ADV SPECS

- **Great advertising speaks for itself**. We believe in the importance of a clean and well-balanced composition with a focus on a single key message per creative

- Maximum **140 characters** (including spaces)

- **1 logo and 1 call to action** (CTA)

- **No URLs**

- **No discounts**, prices, "free" or "sale" offers

- **Display legal copy** only when deemed mandatory by the industry (at the bottom)

- **No fast and/or flashy** animations

- **No cuts or scene changes** in intro videos or cinemagraphs

- **No interference** with the transfer experience or WeTransfer user interface

- **No sound** on initial loading

- Use sufficient color contrast for **optimal readability**

- **Age-appropriate** content (e.g., nudity)

Best practices

- **Clean, Bright, and Focused Background**
Create context for the user and make it easier for them to understand your key message at a glance. We recommend a clean background, with sufficient negative space and bright, clear colors.

- **Visible and Easy-to-Spot Logo**
We recommend placing the logo near the transfer box or near the main messaging to keep key elements in view, especially when resizing. Ensure there is adequate contrast with the background so your logo is legible and accessible.

- **Clear Key Messages**
We recommend a short, punchy, and friendly headline. Subheadings and text should help contextualize the creative. We recommend using a maximum of 2 fonts and sizes to make consistency as much as possible.

- **An Engaging CTA Button**
We recommend that the CTA copy be directly related to the campaign's KPIs. For example, if the KPI is "incentivize more trials," we recommend a CTA like "try today." If the goal is "incentivize sales", we recommend "buy now." The recommended position is close to the key message.
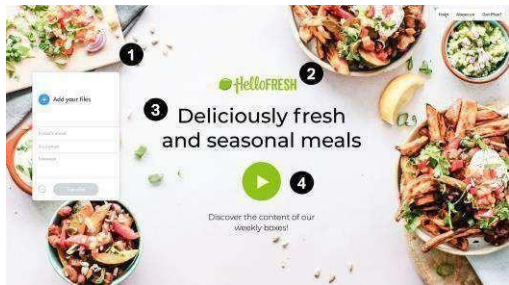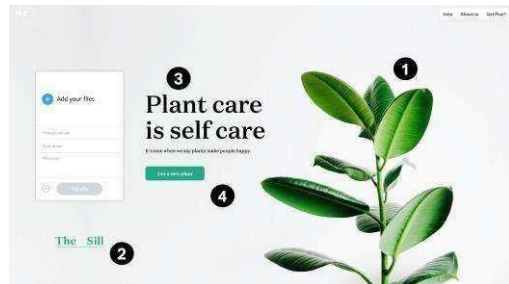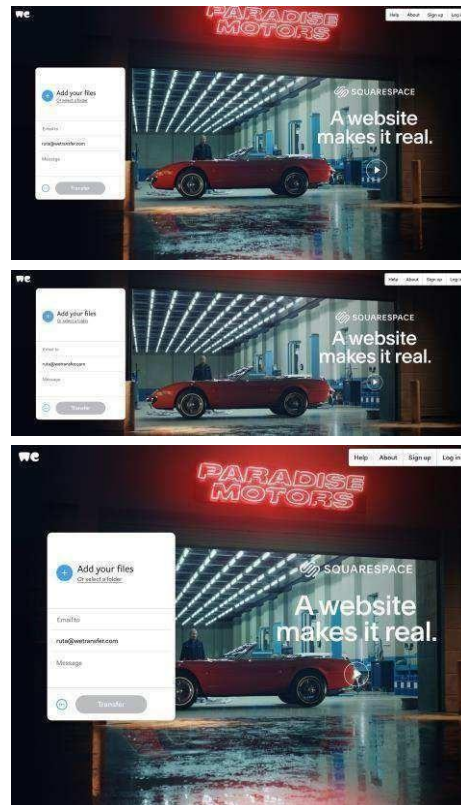
The background must be scaled to fit all screens and ratios.
Advertisers are asked to include all elements (text, logo, CTA button, play button, background image) on **separate layers** to ensure they are viewable on all possible screen sizes.
Please note that the WeTransfer user interface is fixed in size and position across all desktop breakpoints.

# Formats

TakeOver Video CTP

TO Video CTP Wallpapers includes:

• 3 different background images: **at least one of these images needs to be static** (vedi pag. 10)

•   copy
•   logo
•   Play button (**CTP button required**)

• Video playing within the WeTransfer environment, opened by clicking on the play button

• Video length: no limit but we recommend 30 to 60 sec

In the TakeOver CTP, the CTP wallpaper may be one or more, but one STATIC wallpaper is mandatory.

The wallpapers appear in random rotation for each user. Trackers may be different for each wallpaper.

Video Click-to-Play
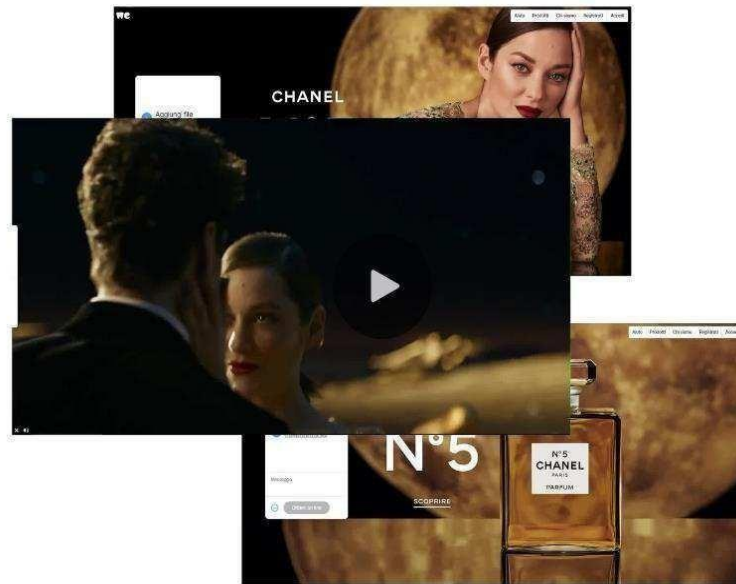
Video CTP includes:

