



USER TRAINING

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# Module 1 - Introduction To Otomo

## WHO USES OTOMO?

Designers & developers build master assets as usual

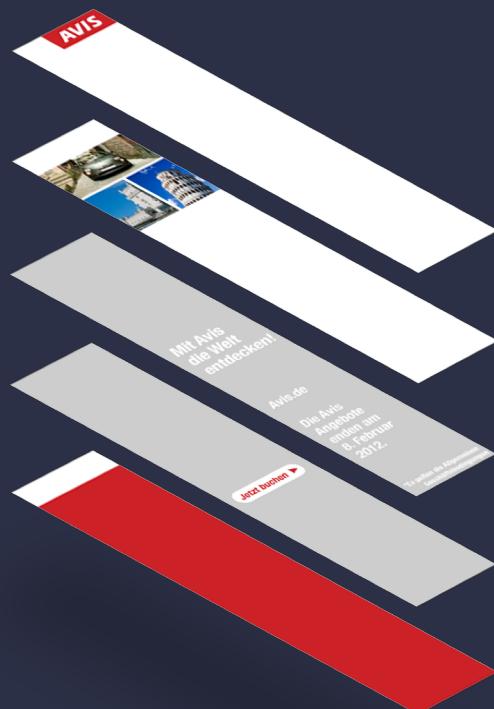
Anyone can create variants using Otomo

# How To USE OTOMO

## STEP 1

### UPLOAD THE MASTER FILE(S)

Otomo analyses the masters and identifies components for automation



## STEP 2

### UPLOAD THE CONTROL SHEET

Otomo ingests the configurations / content and maps it to the masters

	X	Y	Z
A			
B			
C			
D			

## STEP 3

### RENDER ASSETS

Otomo renders all of the variants and prepares them for download



# WHAT CONTENT TYPES DOES OTOMO HANDLE?

HTML

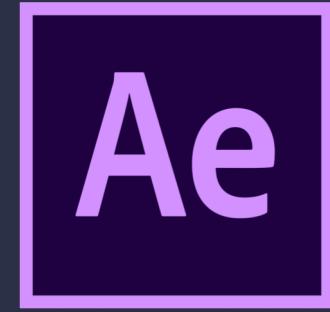


STATICS, ANIMATED GIFS  
(ADOBE PHOTOSHOP)



Managed Service only

VIDEO  
(ADOBE AFTER EFFECTS)



# WHAT CAN OTOMO AUTOMATE?

Text & images

*also*

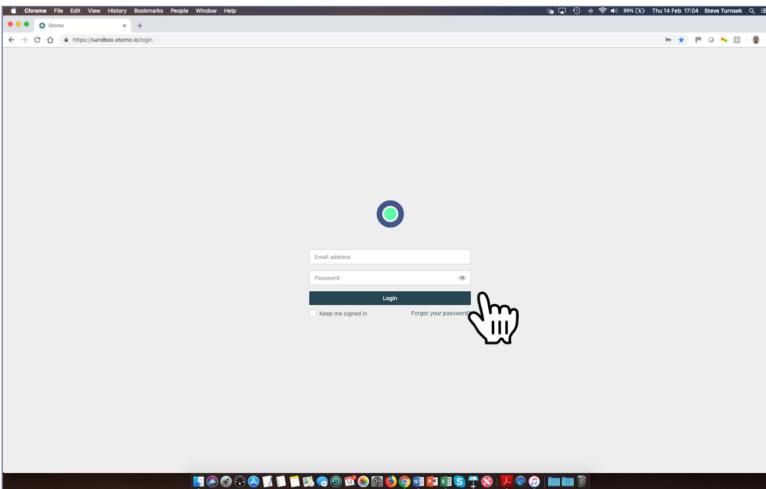
Any variable built into the master  
(responsiveness, resizing, colour, no. frames, animation style, font, etc)

