Target your existing campaigns more precisely

Opinary Product Specs

>>

We are able to generate customised audiences for you through our questions. In this way, you reach target groups that you would not reach at all or not as precisely via other channels. You can address these audiences directly in other channels (Programmatic, FB) and/or use them as seed audiences for LALs.

OPINARY

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Opinary content has two elements

Engagement Tool + Ad Format

Opinary Audiences has a simple user journey: users are asked a question in a contextually appropriate environment. After the vote, users can see what others think about the topic. Optionally, you can display an ad in the post-vote.

The pre-vote phase creates maximum interaction. It creates an impression that your target group will remember.

1. Engagement tools

- Speedo
- Slider
- Multiple Choice

Engagement tools

The Speedo

Description

The Speedo offers the possibility to map a spectrum of opinions and is therefore our most engaging format. It thus enables us to form differentiated target groups that can be segmented by the strength of their opinion.

Possible applications

It is suitable for all target groups and campaigns, but especially for collecting attributes that are not perceived instantly but gradually by users.

Performance

The speedometer was viewed 1.7 billion times by German users last year and had an average interaction rate of 8.89%.

## The Slider

Description

The Slider tool invites users to quickly and playfully estimate an answer. Users can express their opinion on a scale.

Possible applications

The Slider tool is particularly suitable for representing numerical questions. These range from classic units such as €, %, km/h or kg to emotional ones, such as ★ or ♥. It is particularly popular with our automotive or insurance customers.

Performance

The key to the success of the Slider tool lies in its correct use. With the right question, the Slider can achieve interaction rates of up to 4%. So the Slider almost comes close to our most opinionated tool, the Speedo.
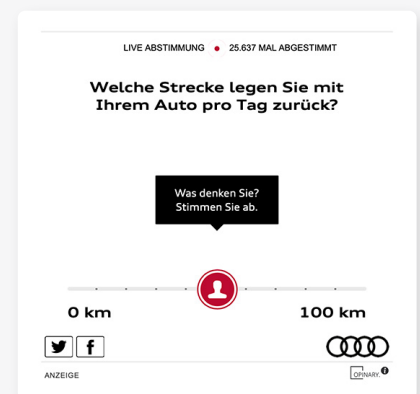
Engagement tools

The Multiple Choice tool

Description

The Multiple Choice tool offers the possibility to provide target groups with different answer options that are clearly distinguishable from each other. Emotive visuals can be used at the question level.

Possible applications

The Multiple Choice tool is particularly suitable to gain a deeper understanding of a target group, to segment them or to thematically activate users who are already highly pre-qualified.

Performance

Due to the specific response options, the interaction rate is lower than with other Opinary tools. Users who vote on the Multiple Choice tool are generally more likely to click when it comes to traffic to your landing page.
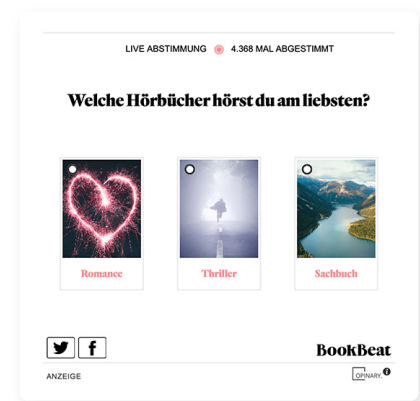
Engagement tool product details

🎨 Design requirements for the Opinary Tool

For the individual poll design for your brand we need the following assets (at least three days before the start of the campaign):

Logo

- ☐ Vector logo file
- ☐ File format: .ai, .eps. or .svg
- ☐ Horizontal & icon version for better readability

