Welcome to the WeTransfer Advertising Guidelines. Let's make beautiful and meaningful work together
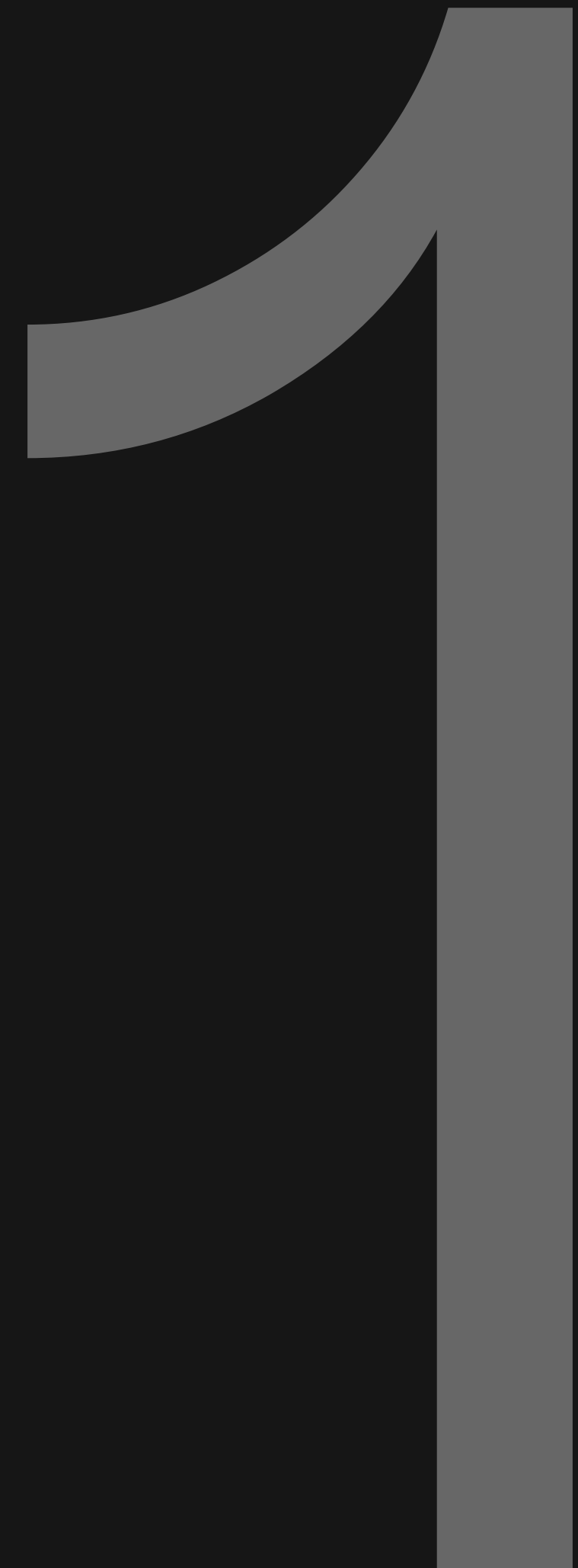
Table of contents

Welcome

1

Intro

This document includes a range of best practices and guidelines to consider when creating your WeTransfer Ad. They are brought to you by WeTransfer's internal creative Studio—our dedicated team of designers, copywriters, and developers who'll work with you to create a delightful and iconic ad for your brand.

If you're uncertain about specific words you find here, we explain most of the terminology at the end of the document. If after reading this you still have questions, feel free to contact us.

Our core principles

We believe advertising should be beautiful, delightful, and inclusive. Our core principles act as pillars to keep our creative approach aligned and ensure your ads perform at their best.

Clean, simple, beautiful

1

Delightful experiences

2

Inclusive ads

3

PRINCIPLE 1

Clean, simple, beautiful

We know that clean, focused ads lead to higher engagement from our audience.

PRINCIPLE 2

Delightful experiences

Our audience comes to us to share their ideas, so we try to delight them with great content while they're in their flow.

PRINCIPLE 3

Inclusive ads

We keep the diversity and uniqueness of our audience in mind, and strive to make our ads as accessible as possible.

Accessibility is for everyone

For us, accessibility means producing high-impact ads that are diverse, inclusive, and accessible to everyone, no matter where they fall on the spectrum of ability.

In most cases, you'd never notice the difference: a button to pause motion, closed captions, or alternative text for screen readers. But for those who are hearing impaired, visually impaired or who have trouble using a laptop or device in the conventional sense, it defines their experience.

Our goal is to improve the accessibility of all our ads and be as inclusive as possible. Over the years we'll be introducing more features, guidelines and best practices, ultimately providing a more usable and comfortable experience for everyone using our platform.

Key Considerations

LOOK OUT FOR OUR ACCESSIBILITY CALL-OUTS THOUGHOUT THIS DOCUMENT

Color Contrast	• Minimum color contrast ratio of 3:1 for CTA or icons, 4.5:1/3:1 for text on background color or image • Color contrast analyzer (chrome extension) • A11y – Color contrast checker (figma plugin)
Text as images	• All informative text should be live text (instead of png or svgs)
Motion	• Flashing should not happen more than 3 times per second. • Pause/resume controls for motion should be longer than 5 seconds.
Keyboard functions	• Consider keyboard functionality alternative on hover reveal.
Mouse functions	• If you include introductions/instructions (for example in game experiences), let our audience start at their own pace instead of having a countdown.

Browser components

1

The 'we'

The 'we' logo is fixed to the top-left and clicks to wetransfer.com

2

Menu bar

The menu bar comes in 11 languages and is in a fixed position. It's 40px high and varies in width depending on translations.

3

Transfer window

The transfer window is a fixed size and always sits on top of any other content on the page.

4

Pause motion button

All ads with auto-playing motion on load **must include** a pause motion button. Please see page 33 for guidance on size, placement and style.
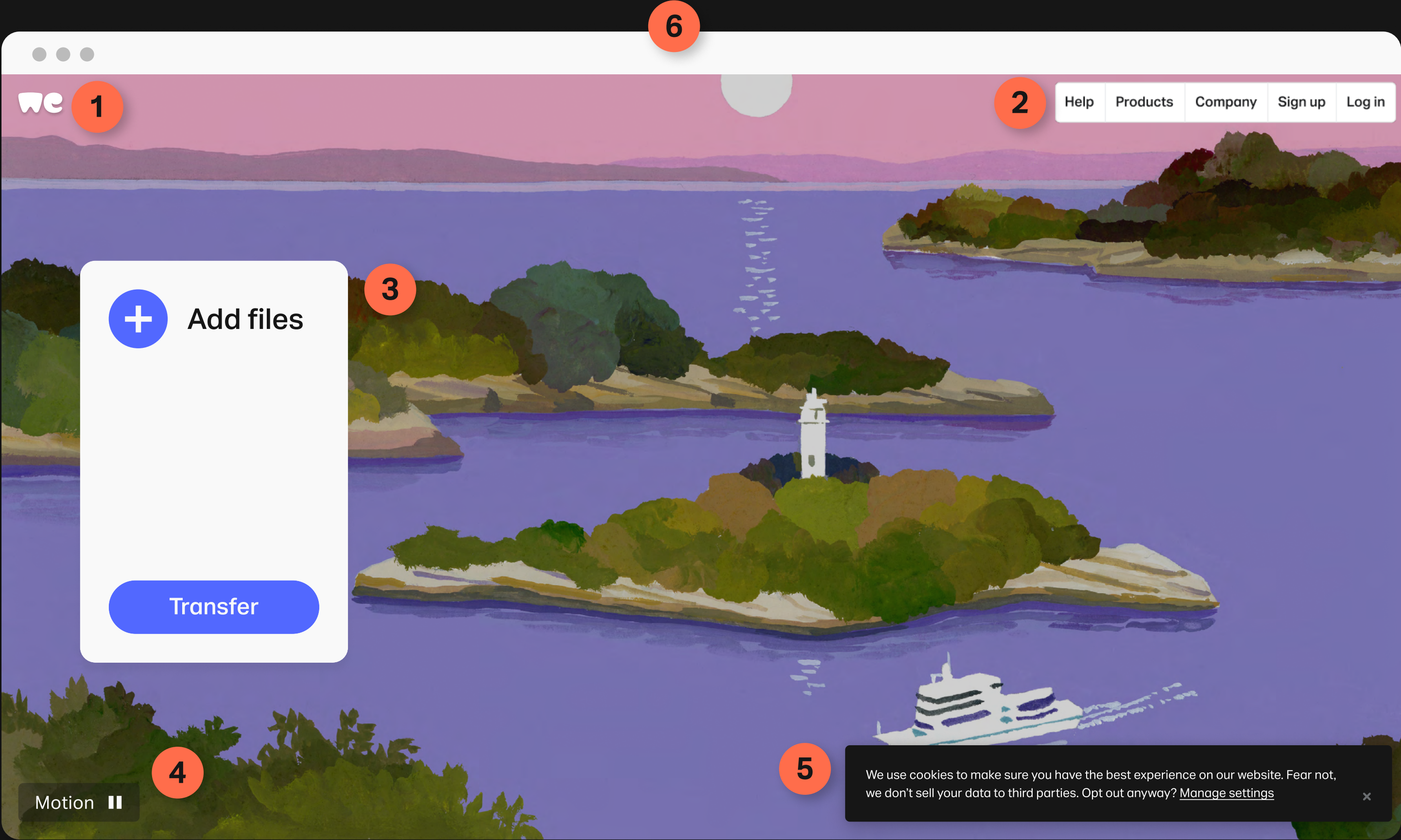
5

CCPA banner (US only)

The CCPA cookie banner appears only for people in the United States once. It will not appear subsequently after seeing it the first time, and our audience can close it at any time. It is in a fixed size and position in the bottom right.

