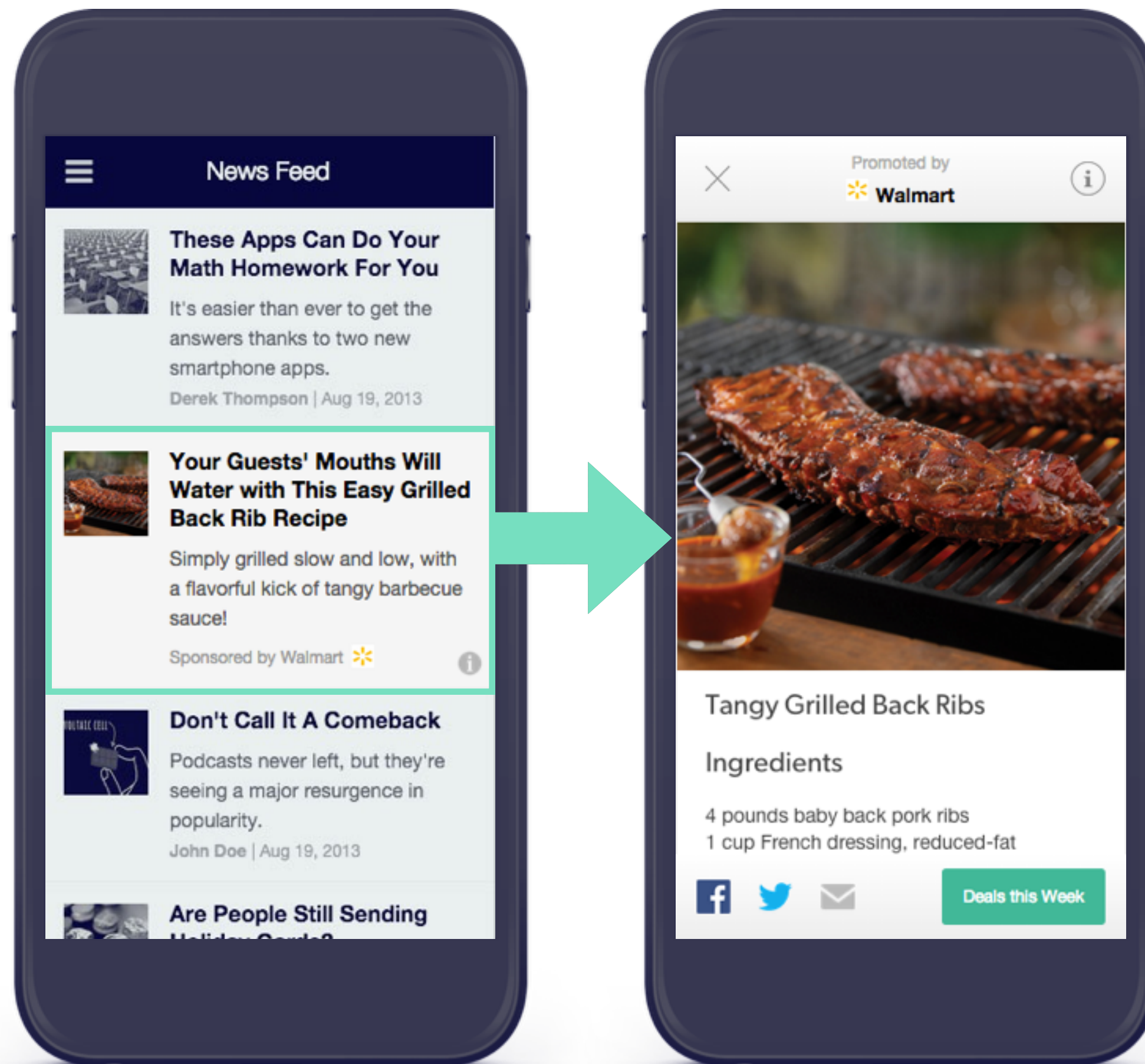# SHARETHROUGH

FOR PUBLISHERS

Creative Launch Kit

MARICATE REEVES

Director, Platform Sales
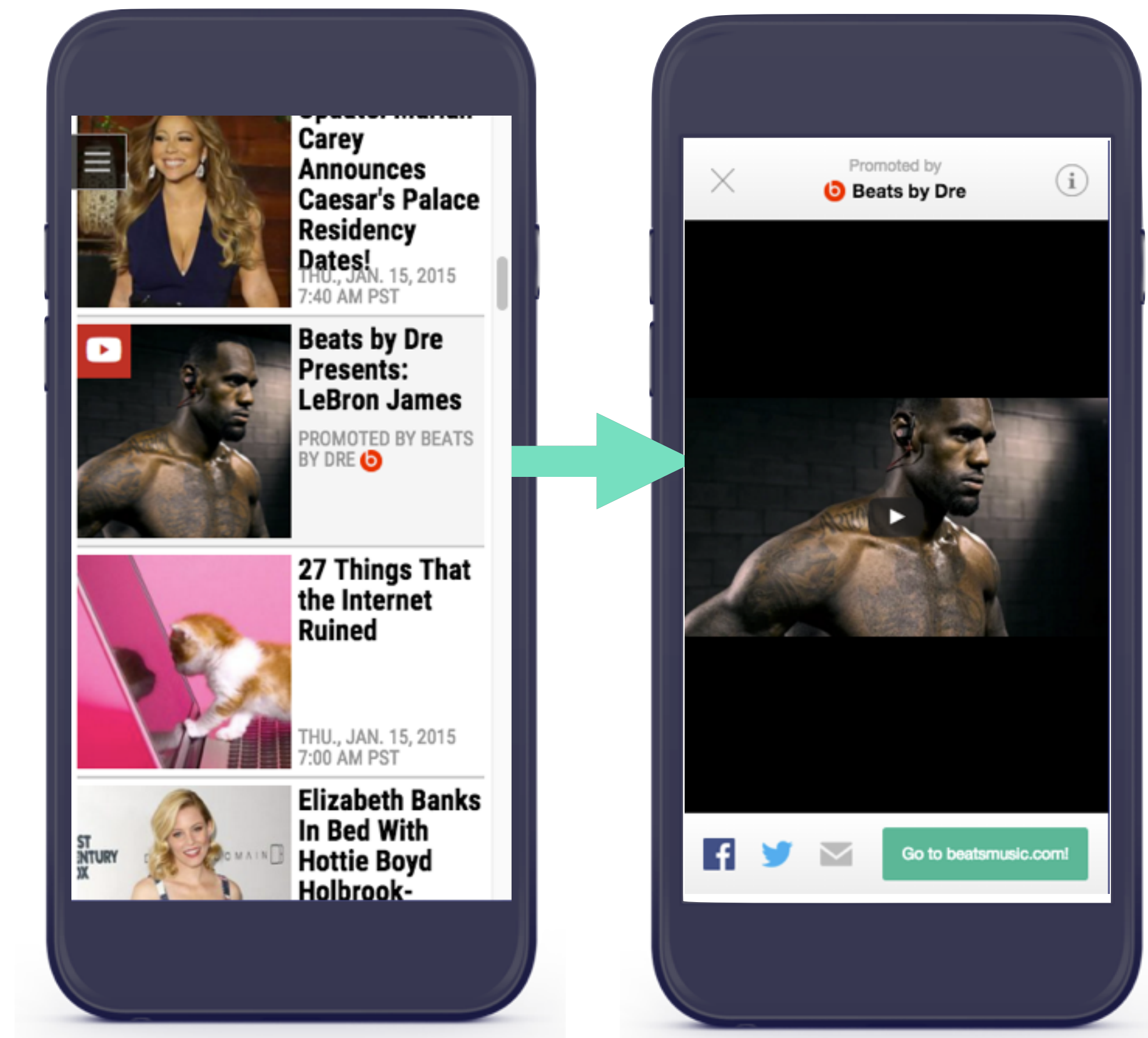
mreeves@sharethrough.com

Sharethrough Content Engagement Ads

Industry-leading suite of content cards to support any form of brand content

- Faster load time for content

- All forms of content

- Full screen experience on mobile

- Seamlessly integrated onsite card creates editorial halo

- Shareable directly from the feed

- Customized call-to-action

Video Card User Experience

Interactive Desktop Demo: http://bit.ly/1NldmAT

Interactive Mobile Demo: http://bit.ly/1N3K9pt

Asset Overview - Video Card

Native Ad Content Assets	
