Increase brand and product awareness

Opinary Product Specs

Opinary's formats create a moment of real and positive attention for users without being intrusive. We can effectively use this attention to achieve various branding goals for clients and advertisers, such as:

- ☐ Create interest in your product (Interaction)
- ☐ Generate engagement with your brand (Interaction)
- ☐ Link your brand to topics (Consideration)
- ☐ Anchor your message (Message Association)

OPINARY

>>

Opinary content has two elements

Engagement Tool + Ad Format

With Opinary, there are two elements: pre- and post-vote. Both are tailored to your brand and the interests of your target audience.

The pre-vote phase creates maximum interaction. The post-vote phase generates an impact that leaves a lasting impression upon your target group.

1. Engagement tools

- Speedo
- Slider
- Multiple Choice

Engagement tools

The Speedo

☐ **About**

The Speedo offers the opportunity to reflect a whole spectrum of opinions and is therefore our most engaging format.

☐ **Possible applications**

It is particularly suitable for target groups and campaigns, that aim for awareness and perceived branding.

☐ **Performance**

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


The Slider

☐ **About**

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 customers from the automotive and insurance industries.

☐ **Performance**

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

PERCEIVED BRANDING
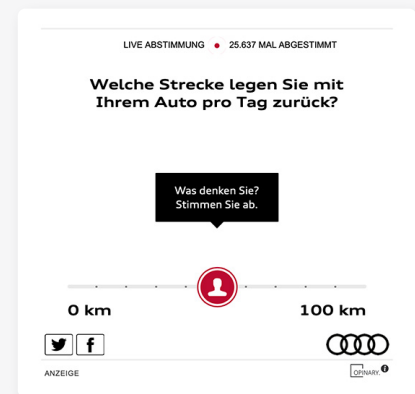
Engagement tools

## ▌▌▌ Multiple Choice

☐ About

The Multiple Choice tool offers the possibility to provide target groups with different answer options that are visually distinguishable from each other.

☐ Possible applications

The Multiple Choice tool is particularly suitable for gaining a deeper understanding of a target group, segmenting them or activating thematically highly prequalified users.

☐ 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.
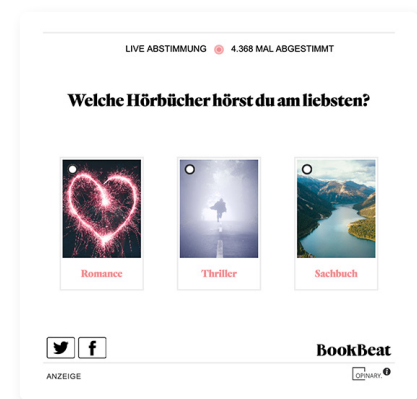
Engagement tool product details

🎨 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

Horizontal logo   Icon logo

Type

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

abcdefghijklmnopqrstuvwxyz

Your typeface

Colors

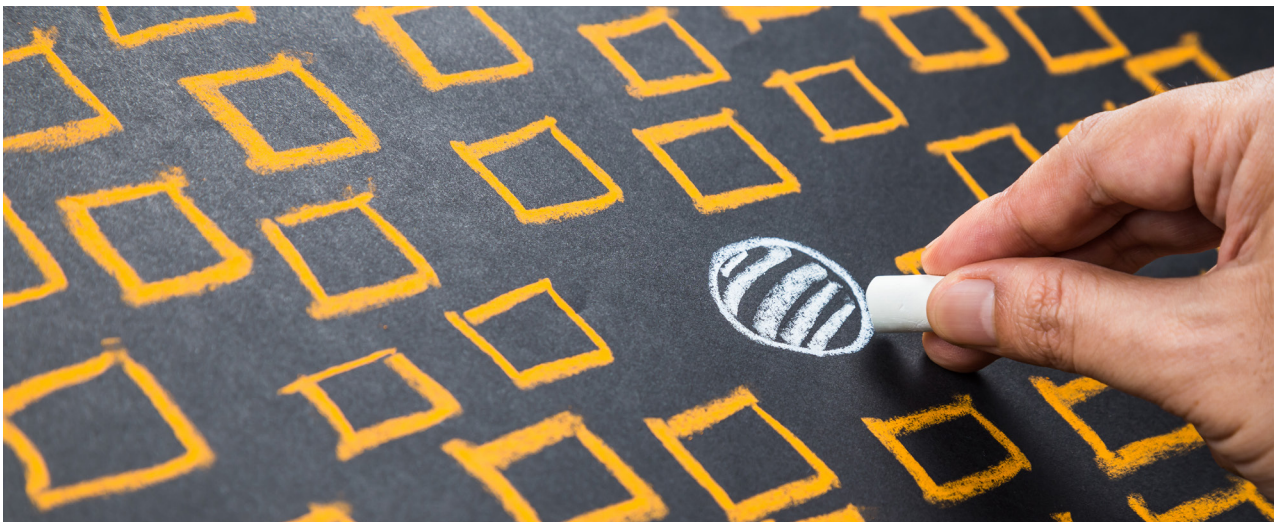- ☐ File format: RGB values or #HEX codes

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 prequalified.