# Module 2 - User Guide

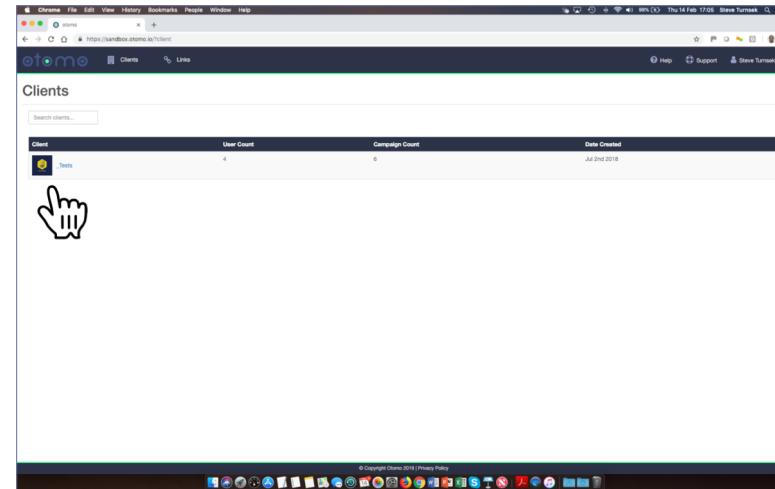
# OTOMO USER PROCESS & TASKS



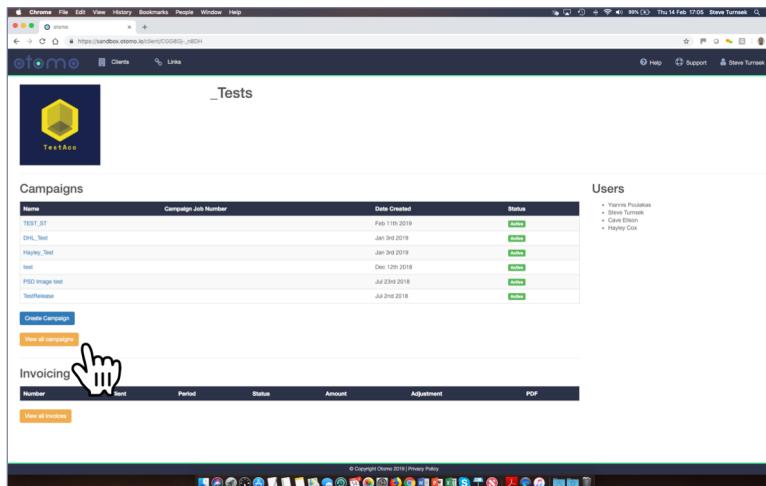
## 1. Login



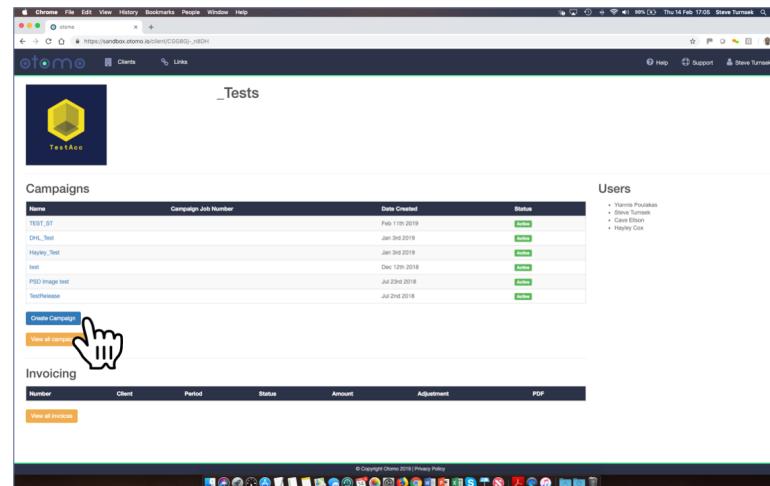
## 2. Select client



## 3. View campaign dashboard - view all campaigns



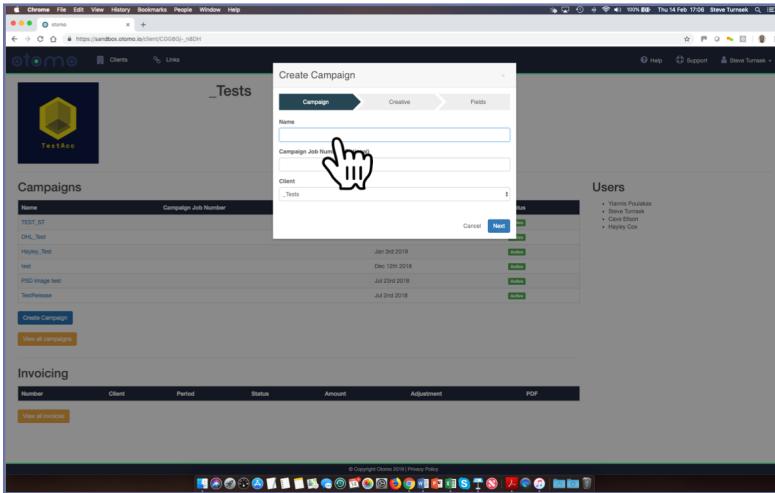
## 4. Create a campaign



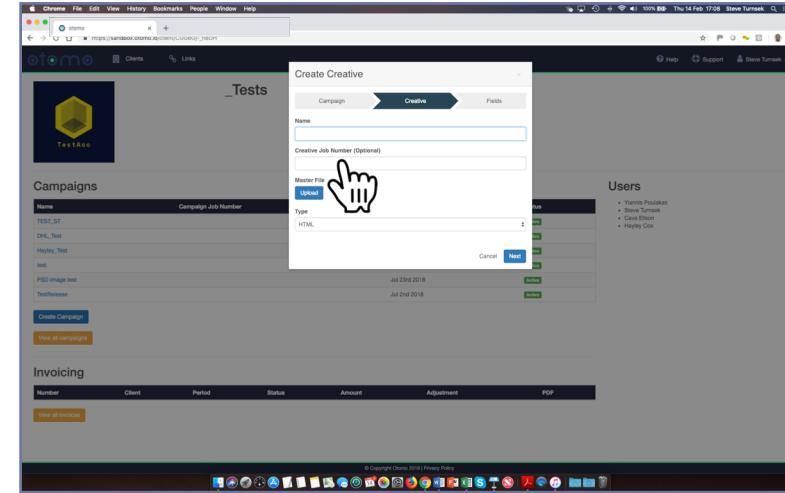
# OTOMO USER PROCESS & TASKS



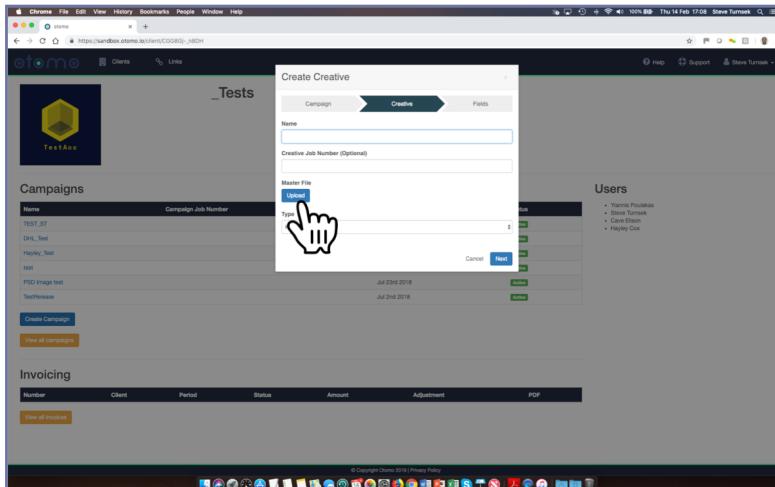
## 5. Name your campaign



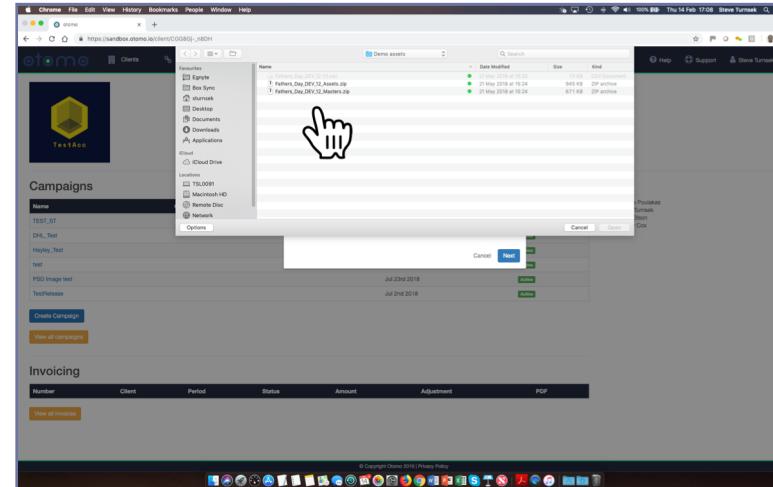
## 6. Name your sub campaign (creative – multiple creative variants can be set up in one Campaign)



