WeTransfer Advertising
Our principles & guides

Please get in touch with any questions
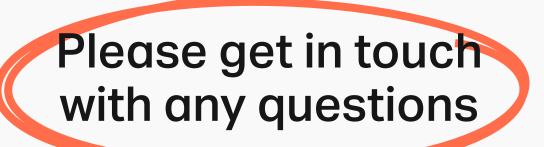
Clean, simple, beautiful

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

Less (copy) is more

The copy on our ads has a character limit of 140, since short copy allows your message to reach our audience more effectively and makes it more memorable*.

Staying focused

Our ads should include one logo and one call-to-action (CTA): a single logo helps maximize your brand recognition** while one CTA ensures stronger ad performance.

Ads that don't look like ads

We don't include prices, discounts, or "play to win" messages. This will help your ad look less like an ad, and our studies have shown that most of our audience aren't seeking deals***.

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.

Untouched transfers

Our ads don't interfere with the transfer experience or our website's user interface. This ensures we don't distract our audience or mislead them into thinking their transfer has been affected.

Keeping it smooth

We avoid flickering or jittery animations in our ads as we don't want to risk triggering motion sickness, vertigo, and/or seizures in our audience.

Start off quiet

Our ads are muted on initial load/hovering, with sound enabled through a click/tap interaction. This reflects restrictions adopted by all major browsers to do with user experience and accessibility.

Inclusive ads

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

Easy on the eyes

We use sufficient color contrast to make sure the message and key visual elements of your ad are readable and accessible.

Ads for all ages

The content of your ad should be appropriate for all ages, so we'll need your help in ensuring it follows all applicable laws, regulations and industry codes for any region it will be displayed in.

All screen shapes and sizes

In order to reach as wide an audience as possible our ads are made to fit the most popular screens and ratios. To do that, we'll ask you to include all design elements on separate layers.