Performance

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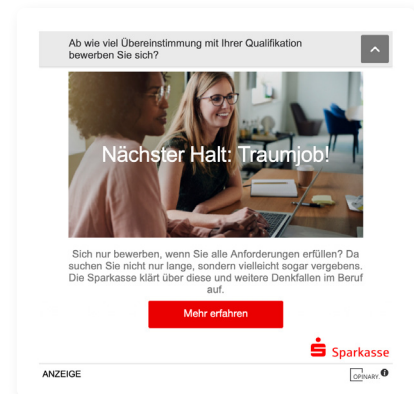

Opinary Stories Ad

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 a high message association and an emotional connection to the users. On average, 1-3% of users click through to the landing pages via a CTA.
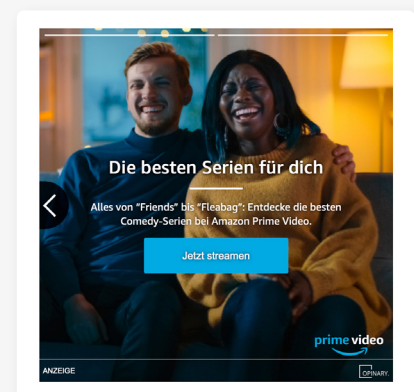
Ad
Formats

▶ **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 70-80%. Afterwards, an average of 1-3% continue to click on the landing pages.
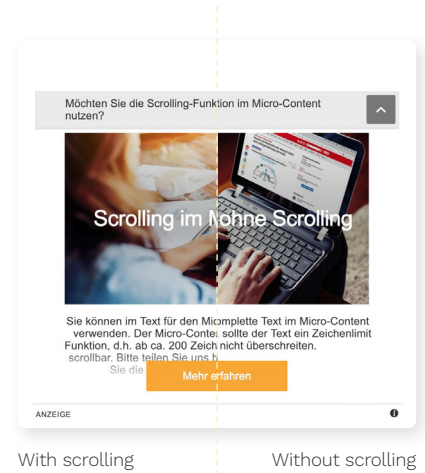
Ad format product details

▶ 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

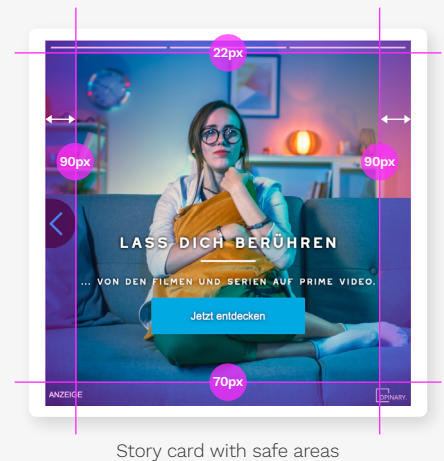With scrolling   Without scrolling

📖 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
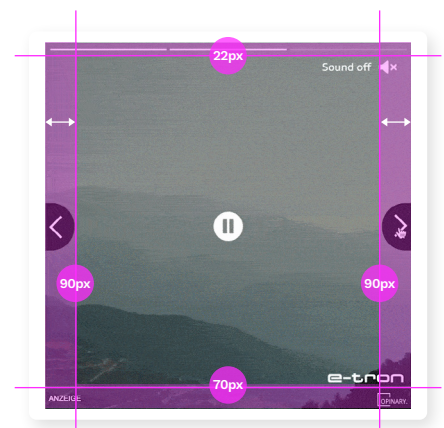- ☐ Image size: max. 1080x1080px (ratio: 1:1)
- ☐ File size: max. 500KB

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 increase awareness of their brand or product. With every booking, you can look forward to an interaction rate of at least 2% and a view through rate of at least 70% for video formats - guaranteed. Our team will be happy to help you launch an interactive campaign.

Dajana Manthey

Chief Revenue Officer

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partners@opinary.com

Arrange appointment

OPINARY