- Static wallpaper

- Play button (CTP button required)

- Video played in the WeTransfer environment, opened by clicking the Play button
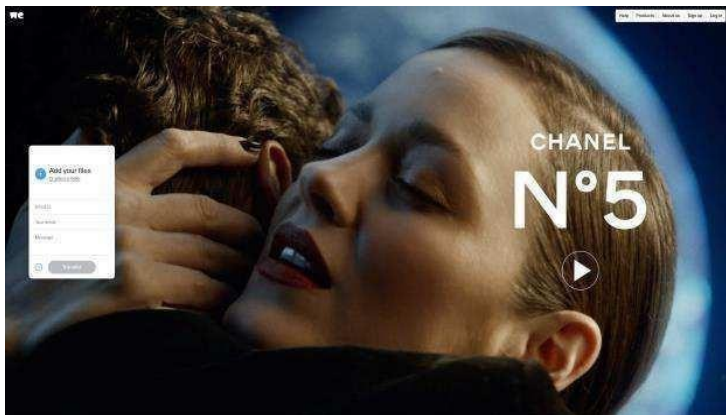
https://wetransfer.com/wallpaper/21030028

Resources required

Transfer Photoshop mockup (open file, layered in RGB) here containing:

- **Images**: high resolution, 2560x1600px (minimum), .tiff or .jpeg, landscape

- **Logo**: vector format .svg, .ai
- **Fonts**: .ttf, .otf, .woff
- **Text:** max 140 characters (including spaces and CTA)
- **Video CTP**: 1920x1080px (minimum), .mp4 or .mov, H.264 or ProRes codec.

Can contain logo and text – No minimum length and/or file size
(We recommend 15-30 seconds to optimize the VCR)
Audio is available.

The static wallpaper includes:

- A unique background image
- Logo
- Text (optional)
- CTA button (recommended)

https://wetransfer.com/wallpaper/21002668

Resources required

Transfer Photoshop mockup (open file, layered in RGB) here containing:

- **Images**: high resolution, 2560x1600px (minimum), .tiff or .jpeg, landscape

- **Logo**: vector format .svg, .ai
- **Fonts**: .ttf, .otf, .woff
- **Text:** max 140 characters (including spaces and CTA)

Static / Video CTP: minimum 5 working days before the launch date

As a general rule, all trackers on We Transfer must be **GDPR compliant** and approved by our legal department.

Note: In relation to our lean data policy, WeTransfer does not provide:

- Retargeting
- Sequential targeting
- Frequency capping

TRACKERS APPROVED

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

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

Creative restrictions

- Text of up to 140 characters, including spaces, excluding logo

- Maximum 1 logo and 1 CTA per creative

- No display of prices and discounts (or even "free")

- No display of URLs/QR codes/AppStore logos

- Minimal pack shot (must not exceed 8% of the total ad)

- No flashy and/or sudden effects on animations

- A minimum of 3 designs for takeovers

- No alterations to the WeTransfer UI

- Legal notices (if required) can be positioned in mouseover

Appendix

CTR

- Platinum: 1.1%
- Premium: 0.7% - 0.75%
- TO: 0.4%
- ROS (11-50): 0.25%

VPR

- Platinum / Premium: 0,2% - 0,4%
- TO / ROS: 0,1% - 0,2%

VCR

- Video <30s: 60%
- Video >30s: 40-50%

Viewability

Viewability is certainly a challenge for WT because the market is increasingly considering it as a way to define the "quality" of a campaign that can be applied to most digital media.

However, viewability alone isn't a very good measure of quality; it simply indicates that an ad can potentially be seen.

It doesn't take into account context, size, creativity, platform, brand safety, brand lift, user trust, user experience, user engagement, etc.Therefore, viewability on WeTransfer can't be compared to that of a mobile banner, for example.

Many users come to WeTransfer, use it quickly and efficiently, and perhaps see two or three ads, while others leave WeTransfer open in a second, hidden tab, rotating the ads anyway.

All of this is factored into our CPM differences between Platinum, Premium, and ROS/TO positions. If viewability becomes a real concern for the client, Platinum positions are definitely the best solution for them.

Benchmarks IT:
- **Platinum: TOP 5 -> about 65%**
- **Premium: TOP 10 -> about 55%**
- **TO ALL -> about 30%**

Viewability tracking

- **IAS**

Due to the unique dimensions of WeTransfer wallpapers, which do not meet the IAB standard specifications, IAS viewability tags do not always reflect actual viewability from our platform.

We generally recommend refraining from applying IAS tags, but if necessary, we can do so by accepting customer tags.

- **MOAT**

Our solution for tracking real viewability is to implement our own MOAT tracking, as we have a custom setup with MOAT and work closely with them. It's not possible to apply external MOAT tracking to ours, as it would conflict with the data provided by our setup.

- **Costs**

- Free for campaigns over 65K
- Adds to CPM of 3,25€ for campaigns under 65K.