

SPECIFICATIONS

# INBOX AD



## Contents

1.	Fact Sheet.....	2
2.	Technical Specifications .....	3
3.	Displaying Campaign Elements.....	5
4.	Submission.....	6
5.	Building the HTML Template.....	6
5.1.	Permitted Elements .....	6
5.2.	Prohibited Elements .....	6
6.	Notes on Integration and Display .....	6
7.	Instructions for Campaign Development.....	8
8.	Important Questions and Answers at a Glance.....	9
9.	Programmatic Inbox Ad - PIBA - Deal creation process .....	10
10.	Programmatic Inbox Ad - PIBA - Deal creation process Xandr & Yieldlab (Desktop).....	10

### 1. Fact Sheet

The Inbox Ad is a native advertising format that naturally blends in with the inboxes of GMX and WEB.DE users. The multi-screen optimization feature allows you to use this special dialogue marketing format on mobile devices as well, boosting awareness of your offering and helping you attract more customers. Its eye-catching design attracts even more attention. Get the creative latitude you need for your marketing goals with this ideal branding and performance tool.

If you have any questions, please email us:

E-Mail: [emailmarketing@uim.de](mailto:emailmarketing@uim.de)

Last revised: 23 May 2022

## 2. Technical Specifications

Required Elements	Submission Details
<b>Sender + subject</b>	<ul style="list-style-type: none"><li>▪ We recommend that the subject be no longer than 30 characters.</li><li>▪ The subject can be up to 50 characters (personalization is not possible in the subject or template).</li><li>▪ You can use a pre-header with mobile templates (max. 50 characters).</li><li>▪ The customer provides the sender name, which is usually the brand advertised in the ad.</li><li>▪ The customer logo must be submitted in the dimensions 160 x 160 px, and in PNG format.</li></ul>
<b>Email template</b>	<ul style="list-style-type: none"><li>▪ The maximum static width of the Inbox Ad Desktop is 620 px; and 360 px for mobile.</li><li>▪ It's possible to use external style sheets (CSS) for responsive ads.</li><li>▪ The height may vary (recommendation: max. 1600 px).</li><li>▪ The template needs to be centred.</li><li>▪ Template file format: HTML (it isn't possible to incorporate ad tags or similar; ad must be submitted as a physical HTML document).</li><li>▪ File format for image elements: JPEG, PNG, GIF.</li><li>▪ Maximum HTML file size including images is 200 KB.</li></ul>
<b>One Click</b>	<ul style="list-style-type: none"><li>▪ Direct link to the landing page or the App Store.</li><li>▪ No HTML template needed.</li><li>▪ Only available in the apps.</li><li>▪ You will need the following:<ul style="list-style-type: none"><li>▪ Subject (max. 30 characters), pre-header (max. 50 characters)</li><li>▪ Avatar logo (160x160px)</li><li>▪ Link to the landing page or the App Store</li></ul></li></ul>
<b>Hosting</b>	<ul style="list-style-type: none"><li>▪ To ensure that the ads are displayed correctly, it is necessary to submit the images and graphics for the template along with the (physical) HTML so the images can be hosted on United Internet Media servers. Please provide the images with relative image paths and the HTML in a ZIP file.</li><li>▪ Max. file size of the HTML including images may not exceed 200 KB. One external view pixel and several click tags can be integrated in the mail template. These should be compliant to IAB Transparency and Consent Framework (TCF 2.0).</li></ul>

