Zynga Ad Sales Specs Playbook

(Direct & PMP)

Zynga Ad Tech Products

2023

CUSTOM PLAYABLE 1125x2436

DESCRIPTION

A custom :15-:30 second user-initiated mini game that surfaces in between gameplay experiences or opt-in rewards. Custom playables invite players to engage with the advertiser's brand. Units typically yield high engagement rate and high CTRs among those that engage.

Studio E Playable Library

SPECS

- **Tag Type:** All tags, click trackers, and pixels must be Mobile In-App
  - (1x1 Impression, Click Tracker)
- **Required:** Layered PSDs , High-res EPS logos, Font files, Desired Copy, Brand Guidelines, Destination URL, Color Schemes, .mov

TECHNICAL NOTES

- Production Schedule requires Studio E/Client Approval.
- X button Appears 6 seconds into the game.
- Unmute Button appears at :06 seconds
- Audio is user-initiated. (Will also depend on server settings)
- Click out URL drives to player's default browser
- User flow typically includes intro, gameplay, outro screen
- If Playable is PMP (PG only): client needs to test the tag and let us know the DSP & SSP
- Video: mov, **1:1 aspect ratio preferred**, 1280x1280
- Production lead time: 4-6 Weeks

TAXONOMY

https://docs.google.com/spreadsheets/d/1zMcnoDWOhldHrlsnBhemT3EDmTVIGR12RYYKuZIzEFc/edit?usp=sharing

:15/:30 or Static FITO/SUPER FITO

DESCRIPTION
First Impression Takeovers are served as the first impression ad unit within a player's game play. The first impression is considered one of the most valuable ad units because FITOs naturally make a significant impact to a campaign as it commands the viewer's attention and is proven to generate brand lift (per Nielsen Vizu studies). FITOs can run static or video interstitials.

SPECS
- **Dimensions:** 720x1280 / 1280x720 (Mobile video), 750x1334 (Mobile Static) - 768x1024 / 1024x768 (Tablet)
- **Max File Size:** 10mb (video), 200k (static)
- **Max Video Length:** :15 seconds (non skip)
- **Frame Rate (Video):** 24fps
- **Creative File Types:** .mp4, .mov, .flv/H.264 <500 kbps, JPG, PNG, GIF
- **Dimensions:** 4:3 and 16:9, 9:16 and 3:4 (Vertical Video)
- **Audio:** AAC <130 kbps
- **Tag Type:** VAST 2.0, 3.0, HTML
- **For display interstitial 750x1334 creatives, please generate 3P tags to include a fit-to-scale command in the tag script for app devices specifically.**

TECHNICAL NOTES
- 6-10% brand lift attributed by FITOs (Welch's/Microsoft Edge Vizu Studies)
- Served 1x/lifetime FC
- Audio is user-initiated. (Will also depend on server settings)
- Click out URL drives to player's default browser
- Assets and/or 1x1/VAST tag due 3-days prior to launch

BENCHMARKS
- **:15 FITO VCR**: 75% - 85%, **:30 SFITO VCR:** 80%-90%
- **Video CTR:** 0.20% - .50%
- **Static CTR**: .85% - 1.50%

:15 NON-SKIP VIDEO

DESCRIPTION
:15 non-skip video interstitial unit that serves during a natural transition within gameplay, similar to a tv spot.

SPECS
- **Dimensions:** 720x1280 / 1280x720 (Mobile video), 768x1024 / 1024x768 (Tablet)
- **Max File Size:** 10mb
- **Max Video Length:** :15 seconds
- **Frame Rate (Video):** 24fps
- **Creative File Types:** .mp4, .mov, .flv/H.264 <500 kbps
- **Dimensions:** 4:3 and 16:9, 9:16 and 3:4 (Vertical Video)
- **Audio:** AAC <130 kbps
- **Tag Type:** VAST 2.0, 3.0

TECHNICAL NOTES
- Served up to 3x/user/day FC
- X button appears after the duration of the video (:15)
- Audio is user-initiated. (Will also depend on server settings)
- Click out URL drives to player's default browser
- Assets and/or 1x1/VAST tag due 3-days prior to launch

