

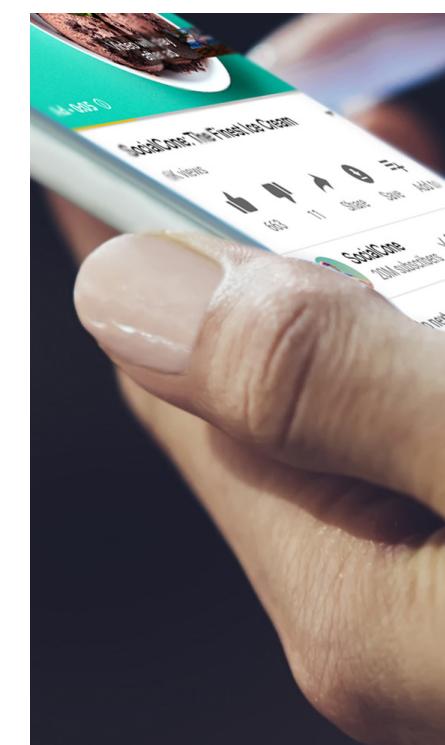
What are the differences between discovery, in-stream and bumper ads?

TrueView discovery ads (click to play videos) are a strong strategy for re-engaging the high awareness portion of your audience, and paired with specific, relevant context can effectively grab the attention of lower awareness users as they browse through YouTube. We typically recommend devoting 5-10% of budget towards discovery video ads.

TrueView Video (in-stream and bumper ads) are used to build awareness amongst a much larger portion of your audience.

In-stream ads (skippable after 5 seconds, typically 12s+) allow you to develop a deeper story for a higher funnel subsection of your audience. This ad unit is a strong way to engage an audience of low awareness users and invite them to opt in and continue viewing after the forced five seconds. We recommend employing longer creative where resources are available. Despite 50-60% greater CPVs, brand measurement has shown that 30 second videos can drive up to 60% greater lift in purchase intent than 15 second videos.

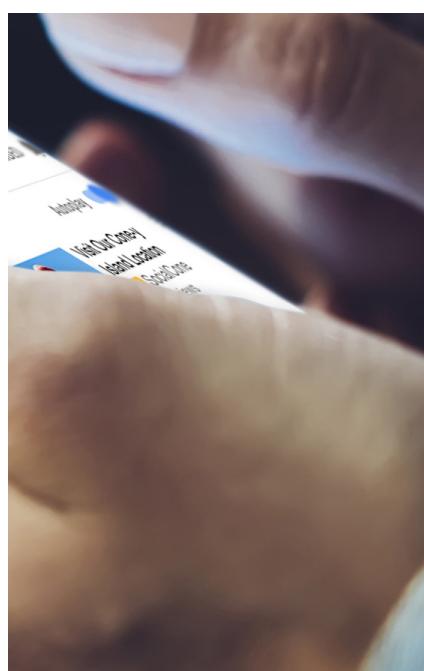
Additionally, activating with bumper ads (six second force-view videos) can be a valuable strategy to further expand your reach and frequency and avoid restricting your message to the portion of your audience likely to opt in to view your video. At about half the CPM of in-stream ads, bumper ads are a cost efficient way to entice your audience to learn more through bite sized, mobile optimized content. These shorter videos can also be used to effectively develop a sequenced story through video remarketing, and can work to tease and magnify longer in-stream ads.



4.

What are companion banners in the context of video ads?

Marketers can choose to include a 300 x 60 banner above the recommended-video section when running video ads. They appear only when a video ad is playing, and lead people to a brand's website when clicked. Marketers can also use an auto-generated video wall as a companion banner, composed of thumbnails from recent videos to drive users to view content on their channel.



5.

What are the central measurement studies to consider, and what are the associated minimums?

Google Brand Lift allows marketers to measure how their video content is driving awareness, recall, consideration, favorability and purchase intent for a minimum \$7,000 (for two-cell test, \$3,500 for one-cell) investment over one week. Google Search Lift allows marketers to see how their video content drove lift in search volume on Google and YouTube for a minimum \$20,000 investment over 2 weeks.

Google recommends running brand lift and search lift studies in tandem, an option included in the \$20,000 investment. Since understanding what content drives greatest brand lift is faster and less expensive on YouTube than other channels, it is a valuable platform for testing content against business goals before scaling.

YOUTUBE FAQs

6.

Should marketers use the same creative across Facebook and YouTube?

Since YouTube ads are largely skippable, optimizing the first 3-5 seconds is as important as it is on Facebook. This means in many cases, the content can work on both platforms. However, since YouTube videos default to playing with sound, marketers must ensure the video can grip audiences on Facebook immediately without sound. If the video requires sound, different creative is recommended between platforms.