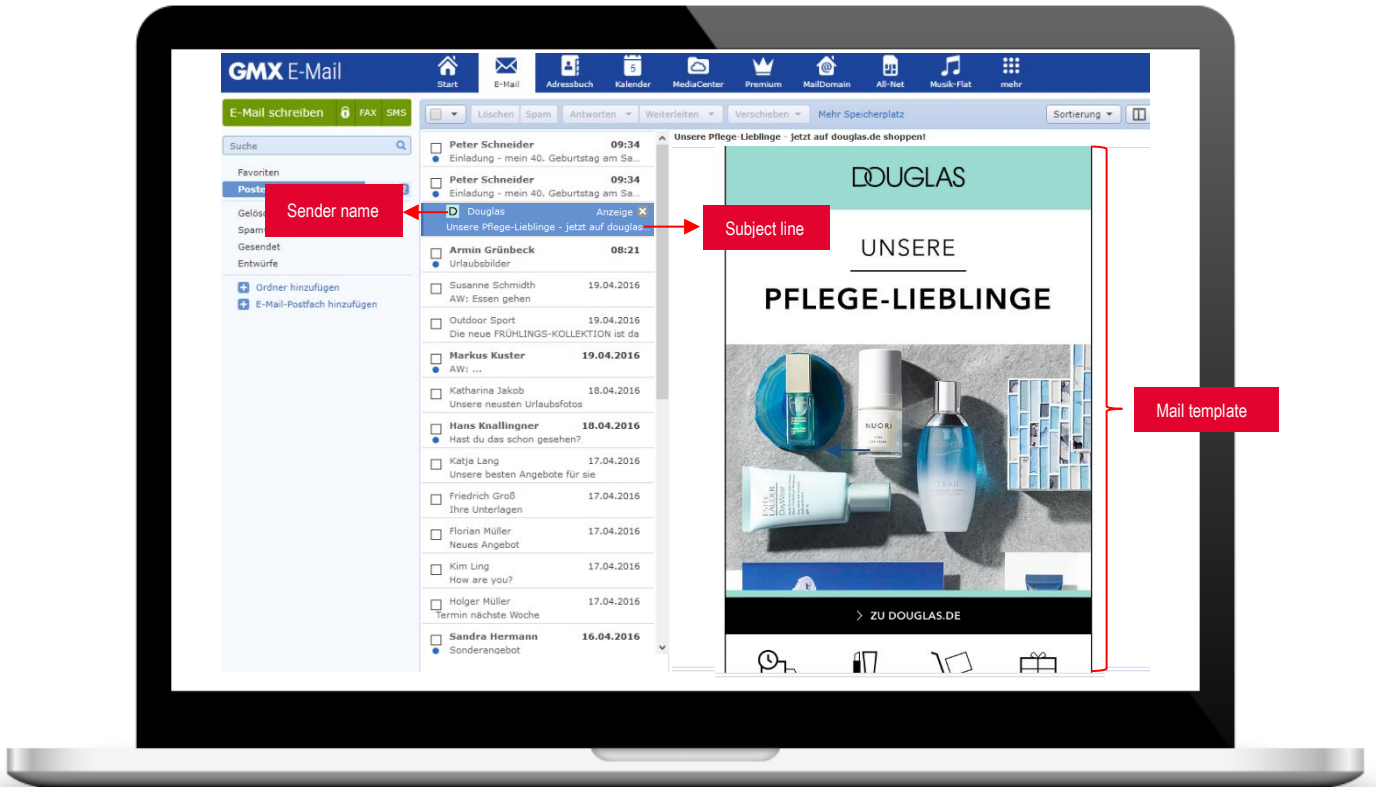
---

**Ad  
Serving /  
Tracking**

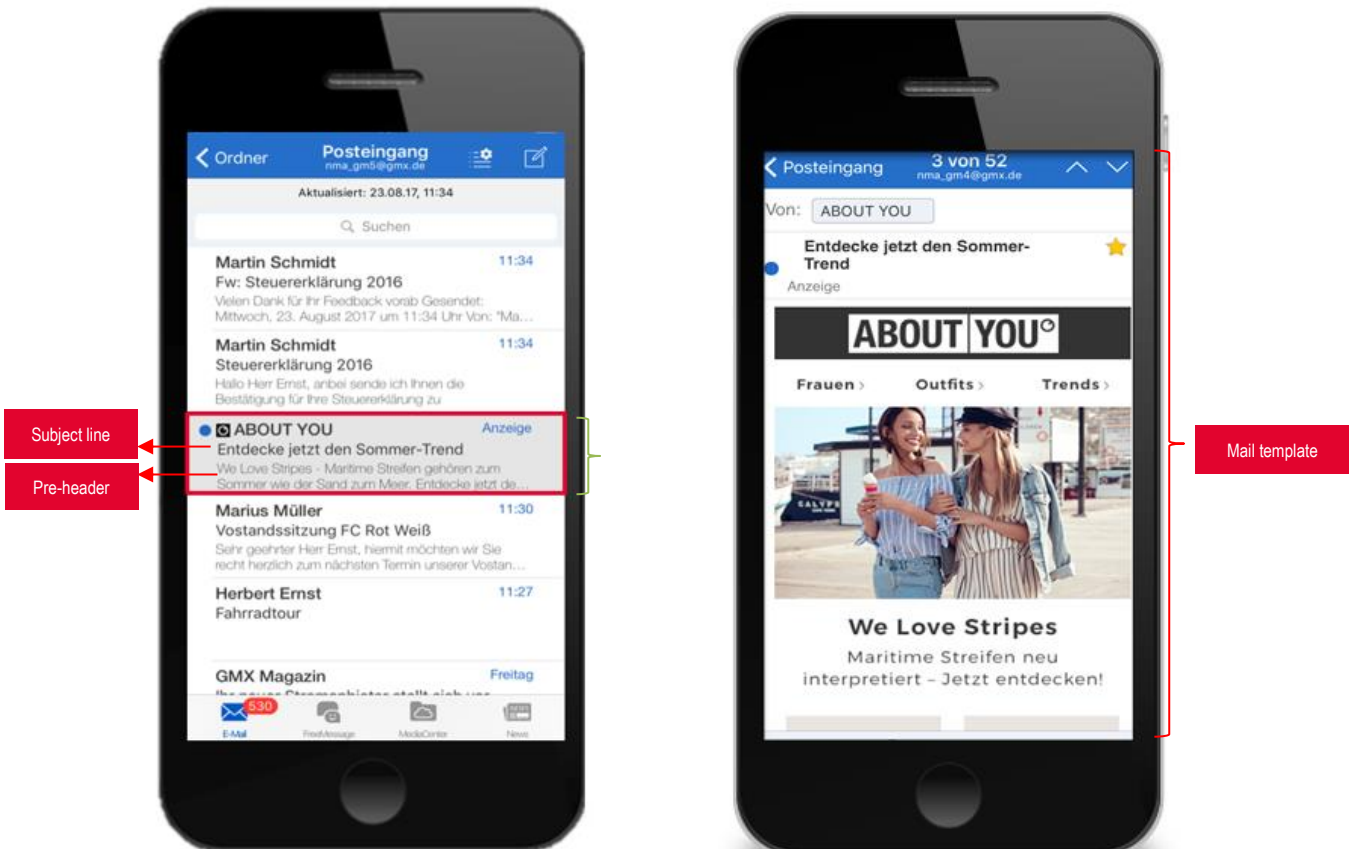
- Tracking, cookies and similar technologies that process personal data must comply with the applicable data protection regulations.
  - All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and be able to adapt to its requirements. Please note the [TCF 2.0 information](#) in this regard.
  - The click tracking elements should already be integrated in the submitted HTML template. In special cases, United Internet Media may also be able to incorporate the links. Here, United Internet Media will need to know the exact destination URL for the click tag.
  - View pixels should be delivered separately and will be incorporated by United Internet Media.
  - It must be possible for the marketer to count clicks for redirects.
  - Please note: All links need to be marked with target="\_blank".
-

### 3. Displaying Campaign Elements

Example: Desktop Preview



Example: Mobile Preview



## 4. Submission

- Please send the advertisement no later than three working days prior to the start of the campaign in a ZIP file (including all images and graphics used) as well as the sender name, subject and a customer logo to [emailmarketing@uim.de](mailto:emailmarketing@uim.de).
- When we are preparing your offer, please let us know if you want to split test multiple mail templates and subject lines.
- When submitting your materials, please include the customer name and campaign name in the subject line of your email.
- Please only submit ads created in line with the specifications defined here.
- If you arranged for us to use multiple ads, you need to submit the new ads three working days before the replacement date.
- Ads submitted late or ones that are not in compliance with our specifications will delay the start of the campaign and may be returned for adjustments if necessary.

## 5. Building the HTML Template

Please follow these instructions when programming the HTML template:

### 5.1. Permitted Elements

- Valid source code HTML 4.0 or later.
- Templates with max. width for Inbox Ad Desktop 620 px; 360 px for Mobile.
- Maximum template size: 200 KB

### 5.2. Prohibited Elements

- Image links to overarching folders (<img src=“./img/header.jpg”>).
- Externally referenced Flash and Shockwave elements or script languages.
- (Hidden) forms that collect external data.
- External fonts.
- Dynamic content (per PHP or JavaScript).
- The use of short URL services (“URL Shortener”).