Creative Asset	Video Content URL (YouTube, Instagram, Vine)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - *Sharethrough can draft recommended copy for client approval*)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Video Card Measurement

Total Impressions: Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

Total Engagements: Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

Total Clicks: Total amount of user clicks on the ad unit

CTR: The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

Plays: Represents the total number of times users played the video

Facebook Shares: Represents the total number of times users shared the content through the Facebook share button

Twitter Shares: Represents the total number of times users shared the content through the Twitter share button
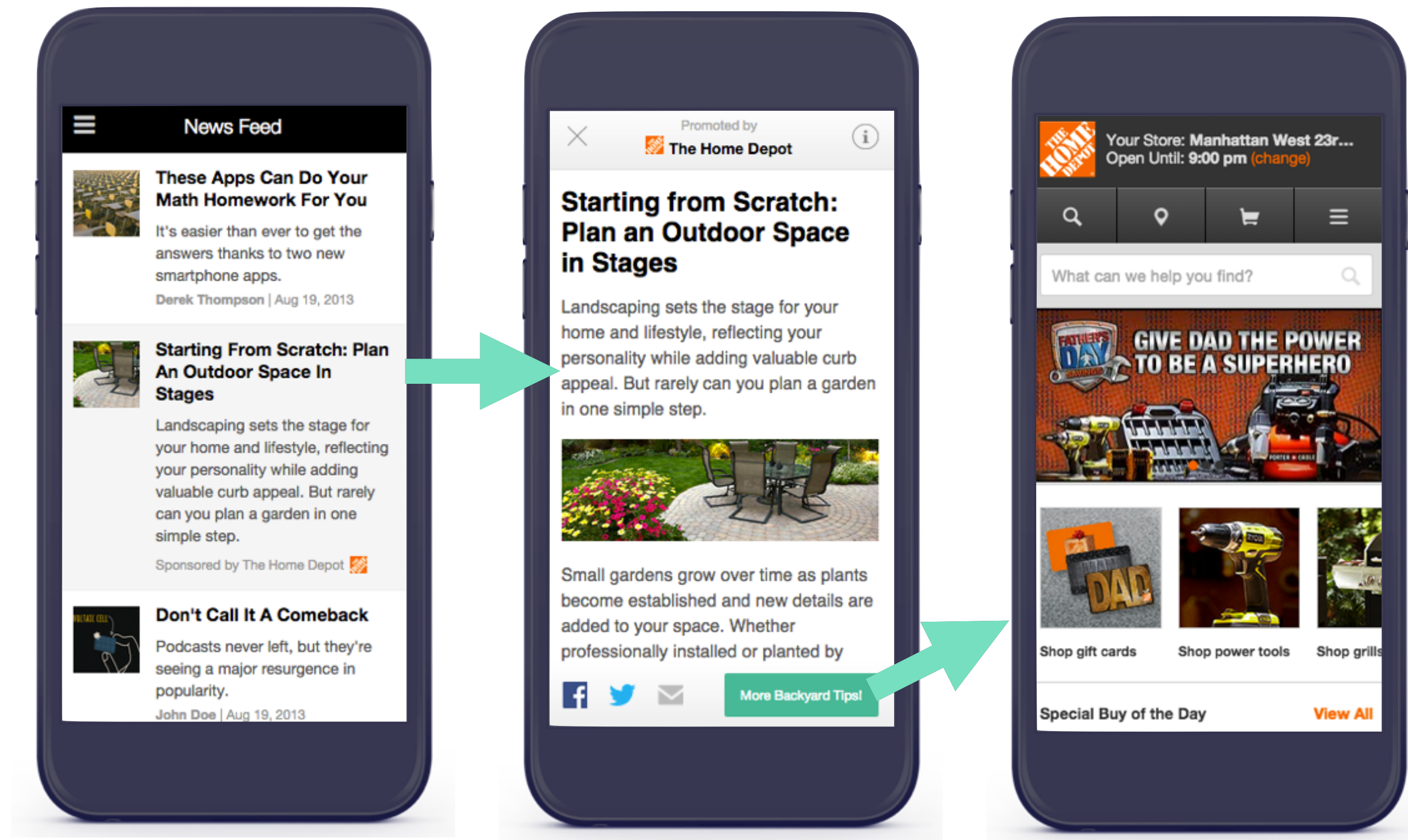
Email Shares: Represents the total number of times users shared the content through the Email share button

