

Landing Page Ads Specification

What we need:

- **Landing page URL:**

This must be a mobile optimised landing page.

If you plan to collect data, rather than simply advertise/inform/redirect your target audience, we recommend using simple

field settings for people to complete e.g. Name, address

etc. We advise keeping this simple and ideally sized to fit so the user does not need to scroll.

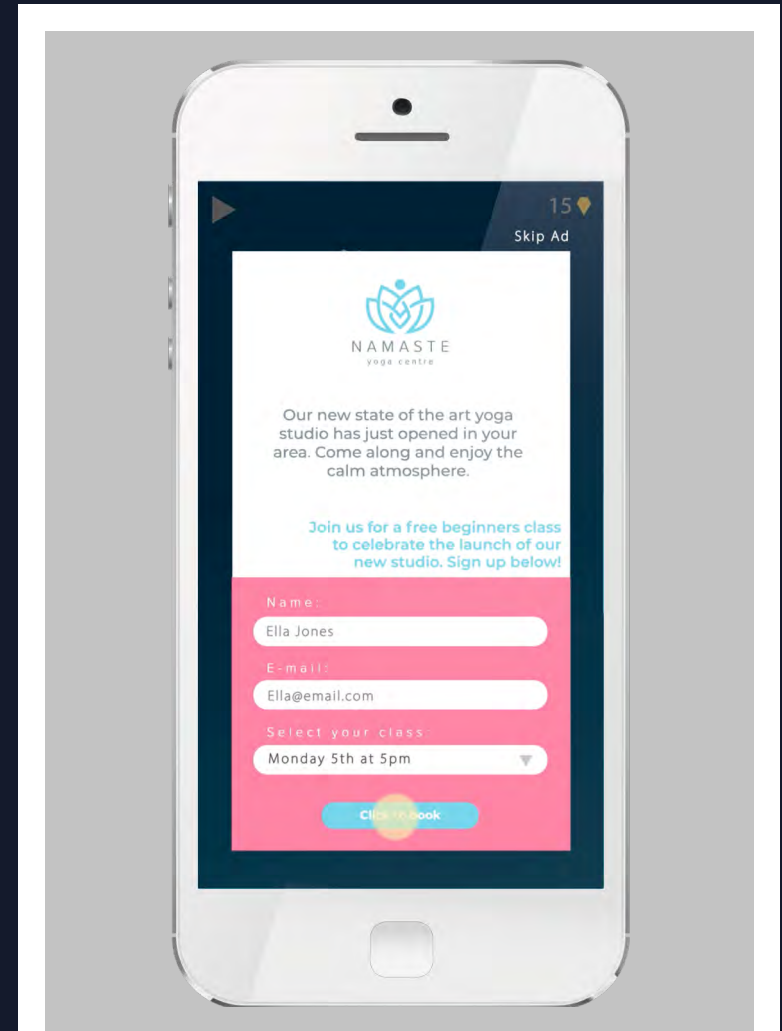
The call to action should be clear and visible to the viewer.

- Target location - preferably a list of towns
- Time and date of campaign
- Target audience information:
Demographic, geographic and behavioural (interests, activity etc.)
- Genre of app you would like to serve through.

Lead time: 24 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL.



Landing Page Ad:
URL only