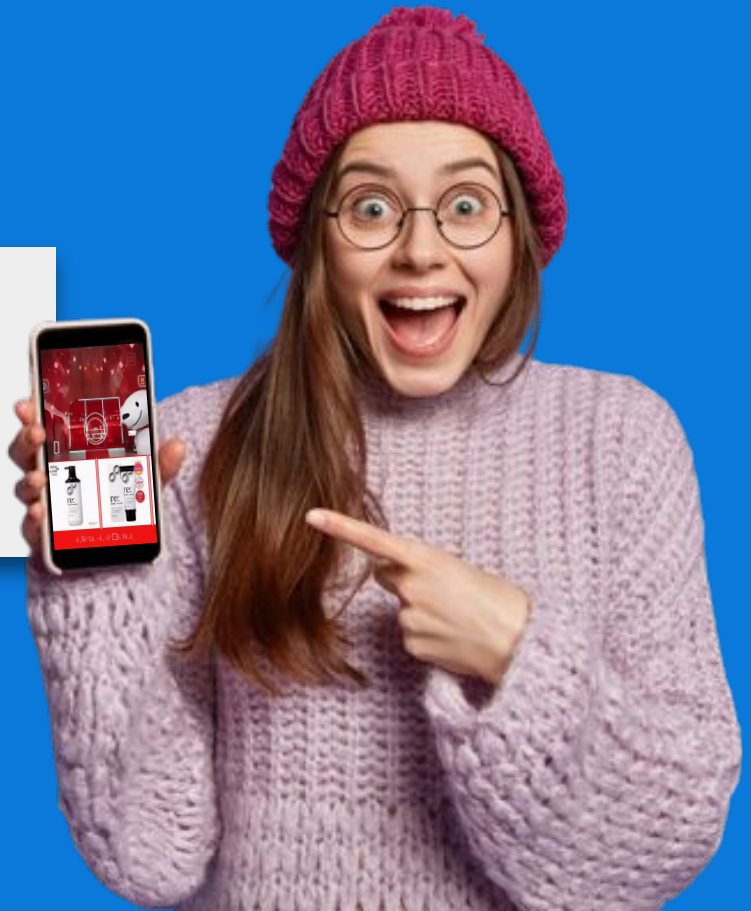
RevX
powered by affle

Creative Requirements

Made for Growth, Built for App Marketers

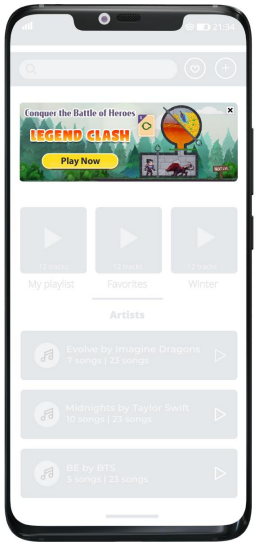
The simpler way to programmatic advertising.



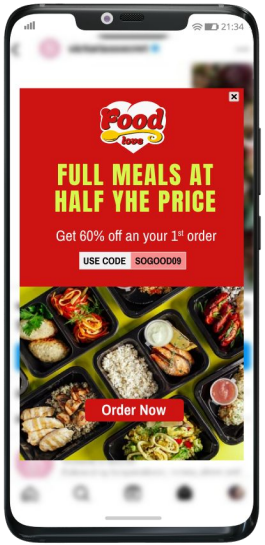
Creative Innovation

Innovative ad creatives help brands stand out in a crowded market, connect with customers and build long-term relationships.

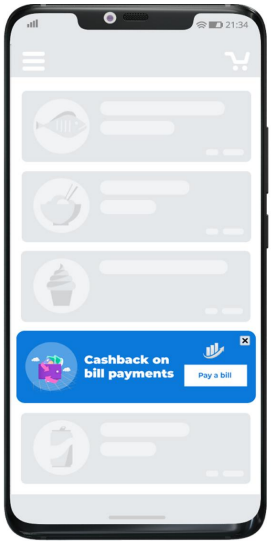
Diverse Range of Engaging Ad Formats



Banner
(Static/Dynamic)



Interstitial
(Static/Dynamic)



Native
(Banner/Video)

Video
(with End Card)