Custom engagements: Represents the total number of clicks on the custom button

Content Completion: 25, 50, 75, 95: How many users completed 25%, 50%, 75% and 95% of the content

Article Card User Experience

*Pro Styling Tip:

Mimic the exact layout of the original article, or post

Interactive Desktop Demo: http://bit.ly/1OyIKN6

Interactive Mobile Demo: http://bit.ly/1j3ocj1

SHARETHROUGH

Asset Overview - Article Card

Native Ad Content Assets	
Creative Asset	NON-VIDEO: Content URL
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - *Sharethrough can draft recommended copy for client approval*)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Article Card Measurement

Total Impressions: Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

Total Engagements: Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

Total Clicks: Total amount of user clicks on the ad unit

CTR: The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

Average Time In View: the number of seconds that the card is open divided by the number of visible impressions

Median Time In View: median number of seconds for all of the cards that were viewed

Facebook Shares: Represents the total number of times users shared the content through the Facebook share button

Twitter Shares: Represents the total number of times users shared the content through the Twitter share button

Email Shares: Represents the total number of times users shared the content through the Email share button

Custom engagements: Represents the total number of clicks on the custom button

Gallery Card User Experience

*Pro Styling Tip:
Image first,
Description below
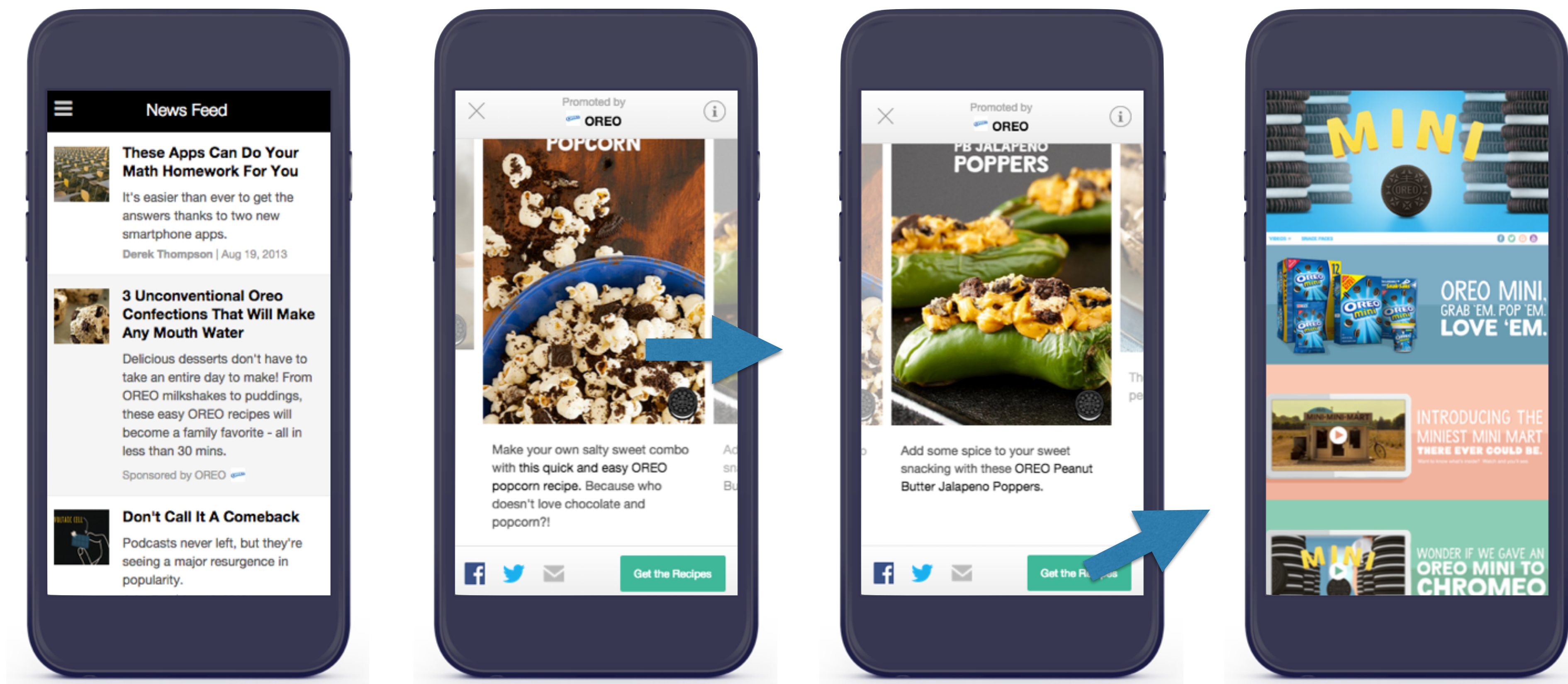
Brand Category Success: Auto, CPG, Retail, Travel