BENCHMARKS
- VCR: 75 - 85%
- CTR: 0.2 - 0.5%

:06 NON-SKIP VIDEO

DESCRIPTION

:06 non-skip video interstitial unit that serves during a natural transition within gameplay, similar to a tv spot.
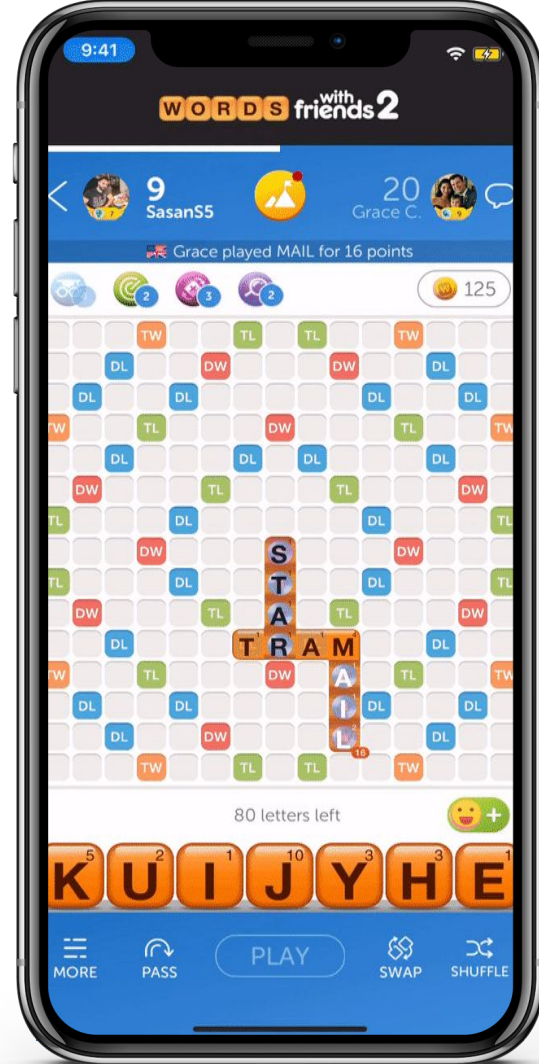
SPECS

- **Dimensions:** 720x1280 / 1280x720 (Mobile video) - 768x1024 / 1024x768 (Tablet)
- **Max File Size:** 10mb
- **Max Video Length:** :06 seconds
- **Frame Rate (Video):** 24fps
- **Creative File Types:** .mp4, .mov, .flv/H.264 <500 kbps
- **Dimensions:** 4:3 and 16:9, 9:16 (Vertical Video)
- **Audio:** AAC <130 kbps
- **Tag Type:** VAST 2.0, 3.0

TECHNICAL NOTES

- X button appears after 6 seconds
- Click out URL drives to player's default browser.
- Audio is user-initiated. (Will also depend on server settings)
- Assets and/or 1x1/VAST tag due 3-days prior to launch