TOYOTA

Horizontal logo

Icon logo

Type

- ☐ Two different variants recommended (bold & regular)
- ☐ File format: .otf or .ttf

abcdefghijklmnopqrstuvwxyz

Your typeface

Colors

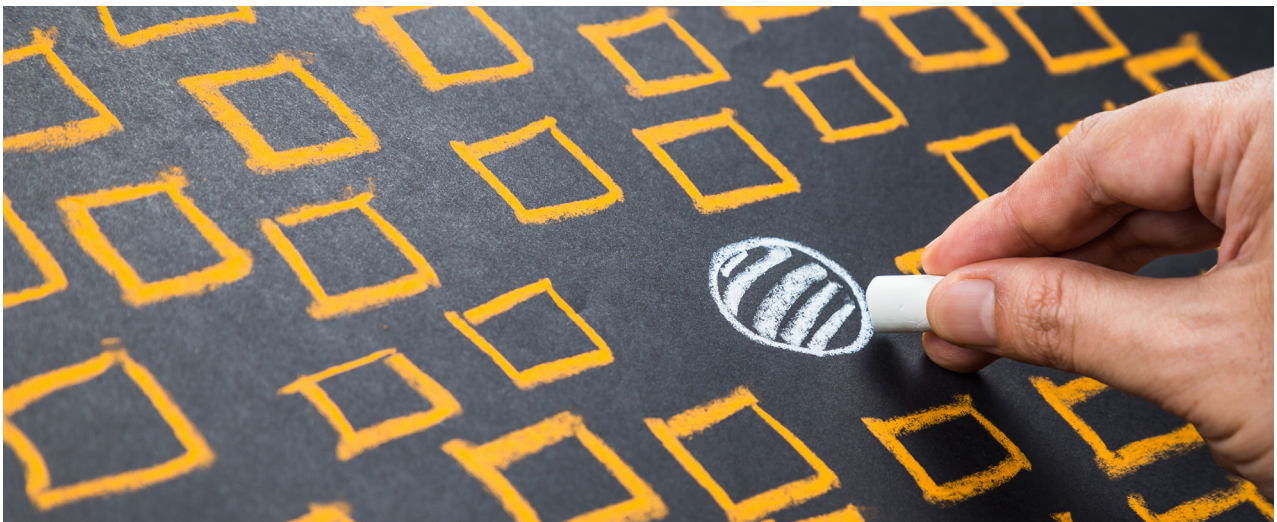- ☐ File format: RGB values or #HEX codes

Toyota Red #EB0A1E	Black #000000

Your colors

CI-Guidelines

- ☐ Additionally, if you provide us with brand guidelines, our design team will use this to ensure that your Opinary tool is fully brand compliant.

2. Ad formats

▸ **Native Ad**

▮ **Stories**

▶ **Video**

Ad
formats

## ▶ Opinary Native Ad

Description
Our Native Ad can be compared to a classic text-image advertising medium. Here we have the possibility to place your products with some short copy and a CTA to direct users to your landing pages.

Possible applications
Opinary Native Ads are used especially with customers whose products and services need more explanation. Due to the information users receive from the native ad, they are particularly well pre-qualified.

Performance
The Opinary Native Ad shows click-through rates of 2-3% on average.
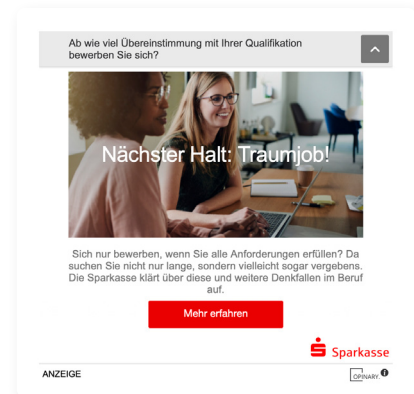
📖 Opinary Stories Ad

Description
The Story is one of the most visual and emotional variants of Opinary post vote formats due to the integration of a large visual and short text. You can use visuals, gifs as well as in-tool sign ups.

Possible applications
The Opinary Story Ad creates an effective moment of high attention. Immediately after a potential user has shared their opinion, your brand can position itself directly on a topic. This creates a high connection with the topic and leaves a lasting impression on the potential interested parties.

Performance
The Opinary Story Ad ensures high message association and an emotional connection to the users. On average, 2% of users click through to the landing pages via a CTA.
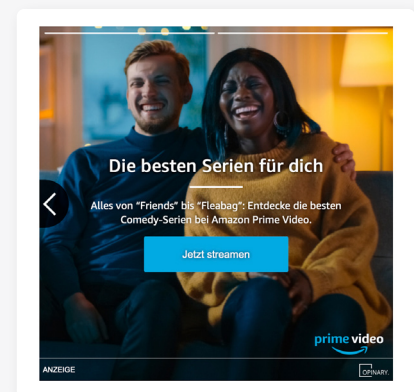
Ad
formats

▶ **Opinary Video Ad**

☐ **Description**

Thanks to the integration of moving images, the Opinary Video Ad manages to emotionally charge the user journey like no other format. In addition to videos, static story ads can also be added.