Interactive Desktop Demo: http://bit.ly/1OsdGPc

Interactive Mobile Demo: http://bit.ly/1MmwbRN

Asset Overview - Gallery Card

Native Ad Content Assets	
Creative Asset	Content URL (link to the content the user would share via the share buttons)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended) - *Sharethrough can draft recommended copy for client approval*
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Gallery Card Assets	
Gallery Images (3-5 Recommended)	Image Ratio 1.5:1 (Any Format) *recommended that images are the same size
Gallery Image Description (Per Image)	No Character Limit & Can Include Links
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Gallery Card Measurement

Total Impressions: Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

Total Engagements: Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

Total Clicks: Total amount of user clicks on the ad unit

CTR: The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

Average Time In View: the number of seconds that the card is open divided by the number of visible impressions

Median Time In View: median number of seconds for all of the cards that were viewed

Facebook Shares: Represents the total number of times users shared the content through the Facebook share button

Twitter Shares: Represents the total number of times users shared the content through the Twitter share button

Email Shares: Represents the total number of times users shared the content through the Email share button

Custom engagements: Represents the total number of clicks on the custom button

Infographic Card User Experience

*Pro Styling Tip:

Just use the image. No need to duplicate title
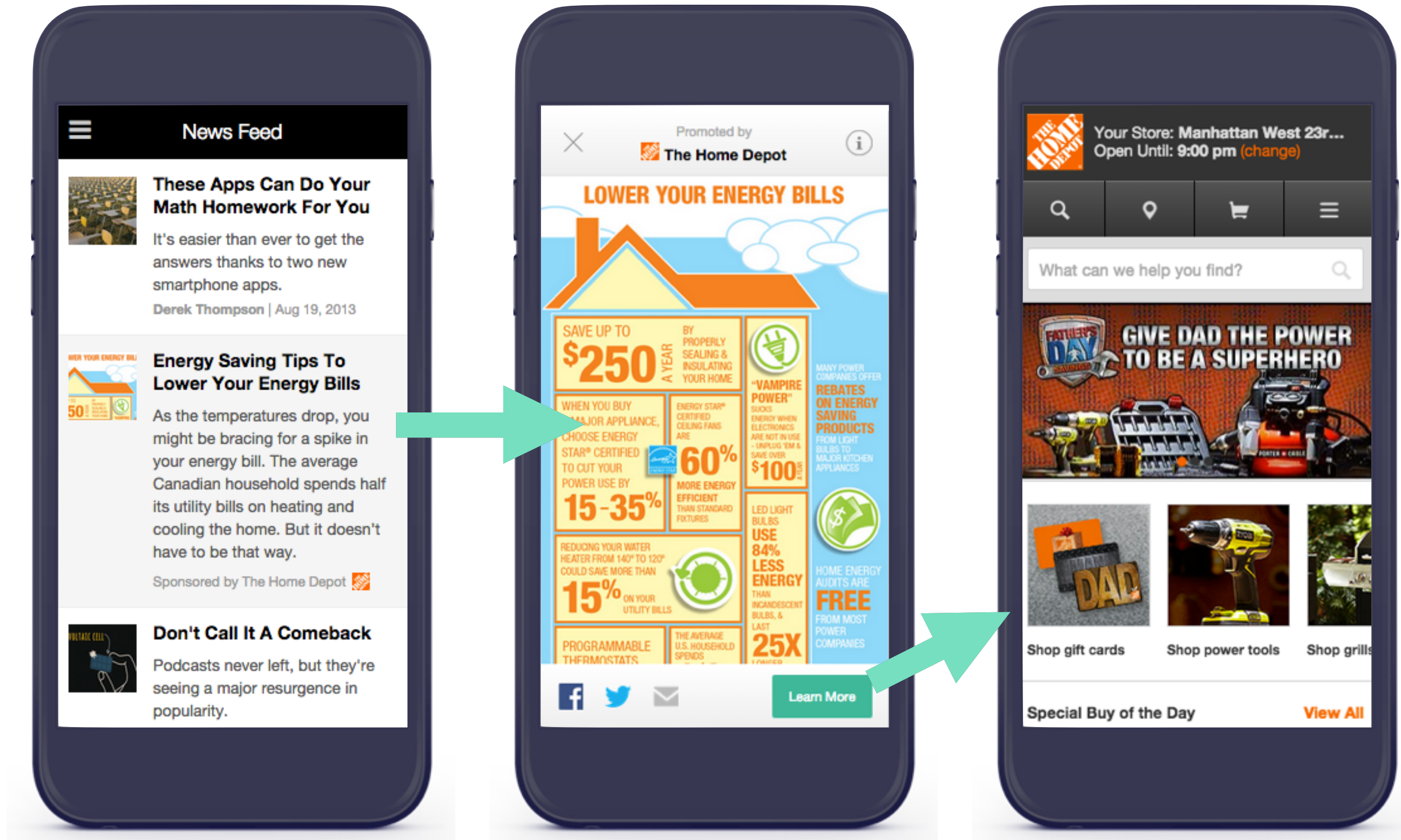
Brand Category Success: Auto, B2B, Finance,Tech

Interactive Desktop Demo: http://bit.ly/1OsdL5s

Interactive Mobile Demo: http://bit.ly/1MmuZOr

Asset Overview - Infographic Card

Native Ad Content Assets	
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - *Sharethrough can draft recommended copy for client approval*)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Infographic Card Assets	
Infographic Image	All Static Images Accepted (Ideal Format .PNG)
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Infographic Card Measurement

