Shoppable video ad creative guidelines

Use these guidelines when adding creative assets to your display ad groups. Learn more about setting up shoppable video ads.

Video guidelines

File format	• .MP4 or .MOV
Time	• Minimum: 3 seconds • Maximum: 30 seconds
Ratio	• Mobile: 16:9 • Desktop: 16:9
Resolution	Maximum: 500 MB
Frames per second (FPS)	Minimum: 15 FPS
Thumbnail image *(shown to your target audience before the video plays)*	• Use the built-in cropping tool to adjust the width and height of your image. • Minimum dimensions: 1067x600 px wide • Maximum dimensions: 1600x900 px wide • Maximum size: 10MB • Ratio: 16:9 • JPG or PNG file
Tagline	Maximum: 29 characters

Logos

NOTE: Use a version of your logo that fits in a small circle.

Logos are cropped into a 40px circle. Corners are cropped on any assets that aren't round. Leave a small amount of space around the artwork to prevent cropping. If the artwork is already a circle, don't leave extra space.

Avoid using logos with a tagline or extra text, as they aren't legible.

File format	• JPG or PNG

Dimensions	- Mobile: 120x120 - Desktop: 120x120
Ratio	- Mobile: 1:1 - Desktop: 1:1