Google automated ads content guidelines

**Responsive display ads**

* Upload up to 15 images, min 2 images at least one landscape
* 1.91:1 for landscape 1:1 for square
* Higher quality is better
* Don't use images that include a mirror image.
* Don't round edges or use borders.
* Don't use inverted colors or excessive filters
* Don't use images that are hard to see or appear washed out.
* Don't use blurry images.
* Don’t overlay a logo on top of an image, as this can be repetitive in certain ad layouts. Images where the logo is integrated in the photograph are OK.
* Avoid overlaid text
* Buttons (which promise non-existent functionality like “play”, “download” or “close”) violate Google’s Google Ads policy.
* Blank space should not take up more than 80% of the image.
* Avoid collage images
* Avoid displaying products over digital composite backgrounds, including an all-white background.

**Logos**

Upload both 1:1 and 4:1 aspect ratios, avoid text, centre it, transparent background preferred, whitespace padding should be 1/16th of the logo size

Certain special considerations apply to assets used for videos:

* Don’t use logos on the borders of images
* Don’t use text on borders of images
* Don’t use multiple images that look the same — only pick one

**Video formats**

Video:

* File format: .mov or .mp4
* Dimensions:
  + Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080
  + Portrait/vertical: 720 × 1280, 1080 × 1920, or 1080 × 1440
  + Square: 720 × 720, 1080 × 1080, 1920 × 1920
* Aspect ratio:
  + Landscape/horizontal: 16:9 or 4:3
  + Portrait/vertical: 9:16 or 3:4
* Codec: H.264
* Frame Rate: 23.98 or 29.97
* Bitrate: At least 20 Mbps
* Length: 15 or 30 seconds
* File size: Up to 1GB (per the Campaign Manager 360 file size limit)
* Black bars: No black bars
* Letterboxing: No letterboxing

Audio:

* Codec: PCM (preferred) or AAC
* Bitrate: At least 192 Kbps
* Bit: 16 or 24 bit only
* Sample rate: 48 kHz
* Audio settings: Required
* Loudness aligned with IAB US spec of -24LKFS +/- 2LKFS (Campaign Manager 360 will normalize to target loudness of -24 LKFS)

Companion creatives:

* Companion banner size 20K.
* Companion can be an image or HTML5.
* Companion banner animation time should be 15 seconds.
* Companion banner 18-24 FPS.
* Include 300 × 250, 728 × 90, and 300 × 60 companion banner options.

**Research findings**

# **Study: Which digital ad formats are most effective?**

https://martech.org/study-which-digital-ad-formats-are-most-effective/

* 300 x 250 and 728 x 90 receive more impressions than other ad formats
* Half-page ads and large rectangles receive higher CTRs than other ad formats
* Large-format in-article ads are just as effective as Instagram ads.
* The ads had a 50% viewability rate.
* The study determined that mobile web ads offer a lucrative format for amplifying social efforts within existing contextual environments.
* Mobile ads 2x more effective than desktop ads.
* “Breakout” and “Sidekick” ad units – which display as a fixed block at the bottom of articles – ranked third in ad effectiveness at 3.9% with 90% viewability.
* Desktop banners second-lowest ad effectiveness of all platforms.
* Sidebar banner ads on desktop had an 80% viewability rate, they were only looked at an average of 1.9% of the total session time and represented 2% ad effectiveness
* Among the respondents who were exposed to at least one ad, pinned mobile web ads and large format in-article ads outperformed the other platforms in ad recall by 29%.

**Effective Display Advertising: Improving Engagement with Suitable Creative Formats**

https://www.nim.org/sites/default/files/medien/2327/dokumente/bruce\_vol\_9\_no\_1\_english\_.pdf

* Animated formats are superior to static formats in most settings.
* They have a higher recall, attract user attention, and create favor- ability for the advertised brand.
* Static formats can still be effective for price ads and retargeting.
* Retargeted ads are effective only if they offer price incentives.