BENCHMARKS

- VCR: 85% - 90%
- CTR: 0.10% - .30%

REWARDED VIDEO

DESCRIPTION

Rewarded Video can be up to :30 seconds and offers clear value exchange for Zynga in-app currency. A user hits their limit of turns or plays and has the opportunity to interact with a video in order to receive in-app currency such as coins, gems, gas, or extra lives.
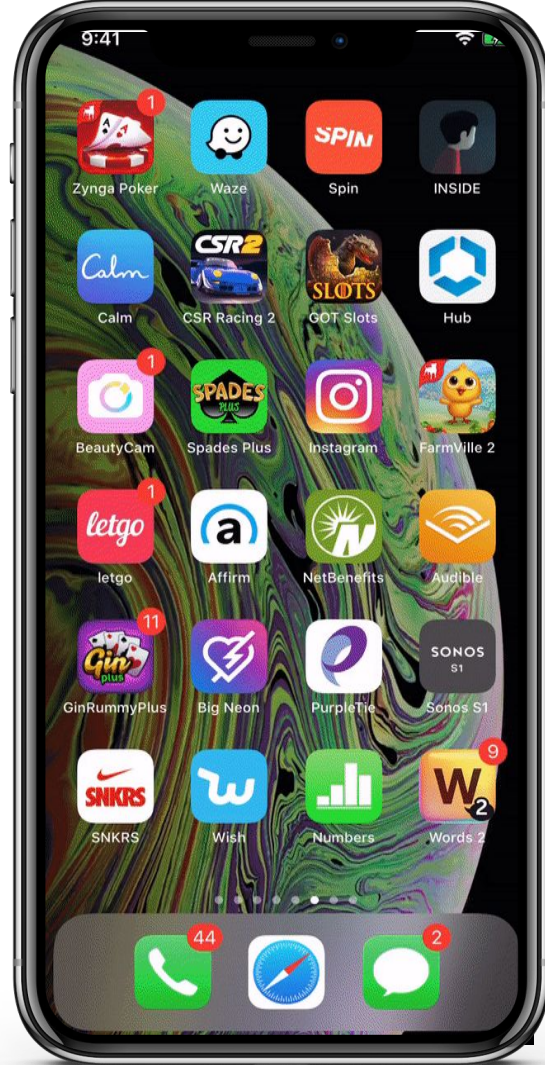
SPECS

- **Dimensions:** 720x1280 / 1280x720 (Mobile video), 768x1024 / 1024x768 (Tablet)
- **Max File Size:** 10mb
- **Max Video Length:** :30 seconds
- **Frame Rate (Video):** 24fps
- **Creative File Types:** .mp4, .mov, .flv/H.264 <500 kbps
- **Dimensions:** 4:3 and 16:9, 3:4, 9:16 (Vertical Video)
- **Audio:** AAC <130 kbps
- **Tag Type:** VAST 2.0, 3.0

TECHNICAL NOTES

- Types of rewards by game:
  WWF - Extra Coins, CSR2 - Gas, Match 3 - Lives, Solitaire - Extra Shuffles, Poker - Game Chips, Farmville - Farming Boosts, Rollic - Gems
- Audio is auto-play
- Assets and/or 1x1/VAST tag due 3-days prior to launch

BENCHMARKS

- VCR: 90-95%
- CTR: 0.25-.50%

STATIC INTERSTITIAL

DESCRIPTION

Static interstitials engage users with rich, customizable, and appealing ads during natural breaks throughout game play and ensures minimal disruption to the Zynga game experience.

SPECS

- **Dimensions:** 750x1334 / 1334x750 (Mobile) - 768x1024 / 1024x768 (Tablet)
- **Max File Size:** 200kb
- **Creative File Types:** GIF, JPG, PNG
- **Tag Type:** MRAID, JS, HTML, 1x1
- **For display interstitial 750x1334 creatives, please generate 3P tags to include a fit-to-scale command in the tag script for app devices specifically.**

TECHNICAL NOTES

- Native close button appears in 6 seconds
- Assets and/or 1x1/3P tags due 3-days prior to launch