Total Impressions: Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

Total Engagements: Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

Total Clicks: Total amount of user clicks on the ad unit

CTR: The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

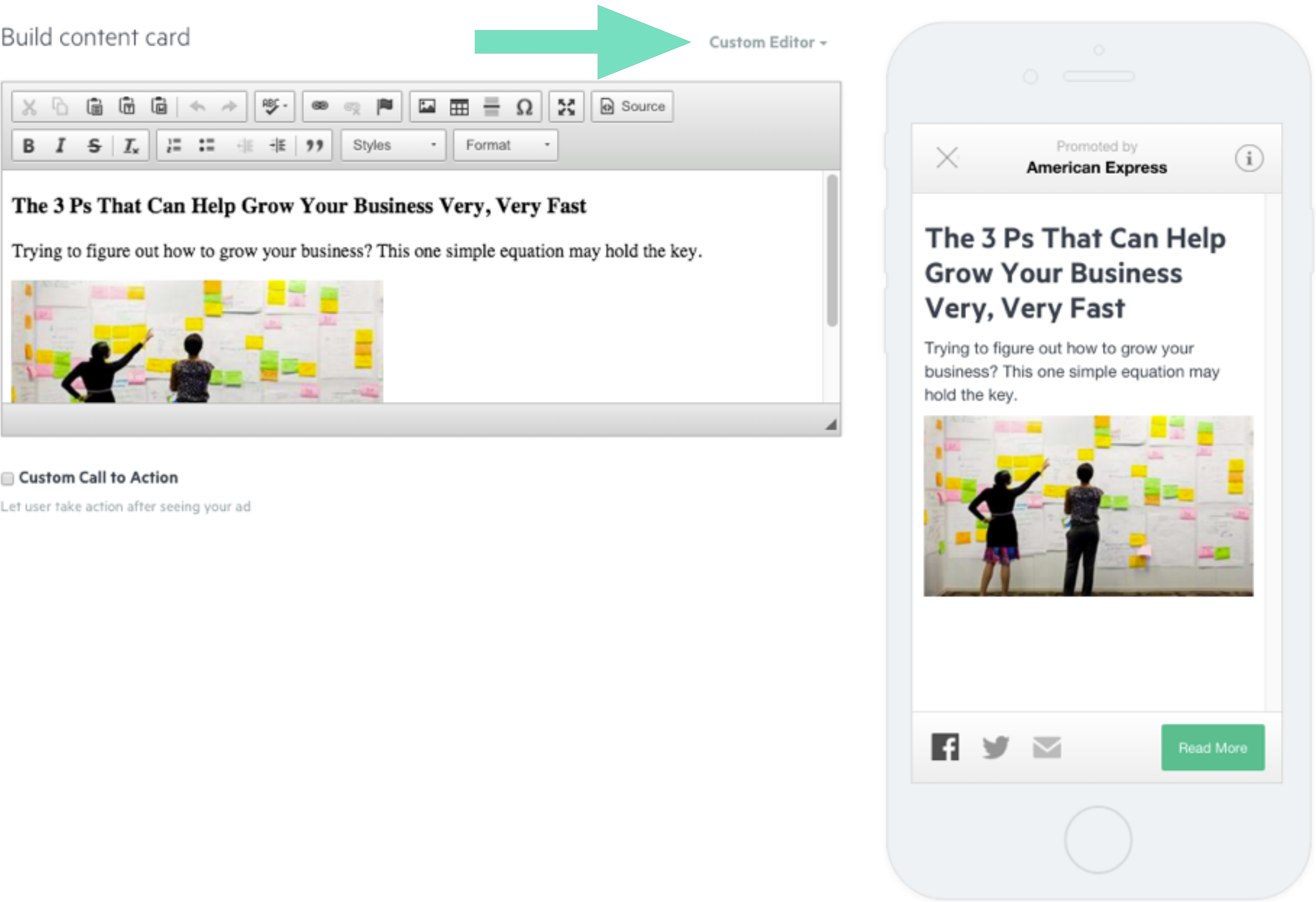**Average Time In View:** the number of seconds that the card is open divided by the number of visible impressions

Median Time In View: median number of seconds for all of the cards that were viewed

Facebook Shares: Represents the total number of times users shared the content through the Facebook share button

Twitter Shares: Represents the total number of times users shared the content through the Twitter share button

Email Shares: Represents the total number of times users shared the content through the Email share button

Custom engagements: Represents the total number of clicks on the custom button

Custom Card Editor

Don't see what you're looking for?

Custom Cards enable publishers to create, customize, and host content using the card functionality to drive user engagement regardless of media type.

