



Programmatic creative guidelines

Your guide to dunnhumby media's
offsite creative services

dunnhumby media

sociomantic
from dunnhumby

Our promise

At dunnhumby media, we take pride in our Customer First approach to digital advertising. We're dedicated to creating a positive user experience as individuals interact with your brand throughout all stages of the Customer Journey.

From the very beginning, we have been invested in and compliant with the **LEAN** principles and the **Coalition for Better Ads'** standards, which advocate for an improved online advertising consumer experience. Specifically, we do not offer any of the twelve sizes or formats deemed by the Coalition for Better Ads to negatively impact the user experience.

Find out more at
<https://www.betterads.org>

General best practices and advertising policies

dunnhumby media and our partners will not tolerate malware, spyware, viruses or ads that intentionally try to deceive in any way. Ads must be distinguishable from webpage content with clearly defined borders. We recommend a minimum 1px border of a contrasting colour around all creatives.

"To protect the aesthetics of the banner and brand message, a border should be applied in the ad creative rather than impose upon the ad server to produce a border."

[Find out more](#)

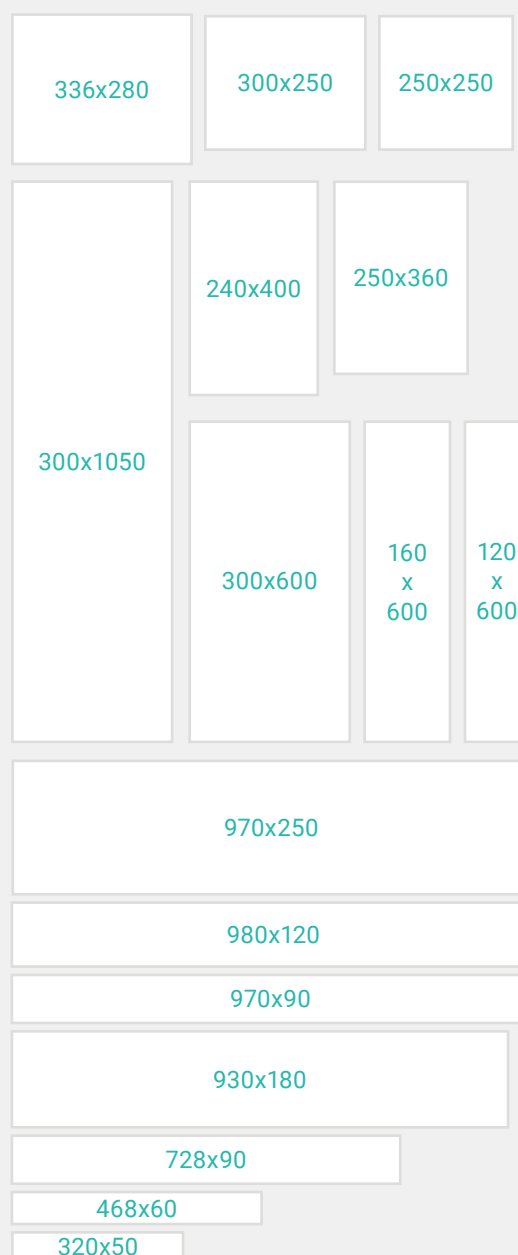
iab.

Furthermore, the programmatic space is notorious for poor web accessibility to people with disabilities and those with low vision (e.g., having 6-7pt type for Terms & Conditions.) We are passionate about an open and accessible web for all and we believe that we can do better as an industry.

Learn more about Web Accessibility at
<https://webaim.org>



Our supported units



Supported file formats: PNG, JPG, GIF, HTML5

Creative specifications

Dynamic Creatives

Our bespoke Dynamic Creatives, built with HTML5, are an integral part of a new client set up or reactivation. Each element of the creative—such as the copy, image, product, offer or call-to-action—is an independent variable to be optimised in order to reach the right person with the right message at the right point in time. All of our ad units are custom-built in order to reflect and support your company's brand integrity whilst meeting your performance or branding KPIs. Having a strong user experience and cohesive visual identity are as important to us as they are to you and your customers.

We give your brand the flexibility to update your Dynamic Creatives with sales messaging and promotion countdowns. Interested in a complete redesign? Speak to your Account Manager and Designer for advice on how best to update your creatives and minimise banner blindness.

Want to see examples of our creative solutions across verticals?