## 7. Assign masters to your campaign / sub campaign



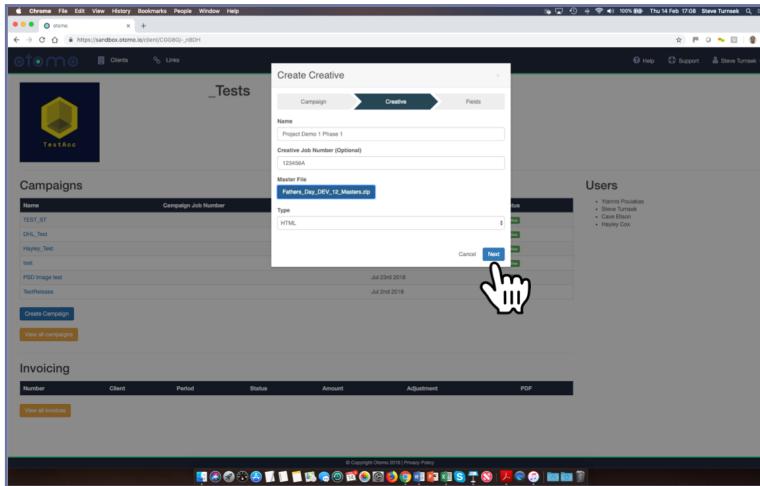
## 8. Search / select masters



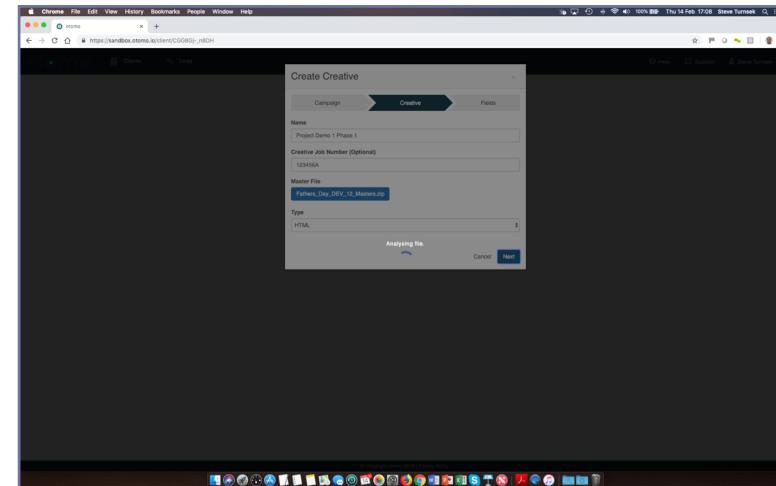
# OTOMO USER PROCESS & TASKS



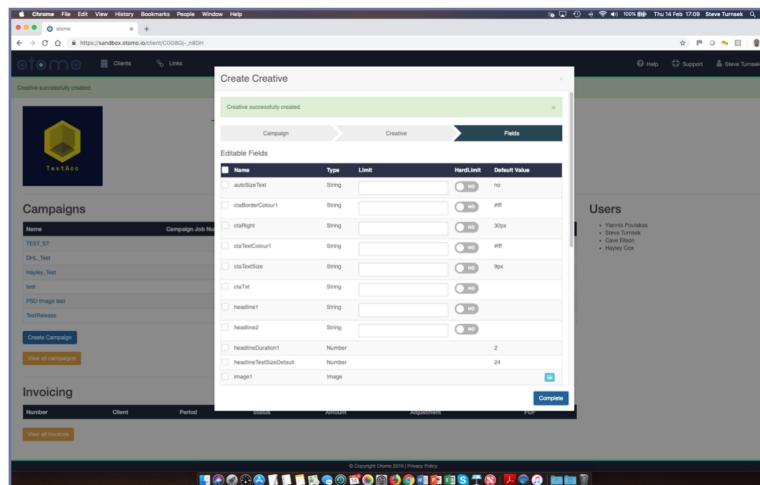
9. Upload and save your masters



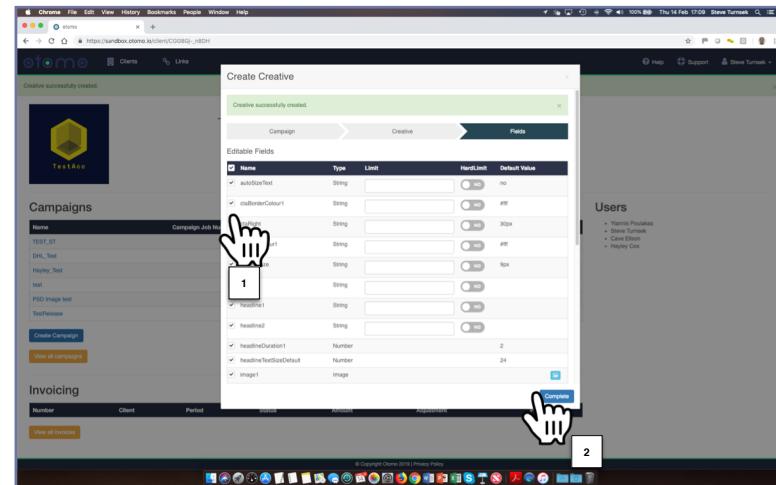
10. Otomo analysis engine interrogates file(s)



11. File analysis complete



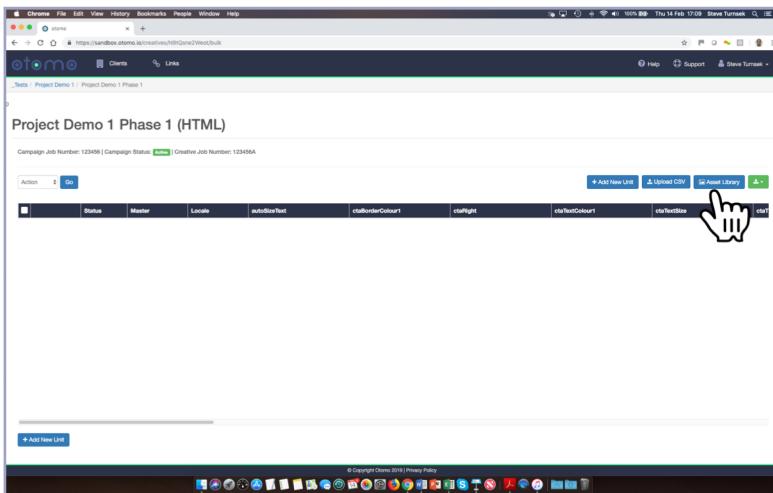
12. Choose and save the master variables you want to edit



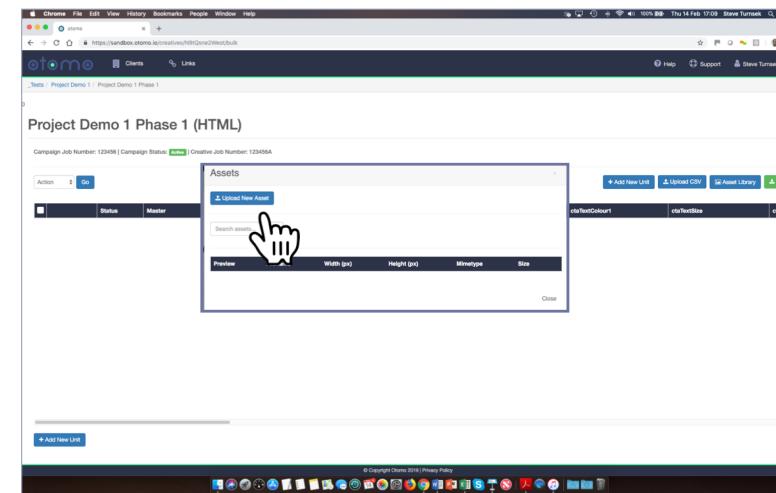
# OTOMO USER PROCESS & TASKS



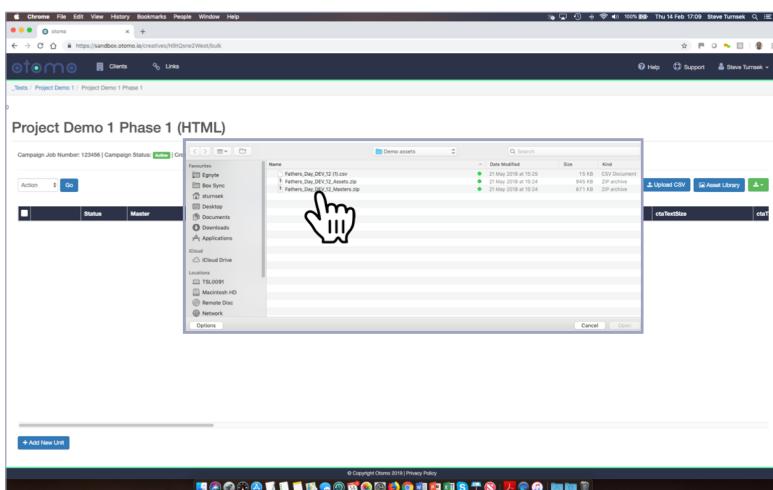
14. Add assets to your campaign



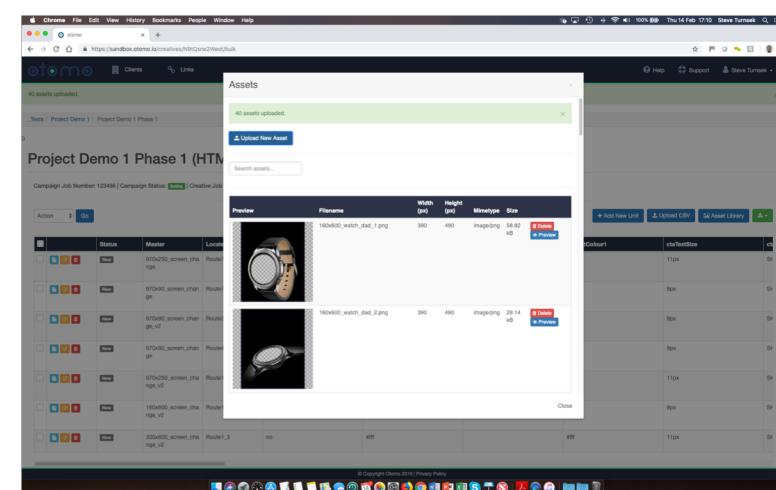
15. Upload assets to your campaign



16. Search / select assets



17. Review campaign assets



# OTOMO USER PROCESS & TASKS



18. Create variations row by row

The screenshot shows a table with several rows of data. The columns are labeled: Status, Master, Locale, autoFontSize, ctaBorderColour1, ctaRight, ctaTextColour1, and ctaTextSize. A hand cursor is positioned over the 'ctaTextSize' column header.