Using the WYSWIG editor in the SFP platform, publishers can write sponsored content and/or import source code from any piece of content to then promote that content using card functionality from within their editorial feed.
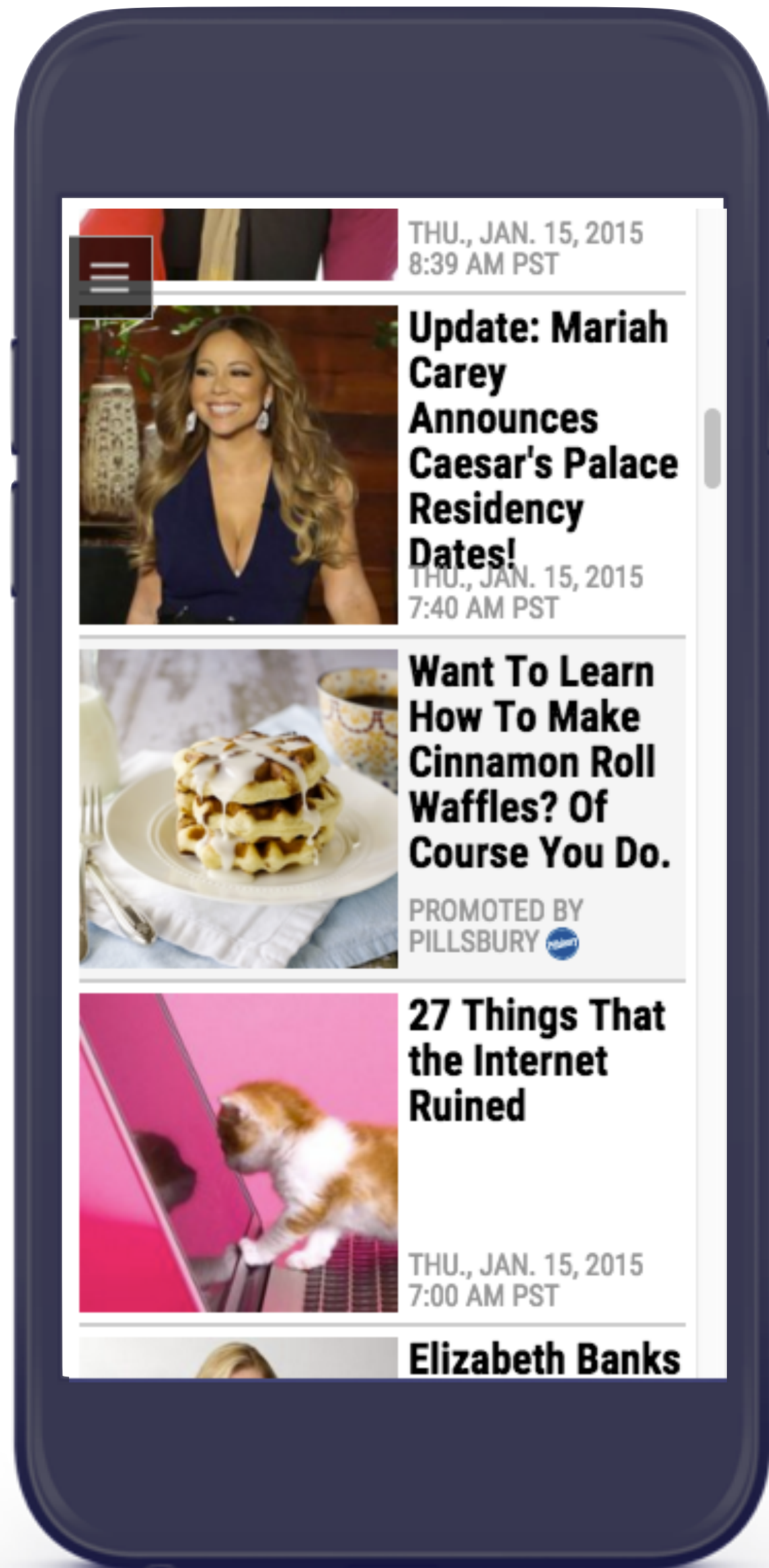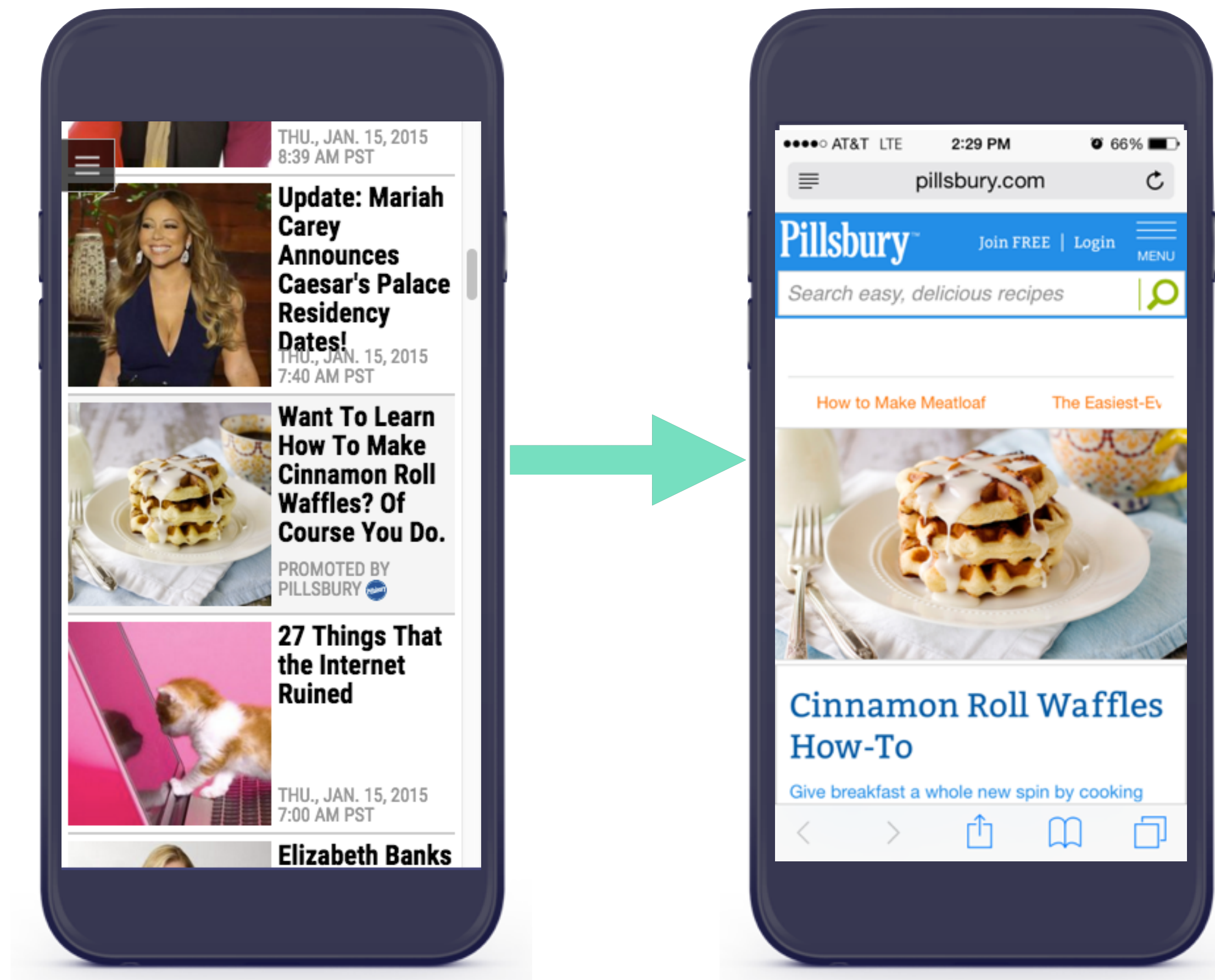
Sharethrough Website Visit Ads

Drive Traffic To A URL Via A Direct Clickout

- Drive traffic to a web page.

