

# Amplify Footfall

Amplify Footfall can be served as a video or image campaign.

## What we need:

- Target location - csv/excel spreadsheet of postcodes/zip codes/lat + log
- Time and date of the campaign
- Target audience information:  
Demographic, geographic and behavioural (interests, activity etc.)
- Genre of app you would like to serve through
- Landing page URL
- Legal terms - 250 characters max

## Specifics:

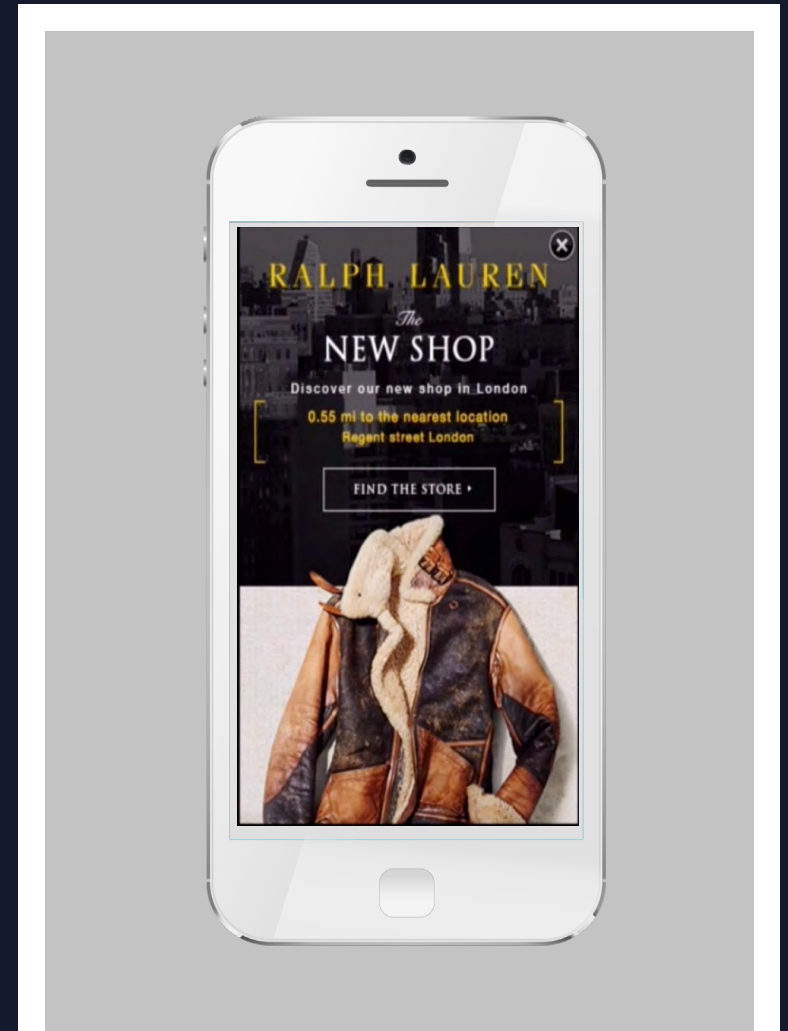
- Image file types supported - JPG, PNG and GIF
- Video aspect ratio - 16:9. Max file size 1.5 MB
- Preview image: 320 x 250px (w/h) / 320 x 480px (w/h)
- Main image: 200 x 150px (w/h) / 300 x 250px (w/h)
- (optional) CTA image: 300 x 250px (w/h) or 30 characters of text (applies to both video and image options)
- (optional) Arrow navigation - on/off OR pin-point location marker icon (can be custom 128 x 128px (w/h) JPG, PNG, or GIF OR can choose colour blue, green, orange, yellow, red, purple or violet)

**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.

*Examples are for illustrative purposes only.*



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