Retail Media Selex Formats

CRM

FORMAT SPECIFICATIONS | DEM

DEVICE	FORMAT	SIZES	WEIGHT	SUGGESTIONS
DESKTOP/MOBILE	DEM	A single HTML file containing text, images, code, and links	Preferably less than 100KB	• **Minimize HTML code:** Remove unnecessary spaces, comments, and redundant code. • **Optimize images:** Use compressed formats (such as optimized JPEG or PNG files) and host them on an external server, referencing them via URLs. • **Avoid excessive inline content:** Reduce the use of inline CSS or JavaScript. • **Use alternative text:** Add text descriptions for images to improve accessibility without increasing file size.

DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN

FORMAT SPECIFICATIONS | SMS

ENCODING	SINGLE SMS	CONCATENATED SMS	SPECIAL CHARACTERS	NOTES
GSM-7	160 characters	153 characters (concatenated SMS, for each party)	^ { } [~] | € \ count as 2 characters	• **Set caratteri**: Latin letters, numbers, basic punctuation, some accented (Ä Å Æ Ç É Ñ Ö Ø Ü ß à ä å æ è é ì ñ ò ö ø ù ü) and Greek/€ symbols. • **Provider**: Link Mobility applies the final segmentation and may differ by ±1 part from the estimate.
Unicode (UCS-2)	70 characters	67 characters (concatenated SMS, for each party)	No double-byte characters expected	• **Activation**: emojis, non-Latin alphabets, and special symbols not included in the GSM-7 character set. • **Variable fields**: {{name}}, {{code}}, and {{CouponCode}} are replaced with the recipient's actual data; the length varies for each recipient.

DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN

FORMAT SPECIFICATIONS | SMS

CHARACTERS AND ENCODING

GSM-7 CHARACTERS	• The GSM-7 set includes letters and numbers (A–Z, a–z, 0–9), basic punctuation, and certain accented characters. • Characters such as ¡ £ ¤ ¥ § ¿ Ä Å Æ Ç É Ñ Ö Ø Ü ß à ä å æ è é ì ñ ò ö ø ù ü, Greek symbols, and the € symbol are supported. • Double-byte characters—^ { } [~] | € \—count as 2 characters due to the escape sequence overhead. • Curly braces in unreplaced variable fields (e.g., {{name}}) count as special characters. • Any character outside this set automatically triggers Unicode encoding. • For the Spanish language, characters such as á, ñ, and ü are transliterated into GSM-7 to avoid switching to Unicode. SMS Provider: the final segmentation may differ from the estimate by ±1 segment.
LENGTH LIMITS	• GSM-7: 160 characters (single SMS), 153 characters per part (if concatenated)
UNICODE LIMITS	• Unicode (UCS-2): 70 characters (single SMS), 67 characters per segment — triggered by emojis, non-Latin alphabets, or special symbols

DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN

FORMAT SPECIFICATIONS | Notifiche Push

ELEMENT	TYPE	SPECIFICATIONS	WEIGHT/FORMAT	NOTES
Notification content	Text	Title: 25–50 characters (recommended, mobile) Message: max ~150 characters · Subtitle (iOS only): 25–50 characters	Simple text, no custom formatting (style managed by the operating system)	• **Title**: mandatory for web push and Huawei; optional but strongly recommended for iOS/Android. • **Subtitle:** available only on iOS (via APNs); not supported on Android or web.
Image and icons	Image	Image: 1.024 x 512 px (2:1 ratio) Maximum weight 1 MB, maximum width 2.000 px	PNG, JPG, GIF (GIF animation supported only on iOS)	• **Icon:** customizable on Android; on iOS, the app icon is always used. • **Limitations**: image not supported on Safari (macOS/iOS) or in the macOS Notification Center.

DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN

FORMAT SPECIFICATIONS | Notifiche Push

ADDITIONAL FEATURES

ACTION BUTTON & LINK	• Action buttons: interactive action buttons, supported on Android 4.1+ and iOS 8.0+ • Launch URL: a universal URL, deep link (e.g., app://screen), or a web link (http/https) • The destination must be configured within the platform and should not be hardcoded into the creative itself • Collapse ID: replaces an earlier notification with a more recent one; maximum length of 64 characters • Grouping: iOS and Android automatically group notifications once the device has received 4 or more from the same app • Additional data: maximum payload of ~4 KB; the data field supports up to 2,048 bytes Documentazione tecnica completa: documentation.onesignal.com/docs/en/mobile-push-setup
BADGE AND SOUND	• Badge: red number on iOS (can be set/incremented/reset); on Android, it requires dedicated notification categories · Sound: customizable on iOS and Android; not available on the web
PRIORITY AND TTL	• High priority (default, for urgent messages) or normal (for background notifications/data) · Time to live (TTL): message retention if the device is offline; default is 3 days, with a range of 0–28 days

DELIVERY WITHIN 8 WORKING DAYS BEFORE THE START OF THE CAMPAIGN