- Drive traffic to a sponsored page on your site

Website Visit Ads User Experience

Interactive Desktop Demo: http://bit.ly/1KWewfR

Interactive Mobile Demo: http://bit.ly/1WuDkCz

Asset Overview - Website Visit Ad

Native Ad Content Assets	
Creative Asset	Any Content URL
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - *Sharethrough can draft recommended copy for client approval*)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play

Website Visit Ad Measurement

Total Impressions: Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second
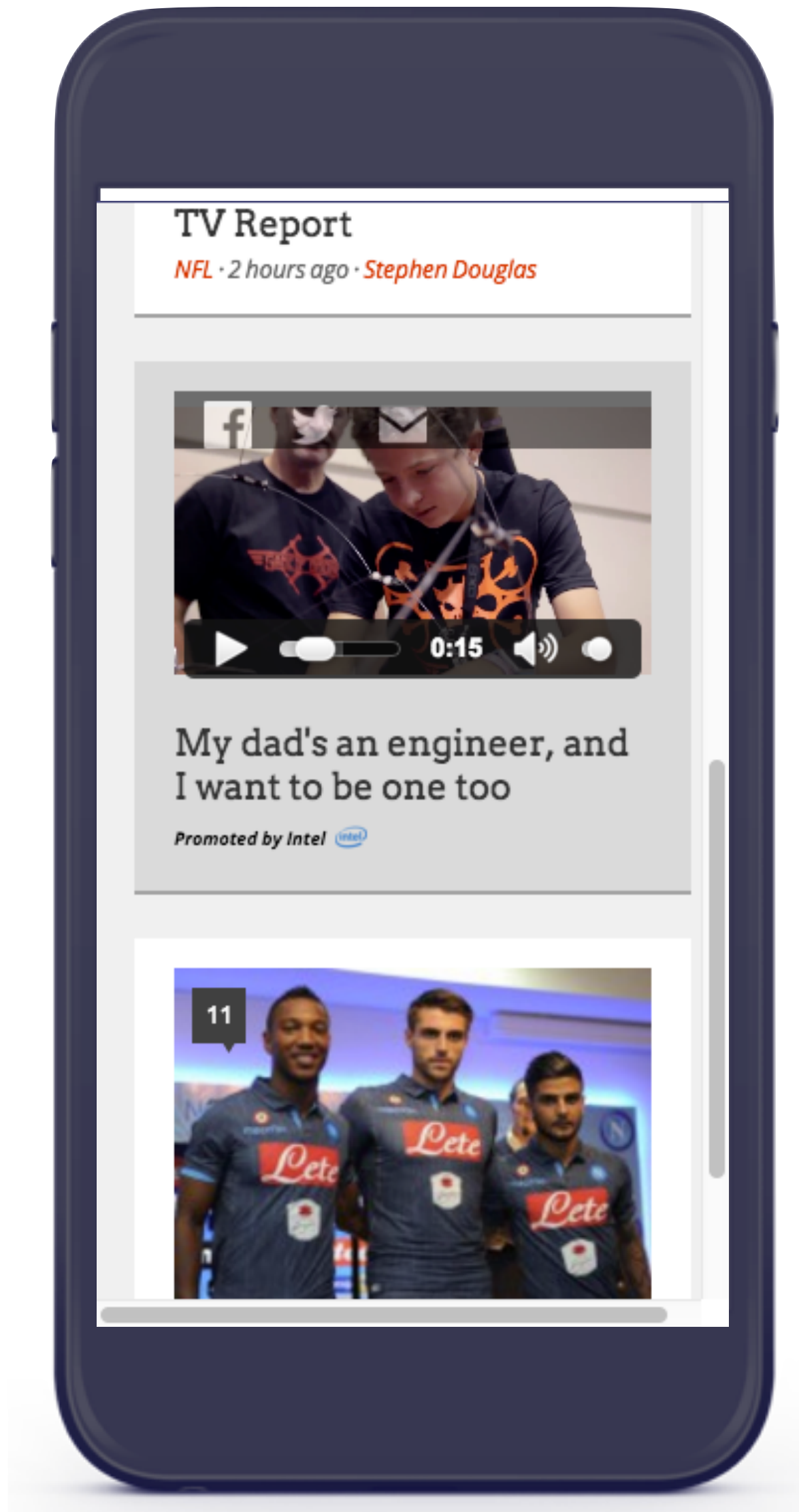
Visibility Rate: Percentage of ads that are viewable to the user