[View the Dynamic Creative Showcase](#)

What we need from you:

- **Logo:** AI/EPS preferred—PSD, TIFF, PNG also accepted
- **Brand Guidelines:** If available, otherwise please specify your preferred typeface/font and provide additional references should the ad design not adhere to your company's website and/or digital presence. We recommend that the ad design matches the style of your chosen landing page
- **Unique Selling Point or USP:** E.g., 'Free Delivery'
- **Call to Action or CTA:** E.g., 'Shop now'

Technical considerations:

- **Sale and New Icons/Tags:** Should be designed at set up and can be disabled
- **Dynamic Text:** As this text is built with code, some visual control is lost (e.g., kerning and tracking between individual letters); space must be left for the longest possible character count from your feed/stream
- **Prices:** Regular, sale and strikethrough/'was' prices can be styled as necessary
- **Product Image:** Pulled in dynamically from feed/stream
- **Product Image 'Space':** Sufficient room must be made for each image pulled in from the relevant feed/stream

Your Technical Account Manager will assist with integrating your product information. We offer various options for this, including a product feed or stream, and our team can advise on the best solution for your site.

What about typography?

Web-safe typefaces

Recommended, as it's compatible across all operating systems and browsers

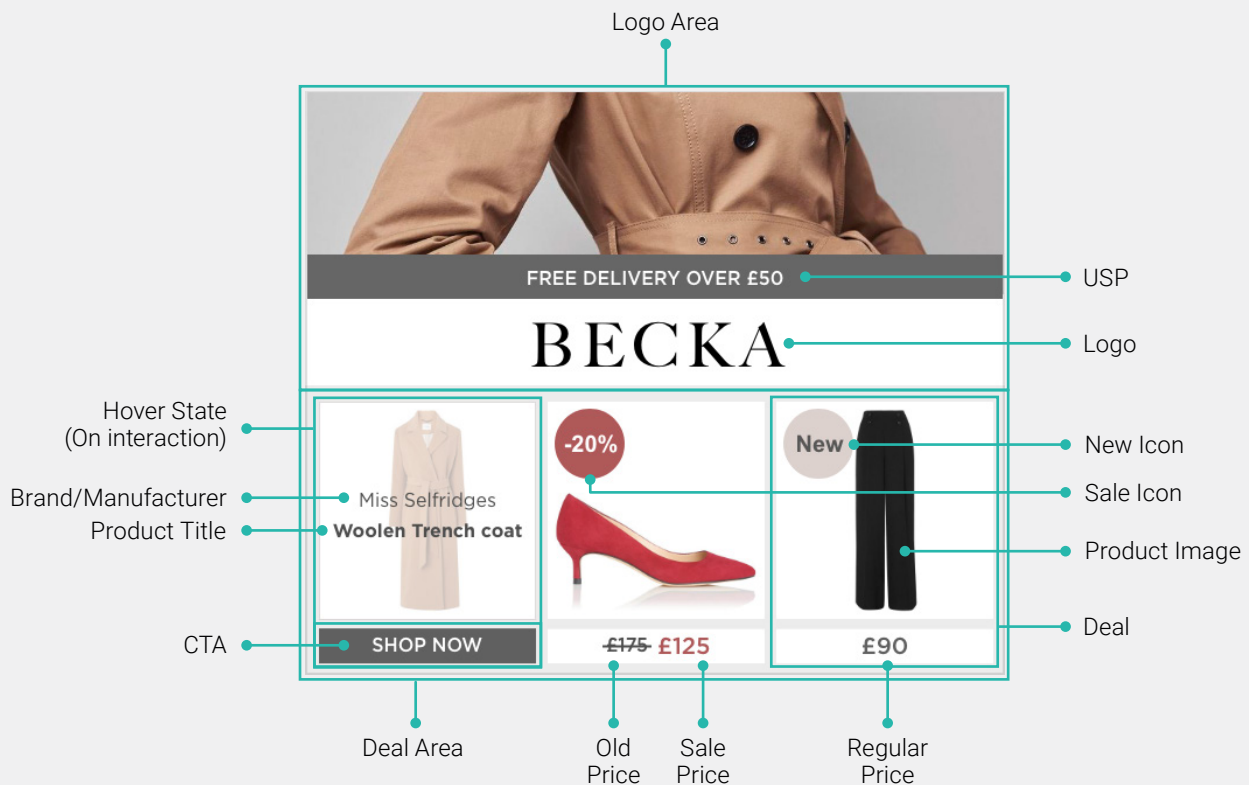
Custom typefaces

- Not recommended (unless it affects brand recognition)
- Internally hosted typefaces can affect banner weights/loading speeds
- FOUT (Flash Of Unstyled Text) is possible on some browsers
- Certain SSPs reject custom font embedding (e.g., Yandex)

Web-safe typefaces

Arial	Trebuchet MS
Century Gothic	Times
Franklin Gothic Medium	Verdana
Courier New	Baskerville
Impact	Cambria
Lucida Sans	COPPERPLATE LIGHT
Palatino	Garamond
Tahoma	Consolas

Dynamic Creatives | Elements



HTML5 Static Creatives

HTML5 Static Creatives are highly desirable due to their smooth and complex animation capabilities. While they do not utilise our feed or stream technology, they still deliver highly relevant and engaging messaging. The creatives can be client provided or built in-house at an additional cost. Speak to your Account Manager if you would like more information about this service.