☐ **Possible applications**

The Opinary Video Ad is particularly suitable for building and strengthening your brand awareness. It offers a way to play campaign videos to your already activated target groups.

☐ **Performance**

Embedded videos achieve view-through rates of 75%. Afterwards, an average of 2% continue to click to the landing pages.
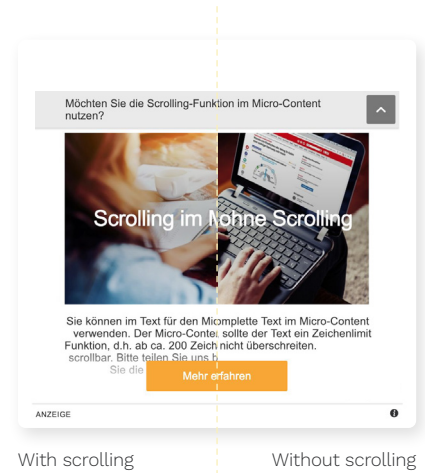
Ad format product details

▶ Opinary Native Ad

Contents

- ☐ Headline: 60 characters or less
- ☐ Text with scrolling: 350 characters or less **or** Text without scrolling: 170 characters or less
- ☐ CTA: 20 characters or less

Visuals

- ☐ Supported formats: png and jpeg
- ☐ Image ratio: 800x450 px (16:9)
- ☐ File size: max. 500KB

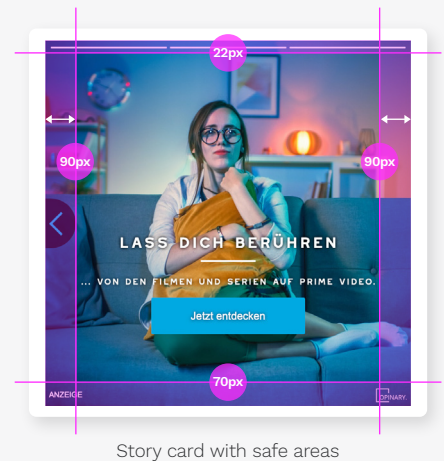With scrolling   Without scrolling

📖 Opinary Stories Ad

Contents

- ☐ Headline (on the image): 30 characters or less
- ☐ Text block: 95 characters or less
- ☐ CTA: 20 characters or less

Visuals

- ☐ Supported formats: .png, .jpeg, .gif
- ☐ Image size: max. 1080x1080px (ratio: 1:1)
- ☐ File size: max. 500KB

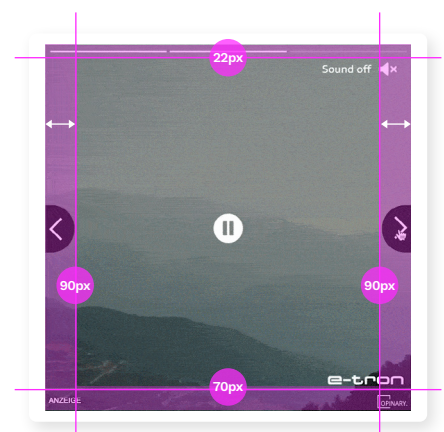
Story card with safe areas

▶ Opinary Video Ad

Visuals

- ☐ Supported formats: .mp4
- ☐ Image ratio: 1080x1080 px (1:1)
- ☐ File size: max. 4MB, max.

Note: We recommend avoiding videos longer than 15 seconds.

Video card with safe areas

Your contact

Every day we help clients to reach top target groups instead of reckoning with high scattering losses in campaign management. We manage to find exactly the users who are interested in your product by asking precisely the right questions. The target groups we collect are particularly well suited as the basis for a larger look-alike audience. Our team will be happy to help you launch an interactive campaign.

Dajana Manthey
Chief Revenue Officer

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Arrange appointment

OPINARY