19. Create variations from a CSV - upload a CSV

The screenshot shows a table with several rows of data. The columns are labeled: Status, Master, Locale, autoFontSize, ctaBorderColour1, ctaRight, ctaTextColour1, and ctaTextSize. A hand cursor is positioned over the 'ctaTextSize' column header.

20. Search / select CSV

The screenshot shows a file selection dialog box. It contains a search bar with the text 'Fathers\_Day\_DEV\_32 (3).csv'. Below the search bar is a list of files. A hand cursor is positioned over the search bar.

21. Review your Otomo campaign configuration sheet

The screenshot shows a table with 10 rows of data. The columns are labeled: Status, Master, Locale, autoFontSize, ctaBorderColour1, ctaRight, ctaTextColour1, and ctaTextSize. Each row contains a small thumbnail image of a screen and some text. The table has a green header row.

Status	Master	Locale	autoFontSize	ctaBorderColour1	ctaRight	ctaTextColour1	ctaTextSize
Enabled	Router_2	en	No	#FF0000	Left	#000000	11px
Enabled	Router_2	en	No	#FF0000	Left	#000000	11px
Enabled	Router_2	en	No	#FF0000	Left	#000000	11px
Enabled	Router_2	en	No	#FF0000	Left	#000000	11px
Enabled	Router_1	en	No	#FF0000	Left	#000000	11px
Enabled	Router_2	en	No	#FF0000	Left	#000000	11px
Enabled	Router_2	en	No	#FF0000	Left	#000000	11px
Enabled	Router_1	en	No	#FF0000	Left	#000000	11px
Enabled	Router_2	en	No	#FF0000	Left	#000000	11px

# OTOMO USER PROCESS & TASKS



22. Select variations to render

Campaign Job Number: 123456 | Campaign Status: Active | Creative Job Number: 123456A

Action: Go

#	Status	Master	Locale	autoSizeText	ctaborderColour1	ctabRight	ctaTextColour1	ctaTextSize	ct
1	Initial	970x250(screen_chnge_x2)	Route7_2	no	#ff	#ff	#ff	11px	Sh
2	Initial	970x60(screen_changge_x2)	Route7_3	no	#ff	#ff	#ff	8px	Sh
3	Initial	970x60(screen_changge_x2)	Route8_6	no	#ff	#ff	#ff	8px	Sh
4	Initial	970x60(screen_changge_x2)	Route4_6	no	#ff	#ff	#ff	8px	Sh
5	Initial	970x60(screen_chnge_x2)	Route1_1	no	#ff	#ff	#ff	11px	Sh
6	Initial	100x60(screen_chnge_x2)	Route1_2	no	#ff	#ff	#ff	8px	Sh
7	Initial	300x60(screen_chnge_x2)	Route1_3	no	#ff	#ff	#ff	11px	Sh

23. From dropdown, select RENDER action then Go

Campaign Job Number: 123456 | Campaign Status: Active | Creative Job Number: 123456A

Action: Go

✓ Action: Render

#	Status	Master	Locale	autoSizeText	ctaborderColour1	ctabRight	ctaTextColour1	ctaTextSize	ct
1	Initial	970x250(screen_chnge_x2)	Route7_2	no	#ff	#ff	#ff	11px	Sh
2	Initial	970x60(screen_changge_x2)	Route7_3	no	#ff	#ff	#ff	8px	Sh
3	Initial	970x60(screen_changge_x2)	Route8_6	no	#ff	#ff	#ff	8px	Sh
4	Initial	970x60(screen_changge_x2)	Route4_6	no	#ff	#ff	#ff	8px	Sh
5	Initial	970x60(screen_chnge_x2)	Route1_1	no	#ff	#ff	#ff	11px	Sh
6	Initial	100x60(screen_chnge_x2)	Route1_2	no	#ff	#ff	#ff	8px	Sh
7	Initial	300x60(screen_chnge_x2)	Route1_3	no	#ff	#ff	#ff	11px	Sh

24. Variations enter render queue

Campaign Job Number: 123456 | Campaign Status: Active | Creative Job Number: 123456A

Render: Go

#	Status	Master	Locale	autoSizeText	ctaborderColour1	ctabRight	ctaTextColour1	ctaTextSize	ct
1	Rendering	970x250(screen_chnge_x2)	Route7_2	no	#ff	#ff	#ff	11px	Sh
2	Rendering	970x60(screen_changge_x2)	Route7_3	no	#ff	#ff	#ff	8px	Sh
3	Rendering	970x60(screen_changge_x2)	Route8_6	no	#ff	#ff	#ff	8px	Sh
4	Rendering	970x60(screen_changge_x2)	Route4_6	no	#ff	#ff	#ff	8px	Sh
5	Rendering	970x60(screen_chnge_x2)	Route1_1	no	#ff	#ff	#ff	11px	Sh
6	Rendering	100x60(screen_chnge_x2)	Route1_2	no	#ff	#ff	#ff	8px	Sh
7	Rendering	300x60(screen_chnge_x2)	Route1_3	no	#ff	#ff	#ff	11px	Sh

25. Variations rendered

Just Rendered:  
728x90(screen\_change\_x2)Route3 | 970x60(screen\_change\_x2)Route4

Campaign Job Number: 123456 | Campaign Status: Active | Creative Job Number: 123456A

Render: Go

#	Status	Master	Locale	autoSizeText	ctaborderColour1	ctabRight	ctaTextColour1	ctaTextSize	ct
1	Rendered	970x250(screen_chnge_x2)	Route7_2	no	#ff	#ff	#ff	11px	Sh
2	Rendered	970x60(screen_changge_x2)	Route7_3	no	#ff	#ff	#ff	8px	Sh
3	Rendered	970x60(screen_changge_x2)	Route8_6	no	#ff	#ff	#ff	8px	Sh
4	Rendered	970x60(screen_changge_x2)	Route4_6	no	#ff	#ff	#ff	8px	Sh
5	Rendered	970x60(screen_chnge_x2)	Route1_1	no	#ff	#ff	#ff	11px	Sh
6	Rendered	100x60(screen_chnge_x2)	Route1_2	no	#ff	#ff	#ff	8px	Sh
7	Rendered	300x60(screen_chnge_x2)	Route1_3	no	#ff	#ff	#ff	11px	Sh

# OTOMO USER PROCESS & TASKS



## 25. Quick review

The screenshot shows a table with columns: Status, Master, Locale, autoSizeText, ctaTextColour1, ctaRight, ctaTextColour1, ctaTextSize, and a dropdown menu. The first row has a green status icon and is labeled 'Route1\_2'. The second row has a red status icon and is labeled 'Route7\_3'. The third row has a green status icon and is labeled 'Route8\_6'. The fourth row has a red status icon and is labeled 'Route4\_8'. The fifth row has a green status icon and is labeled 'Route1\_1'. The sixth row has a red status icon and is labeled 'Route1\_2'. The seventh row has a green status icon and is labeled 'Route1\_3'.