6

Browser

The application window used to go on the internet. The height of the viewport can vary depending on tabs, address, and bookmarks bar.

Checklist & key guidelines

Asset checklist

- ☐ **Open Photoshop file** | Layered file in RGB | page 48
  See the advertising PSD template

- ☐ **Images** | Hi-res, 2560 x 1600px (minimum), .tiff or.jpeg. Landscape orientation preferred (portrait images will be cropped) | page 48

- ☐ **Videos** | .mp4 or .mov, 1920x1080px (min), H.264 or ProRes codec. If cinemagraph or intro, no logo and supers in video | page 48

- ☐ **Logos** | Vector files (.svg, .eps, .ai) | page 48

- ☐ **Font files** | .ttf, .otf, .woff. Live text for multiple translations and text heavy ads | page 48

- ☐ **Copy** | plain text, 140 character limit, excluding logo or wordmark with English translations | page 18

- ☐ **Link** | the URL where the ad will click out to

- ☐ **Trackers** | GPDR compliant and approved by our legal department | page 53

Key Guidelines

Clean, simple, beautiful

Copy length (in all languages) | page 18

Logos | page 18

Call to actions (CTAs) | page 22

Prices, coupons, and discounts | page 20

Legal disclaimers | page 23

Delightful experiences

Flickering or jittery animations | page 32

Interference with the WeTransfer interface | page 28

Autoplay of video on load / hover| page 35

Video play via click/tap interaction | page 35

Multiple Videos | page 35

Enabling sound| page 37

QR codes | page 24

Cursor interactions | page 23

Inclusive ads

Color contrast | page 23

Appropriate content | page 24

Format types

Base

Static
Our simplest full-screen image ad, which gives you the opportunity to highlight a single visual asset in a bold, iconic way.

Split screen
An ad through which our audience can compare two visuals. This allows you to showcase contrasting campaign elements in an engaging way.

Auto scroll
An ad that automatically scrolls through multiple visuals, allowing you to showcase multiple campaign elements in a single space.

Cursor follow
An ad in which a single element "follows" the cursor, giving our audience an engaging experience while highlighting a key visual element.

Click to play video
An ad that plays a full video after it is initiated by a click. The ad will load an initial design that can be static, intro video or cinemagraph. See video guidelines.

Intro video
An ad that opens with a 3-8 second video which automatically plays on load with no audio. See video guidelines.

Cinemagraph video
An ad that features a seamless loop of a scene from a video, with no audio. See video guidelines.

Animated
An ad with multiple moving elements that are animated in code and **are not** initiated by our audience. See animation and interaction guidelines.

Format types

Custom

Carousel
An interactive ad that allows you to showcase a variety of clickable campaign visuals to our audience.

Feature hotspot
An interactive ad through which our audience can hover over specific elements to display more information.

Countdown / Live timer
This ad displays a live countdown or timer—an ideal way to build up to a campaign launch and get our audience hyped up.

Accordion
An interactive multi-image ad that allows our audience to hover over parts of an image in order to display it fully, creating an "accordion" effect.

Scratch off
An interactive ad through which our audience can hover over an image to "scratch it off" and reveal new elements underneath.

Spotlight
An intriguing ad that allows our audience to "shine a light" over a dark visual and reveal key elements from your campaign.

Depth map image
An ad that creates a subtle interactive 3D representation of an image or virtual scene.

Format types

Games & storytelling

Game

A highly custom interactive ad that gives you the chance to communicate your campaign message in a fun, engaging way through a game.

Brand story

A highly custom interactive ad, which includes animated, editorial, and interactive elements focused on telling a long-form story within a unique experience. See brand story guidelines.

Campaign Type

Takeover

On a specified day or half-day in a specified region, only your ad will be displayed, meaning that all others will be pushed out. For more information please see design & copy guidelines.

General layout - Best Practices

1

Clean and purposeful background

Create context for our audience and make it easy for them to understand your key message at a glance. We recommend a clean background, sufficient use of negative space and bright, light colors.

2

Easy to spot logo

We recommend placing the logo either close to the transfer box or near the main messaging to keep key elements in view—particularly when resizing. Ensure there is adequate contrast with the background so that your logo is readable and accessible.
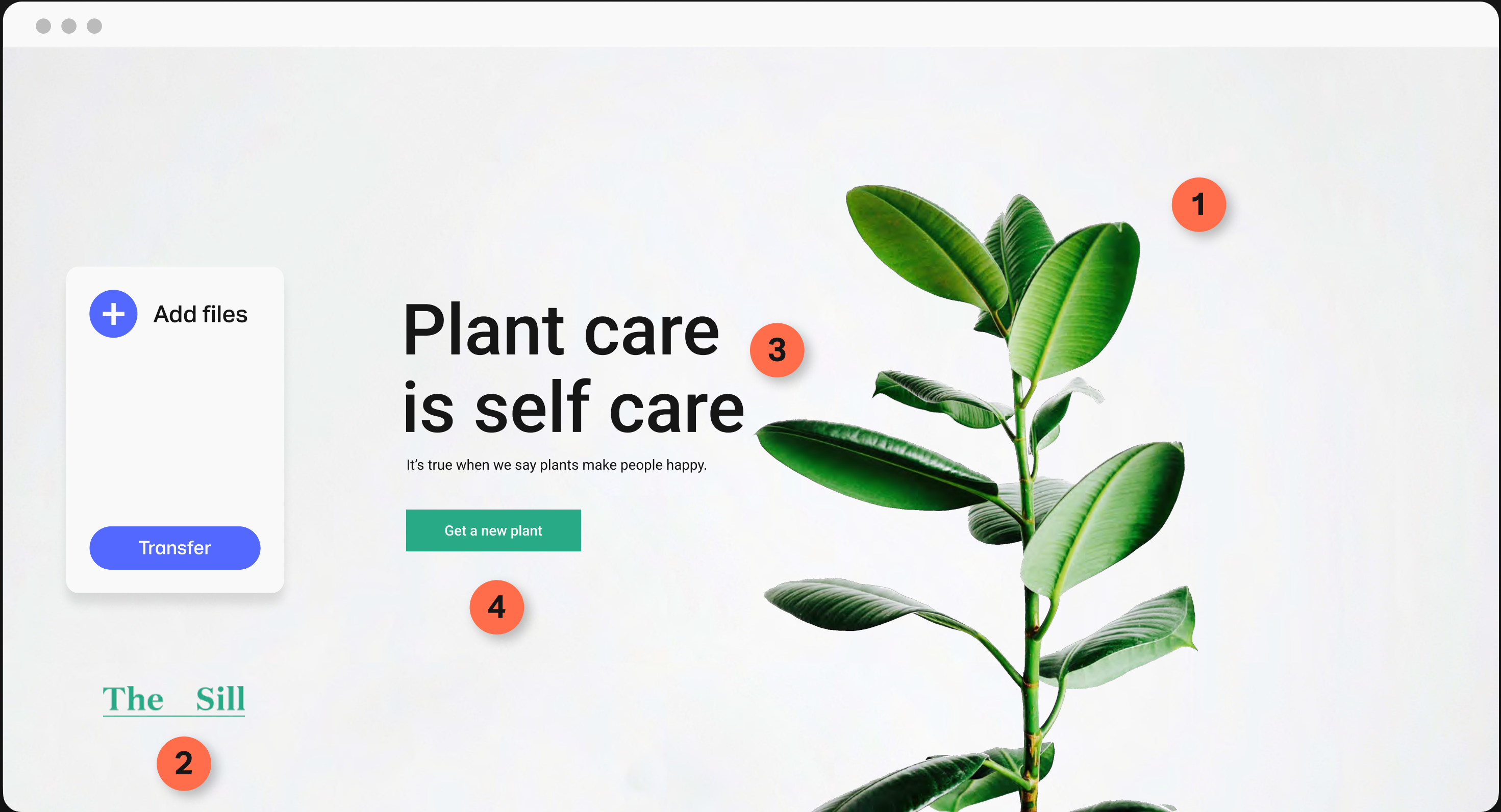
3

Clear key messaging

We recommend a headline that's short, punchy and friendly. Secondary headlines or copy should help provide more context. We recommend using a max of 2 fonts/weights and sizes to maintain consistency.