BENCHMARKS

- 0.10% - .30% CTR

DISPLAY BANNERS

DESCRIPTION
A standard ad format that appears at the top or bottom of the game play screen. Depending on the game, static banners can surface on the game homepage as well as during gameplay. These units are persistent and offer extended reach to generate awareness.
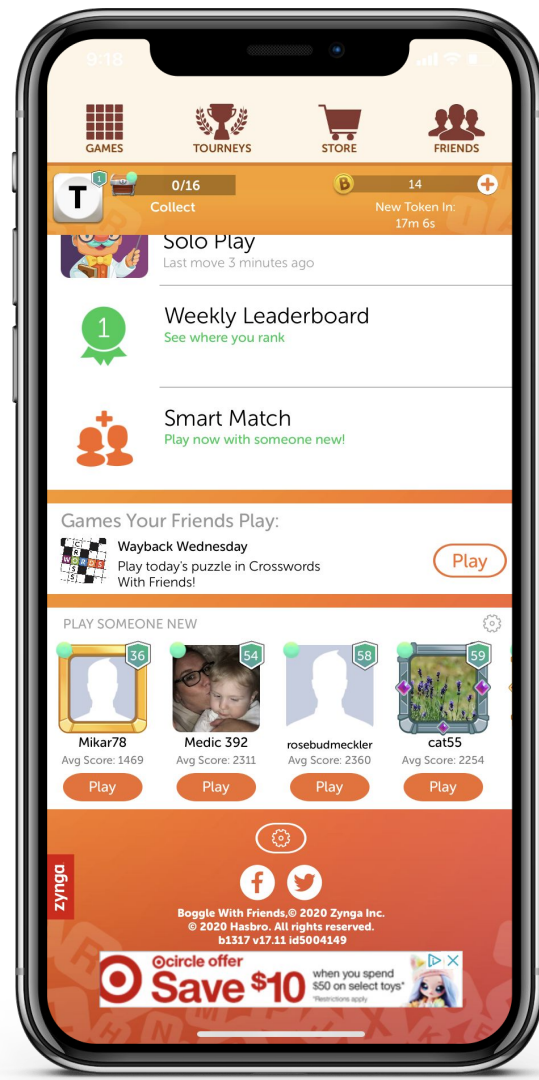
SPECS
- **Dimensions:**
  - 320x50 (Mobile)
  - 728x90 (Tablet)
  - 300x250 (Tablet)
  - 160x600 (Desktop)
- **Max File Size:**
  - 50kb (Mobile)
  - 200kb (Tablet & Desktop)
- **Creative File Types:** GIF, JPG, PNG
- **Tag Type:** MRAID, JS, HTML, 1x1

TECHNICAL NOTES
- Display banners appear within game menus and refresh every 20 seconds
- No Fcap requirement
- Assets and/or 1x1/3P tags due 3-days prior to launch

BENCHMARKS
- 0.1% - 0.3% CTR

TOUCHPOINTS

Make it sticky! Our world class design studio team can create an instant shoppable catalogue experience enabling users to learn more about individual items or parts of an ad by tapping on shop icons.

Customizations

- Include up to 5 shoppable products/touchpoints
- In-game Web View
- Deep link to product pages

SPECS

- **Tag Type:** All 1x1 tags, click trackers for Mobile In-App
- **Required:** Layered PSDs , High-res EPS logos, Font files, Desired Copy, Brand Guidelines, Destination URLs
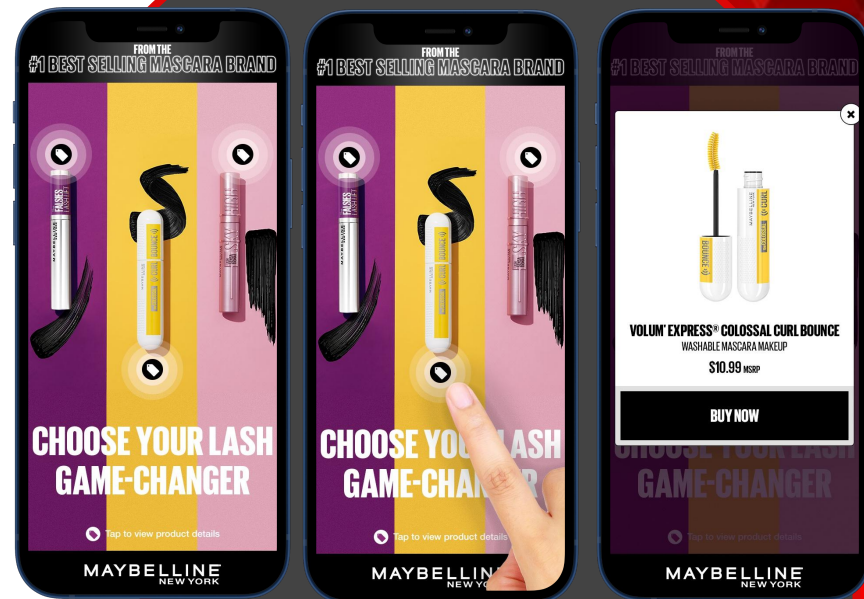
"Shop" icons feature a pulsating animation