Image asset specification:

File weight: < 2 MB

Animation length: < 30 sec

Entire banner must be clickable

Technical considerations:

- Each HTML5 banner size needs to be provided as an individual .zip file containing all assets (.html, .css, .js, images, etc.)
- All assets must be in the zip file and not hosted on or loaded from an external URL (check with console and network requests)
- The main .html file is called "index.html" and must be found in the root directory
- The clickTag JavaScript variable (case sensitive) needs to be added as the destination URL, so that the click-tracking and landing page URL can be passed without it being hardcoded in the HTML5 banner itself. Please speak to your Technical Account Manager if you have any queries regarding this step

Overlays and Static Image Creatives

Capture people's attention by combining static, branded overlays with dynamic product elements—ideal for avoiding banner blindness and great for promotional and sales periods or always-on campaigns.

Alternatively, run Static Image campaigns separately from your dynamic activity in order to run supporting or complementary messaging.

Image asset specification:

Format: PNG, JPG, GIF

Static Overlay file weight: < 50 KB

Static Image file weight: < 2 MB

GIF animation length: < 30 sec (max 3 loops)

You can provide your own Overlays or Static Image Creative or request them to be built in-house for an additional charge. You may also be eligible for complimentary Static Creative designs depending on your Service Level Agreement. Speak to your Account Manager if you would like more information about this service.

What is an Overlay?



Overlays can be thought of as a second frame for your Dynamic Creatives. They can be the same design as a set of Static Image Creatives, but keep in mind that the file weight must fall under 50 KB. They can appear before or after the Dynamic Creative in rotation and last for approximately 7 seconds each time.



Native Ads

Native Ads blend in with the publisher's environment, offering a non-intrusive way to reach your customers. With dunnhumby media's access to premium websites, Native Ads encourage a more effective dialogue amongst premium audiences with high conversion potential.

We offer both Dynamic and Static Native Ads.

What we need from you:

- **Advertiser name:** < 40 characters
- **CTA:** < 15 characters
- **Title:** < 65 characters
- **Description:** < 90 characters
- **(Optional) Additional description/message:** < 255 characters

Dynamic Native Ads use product images from a product feed. Static Native Ads require a brand image to be provided.

Image asset specifications:

Format: PNG, JPG

Dimensions: 600x315

File weight: < 100 KB

Please do not provide images with text as these ads will be resized and centred by each publisher in order to fit their personalised ad formats.

Native Ad examples



Camera X-T10 Digital Camera

Only £249.99. Hundreds of products available both online and in-store.

**CAM
ERA**

Promoted by
Camera LTD

FREE DELIVERY

MORE TO EXPLORE



Only £249.99. Hundreds of products available both online and in-store.

WWW.CAMERALTD.COM

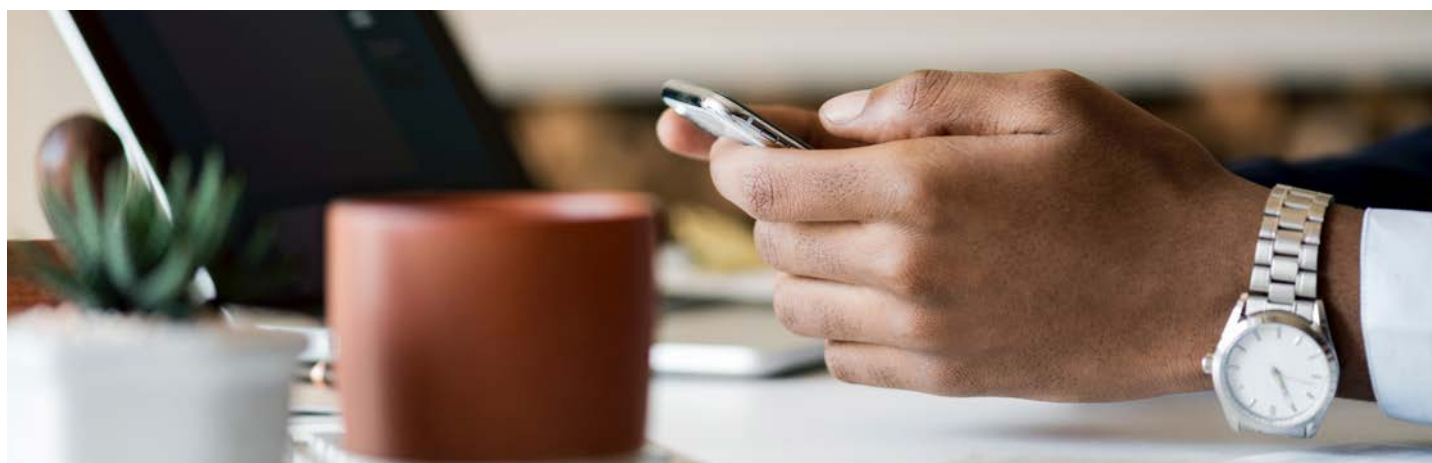


Convert your old films.