Total Engagements: Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

Total Clicks: Total amount of user clicks on the ad unit

CTR: The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)
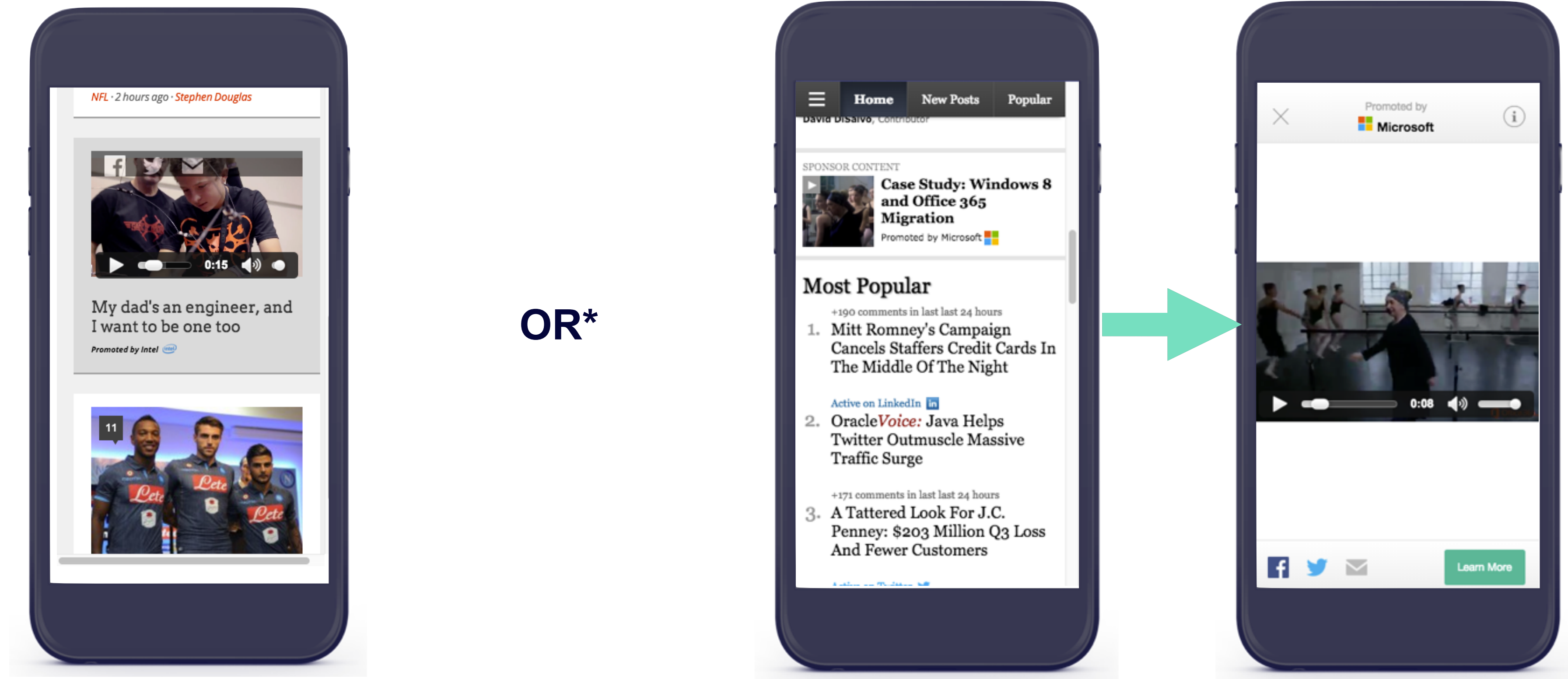
Sharethrough Video View Ads

In-Feed Video Ad Units Designed To Maximize Viewability, Efficiency And Brand Impact

- Instantly plays silently on enabled publishers

- Tap for audio and to expand video

- TV-like execution, giving viewers instant exposure to video creative

Click To Play Video View Ad User Experience

OR*

*if thumbnail size is more than 250 px width, the video will play inline with 1 click

*if thumbnail size is 250px width or less, the video will expand to a card and play once the user clicks on the unit

Interactive Desktop Demo: http://bit.ly/1Wu2ocM

Interactive Mobile Demo: http://bit.ly/1Nk8Anh

Asset Overview - Click To Play Video View Ad

Native Ad Content Assets	
Creative Asset	Video File for Hosted Videos (MP4, 1GB max)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - *Sharethrough can draft recommended copy for client approval*)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Video Only - Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons (Video Only)	
Facebook, Twitter, Email	

Click to Play Video Measurement

Total Impressions: Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

Total Engagements: Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

Total Clicks: Total amount of user clicks on the ad unit

CTR: The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

Plays: Represents the total number of times users played the video

Facebook Shares: Represents the total number of times users shared the content through the Facebook share button

Twitter Shares: Represents the total number of times users shared the content through the Twitter share button

Email Shares: Represents the total number of times users shared the content through the Email share button

Custom engagements: Represents the total number of clicks on the custom button

Content Completion: 25, 50, 75, 95: How many users completed 25%, 50%, 75% and 95% of the content

Silent Instant Play Video View Ad User Experience

OR*

*if thumbnail size is more than 250 px width, the video will autoplay, and continue to play inline if the user clicks on the thumbnail

*if thumbnail size is 250px width or less, the video will autoplay, but will expand to a card if the user clicks to watch more

Interactive Desktop Demo: http://bit.ly/1FV6GHY

Interactive Mobile Demo: http://bit.ly/1FUTcvY

Asset Overview - Silent Instant Play Video View Ad

Native Ad Content Assets	
Creative Asset	Video File for Hosted Videos (MP4, 1GB max)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - *Sharethrough can draft recommended copy for client approval)*
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Video Only - Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

* Silent Instant Play creatives are only eligible to run on ad placements that have a min 250 px width.

Silent Autoplay Video Measurement

Total Impressions: Number of times an ad was served to the page

Viewable Impressions: The number of times that the creative we shown to a user. Sharethrough defines viewable bt the IAB standard of 50% of pixels in view for more than 1 second

Visibility Rate: Percentage of ads that are viewable to the user

Total Engagements: Sum of everything beyond visible impressions: clicks, video plays, Facebook, Twitter, Email and Custom Button

Engagement Rate: Represents the total user engagements divided by impressions delivered. (engagements/viewable impressions=engagement rate %)

Total Clicks: Total amount of user clicks on the ad unit

CTR: The number of clicks that your ad receives divided by the number of times your ad is shown (clicks/impressions = click through rate)

Plays: Represents the total number of times users played the video

Instant Plays: Count of silent autoplay views defined as in play for at least 3 seconds

Facebook Shares: Represents the total number of times users shared the content through the Facebook share button

Twitter Shares: Represents the total number of times users shared the content through the Twitter share button

Email Shares: Represents the total number of times users shared the content through the Email share button

Custom engagements: Represents the total number of clicks on the custom button

Content Completion: 25, 50, 75, 95: How many users completed 25%, 50%, 75% and 95% of the content

SHARETHROUGH

MANAGE YOUR ENTIRE NATIVE AD STRATEGY

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