4

Engaging CTA

We recommend that the CTA copy be directly related to the campaign KPI. For example, if the KPI is "drive an increase in trials" we recommend a CTA like "Try today". If the goal is to "drive sales", then "Buy now" or "Shop now" is recommended.

Video ads - best practices

1

Purposeful background

Like a static ad, the video cover background helps our audience understand the key message of the ad. This background can be a static image, intro video or cinemagraph.

2

Easy to spot logo

Like a static ad, try to keep the logo close to the transfer box or the key message.
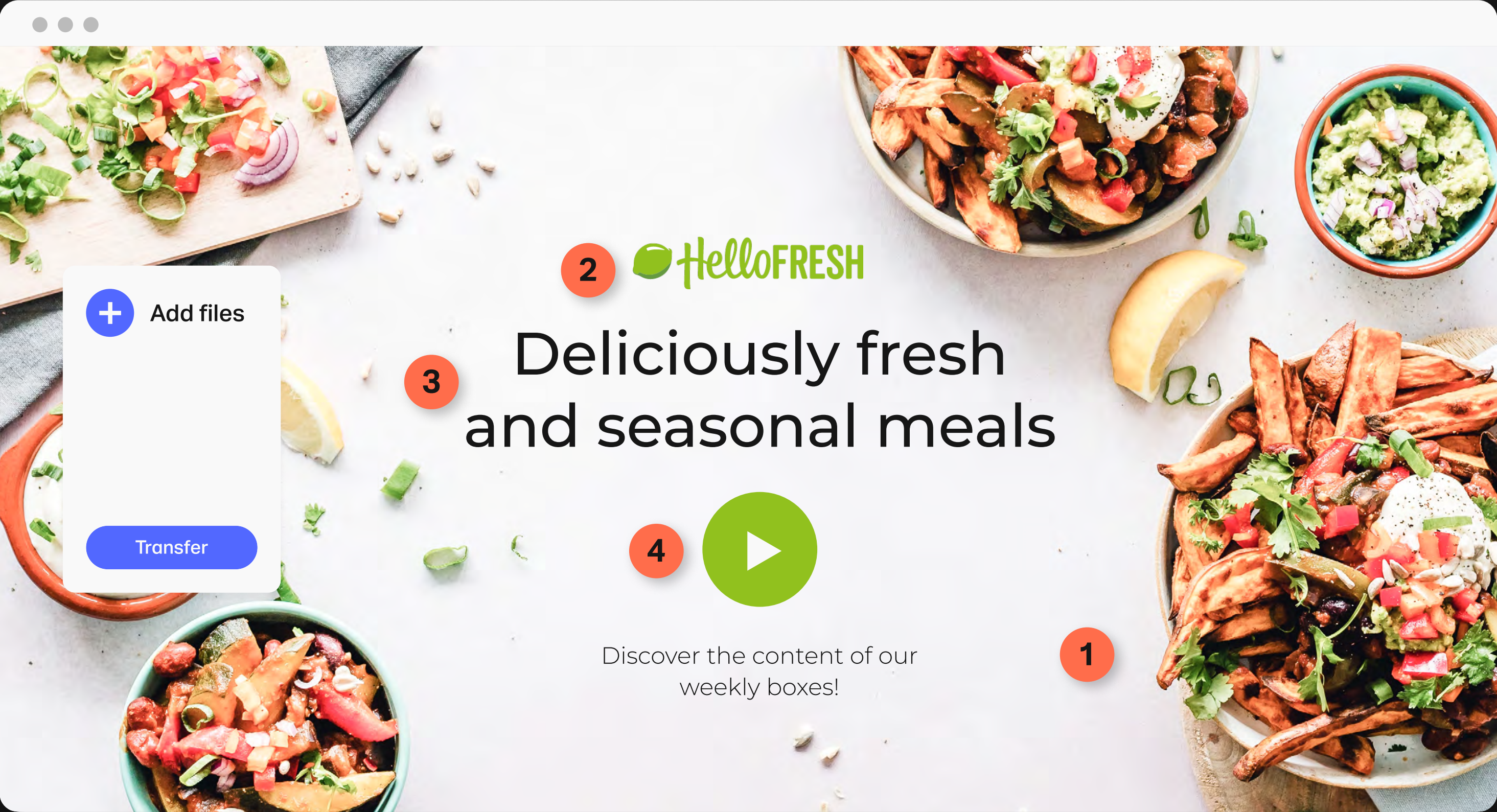
3

Clear key messaging

We recommend a headline that's short, punchy and friendly. Secondary headlines or copy should help provide more context. We recommend using a max of 2 fonts/weights and sizes to maintain consistency.

4

Visible Play button

We recommend positioning the Play button close to the key message. Ensure the button has sufficient contrast to maintain accessibility. We suggest using either a Play icon button or a CTA (not both). After video completion, you can display a different CTA on the ad.

2 HelloFRESH

Deliciously fresh and seasonal meals

Discover the content of our weekly boxes!

+ Add files

Transfer

Design & copy

2

Design & copy

Copy length

On English language ads, **it's advisable that copy not exceed 140 characters.** However, since some other languages may employ more characters, we allow copy of up to 200 characters for translations.

Not included in character count:
- Logos or wordmarks
- Mandatory legal disclaimers *(see page 23)*
- Typography that is part of an intentional design aesthetic

Included in character count:
- Characters on products or packshots

WHY WE DO THIS

Our research shows us that using concise copy and/or more visual elements to communicate the brand message drives stronger engagement from our audience*.

* LUMEN WeTransfer brand message study 2023

Logos

In terms of **logo placement,** we recommend that brand logos appear close to the main message or on a corner of the screen for optimum performance. They should never be placed next to the WeTransfer logo.

In terms of **logo count,** we should only have one brand logo displayed per ad, except in these special circumstances, when up to three logos may be displayed:
- Partnership deals
- Brands and sub-brands
- Collaborative partnerships

WHY WE DO THIS

Having one logo increases brand awareness and maintains focus on the core brand.**

**LUMEN WeTransfer brand message study 2023

Design & copy

Copy length exception

This is an example of typography that is part of an intentional design aesthetic. In this case, the name of the cities are not included in the character count.

Design & copy
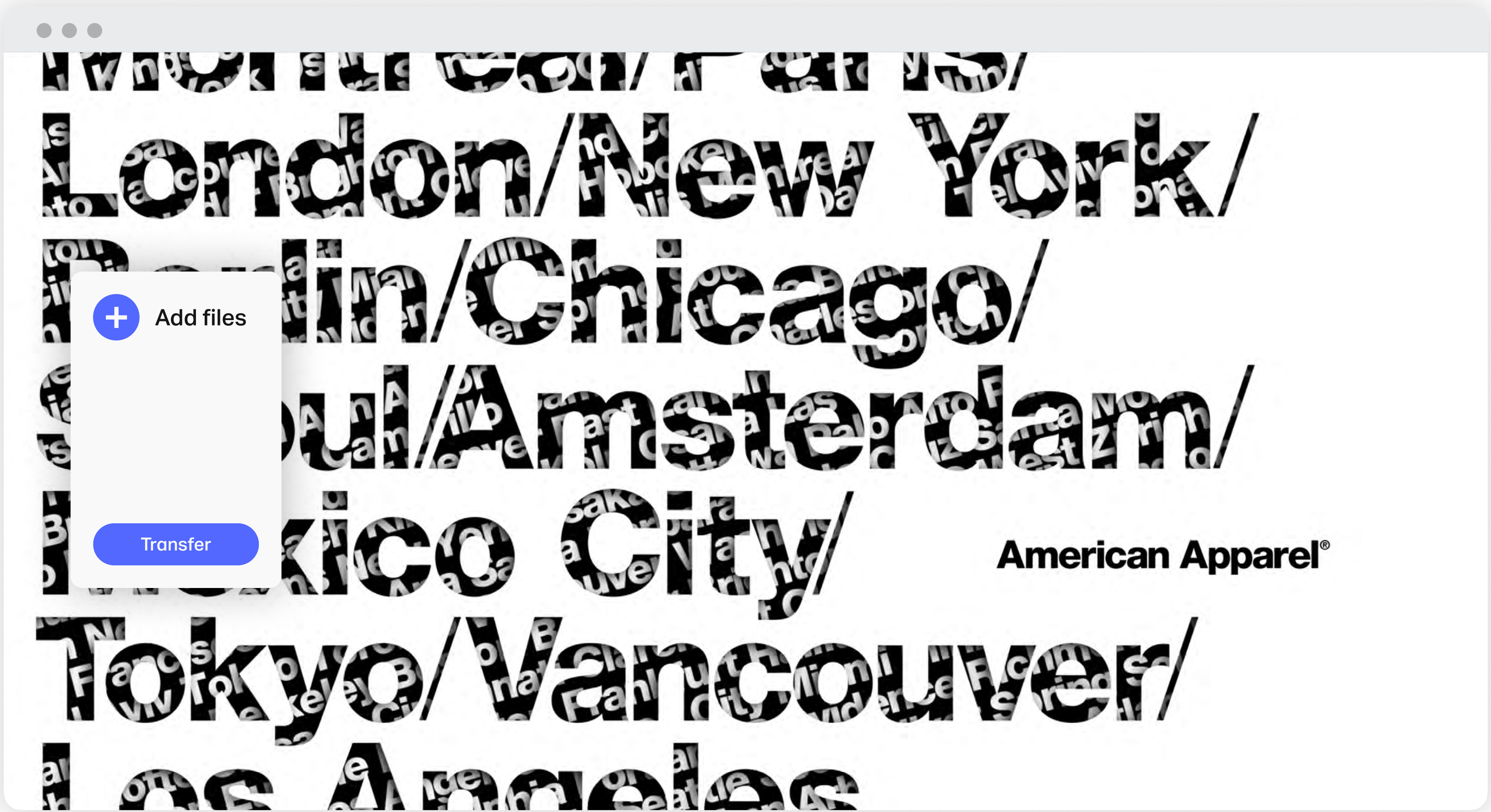
Prices, coupons, and discounts

We avoid displaying prices, coupons, or discounts on our ads, whether written or numerical. If necessary, we may display them via a hover or click/tap interaction.