## 26. Scroll through Quick review

The screenshot shows a table with columns: Status, Master, Locale, autoSizeText, ctaTextColour1, ctaRight, ctaTextColour1, ctaTextSize, and a dropdown menu. The first row has a green status icon and is labeled 'Route1\_2'. The second row has a red status icon and is labeled 'Route7\_3'. The third row has a green status icon and is labeled 'Route8\_6'. The fourth row has a red status icon and is labeled 'Route4\_8'. The fifth row has a green status icon and is labeled 'Route1\_1'. The sixth row has a red status icon and is labeled 'Route1\_2'. The seventh row has a green status icon and is labeled 'Route1\_3'. A central image of a Samsung Gear S3 smartwatch is displayed with the text 'This Father's Day, give dad some quality time.'

## 27. Edit a variant, save and re-render (dashboard option)

The screenshot shows a table with columns: Status, Master, Locale, autoSizeText, ctaTextColour1, ctaRight, ctaTextColour1, ctaTextSize, and a dropdown menu. The first row has a green status icon and is labeled 'Route1\_2'. The second row has a red status icon and is labeled 'Route7\_3'. The third row has a green status icon and is labeled 'Route8\_6'. The fourth row has a red status icon and is labeled 'Route4\_8'. The fifth row has a green status icon and is labeled 'Route1\_1'. The sixth row has a red status icon and is labeled 'Route1\_2'. The seventh row has a green status icon and is labeled 'Route1\_3'.

Editing a variant can be undertaken in one of three ways.

1. Select edit icon, scroll across to correct column, make amend and click tick icon to confirm amend.

2. Select the Single View Icon to go to the Single Variant interface

3. Delete all variants and upload a new CSV Spreadsheet with the amends made.

## 28. Review your edited variant

The screenshot shows a table with columns: Status, Master, Locale, autoSizeText, ctaTextColour1, ctaRight, ctaTextColour1, ctaTextSize, and a dropdown menu. The first row has a green status icon and is labeled 'Route1\_2'. The second row has a red status icon and is labeled 'Route7\_3'. The third row has a green status icon and is labeled 'Route8\_6'. The fourth row has a red status icon and is labeled 'Route4\_8'. The fifth row has a green status icon and is labeled 'Route1\_1'. The sixth row has a red status icon and is labeled 'Route1\_2'. The seventh row has a green status icon and is labeled 'Route1\_3'. A central image of a Samsung Gear S3 smartwatch is displayed with the text 'This Mother's Day, give mom some quality time.'

# OTOMO USER PROCESS & TASKS



29. Edit a variant, save and re-render (single banner edit interface)

The screenshot shows a list of creative variants for a project. The first variant is selected, indicated by a green border. The list includes various screen changes and routes. At the top right, there are buttons for 'Add New Unit', 'Upload CSV', and 'Asset Library'. Below the list, there's a table with columns like 'Status', 'Master', 'Locale', 'autoSizeText', 'ctaBorderColour1', 'ctaRight', 'ctaTextColour1', 'ctaTextSize', and 'ctaText'. A hand cursor is pointing at the first variant in the list.

30. Make your desired amends

The screenshot shows the edited creative unit. The headline text 'This Father's Day, give dad some quality time.' has been changed to 'This Mother's Day, give mom some quality time.'. The rest of the creative data remains the same. A hand cursor is pointing at the headline text.

31. Save your changes

The screenshot shows the saved creative unit. The headline text 'This Father's Day, give dad some quality time.' has been restored to its original state. A hand cursor is pointing at the headline text.

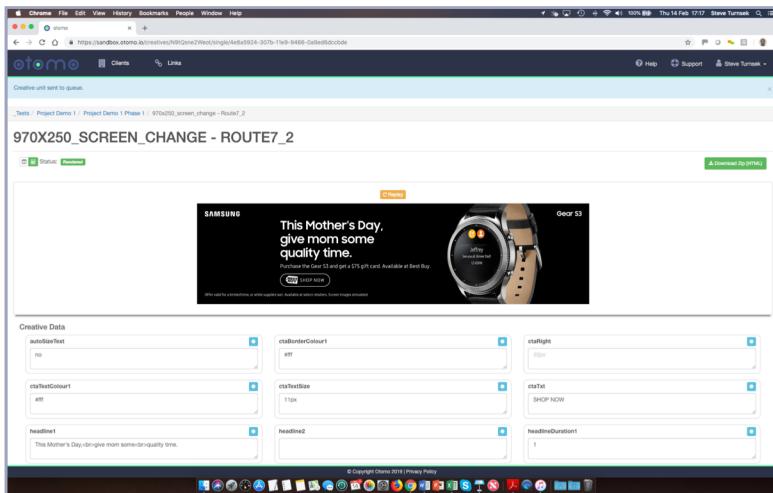
32. Render your edited variant

The screenshot shows the rendering process. The status bar at the top indicates 'Unit successfully saved' and '970X250\_SCREEN\_CHANGE - ROUTE7\_2'. The main area shows a large blue placeholder box with the text 'Awaiting render'. A hand cursor is pointing at the status bar.