## 6. Notes on Integration and Display

Integration	Submission Details
<b>Video integration</b>	<ul style="list-style-type: none"><li>▪ Submit digital source material in the best-possible format. For ideal image quality, the submitted raw file should have a resolution of at least 720 x 576 px to 1920 x 1080 px.</li><li>▪ We accept the following formats: OGG, MP4. The files may not be protected with DRM.</li><li>▪ Please submit a fallback graphic in addition to the video file. This needs to have the same dimensions as the video.</li><li>▪ United Internet Media is responsible for encoding.</li><li>▪ Please send the ad no later than five working days prior to the start of the campaign to <a href="mailto:emailmarketing@uim.de">emailmarketing@uim.de</a>.</li></ul>
<b>PDF integration</b>	<ul style="list-style-type: none"><li>▪ It is also possible to submit a PDF.</li><li>▪ When submitting a PDF, please be sure that it contains the necessary links</li><li>▪ Tracking, cookies and similar technologies that process personal data must comply with the applicable data protection regulations.</li><li>▪ All technical service providers (vendors) must be registered in the IAB Transparency and Consent Framework (TCF 2.0) and be able to <b>adapt</b> to its requirements. Please note the TCF 2.0 information in this regard.</li><li>▪ The PDF must include at least one page in portrait or landscape format; we recommend an aspect ratio of 1.41 (height to width).</li><li>▪ One external view pixel and several click tags can be integrated in the mail template. These should be compliant to IAB Transparency and Consent Framework (TCF 2.0).</li><li>▪ JavaScript pixels may not be included.</li><li>▪ Please send the ad no later than five working days prior to the start of the campaign to <a href="mailto:emailmarketing@uim.de">emailmarketing@uim.de</a>.</li></ul>
<b>Mobile campaigns</b>	<ul style="list-style-type: none"><li>▪ Mobile templates must include the following meta tag: &lt;meta name="viewport" content="width=device-width, initial-scale=1.0" /&gt;</li><li>▪ The maximum width is 360 px; the length may vary. We recommend a maximum length of 600 px.</li><li>▪ It is possible to use external style sheets (CSS), e.g. for responsive ads. These should be hosted by United Internet Media.</li><li>▪ Rich media elements (e.g. Flash, forms, etc.) are not allowed, but you can integrate videos.</li><li>▪ Umlauts and other special characters (e.g. "€", "ß", etc.) must be encoded for HTML (e.g. &amp;ouml; instead of ö) (UTF8 coding does not work on all mobile devices).</li><li>▪ Include inline styles in the HTML tags (e.g. &lt;td style="..."&gt; or &lt;font style="..."&gt;).</li><li>▪ We recommend using a short subject (fewer than 30 characters) as well as large click areas at the top of the template.</li></ul>

---

## Miscellaneous

- When creating your ad, please consult the [General Guidelines](#) of United Internet Media GmbH.
  - United Internet media is authorised to interrupt campaigns temporarily or permanently if they generate responses that are too strong or negatively impact the use of the pages.
  - All content is to be reviewed in advance to ensure its compliance with all regulations governing the legal protection of children and young people. United Internet Media reserves the right to limit access/sending times of the ad in line with any relevant age restrictions, or reject the motif entirely.
  - The display may be subject to technical, time-related and operational variations. We generally attempt to distribute the booked volume evenly over the duration of the campaign.
  - An ad impression for the Inbox Ad means that the subject line is displayed in the user's inbox. It is not possible for the customer to track these ad impressions. The view or tracking pixels are incorporated in the HTML template and count the number of times the template is called up.
  - Social media buttons that interact directly with the social media platform (e.g. "Like" button on Facebook) are not allowed. It is possible to include a link to the customer's Facebook page, however.
- 

## 7. Instructions for Campaign Development

1. Once you accept our offer, you will receive an order confirmation with the basic parameters of the booked campaign.
2. Next, we need the ad(s) you would like to use for the campaign. We must receive the final ad created in line with our specifications no later than three working days prior to the start of campaign. When you submit the ad, we need the subject line that you wish to use.
3. You need to submit ad materials for rich media campaigns including videos, brochures and animation no later than five working days prior to the start of distribution.
4. If your campaign has special requirements (e.g. CRM targeting, split test), we need to receive all input 10 working days prior to the start of campaign.
5. If it is necessary to make any adjustments to the ad, we will notify you of the required changes and ask you to make these to ensure that your campaign starts on time.
6. If you would like to split test multiple mail templates and subject lines, we need to know this when we prepare your offer. Please notify us promptly, as this will allow us to create a customised offer and schedule the split testing accordingly. Unfortunately, it is not possible for us to complete split testing on short notice.
7. Once we have all of the elements we need from you, we will start setting up your campaign. Prior to distribution, you will receive preview links and/or access to our GMX and WEB.DE customer inboxes. This will allow you to review and approve the campaign prior to going live.
8. Before we start distributing the ads, we need written approval from you with a confirmation that we are allowed to distribute the campaign as shown in the inbox.
9. We can confirm distribution by sending you a screenshot.