┌─ **WHY WE DO THIS** ─────────────────────────────┐

- Ads are part of our delightfully simple user experience, so we like to build them in a way that keeps our audience in their flow.

- Of all the customer metrics measured in one of our researches, "spending time looking for the best deals" was the lowest.*

- Another research indicates that price is one of the last elements that is noticed in an ad (7th out of 10 elements).**

- Our research has shown us that when price is visible on the screen, it is not a key focus for our audience.***

*GWI 2022 (US, FR, UK, DE)
**LUMEN WeTransfer creative insights study 2022
***LUMEN WeTransfer brand message study 2023

└──┘

Using the word "free"

We don't allow the use of the word "free" on the initial load of our ads when connected to fiscal or commercial benefits. For example: "free for a limited time". The word "free" can be displayed only when the wording is limited to sub-copy after our audience has intentionally interacted with the ad . For example, after someone has clicked on Play and watched the video, non-headline copy can include the word "free".

Play-to-win messaging

We don't allow messaging simulating or encouraging our audience to take part in a play-to-win experience where a commercial reward is obtained purely by chance.

Design & copy

Logo count exception

This is an example of a brand (Adobe) and its sub-brand (Adobe Photoshop Lightroom). In this case, displaying both logos is allowed.

Design & copy
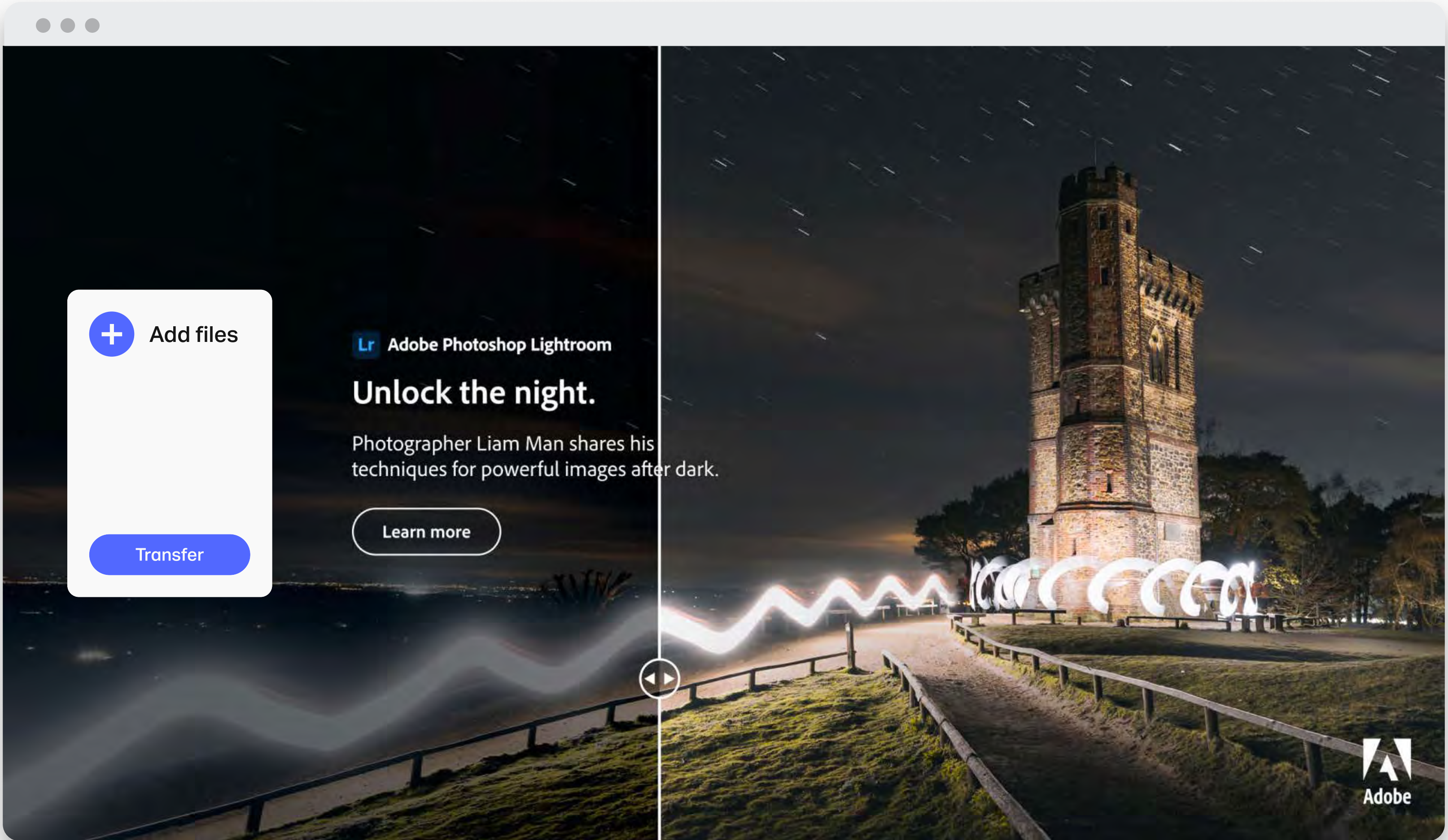
URLs

As a general rule, displaying a URL on our ads is not allowed, unless it's part of the brand's identity (like Booking.com).

WHY WE DO THIS

Not displaying a URL helps ensure our audience's attention is directed to important places such as the call to action, leading to better performance.

Call to action (CTA)

We recommend a single CTA to ensure the ad is clear and focused on one message. We will consider multiple CTAs if it's a critical part of the concept.

CTAs should be direct, with a clear action or verb, and between 2 to 4 words long. Full sentences are not allowed, neither is including a URL in the CTA.

We recommend positioning the CTA close to your main message or close to the WeTransfer box, where it is clearly visible to our audience.

Design & copy

Websafe fonts

In cases of multiple translations or text-heavy brand stories, we prefer to use live text. In these cases, we'll ask you to provide your licensed brand fonts for use on our platform.

Legal disclaimers

Only mandatory legal disclaimers are allowed on your ad. These will be positioned at the bottom left or right corner of the ad, set at 50% opacity. The opacity will transition to 100% on hover of the copy and/or CTA. The total area that includes the disclaimer can never be more than 15% of the creative space.

Color contrast

We use sufficient color contrast to make sure the message and key visual elements of your ad are readable and accessible. Minimum colour contrast ratio is 3:1 for CTA or icons, 4.5:1/3:1 for text on background color or image.

Cursor interactions

Having an element follow the cursor may be considered in consultation with the Studio after understanding its purpose and ensuring the result is subtle and unobtrusive. However, we do not not allow a product, price or discount to follow the cursor. Replacing the cursor entirely is not possible for accessibility reasons.

WHY WE DO THIS

1. Ads are part of our delightfully simple user experience, so we like to build them in a way that keeps our audience in their flow.

2. By avoiding replacing the cursor, we ensure purposeful interactions and limit accidental clicks while retaining the cursor preferences of our audience.

3. We strive to make our ads as accessible as possible to everyone in our audience, including those who may be visually impaired.

Design & copy

Reusing ads for multiple markets

For ads running across multiple markets, we allow the same creative to be used (with translation changes when needed).

Packshots

Packshots can be no larger than 20% of the total creative space. Any readable copy, other than the product or brand name, will be counted towards the character limit. In some cases, exceptions to packshot size may be made if it is directly related to how it's displayed as part of the final creative.

Consumer electronics and technology hardware packshots are exempt from this rule.

QR codes

QR codes can be displayed so long as they are well integrated into the design aesthetic. For security and tracking reasons, any QR code must be generated by WeTransfer.

Takeovers

While dependent on segmentation, market, and duration, we typically ask you to provide three visually different assets to run a structured takeover. These creative assets must show diversity in copy and layout. We recommend that each one have its own specific purpose within an ad set (e.g. awareness, engagement, conversion) and be produced as a combination of static or click-to-play executions. In some cases, running two ads—or even one—may be considered.