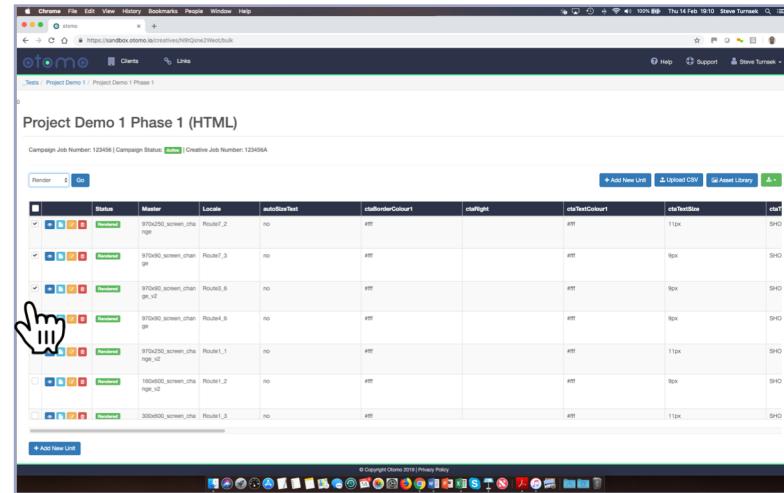
# OTOMO USER PROCESS & TASKS



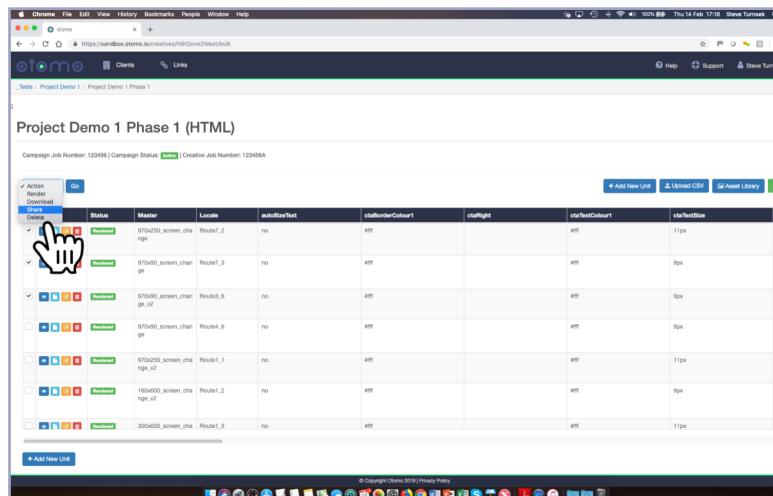
33. Preview your changes



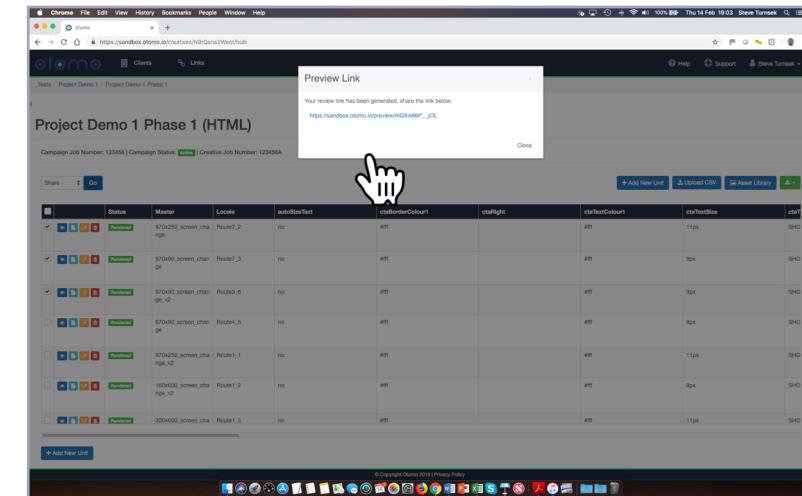
34. Select variants for review



35. Create preview link



36. Copy and send preview link



# OTOMO USER PROCESS & TASKS



37. Select variants for download

A screenshot of the Otomo software interface. The main window displays a table titled "Project Demo 1 Phase 1 (HTML)". The table has columns for Status, Master, Locale, autoSizeText, cellBorderColour, cellRight, cellTextColour, cellTextSize, and cellT. There are approximately 10 rows of data. A hand cursor is pointing at the second row from the top. The status bar at the bottom shows "Copyright Otomo 2018 | Privacy Policy".

38. Select download action

A screenshot of the Otomo software interface, similar to the previous one but with a different toolbar. The toolbar includes "Action", "Download", "Delete", "Status", "Master", "Locale", "autoSizeText", "cellBorderColour", "cellRight", "cellTextColour", "cellTextSize", and "cellT". The "Download" button is highlighted with a blue border. A hand cursor is pointing at the "Download" button. The main table and status bar are identical to the previous screenshot.

39. Accept download charges

A screenshot of the Otomo software interface. A modal dialog box titled "Accept Download Charge" is displayed in the center. It contains the text "In requesting these files for download your account will be charged for 3 new downloads." and two buttons: "Cancel Download Request" and "Accept Charge and Download". A hand cursor is pointing at the "Accept Charge and Download" button. The background table and status bar are visible.

40. Files downloaded to desktop

A screenshot of the Otomo software interface. The table now lists the downloaded files. The status bar at the bottom shows "Project Demo 1...\_zip". A hand cursor is pointing at the bottom right corner of the table area.

# OTOMO USER PROCESS & TASKS



Master configuration template - download if required

A screenshot of a web browser displaying the Otomo platform. The page title is 'Project Demo 1 Phase 1 (HTML)'. At the top right, there are buttons for 'Add New Unit', 'Upload CSV', and 'Download CSV'. A cursor is hovering over the 'Download CSV' button. The main area shows a table with columns for 'Status', 'Master', 'Locale', 'advertiser', 'subheadline1', 'subheadline2', and 'cta'. At the bottom left, there is a 'New URL' button.

Provides the ability to download master HTML templates and master assets from previous campaigns.

There is a campaign in your campaign list called 'Master Creative – Mar 2019'. I would suggest downloading these files and starting with these for each new campaign.

Content Matrix - GoogleDoc

	A	B	C	D	E	F	G	H	I	J	K
1	master	locale	headline	product_spec_1	product_spec_2	product_spec_3	subheadline1	subheadline2	cta	productImage1	productImage2
2	300x250	MPU 1	BEAUTIFULLY SIMPLE GUARATI SWEET POTATO CURRY				Find all the ingredients together in our Beautifully Simple chiller	Find your nearest store >	Sweet_Potato_Curry_300x250_1.jpg	Sweet_Potato_C	
3	300x600	DMPU 1	BEAUTIFULLY SIMPLE GUARATI SWEET POTATO CURRY				Find all the ingredients together in our Beautifully Simple chiller	Find your nearest store >	Sweet_Potato_Curry_300x600_1.jpg	Sweet_Potato_C	
4	970x550	MASTHEAD 1	BEAUTIFULLY SIMPLE GUARATI SWEET POTATO CURRY				Find all the ingredients together in our Beautifully Simple chiller	Find your nearest store >	Sweet_Potato_Curry_970x550_1.jpg	Sweet_Potato_C	
5	120x600	Thin Sky 1	BEAUTIFULLY SIMPLE GUARATI SWEET POTATO CURRY				Find all the ingredients together in our Beautifully Simple chiller	Find your nearest store >	Sweet_Potato_Curry_120x600_1.jpg	Sweet_Potato_C	
6	728x90	Leaderboard 1	BEAUTIFULLY SIMPLE GUARATI SWEET POTATO CURRY				Find all the ingredients together in our Beautifully Simple chiller	Find your nearest store >	Sweet_Potato_Curry_728x90_1.jpg	Sweet_Potato_C	

A Content Matrix (GoogleDoc) can be used to contain all the information to produce the variants required using the existing master HTML templates.

When starting a new campaign, duplicate the google sheet (or duplicate the tab), update the content, download as a CSV file and then upload into Otomo as detailed in step 19 above.

# Module 3 - Designing for Adaptation

# DESIGNING FOR ADAPTATION

There are a few principles (especially related to copy layout) to keep in mind when designing and building digital assets for automation.

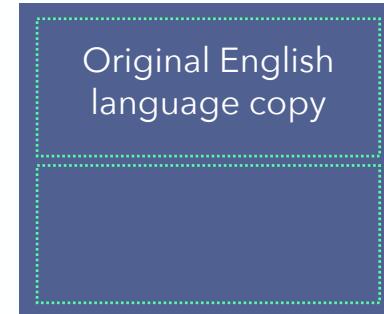
Generally, the same principles of designing for dynamic media also apply to designing for automation.

# COPY / LAYOUT CONSIDERATIONS

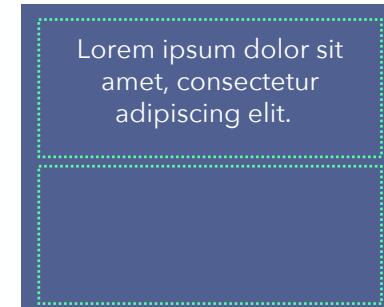
- You should assume that each piece of copy could be up to **twice the length (sometimes three times the length)** of the English copy (once translated).
- You need to consider & specify how the design will react to having longer copy within the fixed dimensions of the asset.
- You should produce example designs of the same asset with both short and long copy variants.

Consider the examples on the right:

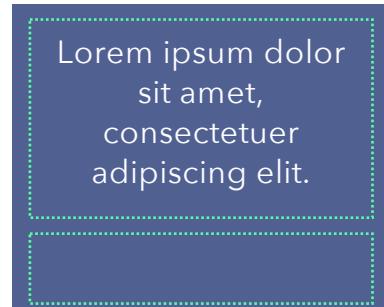
Original copy



Longer copy **shrinks** to fit space and other elements remain in place



Space **expands** to fit copy and pushes other elements down



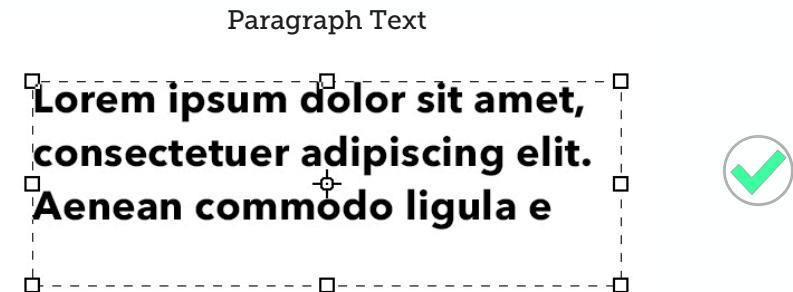
**NB:** This behaviour needs to be built into the HTML5 master asset

Where possible provide psds with both long and short copy

# COPY / SETTING UP IN PHOTOSHOP

When creating a text layer in Photoshop, make sure to use paragraph text as opposed to free flowing text.