Rewarded Video
(with End Card)

Creative Guidelines - Industry Standard Formats

Static / Native / Video

Display Ads

Display Ad Format	Supported File Formats	Duration	FPS (Frames per second)	Supported File Sizes	
Static	PSD, JPEG, PNG			*Portrait* 600x1200 640x1136 640x1140 480x800 720x1184 720x1208 720x1280 936x120 1456x180 750x1334 750x750	*Landscape* 672x560 640x300 640x200 900x150 960x150 900x750 640x960 960x640
Animated	GIF	Max 30s	Slower than 5 FPS		
Native	PSD, JPEG, PNG, GIF	Max 30s		1200x627 1200x800 1280x720	

Four Tips for Great Display Ads

Focus on Your Target Audience

Essential Questions

- Who's your target audience?
- What's the campaign goal?
- New or lapsed users?
- What action should they take?
- Where does the click lead?

Use Branding

Improve Recognition

- Foster trust and brand recognition through strong branding to optimize the user ad experience.

Strong Call-to-Action

Clear Direction & Action

- Limit your CTA to 15 characters max.
- Keep it short and relevant.
- Don't use UA creatives for RT campaigns and vice versa.
- Good design matters.

Good Design Matters

Make it Stand Out

- Avoid reusing UA ads for RT campaigns; if reusing, change the CTA.
- Offer extra value, promotional offers, or limited-time offers.
- Ensure CTA stands out. Use your logo's color
- A/B test messaging style.

Video Ads

Ad Format	Supported File Format	Bitrate	Max File Size	Duration	Dimensions
Video	MIME Types: mp4	Less than 5mbps	Max file size 5MB	Any length recommended • 10-15s • 25-30s • 30s+ (select SSPs)	320x480 480x320
End Cards (Static/Dynamic)	PSD, .AI, .XD				480x320 320x480

Note:

- RevX delivers video ads compliant with IAB Vast 3 standards.
- We do not crop/stretch video assets to match the inventory dimensions.

Four Tips for Great Video Ads

Portrait and Landscape

Provide Both Orientations

- Extend your reach with both portrait and landscape orientations.
- If your app is used in landscape you must provide landscape creative and vice versa.

No Icons on Final Frame

Encourage the Right Clicks

- Skip using your app icon in the final video frame to reduce unnecessary clicks.
- Direct clicks and ad interactions towards the CTA button.

Clear Value Proposition

Highlight the Best Qualities

- In this competitive market, highlight your app's top qualities to drive re-engagement.

Good Design Matters

Make it Stand Out

- Avoid reusing UA ads for RT campaigns; if reusing, change the CTA.
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Importance of Call To Action

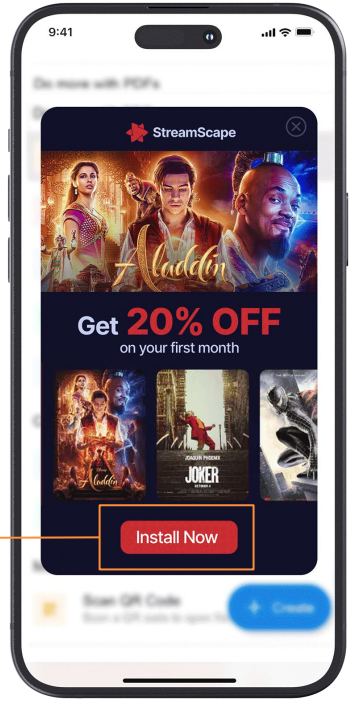
Clear & Strong CTA Helps Drive User Action

Drive Action
Attract the audience to act - make a purchase, sign up, or download. CTAs like Install Now', 'Play Now' or 'Discover More'

Measure Impact
Measure campaign success by tracking metrics like clicks, conversions, and engagement rates

Enhance Engagement
Guide your users through the buyer's journey and increase engagement and reduce bounce rates

Example of a clear & strong user acquisition CTA



Creative Guidelines - Custom RevX Ad Formats

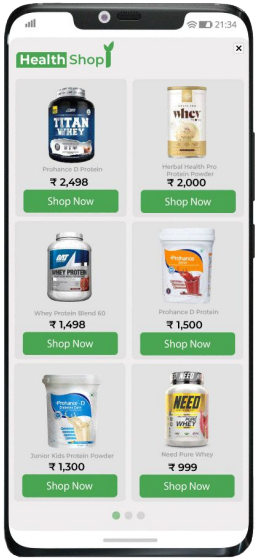
Dynamic Creative Optimisation (DCO), Product Feed & Hybrid Ads