Should you not have three distinct designs to use, we can offer recommendations based on provided assets and propose a design.

Appropriate content

As the advertiser, it is your responsibility to ensure your ad follows all applicable local laws, regulations and industry codes for any region it will be displayed in. We also ask that you follow our standard advertising policies, as well as any country-specific guidelines.

Design & copy

Minimal packshot exception

In this Bud Light ad, although the total image is 90% packshots, it is part of the overall design aesthetic and therefore allowed.

Animation & interaction

3

Animation & interaction

Slideshows and animations

Any ad involving a change in background or a significant change in animation must be triggered every 3-4 seconds (at a minimum, this can be longer if you prefer) to avoid disturbing our audience's flow.

Surveys or polls

Questions can be designed and incorporated into an ad (standard character limits apply). We do not offer detailed survey analysis—we will only provide data based on the interaction with the survey. We recommend redirecting our audience to a survey provider if the survey is lengthy.

In-ad games

As a highly interactive and custom creative, games will be discussed with you on a case by case basis. Standard design guidelines and principles apply.

Social media share button

Adding a social media share button can be considered on a case-by-case basis, and we will give design recommendations based on the purpose of the campaign. The button will only direct our audience to your social media page. We do not allow direct share pop-up screens or iframes directly in the ad.

Animation & interaction

Animating with Lottie

To ensure compatibility with our ads, we'll ask that you provide files that adhere to the Lottie supported features, should you supply us with your own animations (via After Effects).

Downloads via WeTransfer link

You can include a download in your ad that directs our audience to a WeTransfer download link. Any other type of download that is saved directly to our audience's computer is not allowed.

Livestreaming on ad

This is only possible in exceptional circumstances, as it would require considerable budget and sufficient time to implement. It must also be available exclusively on our platform.

Altering, amending or playing with the WeTransfer interface

The WeTransfer logo, box, and other standard UI (user interface) cannot be moved. We allow subtle ad animations or interactions to play with the WeTransfer box, with the main point of judgment being that it doesn't distract our audience or mislead them into thinking it affects their file transfer.

In rare cases, we alter visual elements in the transfer window, such as the color of the transfer button or spot illustration, but this is strictly cosmetic and does not involve any input from our audience.

Embedded external services

We do not allow external services such as social media feeds or chat services to be embedded into the ad.

Animation & interaction

Only clicks count as an event

Hover interactions cannot trigger an ad event, only clicks.

Ensuring optimum browser performance

In instances where the size of a coded animation is too heavy, we may recommend the use of a video rather than animation to ensure the optimum performance of an ad. In these cases, we will always discuss this with you before we start a build.

Ensuring browser compatibility

Depending on the level of interaction and animation, some browsers may not fully support the final ad. In these cases, we may need to simplify the final creative asset for some browsers to ensure optimum performance.

We currently support the last two versions of Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Edge. We no longer support Internet Explorer.

Messaging based on the transfer percentage

We do not allow messaging based on the transfer percentage, whether upload or download. Due to our lean data policy, we do not have access to nor collect this information, so it's not technically possible.

Interaction based on activity (download or upload)

Subtle messaging based on whether our audience is downloading or uploading a file, provided the message does not mention WeTransfer's business or actions, may be considered, with the main point of judgment that it doesn't distract our audience or mislead them into thinking it affects their file transfer.

Animation & interaction

Transfer box interaction

During video plays and certain interactive experiences, the transfer box will partially slide out towards the side of the screen. Our audience can always reaccess the transfer box and their download by clicking on it.

Free text input

Free text input on your ad may be allowed with limitations that protect the integrity of our platform and your work. This is done by removing the risk of any vulgar or inappropriate content being created and shared.

We will review each case to find a creative solution. One such example is to run code that detects a certain sequence of letters and automatically alters them into a different sequence. For example, if the letters "A-B-C-D" are set to be detected and altered, someone typing in "ABCDEFG" will see their final output altered to "WoahEFG". This is a lighthearted "Easter egg" solution that doesn't leave our audience feeling overtly censored.

Scrolling ads

Scrolling as a form of navigation requires a complex build and is typically reserved for high budget brand stories, as the action requires a canvas larger than 2560x1440 (or 16:9 ratio). However, scrolling on standard ads as a user interaction (e.g. advancing carousel images) within the standard frame is acceptable.

Virtual Reality

Implementing virtual reality in your ad is possible but unlikely to perform. Our service is currently not optimised for VR. Should you want to include this functionality in your ad, we will review the idea together to determine if it is suitable.

360° views, and 3D executions

360° view and 3D executions are allowed and will be discussed with you on a case by case basis. Standard design guidelines and principles apply. Do note our 2.8 MB maximum size limit per ad (on initial load).

Animation & interaction

3D animation and interaction

Creating a 3D ad experience is time-intensive and constrained by process. This means that the agreed design and development timelines have to be adhered to. Any reduction in available working time will mean a reduction in scope.

When building a custom 3D ad, we'll ask that you give us access to a 3D artist. This is to ensure we can replicate your wishes in code as closely as possible. If you do not have a 3D artist available for collaboration, we will need to assign limited in-house resources or work with a freelance specialist to properly develop the project (meaning we would produce and control the end result).

Interactive videos

Interactive videos should have consistent choice mechanics—whether based on chapters, dialogue, or action. The audience should always understand the purpose and action of their choice.

To ensure our audience knows that they can interact with the video, the copy and UI must be clear and direct. We limit the number of interactive elements visible at once to safeguard our audience's focus and avoid overwhelming them with detail and choice.

Note that the number of narrative branches within an interactive video will affect development and design timelines.

Animation & interaction

Flickering or glitchy effects 🧍

We respect our audience's flow, therefore, jarring effects that flash, flicker, and glitch disruptively are not allowed on your ads. We do not want to risk triggering motion sickness, vertigo, and/or seizures.

Sudden animations triggered by interaction

These may be considered and will always be reviewed by us on a case by case basis, keeping our standard principles in mind.

Pause function on automatic elements 🧍

Automatic ads with motion should **always** have the option to pause and start the experience again through additional UI. We should ensure that the pace at which elements move is always in line with our accessibility guidelines and provide options for our audience to control automatic movement.

Animation & interaction

Pause motion guidance

We want our ads to be accessible for everyone, which is why It's important this is implemented in a simple and consistent way.

Button size and position
The pause motion button should be a universal size across all browser sizes, and would ideally be placed in the bottom left corner.

Button styles
Different styles can be used depending on the specific situation, see below.

Motion ⏸	**HIGH CONTRAST** Use on mixed backgrounds with insufficient color contrast.
Motion ⏸	**REGULAR CONTRAST** Use on backgrounds that have sufficient color contrast.
⏸	**SIMPLE** For occasions when we want to be less obtrusive.

Add files

Transfer

ILYES GRIYEB
for

J.CREW

FORTY YEARS
IN THE
AMERICAN
LANDSCAPE

California by Ilyes Griyeb for J.Crew Men's

Motion ⏸

Video

4

Video

Autoplay of video on load / hover 🧍

Autoplay of a video—such as a cinemagraph or intro video—on load or via a hover interaction is possible, but must always follow the below criteria:

- Maximum video file weight of 2 MB applies

- A pause button must be included if the video is longer than 5 seconds

- Hard cuts and sudden scene changes are allowed so long as they occur at a minimum of 2-second intervals

---

WHY WE DO THIS

- To prioritize performance and ensure videos load quickly, we have a strict 2 MB maximum file size for intro videos and cinemagraphs included in a total ad size limit of 2.8 MB. This means that video length will typically be 3-8 seconds at most, at a minimum resolution of 1920x1080.

- We strive to make our ads as accessible as possible to everyone in our audience, including those who may be visually impaired.

- Ads are part of our delightfully simple user experience, so we like to build them in a way that keeps our audience in their flow.

Video play via click/tap interaction

Videos that are activated via a click/tap interaction can be of unlimited length and file size. If completion rate is your primary objective, then we recommend that videos be a maximum of 30 seconds.

Multiple videos 🧍

Multiple videos in a single ad can be activated by either a hover interaction or a click/tap interaction. Depending on which interaction is chosen, please note that its corresponding rules should apply. If the hover interaction is chosen, there may be a short delay between hover and play to give each video enough time to load.

Video

Multiple videos example

In this case, short video clips can be activated when hovering over the two different image tiles.

Video

Enabling sound ⬤

Due to restrictions adopted by all major browsers for user experience and accessibility purposes, autoplay of sound on load or hover is not possible.

However, you can enable sound through the following direct interactions:

- Clicking/tapping a Play button will play a video with sound enabled.
- Clicking/tapping an "Unmute" button will enable sound.

Color corrected and adjusted videos

Generally speaking, we will not make any color adjustments to your video. We request that all video assets be delivered color-corrected and color-graded at the highest resolution (1920x1080 minimum).

Looping intros ⬤

Intro videos cannot loop or "bounce" like a boomerang.

Transparent videos

We will review requests that include transparent videos on load on a case by case basis.