WWW.VIDEOSTORE.CO

The above are for illustration only.

The look and feel of a Native Ad varies based on each individual publisher.



Video

Programmatic video campaigns further enrich the multiscreen ad experience. As with banner displays, video ads are versatile in their ability reach customers across the purchase funnel in a 100% programmatic environment.

Video asset specification:

Format: MP4

File weight: < 10 MB

Video length: < 15 sec (max 240 sec)

Optional companion banner (300x250)

File weight: < 150 KB

File format: PNG, GIF, JPG



Setting	Aspect Ratio	Min Resolution	Max Resolution	Min Bitrate	Max Bitrate
Low	16:9	-	360p (640 x 360)	500kbps	3500kbps
Low	4:3	-	480p (640 x 480)	500kbps	3500kbps
Medium	16:9	> 360p (640 x 360)	576p (1024 x 576)	700kbps	3500kbps
Medium	4:3	> 480p (640 x 480)	576p (1024 x 576)	700kbps	3500kbps
High	16:9	> 576p (1024 x 576)	1080p (1920 x 1080)	1500kbps	3500kbps
High	4:3	N/A	N/A	N/A	N/A

Third-party ad server

Third-party ad serving occurs when ads are hosted on an external ad server. We work with a number of ad servers that have been certified internally to support your third-party hosted ad tags.

Please speak to your Technical Account Manager if you would like more information about the third-party tags we support.

Certified ad servers include:

- Adform
- Addition
- DoubleClick
- Sizmek

Are there benefits to using third-party ad serving tags?

If your company works closely with an external creative agency, has multiple partners, or has plans to update Static Creatives frequently, using a third-party ad server could help streamline your campaign setups.

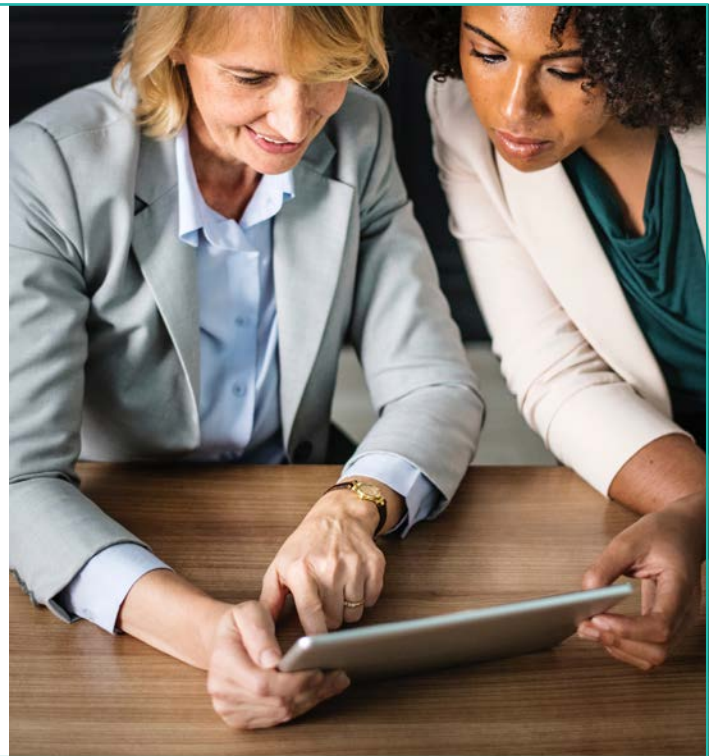
There is no need to send creative assets manually when using a third-party ad server. Only the third-party ad tags/URLs are required to provide creative consistency and control across multiple platforms.

Why dunnhumby media?

dunnhumby media connects retailers and brands to Customers, from browsing to buying.

We offer a unique combination of cross-channel media, data science and partnerships to build connected, Customer First media plans. We deliver seamless, personalised communications that deliver highly measurable, actionable results.

Find out more at dunnhumby.com/solutions/media



dunnhumby

THE WORLD'S FIRST CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data —

dunnhumby enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Data Science Platform is our unique mix of technology, software and consulting, enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers — in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.

Contact us to start the conversation: dunnhumby.com