CUSTOM END CARD

DESCRIPTION
Custom End Cards that can be served immediately after a non-skip or skippable video to reinforce brand messaging. Custom end cards provide an additional touchpoint for clients to interact with their audience and increase their engagement. End cards generate high CTR's and are great for driving DR and awareness by re-emphasizing the messaging and serving as the final creative touchpoint.
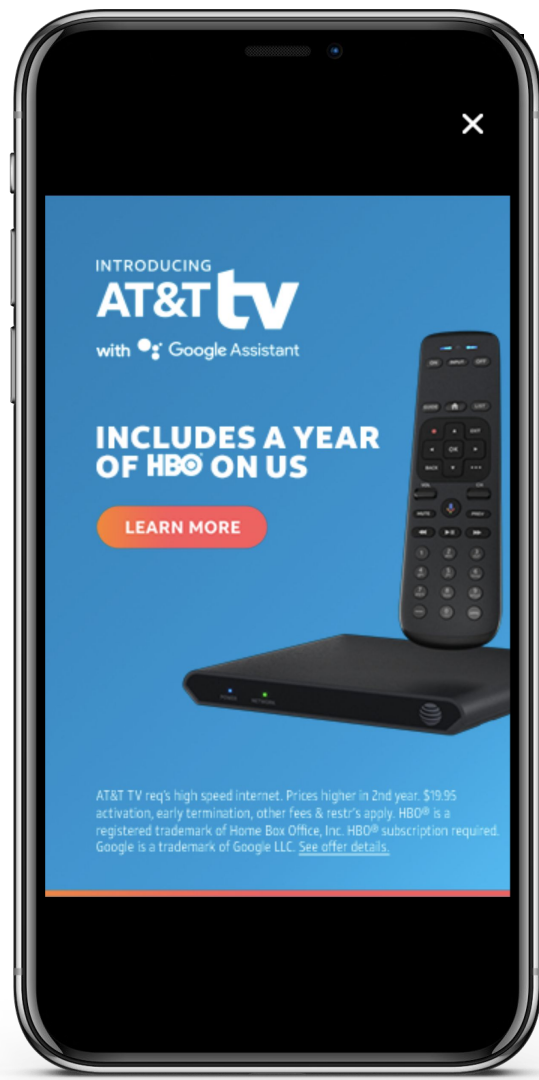
SPECS
- **Tag Type:** All tags, click trackers, and pixels must be Mobile In-App
    - End Card should be built into the video asset to run as one final tag
- **Creative File Types:** Mobile: 750x1334 / 1334x750 Tablet: 768x1024 / 1024x768 GIF, JPG, PNG, PSDs
- **Required:** Layered PSDs , High-res EPS logos, Font files, Desired Copy, Brand Guidelines, Destination URL
- **For 750x1334 creatives, please regenerate 3P tags to include a fit-to-scale command in the tag script for app devices specifically.**

TECHNICAL NOTES
- Custom End Cards can be added to any non-skip or skippable video
- Requires an additional 2-3 weeks lead time.
- Production schedule to be approved by both Studio E and client.
- X button appears at top right hand corner at soon as it surfaces

BENCHMARKS
- **CTR:** 0.5% - 1.5%

VIDEO SKIN WRAPPER

DESCRIPTION
Video Skin Wrappers are companion ads that are displayed as a skin for the video. Units are served in-between gameplay and can be served as a skippable or non-skip video experience.

SPECS
- **Tag Type:** All tags, click trackers, and pixels must be Mobile In-App
- **Creative File Types:** GIF, JPG, PNG, .mp4, .mov, .flv/H.264 <500 kbps
- **Dimensions:** 4:3 and 16:9 , 750x1334 / 1334x750
- **Audio:** AAC <130 kbps
- **Required:** Layered PSDs , High-res EPS logos, Font files, Desired Copy, Brand Guidelines, Destination URL
- This is a custom HTML5 unit and does not accommodate VAST

TECHNICAL NOTES
- In a non-skip, the x button appears after 15 seconds
- In a skippable, the x button appears after 6 seconds
- CTA buttons are usually included below the video player
- Production lead time: 3-4 Weeks

BENCHMARKS
- **VCR:** Non-Skip: 75-85%, Skippable: 10-20%
- **CTR:** 0.25% - 2.75%