Video

Logos or supers on videos for intro video and cinemagraphs

We will ask that you supply videos without logos and/or opening and closing supers baked into the footage, if it is intended to be used as intro videos or cinemagraphs.

Third-party video embedding

We do not allow YouTube, Vimeo or any direct video player embedding into the ad.

Brand stories

5

Brand stories

We offer a fully customisable storytelling ad format for brands looking for an immersive and editorial experience on WeTransfer. This brand story format offers two narrative directions: a **linear** and **non-linear brand story**.

We can provide guidance on the best narrative direction to convey the brand story based on either the assets available or your specific needs.

Brand stories

Brand stories are a unique opportunity to tell your story with a wide range of content on a single ad. Given the highly immersive nature of this experience, we'll work with you to provide initial wireframe designs for each brand story concept.

This preliminary step enables us to help you shape the story direction, interaction and creative concept before diving into visual design.

Here is a non-exhaustive list of elements that can be included in a brand story. For more information, please request access to the brand stories document.

Main elements

Headline, titles, paragraphs, quotes, images, videos, image slider or gallery, logo position

Optional elements

Questionnaire, forms, list, accordion, playlists (audio or video)

Directional elements

Play button, CTA, cursor interaction, scroll icons, loading states, toggles, tooltips, progression indicators, navigation
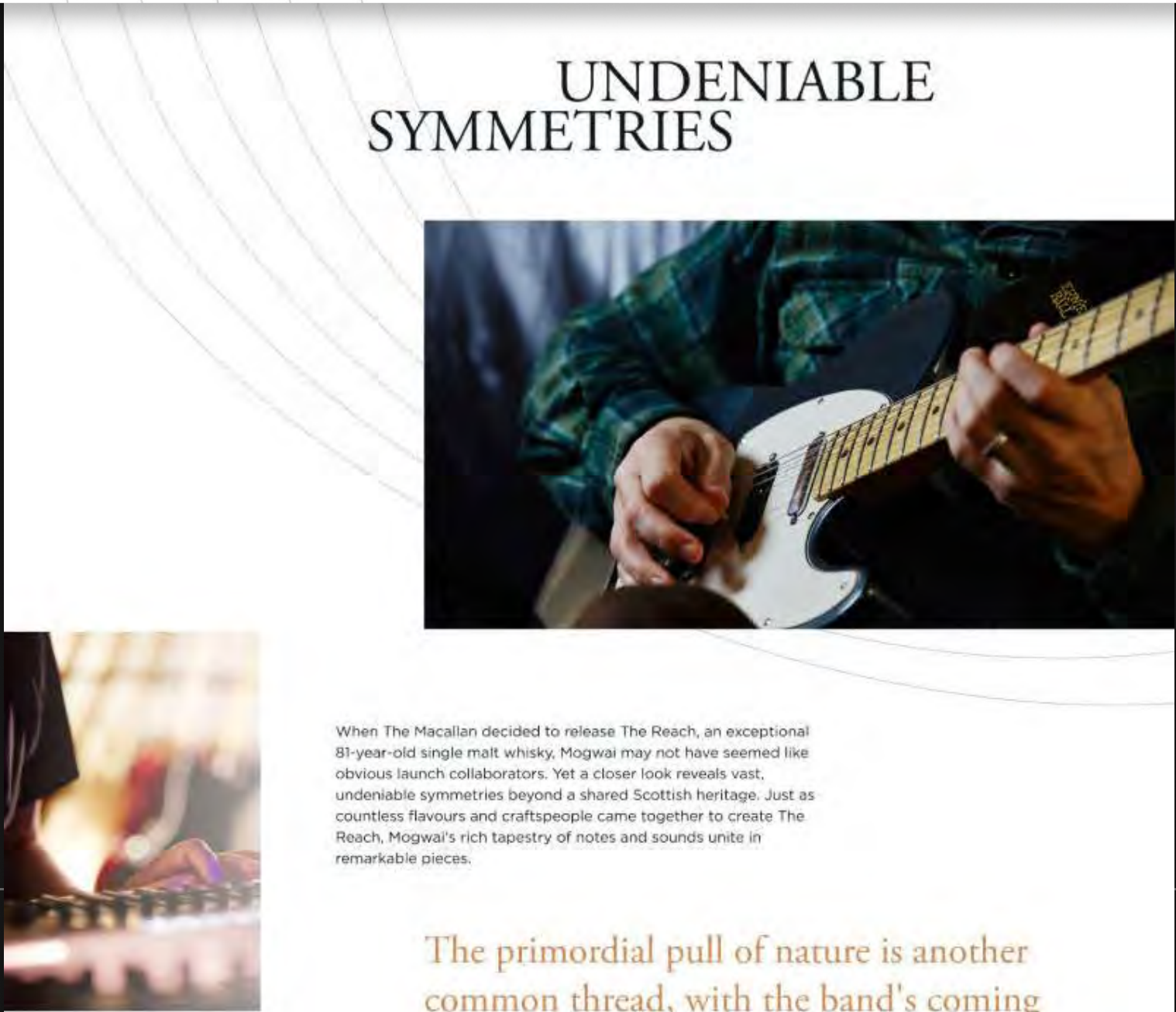
Add-on elements

Hyperlinks, image credits, quote credits.
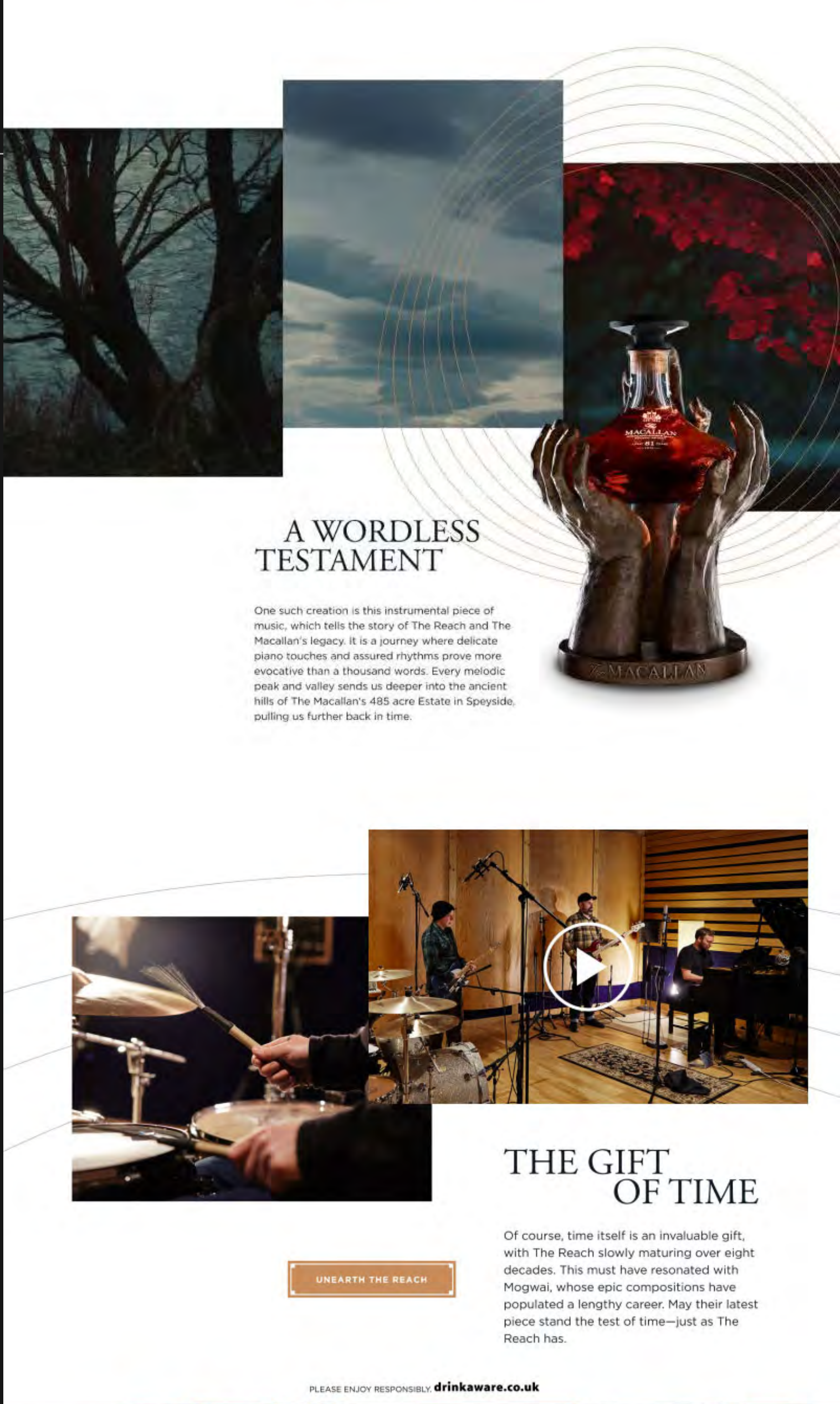
Brand stories

Brand story example

The three-part brand story series, "In Collaboration with", was designed, written, and built by WeTransfer's award-winning creative studio in collaboration with The Macallan.