SocialCode Smart Content can help your brand create smarter content, quickly and efficiently, for YouTube. Reach out to your partner manager for more information.



7.

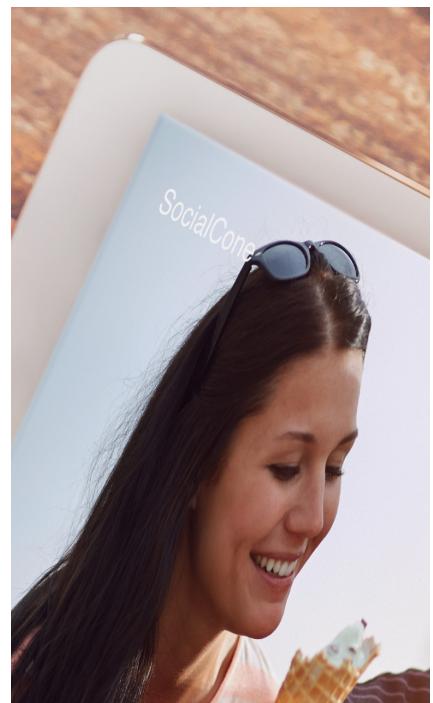
What are the direct response capabilities of YouTube?

YouTube is best used as a branding platform, however DR-focused brands can utilize robust conversion tracking to tie their ads to revenue. There are several ways to drive users off site:

Display URL

Companion banner

Using Google Shopping, advertisers can dynamically pull in relevant products



8.

What are core targeting types on YouTube?

Audience targeting: Target the people most likely to respond positively to ads through the following tools:

Remarketing: Target existing CRM lists, people who interact with specific videos/channels or people who visit an owned website.

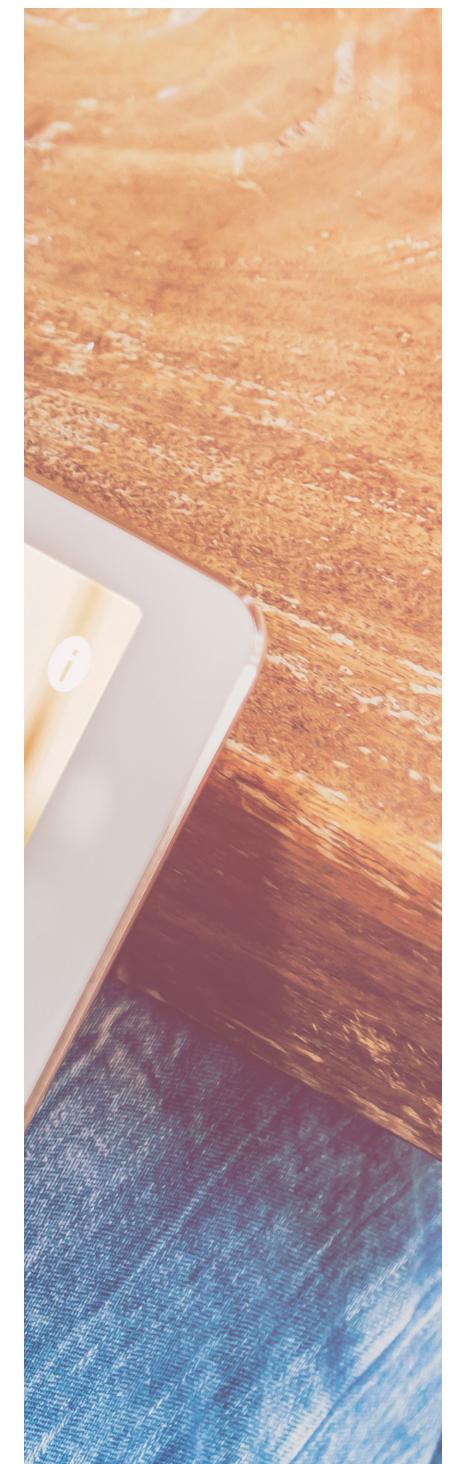
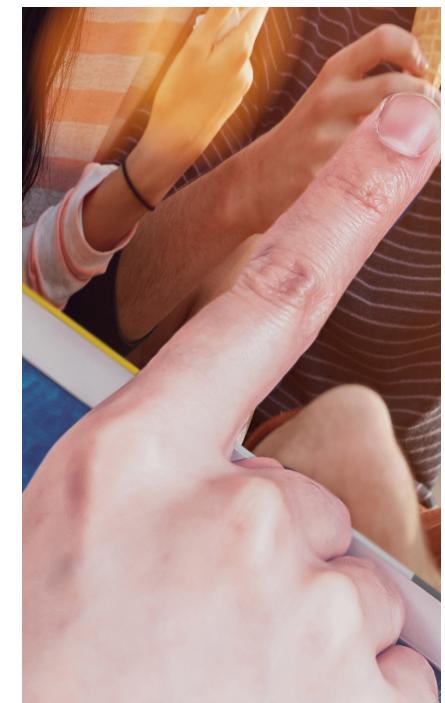
Interests: Target broad, predefined "affinity audiences" of people who expressed interest in a topic based on their general browsing behavior (i.e. an NFL sponsor targeting people who regularly interact with NFL content) or "custom affinity audiences" of people who expressed interest in a more specific subset of the topic in their browsing behavior (i.e. an NFL sponsor targeting people who regularly interact with a specific NFL team for regional promotions). Interests also include "in-market audiences," (i.e. people in market for a new vehicle), based on signals taken from people's research behavior.

