SPECIFICATIONS

Programmatic Inbox Ad Clickout & Inbox Ad Image Clickout

united internet media

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As of September 2026

1. Deal Setup Programmatic Inbox Ad Clickout

Deal Creation Process

After the deal is created, the buyer is invited to the deal by the DSP - they also receive the deal ID from their account manager.

UIM requires the following for setup:

- Name of the DSP (e.g., Adform Group)
- The corresponding seat ID (e.g., 899107580)

1.1. Deal Setup DSP DV360

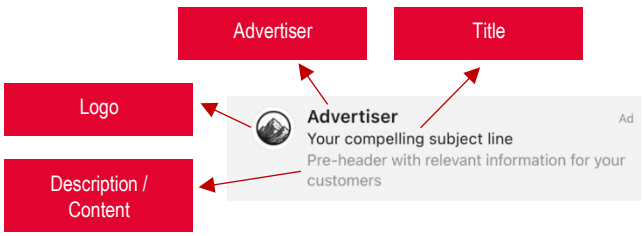
Advertising material:

- Advertiser – max. 25 characters
- Title – max. 25 characters
- Description/Content – max. 50 characters
- Logo – 160 x 160 px (For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.)
- Call to Action – max. 15 characters [1]
- Image Format – 1200 x 627 px (Aspect ratio 1.91 : 1) [2]

1.2. Deal Setup Further DSPs

Advertising material:

- Advertiser – max. 25 characters
- Title – max. 25 characters
- Description/Content – max. 50 characters
- Logo – 160 x 160 px (For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.)
- Supported image formats: [2]
    - 17:5 (816 x 240 px)
    - 1.91:1 (816 x 427 px)
    - 16:9 (816 x 459 px)
    - 1:1 (408 x 408 px)



[1] This is a required field. The Call to Action will not be displayed in the final ad.

[2] This is a required field. The image file will not be displayed in the final ad.

2. Deal Setup Programmatic Inbox Ad Image Clickout

Deal Creation Process

After the deal is created, the buyer is invited to the deal by the DSP - they also receive the deal ID from their account manager.

UIM requires the following for setup:

- Name of the DSP (e.g., Adform Group)
- The corresponding seat ID (e.g., 899107580)

2.1. Deal Setup DSP DV360

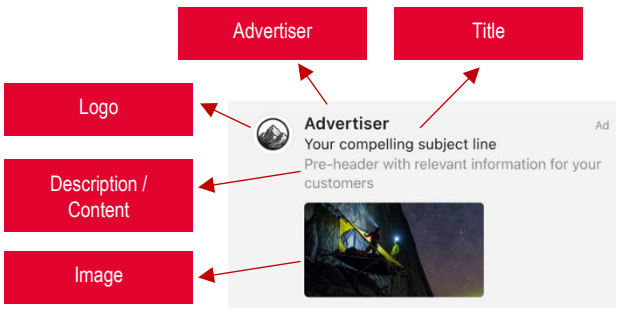
Advertising material:

- Advertiser – max. 25 characters
- Title – max. 25 characters
- Description/Content – max. 50 characters
- Logo – 160 x 160 px (For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.)
- Call to Action – max. 15 characters (1)
- Image Format – 1200 x 627 px (Aspect ratio 1.91 : 1)

2.2. Deal Setup Further DSPs

Advertising material:

- Advertiser – max. 25 characters
- Title – max. 25 characters
- Description/Content – max. 50 characters
- Logo – 160 x 160 px (For optimal display as a round avatar logo next to the sender, the logo content should be at least 20 px from the edge.)
- Supported image formats:
  - 17:5 (816 x 240 px)
  - 1.91:1 (816 x 427 px)
  - 16:9 (816 x 459 px)
  - 1:1 (408 x 408 px)



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3. Ad Serving / Tracking

All technical service providers (vendors) used to deliver the advertising material must be registered in the IAB Transparency and Consent Framework (TCF) and be able to respond to its signals. Please refer to the “TCF Notice” (https://www.united-internet-media.de/de/downloadcenter/spezifikationen/) for more information.

Do you have any further questions?

United Internet Media GmbH

Karlsruhe

48 Brauerstraße

76135 Karlsruhe

Munich

Sapporobogen 6-8

80637 Munich

info@united-internet-media.de

www.united-internet-media.de

Our team is here to help:

Native Ad Products & Solutions

✉ Email: inbox-ad-general@uim.de