Asset requirements

6

Asset requirements: working files

Layered files in Photoshop or Illustrator

We have a Photoshop template file available to help you in providing assets. Please see the [advertising PSD template](#).

We accept Sketch and Figma files, however high-res and vector assets need to be provided. We **do not** accept InDesign files.

Images must be 2560x1600px minimum

Preferred formats are Photoshop files, .tiffs and .jpeg. All images must be high resolution (minimum resolution of 2560x1600) and we now support 4K images.

Please note that standard web browsers are typically in landscape format, so, generally speaking, we prefer full background images to be supplied as a landscape image. Portrait or square format source images will be cropped, and in those instances, we will propose a crop to fit our preferred dimensions.

Logos as vectors

We accept Illustrator, EPS, and SVG files.

Font files: .woff, .otf or .ttf

We must be able to edit copy in Illustrator and Figma. This allows us to convert copy into vector files. We will never use the font files for any other purpose, project or advertiser.

English translations

Ad copy including, including any translations, should be provided as an editable document or text file.

Asset requirements: video & animation files

Any video should be minimum full HD 1920x1080

We require all videos to be supplied in full HD 1920x1080 (minimum), with a minimum frame rate of 24fps. .mov or .mp4 formats should be exported in H.264 or ProRes codec. This includes videos to be converted into an intro video or cinemagraph.

Click-to-play (CTP) video

These are videos embedded into an ad behind a Play button or CTA. Generally speaking, there are no restrictions on the length of the video, but we recommend that videos be 30 to 60 seconds long. The video will be compressed accordingly to fit within the ad.

Cinemagraph

Video must be a single scene with **no** camera movement to enable us to create a seamless loop. If the desired effect is a slow motion video, the footage must be supplied at a minimum of 60fps.

Intro video

Ideally, these videos have a frame rate of 30fps to allow us to create a smooth end transition. An intro video should be between 3-8 seconds in length and should not contain logos or supers. Hard cuts and sudden scene changes are allowed so long as they occur at a minimum of 2-second intervals (in consultation with the Studio).

For more information please refer to the video guidelines.

Animation

Ideally, we prefer to receive a collected After Effects working file when the animation has been created by the advertiser.

In the absence of this, storyboards, visual references and visual assets are requested. If necessary, we'll arrange a call with you to discuss the animation requirements. In some instances, an animated ad may be converted to a cinemagraph for optimum performance.

For more information, please refer to the animation & interaction guidelines.

3D asset requirements

Depending on what you request and the experience itself, the studio may request matcaps or texture files from your 3D artist to use in the development. If you do not have access to a 3D artist or matcaps and/or texture files, and if the budget allows for it, we can hire a 3D artist to assist in the campaign. Matcaps or texture cannot be included without a 3D artist.

3D file format requirements

3D assets should be provided in either OBJ or GLTF file formats. Should the assets require size reduction, a DRACO compression can be used.

Tech specs & terminology

7

Tech specs

Browser support

We build our ads so they can be viewed on a wide range of browsers, however, not all browsers support the same interactive or animated features. In some cases we may simplify the ad interaction or animation to ensure optimum performance on the relevant browser.

We currently support the the last two versions of Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Edge.

Browser bar / address bar

Differences in the size of a browser bar / address bar will affect how an ad is displayed in each browser. This may result in cropping of the background image. For more information, please refer to the advertising PSD template.

CCPA cookie banner

In the United States, a **CCPA cookie banner** of 562x78px will be displayed, with a fixed position at the bottom right corner. This is on first load only, and our audience can then close it.

File size on load

The maximum weight of any ad cannot exceed 2.8 MB on initial load. Images or videos that are presented on the ad on load may be optimized by us to meet this requirement. When possible, graphic elements will be loaded in vector format to minimize weight.

WeTransfer UI

The **WeTransfer box** is 280x410px, positioned 80px from the left side of the ad at all times. The box is centre-aligned vertically within the ad.
The **WeTransfer logo** is 44x21px, with a fixed position at the top-left corner.
The **Top right UI** is 348x41px, with a fixed position at the top-right corner.

Tech specs

Responsive ads

We will ask you to include all ad elements (copy, logo, CTA button, Play button, background image) on separate layers to ensure that they are kept in view on all screen sizes. Please note that the WeTransfer UI is fixed in size and positioning across all desktop breakpoints.
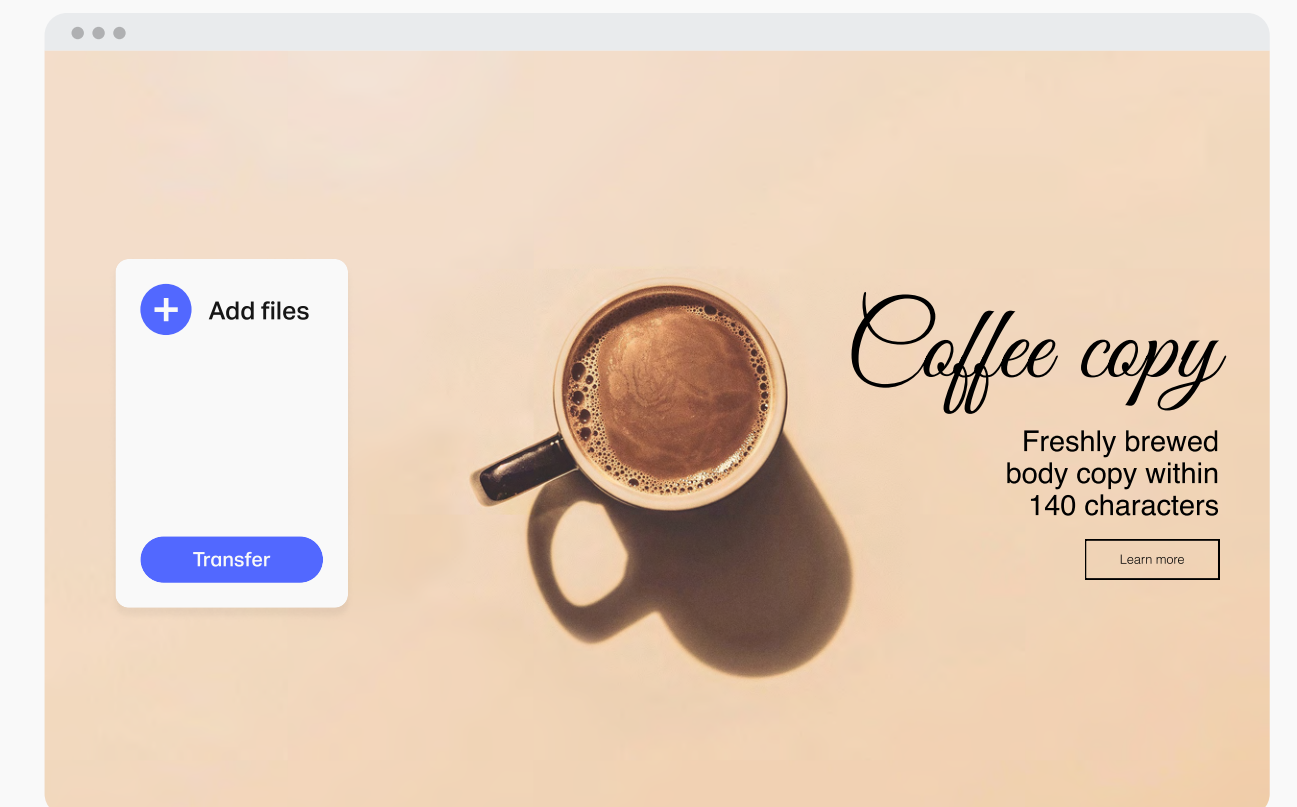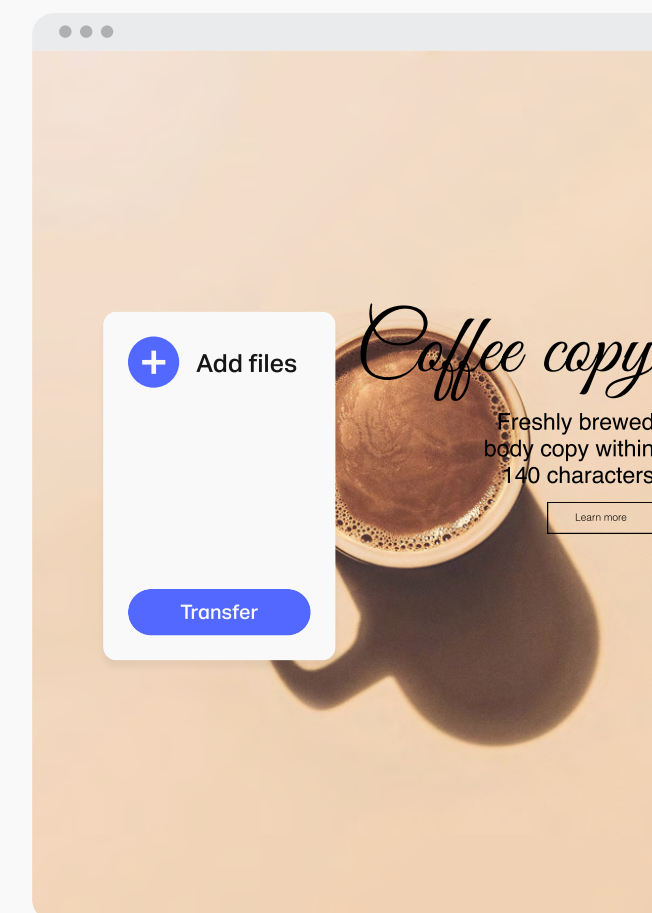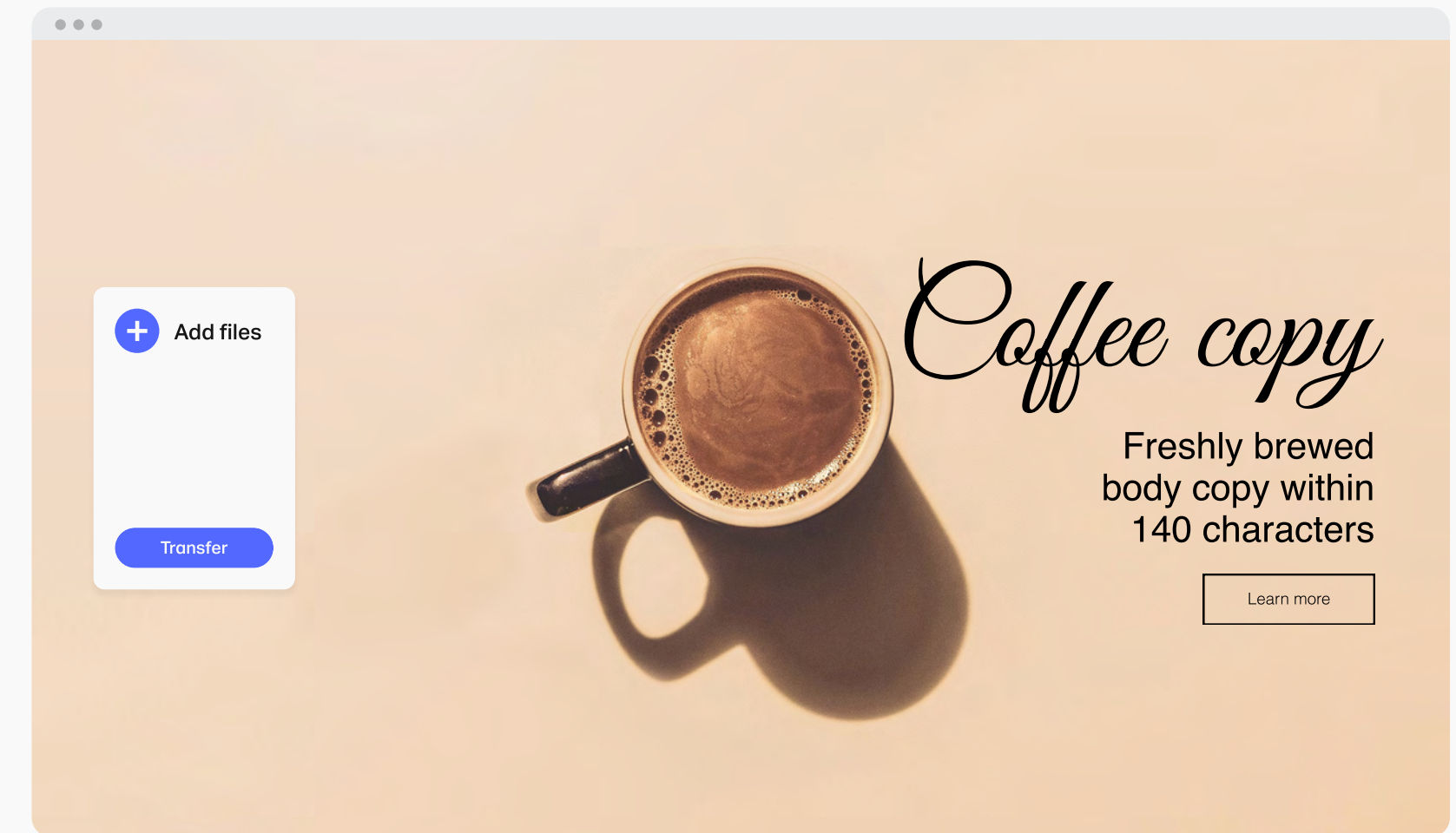
Examples of a responsive layout:
- we.tl/responsive
- we.tl/whatisresponsive

