

# Paid Media Platform Specs



Nov 2022

Klarna.



# Content

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**K.**

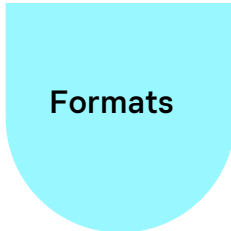
# Introduction

**Note:** This is a living document and is constantly updated.

## What this is.

This is a practical guide for **Partner Marketing Paid Media** where we compile all you need to know when providing assets for **Klarna-owned channels** in the following platforms:

✦ **Meta, Snapchat, Pinterest, Google Ads & DV360.**



## How to use it.

Our design and copy guidance shares how and why we require certain assets. Further aspects of Klarna designs will follow our brand color, typography and layout guidelines.

Platform templates are shared to act as a foundation for guidance, although paid media marketing requires a degree of flexibility. Things like type size and length of copy can be altered to fit your use case.

# I Design requirements.



# Best Practices

## Merchant Assets

[See full best practices PDF here](#)

## Logos

### Usage

We layer logos on top of photography, locked up with the Klarna logo and housed within background shapes to give them higher visibility.

### Needs

Logo in .SVG or .PNG format.

## Videos

### Usage

We can use video as an asset to create emotive content to grab attention.

### Needs

Video should be supplied in a non-compressed format. Where possible, supply multiple versions for landscape and portrait formats.

Video should be provided with no text/copy layered on top.

Preferably, videos should be accompanied by audio.



# Best Practices

## Merchant Assets

### Lifestyle imagery.

**Usage**

We use lifestyle imagery across multiple owned and paid touchpoints.

**Needs**

Lifestyle imagery should feel rich and emotive - brand spirit captured in an instant. Request imagery in JPG, TIFF or PNG format, with a minimum size of 1920px by 1920px.

Ideally, the focal point of the image should have space above and below and to the top left corner so it can be cropped without disrupting the image. You can also work with zoomed in shots for more of a textural approach.

### Product imagery.

**Usage**

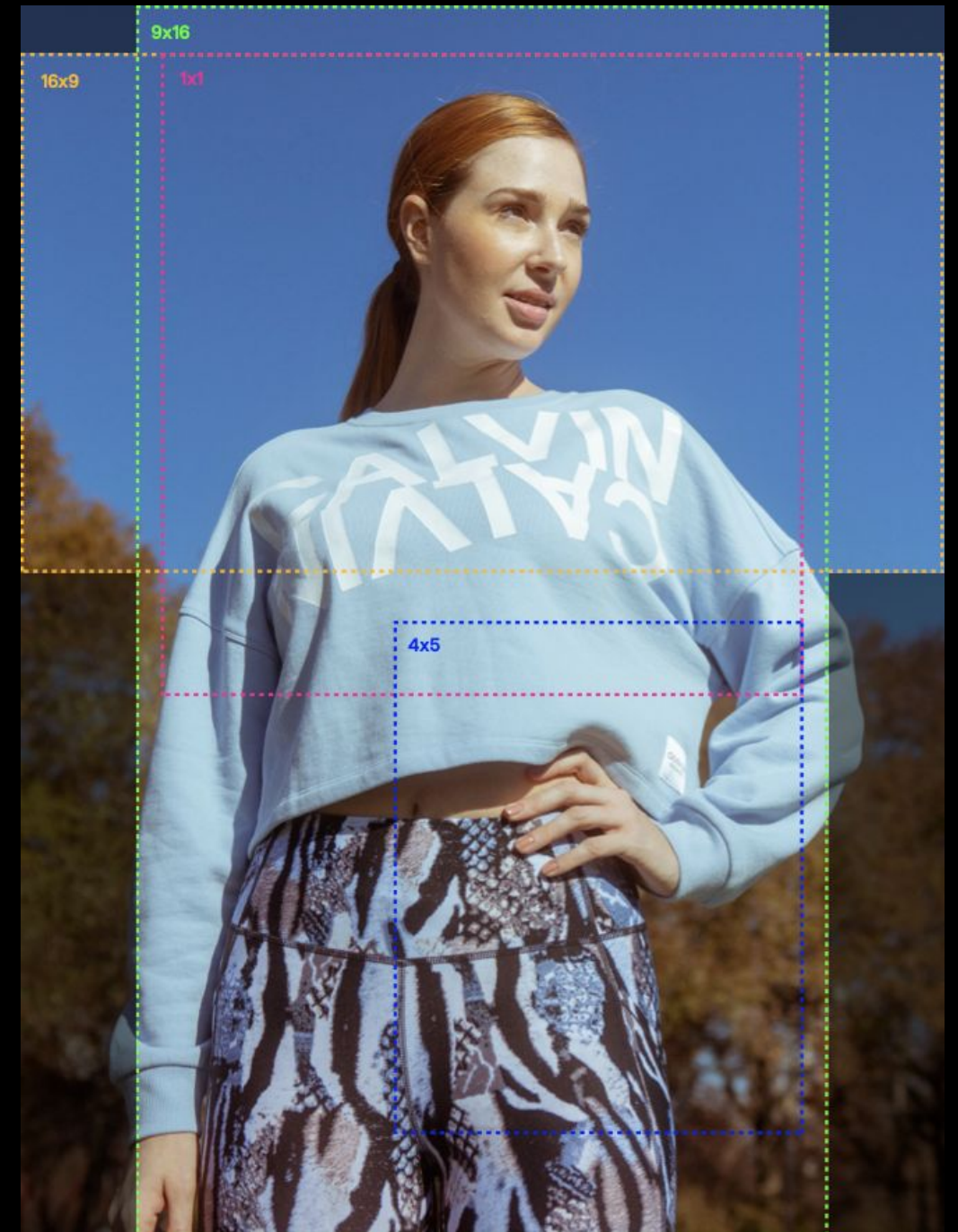
We use product imagery across multiple owned and paid touchpoints.