Contextual targeting: Reach an audience of people as they consume content relevant to your brand or product.

Keywords: Target people watching videos related to specific keywords (i.e. people watching videos related to football, the NFL and the NCAA). These are chosen by marketers and can be as broad or specific as they like.

Topics: Target broad topics, which are built from broad, predefined groups of relevant videos to create scale without building long keyword lists.

Placements: Placements are the most specific way to target contextually. They allow marketers to target individual videos and channels, as well as websites in the Google Display Network.



YOUTUBE OBJECTIVES & OPTIMIZATION GOALS

<i>Objective</i>	<i>Optimization Goals</i>	<i>Billing Events</i>
Drive Awareness, Build Brand Equity	CPV (In-stream & Discovery)	View
	CPM (Bumper Ads)	Impressions
	CPA (Mobile App Installs)	App Installs

YOUTUBE CREATIVE SPECIFICATIONS

Ad Type	TrueView In-Stream	TrueView Discovery (formerly In-Display)
Definition	In-stream ads play before or during another video from a YouTube partner. Viewers see five seconds of your video and then have the choice to keep watching or skip it.	Discovery ads (static) appear alongside other YouTube videos, in YouTube search pages, or on websites on the Google Display Network that match your target audience.
Minimum Video Length	12 s recommended	12 s recommended
Maximum Video Length	Less than 3 minutes recommended	Less than 3 minutes recommended
View Definition	30 s (or non-skip interaction w/ ad)	When someone clicks on static ad
Video File Format	AVI, ASF, Quicktime, Windows Media, MP4, or MPEG	AVI, ASF, Quicktime, Windows Media, MP4, or MPEG
Video Aspect Ratio	Native aspect ratio without letter-boxing (examples: 4:3, 16:9)	Native aspect ratio without letter-boxing (examples: 4:3, 16:9)
Video Resolution	640 x 360 px (16:9) or 480 x 360 px (4:3) recommended	640 x 360 px (16:9) or 480 x 360 px (4:3) recommended
Video Frame Rate	30 FPS	30 FPS
Video Maximum File Size	1 GB	1 GB
Video Click Throughs	Must be hosted on YouTube, jpg or gif only, 74 x 74 px	Must be hosted on YouTube, jpg or gif only, 74 x 74 px
Video Thumbnail	jpg or gif only, 74 x 74 px	Choose from 4 auto-generated thumbnails

Ad Type	TrueView In-Stream	TrueView Discovery (formerly In-Display)
Video Title	Pulled in from your YouTube video URL	Pulled in from your YouTube video URL
Headline	25 characters max (any more than 25 will be truncated on some devices)	25 characters max (any more than 25 will be truncated on some devices)
Final URL	Drives to any website, can be replaced with larger CTA overlay	Drives user either to a video watch page or a channel page
Display URL	The URL that appears within the ad (Final URL is where the link leads)	N/A
CTA	Drive clicks to your website by adding a CTA overlay to In-Stream ads	N/A
Description	N/A	Two lines, 35 characters each
Optional Custom Thumbnail	N/A	Contact Google representative
Optional Companion Banner Thumbnail	Upload a custom image banner or use an auto-generated banner based on your channel's videos 300 x 60 px jpg, static gif, or png; 300 x 250 px also available for gdn only. 300 x 250 px video wall will show on YouTube if no companion ad is provided. 150 KB (50KB max for non-skippable video)	N/A
Optional Shopping Enabled Companion Banner	Upload a product catalog to dynamically display and provide the option to click out to relevant products	N/A

BEYOND THE GUIDE



Armed with the platform information needed for success, your brand can now build cross-channel learning agendas to reach the right people, with compelling content, at the most effective frequency. Contact your partner manager to get started.

SocialCode is an audience-first marketing partner built to drive results through media activation. We combine audience data, insights, content creation and measurement to drive unmatched ROI from digital campaigns.

To learn more about our offerings, go to www.socialcode.com.