This creates a boundary for the text which it will stay within and which will be detected in Otomo.



*NB: This type setting needs to be built into PSD master asset*

# COPY / LAYOUT CONSIDERATIONS

If you are laying text over an image which has a ‘blank’ area to receive copy, you should consider/specify how copy should be laid out within that space and whether it overlaps the subject matter.

Consider the following possible approaches:

Original copy



Copy running over image subject



Copy wrapping without running over image subject

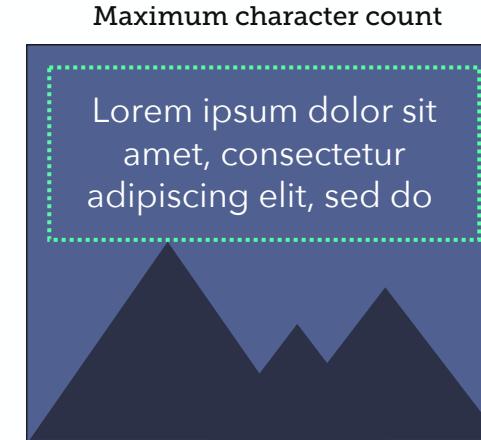
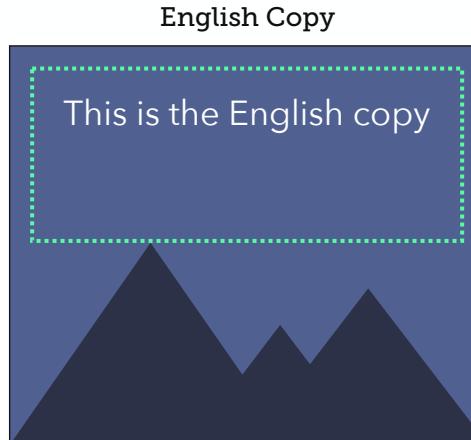


**NB:** This behaviour needs to be built into the HTML5 and/or PSD master asset

# COPY / CHARACTER COUNT

Good practice is to calculate the maximum and also recommended character count for your design and supply this to the markets before translation.

This avoids any compromise in the design when translations are supplied and inputted.



# THINGS To AVOID

If possible avoid using irregular shapes to sit text within. This can result in ‘wasted’ space or reducing the amount of usable space for copy.



# THINGS To AVOID

Avoid designing an asset where the layout relies heavily on the precise typesetting of English language copy and/or uses mixed fonts/sizes within the same piece of copy. Also keep in mind that a single English word may not have a single word foreign language translation.

*This example would not be easily automated due to its mix of fonts, sizes, capitalisation and precise layout, in English only.  
A single English word may not have a single word translation.*



*This example would not be easily automated due to its fully justified layout of copy which is aligned to an irregular shape on the right hand side but is also straight left aligned*

Lorem ipsum dolor sit amet,  
Consetetetur adipisic elit, sed  
do eiusmod tempor incididunt  
ut labore et dolore magna aliqua.  
Ut enim adminim veniam, quis  
nostrud exerc  
itation ullamco laboris nisi ut aliquip ex ea commodo consequat.  
Duis aute irure dolor in reprehenderit  
it in voluptate velit esse cillum  
dolore eu fugiat nulla pariatur.



# CHOOSING A FONT

1. Make sure that your chosen font can support all the languages to be used in the campaign. Take special care if your campaign is to be deployed into Middle Eastern & Asian markets.
2. If you cannot use a single font to cover all languages, then you should specify which font should be used for which language.

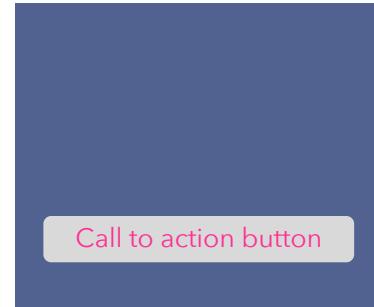
# CALLS TO ACTION

When designing buttons or calls to action, you need to consider how the button would look if it contained:

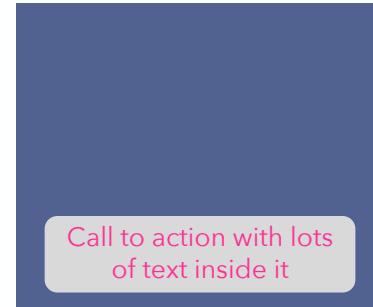
- a. Just a few words OR
- b. Twice as many words

Consider the following examples of how a Call to Action could be resized/repositioned depending on the amount of text contained within it. You should specify and show an example of how the Call to Action behaves.

**TIP:** You can use <br> breaks in your Otomo control sheets



Centre-aligned



Double height with text wrap



Button reduces in size for short copy  
Centre-aligned



Button reduces in size for short copy  
Left Aligned



Button remains in same size/position irrespective of copy length

*NB: This behaviour needs to be built into the HTML5 and/or PSD master asset*

# RIGHT TO LEFT IMAGE CHOICE

Consider that it may not be possible to simply 'flip' images for use in Right-to-Left languages.

You may need to create extra assets for those languages.

Original master



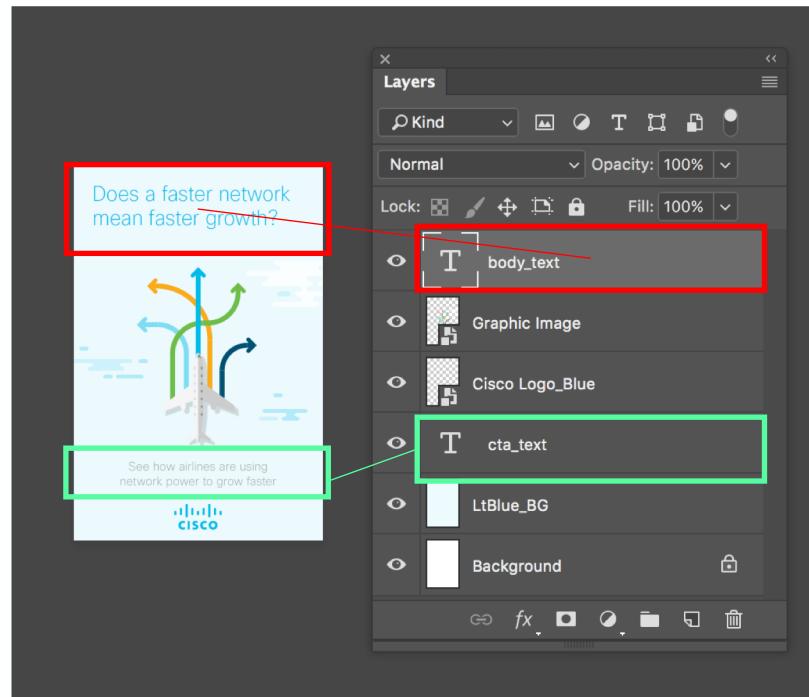
Messi's PR team is unlikely to approve his image simply being 'flipped'



# LAYERING

Try to keep separate lines of copy as separate layers in both the Photoshop file and the HTML5

These two pieces of copy should be on different layers



# CONTRAST

When working with multiple background asset choices within a single template, be sure to check the contrast of key foreground elements, especially:

- Copy text (as illustrated right)
- Logos
- Calls to action
- Drop shadows

You may need to design & specify various colour palette depending on which background asset is used.