Deliver Relevant Ads With DCO

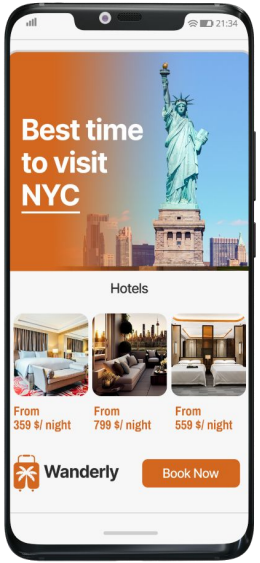
Gaming DCO Ad

Segment: New user
Game Installed: 1 day ago
Required action: Re-open the game

Product Feed Ads - A Subset of DCO Ads



Rich media ad



Static ad

Video ad

Product Feed Ads

Personalised for the User

Creatives are personalised based on user level attributes delivering improved recall and reactivation.

Deep Linking

Redirect users to the most relevant app page for product discovery, engagement and completing purchases.

Customise the Experience

The creative template can be filled with personalized app engagement details, like selected products, cart contents, level reached, or virtual currency.

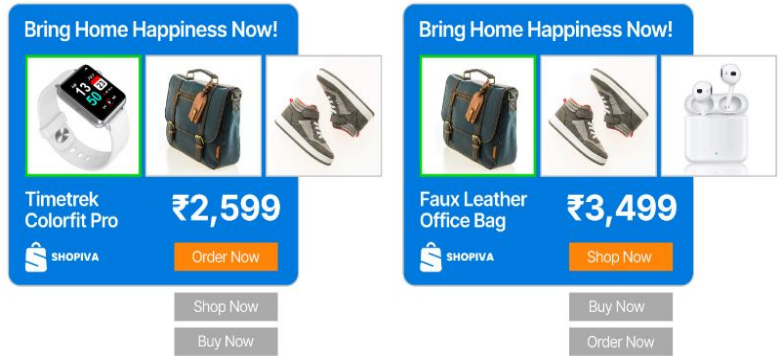
Text
10% Off
Free
2 Weeks Only
Summer Deal etc.

Background
Clear
Mountain
Sea
Marketplace etc.

Products
Gloves
Towel
Bag
Airpods etc.

Product Feed Ads

How Does These Ads Work?



Step 1: Data Collection
From product feeds, demographics, in-app behaviour

Step 2: Ad Template Creation
DSP creates templates with diff variations of creative elements

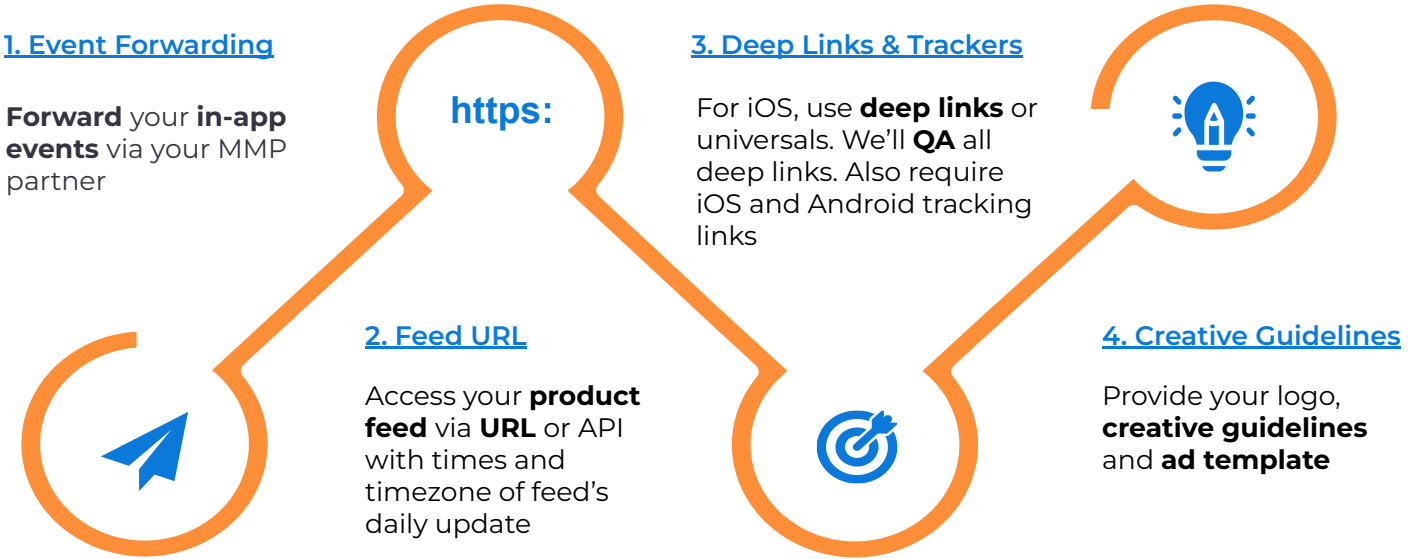
How Does These Ads Work?

