

# You can use text, visual or video ads for display and boosted post ads - Specifications

## 1 Display Ads



### Specifications

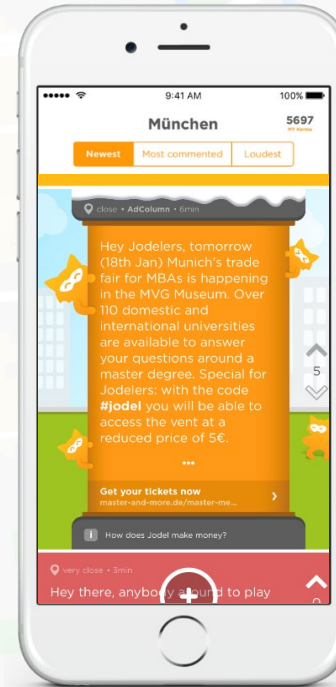
**Motive** Visual or Video; ABC Testing with several Creatives

**Picture format** jpg; <700KB 1080x1920 px.; 72dpi

**Video format** mp4; 9:16; min. width: 500px.; <5MB; Length: up to 15 sec.

**Link Tracking** link to landing page

## 2 Boosted Post Ads



### Specifications

**Motive** Text, Visual or Video; One creative per city possible

**Picture format** jpg; <700KB 1080x1920 px.; 72dpi

**Text** Max. 240 letters

**Video format** mp4; 9:16; min. width: 500px.; <5MB; Length: up to 11 sec.

**Link Tracking** link to landing page

**Moderation** Advertiser gets verified account(s)

**CTA (optional)** Max. 40 letters