# Module 4 - Building for Adaptation

# TAGGING OPTIONS

TAGLESS

Otomo automatically  
identifies: img tags and div  
tags containing only text

OR

TAGGED

Target specific elements  
within your master by  
including a simple tag

# PSD TAGGING

Otomo identifies any text layers as variables for editing, unless the layer is locked (i.e. you can lock layers that you don't want to change).

For each text layer found, Otomo will return 4 fields as below.

For example, if the layer found was called “baseline”, Otomo will make the following fields available for editing:

**baseline**

Used for the content of the layer

**baseline:fontsize**

Controls the fontsize of the unit.

This is a numerical value and the unit will have already been set in the PSD.

The textbox may be small and not allow for large fonts, so sometimes increasing the font size makes the text not appear on the canvas.

**baseline:colour**

Hex value of the colour that you want to use.

**baseline:alignment**

Options are [ “left”, “right”, “center”] . Note. This is within the confines of the textbox area that the designer has set and not the overall design.

# HTML TAGGING

Otomo identifies any text and image variables for editing

otomo-image="varname" for html img tags

otomo-string="varname" for html divs containing text

otomo-number=12 for html text divs

`/* @otomo string varname */` for CSS properties as a comment on the same line as the css property. Each CSS property should be on its own line.

`/* @otomo number varname */` for CSS properties that are numerical as a comment on the same line as the css property. Each CSS property should be on its own line.

`/* @otomo string varname */` for js variables as a comment on the same line as the variable

`/* @otomo number varname */` for js variables that are numerical as a comment on the same line as the variable

*Note: Please do not minify JS before uploading to Otomo*

# LIVE TEXT VS. TEXT-IN-IMAGE

Generally, we recommend using live text for situations where you will have many text variations and want to have the fastest most flexible way of creating variations.

Text-in-image can be used where there will be few text variations and/or there is highly specific design requirement for font rendering or kerning, etc

	PROS	CONS
Live Text	<ul style="list-style-type: none"><li>• You can quickly update text directly in the control spread sheet</li><li>• You can quickly create many variations of a banner by adding text to the control spread sheet.</li><li>• You can use scripts to automatically scale text down if it doesn't fit within a defined space.</li><li>• Live text can significantly reduce time in producing multiple text variations of banner.</li></ul>	<ul style="list-style-type: none"><li>• In order to use specific fonts you must include them as a woff file or encode them into your CSS. This takes up a bit of file size (usually 20-40k depending on the font and characters needed). This increase in file size can sometime be offset but the lack of text images. It is good practice to optimize your woff files by deleting unused glyphs and character sets for unused languages.</li><li>• Live text occasionally can render slightly differently on different browsers and platforms.</li></ul>
Text-in-Image	<ul style="list-style-type: none"><li>• You can ensure *exact* typographic layout as per PSDs.</li><li>• Using pngs with transparent backgrounds can be quite small in files size.</li></ul>	<ul style="list-style-type: none"><li>• You need to be slightly more careful of image file naming when exporting large numbers of images from Otomo for use in an HTML project</li></ul>

# FONTS

Embed font files into your code package. Do not reference online font libraries because not all ad servers support this.

- Create .Woff files of your fonts.
- Ensure font files only contain glyphs relative to your ad's languages.
- Put font.woff files into each ad size folder.
- Font files are part of overall ad file size weight.
- Include fonts into the top of the css document as follows:

```
@font-face {  
    font-family:'roboto-v18-latin-700';  
    src: url('roboto-v18-latin-700.woff') format('woff');  
}
```

Elements which use font should be referenced as follows with back up system fonts:

```
font-family: roboto-v18-latin-700, Helvetica, Arial, sans-serif;
```

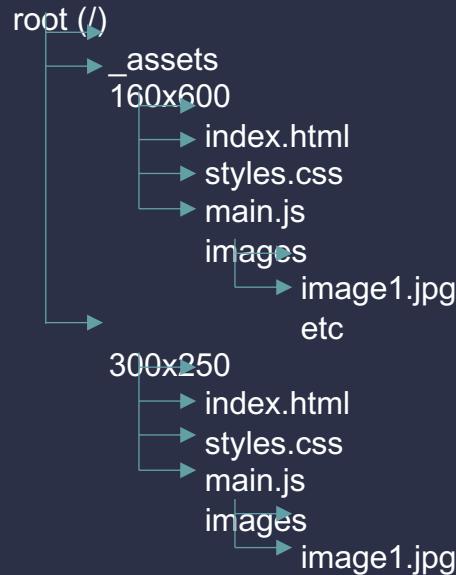
Our render farm is already licensed for a large library of fonts. If we do not have a specific font you require, please email [support@otomo.io](mailto:support@otomo.io) with the details so we can license the required font.

# PACKAGING UP FILES

## HTML

Each master must be contained in its own folder; the name of that folder will become the name of master in Otomo.

The optional “\_assets” folder is used to contain any alternative images that will be used. All images included in the master folders will also get uploaded and be available as an option.



## PSD

Simply include each PSD in the root of the folder as follows:

```
root (/)
    160x600.psd
    300x250.psd
    970x250.psd
```

# USEFUL CODE SNIPPETS

300x250

This is a basic Otomo template demonstrating how to implement the Otomo tags within the HTML, JS and CSS files. This template also demonstrates our optional best practice file set up using Greensock for quick and consistent animation across multiple platforms.

300x250\_Autosize\_Text

This template demonstrates one way to automatically scale down dynamic text that is longer than the original expected character count. (this is a common issue with dynamic text and especially with translations into other languages.

300x250\_Skip\_Empty\_Frames

This template demonstrates one way to allow your banners to have variable amounts of frames. You set up your control spread sheet with the maximum amount of frame content possible in the banner. Empty content in your spread sheet is skipped over in the animation resulting in alternate banners with fewer frames.

*Download these files from the Support Portal*

<http://support.otomo.io/support/solutions/articles/36000030864-some-starter-templates>

*We recommend using GSAP for animation control. <https://greensock.com>*

# COMPRESSION

- Upon upload to Otomo, image assets are compressed using:
  - Gifsicle
  - JpgTrans
  - PNgQuant
- Coming soon:
  - pyftsubset font compression
  - JavaScript minifying

# PRE-RENDER CHECKLIST

1. Check master file(s) are fully QA'ed for whichever platform you will be hosting the creatives on before making variations in Otomo. Otomo will exactly copy the contents of the master file(s).
2. Ensure any referenced font files are optimized for the language that your advert will be shown within (i.e. Remove unused character glyphs for languages that will not feature in any variant).
3. Ensure that Control Sheet references the correct names of a master folder in the “master” column.
4. Check that the duration of your dynamically created banners adhere to original ad specifications.

## OTOMO TRIAL ACCOUNTS

Now that your training session is complete we will be setting up your trial accounts and will shortly send across trial account access details.

1. Please ensure to send us all fonts you wish to use for your trial and we will set these up on Otomo ready for you.
2. Please register with our support service. Please submit all your questions and support requests via the support service as we will be able to answer these in the fastest turnaround.
3. Please note that all trial accounts for Otomo are on our sandbox environment which is a test environment with a much lower capacity than the main app. As there are a number of tests and trial accounts active on sandbox we politely ask that test campaigns are kept to a sensible number of renders and preview links (50 or under) as high numbers of renders and/or preview links can significantly slow the performance of sandbox for all users.
4. Test downloads are free of charge on sandbox but please note all trial accounts are kindly asked to restrict test downloads to a maximum of 50 units in total.

otomo

THANK YOU