**Needs**

Product photography should ideally be supplied as transparent PNGs or on consistent white/grey/neutral backgrounds to ensure unity. Minimum suggested size of 1080px by 1080px.

For dynamic catalogue campaigns, imagery is best supplied in a 1x1 ratio in order to fit the canvas enforced by the platform.

Consistent lighting and angles will help provide a unified feel.





# **II Copy Essentials.**

# Platform CTAs

Each platform has a set of pre-defined **CTAs** that the copywriter can choose from:

## Meta

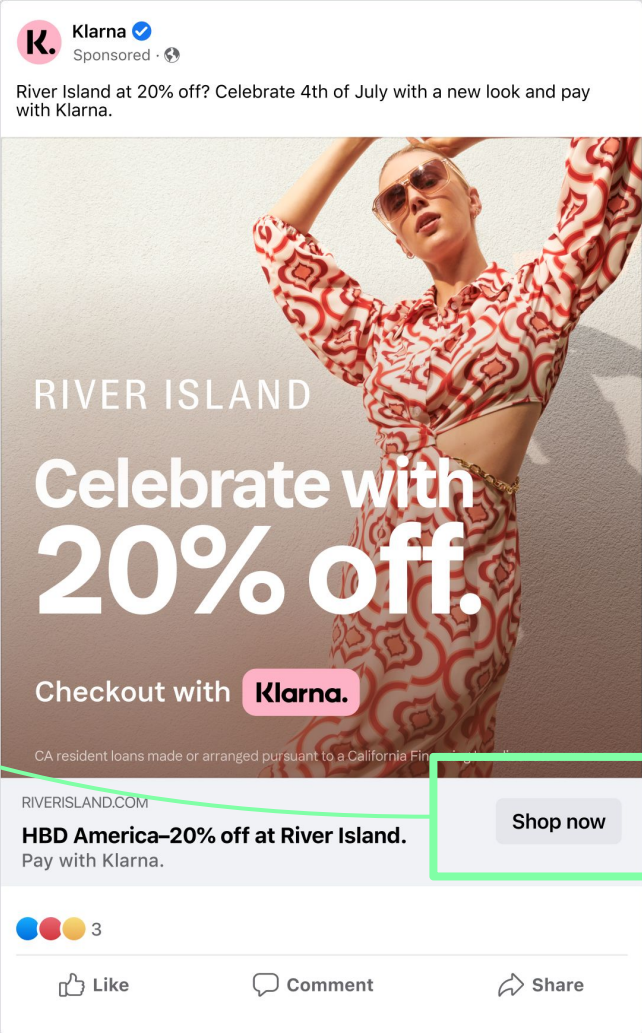
- \* Apply now
- \* Book now
- \* Download
- \* Learn More
- \* Shop Now
- \* Sign up
- \* Subscribe
- \* Try in camera
- \* Get quote
- \* Watch more
- \* See menu
- \* Contact us

## Snapchat

- \* Apply now
- \* Book now
- \* Buy tickets
- \* Donate
- \* Get now
- \* Listen
- \* More
- \* Order now
- \* Play
- \* Play-game
- \* Read
- \* Pre-register
- \* Shop now
- \* Show
- \* Showtimes
- \* Sign up
- \* View
- \* View menu
- \* Vote
- \* Watch

## Google Ads

- \* Apply now
- \* Book now
- \* Contact Us
- \* Download
- \* Learn More
- \* Install
- \* Visit Site
- \* Shop Now
- \* Sign up
- \* Get Quote
- \* Subscribe
- \* See more





# Disclaimers

Disclaimers are a legal requirement of assets in the specific markets listed below. Creatives on these markets need to have a safe space allocated for it.

