

AUDIENCE EXTENSION | DYNAMIC CREATIVE SPECIFICATIONS

With 250+ hours spent online during the car buying journey, Audience Extension enables your brand to stay top of mind with the carsales consumer during their path to purchase.

MediaMotive builds and hosts the dynamic creative as HTML5, dynamically populating the vehicle image, year, make, model & price based on the vehicle details page the customer viewed. Upon click the customer is directed back to the carsales vehicle details page.

In order to build the creative, please supply:

- 1. OEM LOGO**
Supply High Res OEM Logo with transparent background in PNG or JPEG, Aspect Ratio 16:9.
This will be used on a white background, as pictured.
- 2. CTA BUTTON COLOUR**
The default CTA colour is carsales blue.
To customise the colour, please supply the RGB and Hex colour strings for the OEM brand.

Sizes Supported:

300x250 & 300x600

Third Party Tracking (Optional):

Please supply impression & click tracking

Timeline:

Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.



Example MREC

EXAMPLES

Viewed on | carsales



2017 Kia Sportage Si Premium Auto 2WD MY17

\$30,990 Drive away

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