Examples of a non responsive layout:
- we.tl/nonresponsive

For more information, please refer to the advertising PSD template.

Terminology

.ae

An editable After Effect file type which requires all linked files and extensions /plugins to be present. Used for motion graphics, animations and special FX.

.ai

An editable, vector based Illustrator file type, which supports crisp quality, low file size, and infinite scaling. Used for logos, copy, and some illustration.

.gif

An image file format commonly used for images on the web. It allows file compression, transparency, interlacing and storage of multiple images within a single file to produce a frame-by-frame style animation.

.jpg or .jpeg

When a client asks for a pitch or presentation.

.mov

Multimedia file format developed by Apple for video and audio.

.mp4

Multimedia file format used for video and audio.

.png

An image file type that supports transparency (aka alpha channel).

.psd

An editable, pixel-based Photoshop file type, which supports layers and transparency. This is required for all campaigns to extract separate elements.

Campaign

The entire campaign, which may include multiple creatives or concepts.

Compression

The process of encoding or converting a file (image or video) so that it consumes less space than the original file.

Terminology

Concept

Idea for creative(s) within a campaign.

Creative

A communication deliverable presented to our audience as part of a campaign (may include ads, social assets, print, etc).

Demo (link)

A technical exploration of the ad. Code may not be fully functional across browsers. Typically used to illustrate new executions and provides a barebones walkthrough of the technical functionality of a proposed concept or idea.

Frame rate

Expressed in frames per second (FPS), it is the frequency that consecutive images appear on a display. 24-30fps is the standard frame for video broadcast and streaming. The higher the frame rate, the more frames are recorded.

H.264

The video compression standard for high definition digital video.

In consultation with studio

This means that the implementation concerned must go through the Studio approval process.

Inventory positions

The order in which ads get served are called positions. These are numbered from 1 to infinity, but come in separate brackets. Due to the nature in which ads are priced and served, we cannot guarantee sector exclusive placements or that your ad will not be displayed before or after a competitor's.

Lean data policy

We pride ourselves on our lean data policy, which means that we don't track our audience any more than we need to. With that in mind, we're unable to add audience or demographic targeting to campaigns. We do accept geo targeting (by city, state or region) and time targeting, as well as targeting by browser language or operating system.

Terminology

Lumen

A technology company that has conducted several studies for us related to attention on our website. Lumen uses eye tracking to optimise media buying and creative development.

Mockup

A storyboard, flat image or video representation of a concept for presentation and negotiation purposes. This is not the final design.

On request

This means that the implementation concerned can bypass the Studio approval process, so long as it adheres to the agreed upon guidance.

Pitch

The presentation of our ideas to clients (either upon request or practive).

Preview link or AdPreview link

Complete working URL of the final ad, with the exception of trackers.

ProRes

A high quality, lossy video compression format developed by Apple.

Request for proposal (RFP)

When a client asks us for a pitch or presentation.

Seamless loop

A video with no discernable beginning or end.

Sketch

A rough illustrated version of what we intend to build. It is less complete than a mockup and serves more as a conversation starter.

Slow motion

Playing back a video slower than it was made or recorded so that the live action appears much slower than in real life. To create an accurate slow motion effect, the video must be captured at a high frame rate. The mini-mum frame rate is 60fps (ideally higher). We can make exceptions for 50fps.

Terminology

Takeover

On a specified day or half-day in a specified region, only the advertiser's ad will be displayed. This means all other ads will be pushed out. For more information please see the design & copy guidelines.

Trackers

As a general rule, all trackers on WeTransfer ads need to be GDPR compliant and approved by our legal department. For client-side tracking, please check the below list of our **approved tracking services**.

- Doubleclick
- Sizmek
- AppNexus
- UTM
- Weborama
- VisualIQ
- DoubleVerify
- AdFarm/Mediaplex

- Adform
- Gemius
- SSI
- Flashtalking
- IAS
- Meetrics
- Nielsen
- Milward Brown/Kantar

Due to our custom format, we are unable to implement third-party video trackers (VAST, VPAID, etc). WeTransfer will report on these metrics and share the information with you throughout the campaign.

Please note that as per our lean data policy, WeTransfer does not provide the following: retargeting, sequential targeting or frequency capping.

For more information, please contact your local Sales representative.

Vector

The preferred format for logos, copy and line-based illustrations. It is infinitely scalable, low in file size, remains crisp, and is editable in code.

You made it to the end, thank you!

WeTransfer Advertising

Do you have more questions?
Feel free to reach out to us.