Step 3: Personalized Creatives
ML uses the collected data to predict the products and ad elements that will generate highest conversions

Step 4: Ad Delivery & Performance Tracking
Personalised ad are served across inventories - video, native, interstitial etc.
And ad performance is tracked to allocate budget to top-performing combination.

Product Feed Ads

What Do We Need for Product Feed Ads?



1. Event Forwarding

Forward your **in-app events** via your MMP partner

2. Feed URL

Access your **product feed** via **URL** or API with times and timezone of feed's daily update

3. Deep Links & Trackers

For iOS, use **deep links** or universals. We'll **QA** all deep links. Also require iOS and Android tracking links

4. Creative Guidelines

Provide your logo, **creative guidelines** and **ad template**

Please click here for detailed guidelines to set up Product Feed creative.

Hybrid Ads

Dynamic element

Prominent CTA

Visually engaging banner with product feeds

Higher CTR on Hybrid ads vs Static ads (banner, native).*

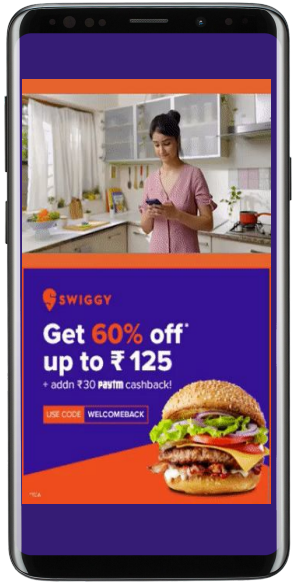
1. Higher engagement and CTR resulting in increased brand lift & ROAS.
2. These ads can be optimized for all mobile devices.
3. Easy access to innovative ad formats that are catchy and prevent ad fatigue.

*Results are based on the campaigns run by the RevX team for brands across various verticals.

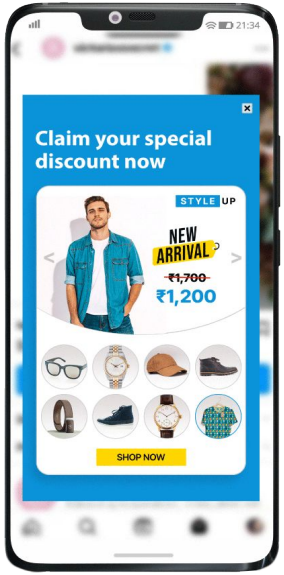
Hybrid Ads

Hybrid ads across verticals

Gaming



Food delivery



Shopping

OTT

Ad & Data Safety by Design

Inventory quality

Blacklist publishers & invalid IP addresses with unusually high rates to ensure **Ad Safety.**

Brand suitability

We ensure ad placements in safe and relevant environments, protecting you from millions of potential risks daily.

Traffic quality

Ensuring quality users by excluding any bot clicks or invalid clicks.

Data security

Customer data is siloed and stored on Google Cloud Platform, ensuring the highest level of security.

Build your winning ad campaigns with RevX

powered by affle

Find out how we can help you succeed.

Visit www.revx.io to learn more.