## 8. Important Questions and Answers at a Glance

Question	Answer
What advertising materials do we need to submit?	Please send the ad in a ZIP file (including all images and graphics used) along with the sender name, subject line and a customer logo no later than three working days prior to the start of the campaign to <a href="mailto:emailmarketing@uim.de">emailmarketing@uim.de</a>
What elements does the Inbox Ad include?	The Inbox Ad consists of a subject line displayed in the inbox and the mail template displayed when the email is opened in the FreeMail section.
What targeting attributes are possible?	You can use all target audience attributes available in United Internet Media's TGP targeting technology. You can find the attributes <a href="#">here</a> .  Please contact your responsible Key Account Manager for information on other targeting options.
Is it possible to send the Inbox Ad to either desktop or mobile screens?	With the Inbox Ad, you can decide whether or not the campaign should appear on only desktop screens, on only mobile screens, or on both. Part 6 contains the specifications for mobile ads, which are slightly different from the desktop specifications.
On what portals is the Inbox Ad displayed?	The Inbox Ad is displayed on GMX and WEB.DE.
Is it possible to use rich media elements?	You can use rich media elements like order forms, videos, animation and brochures in the mail template for the Inbox Ad. However, the Inbox Ad for mobile devices can only include videos.
What is the customer able to track?	An ad impression for the Inbox Ad means that the subject line is displayed in the user's inbox. It is not possible for the customer to track these ad impressions. The view or tracking pixels are incorporated in the HTML template and count the number of times the ad is called up, clicks on the subject line, and clicks on the ad. The GMX and WEB.DE portals are not tracked individually.

## 9. Programmatic Inbox Ad - PIBA - Deal creation process

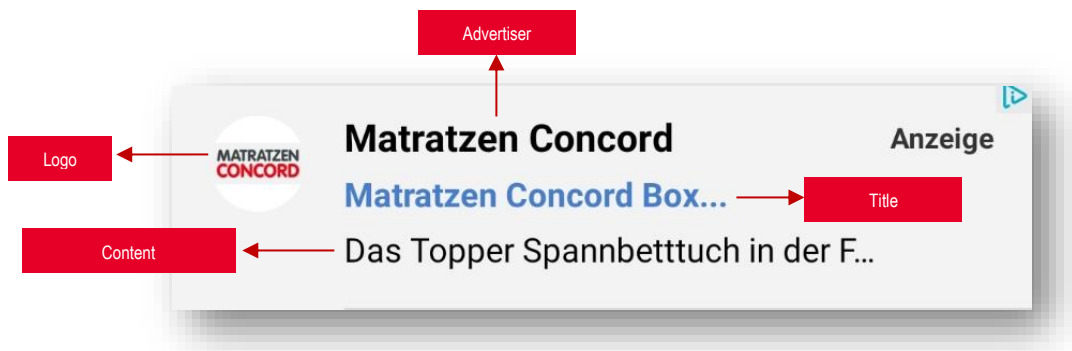
After creating the deal, the buyer is invited by the Google Ad Manager - he also receives the deal ID from the respective customer advisor/contact person.

### 9.1. For the set-up, UIM requires:

- The explicit naming of the Buyer Seat (DSP name)
- The associated Seat ID
- E.g. DSP name: Performance Advertising w / AppNexus (AppNexus) / AMNET DE (Display & Video 360) // explido (Display & Video 360)

### 9.2. Specifications:

- Advertiser – 25 characters
- Title – 25 characters
- Content – 90 characters
- Logo – 100 x 100 px
- Call to Action – 15 characters (optional)
- Image Format 1200 x 627



## 10. Programmatic Inbox Ad - PIBA - Deal creation process Xandr & Yieldlab (Desktop)

After creating the deal, the buyer receives the deal ID from the respective account manager.

### 10.1. For the set-up, UIM requires:

- The associated Seat ID

### 10.2. Specifications:

- See point 9.2.

# Any questions?

## **United Internet Media GmbH**

### **Karlsruhe**

Brauerstrasse 48

76135 Karlsruhe, Germany

### **Munich**

Sapporobogen 6-8

80637 Munich, Germany

[info@united-internet-media.de](mailto:info@united-internet-media.de)

[www.united-internet-media.de](http://www.united-internet-media.de)

If you have any questions, please contact our team:

### **Inbox Marketing**

✉ Email: [emailmarketing@uim.de](mailto:emailmarketing@uim.de)