**i** The disclaimer is a part of the creative brief. Always make sure you use the most updated version. Click [here](#) and choose the market on the left for more information.

**UK**

benefit

Code: **BENE20**

**Buy 2,  
get 20% off.**

Pay with **Klarna.**

Klarna's Pay in 3 instalments and Pay in 30 days credit agreements are not regulated by the FCA. Missed payments may affect your ability to obtain credit from Klarna and other lenders. 18+, UK residents only. Subject to status. T&Cs apply.

**US**

CONVERSE

**Up your shoe game.**

Check out with **Klarna.**

CA resident loans made or arranged pursuant to a California Financing Law license.

**CA (EN+FR)**

PANDORA

**A free bracelet for you.**

Shop with **Klarna.**

\*See Canadian payment terms. A higher initial payment may be required for some consumers.

**IE**

adidas

**Up to 30% off**

Code: **KLARNADEAL**

**Dream Deal Days. May 27 – 29**

Pay with **Klarna.**

Please shop responsibly. You must be 18+ to use this credit offer. Missed payments may affect your ability to use Klarna in the future. ROI residents only. Subject to status. T&Cs apply <https://www.klarna.com/ie/terms-and-conditions/>

**AU/NZ**

aimn

**Get 25% off full priced items**

Code: **KLARNADEAL**

**Klarna. Dream Deal Days. May 27 – 29**

T&Cs apply.

**i Note:** Creative templates are being updated for Q2.

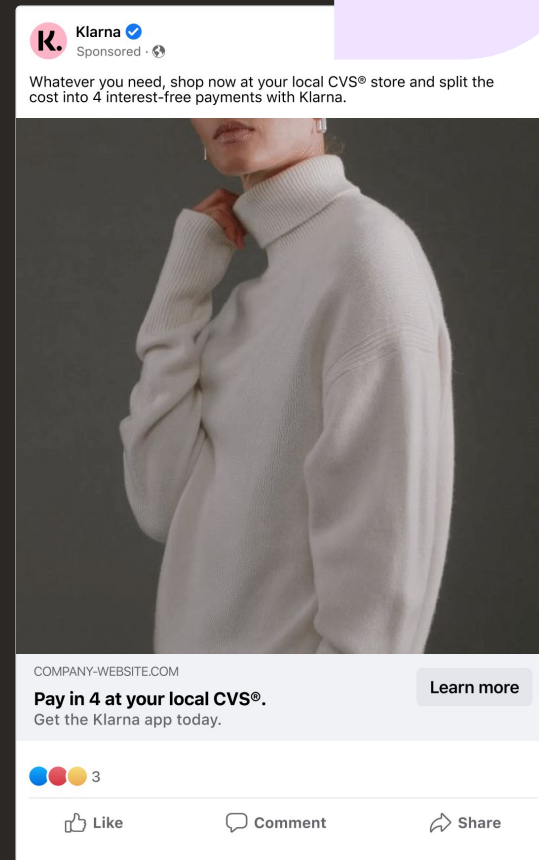
# **01 Meta — Facebook & Instagram**



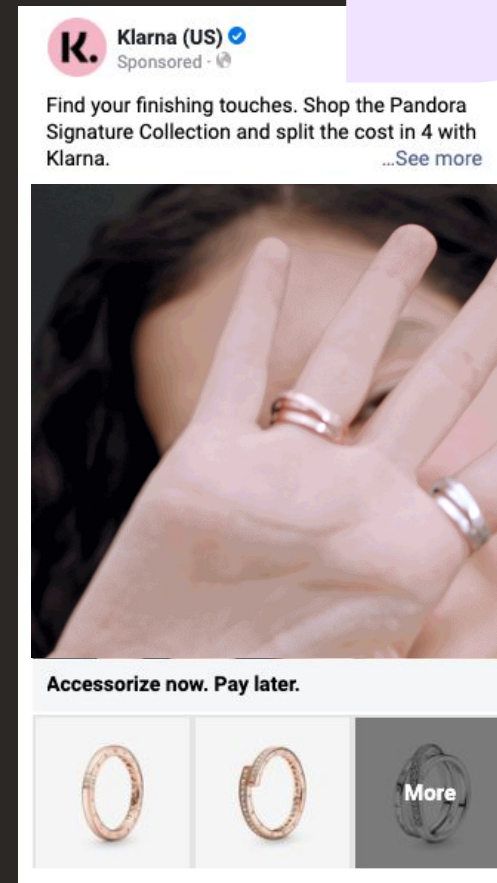
Single Image



Video

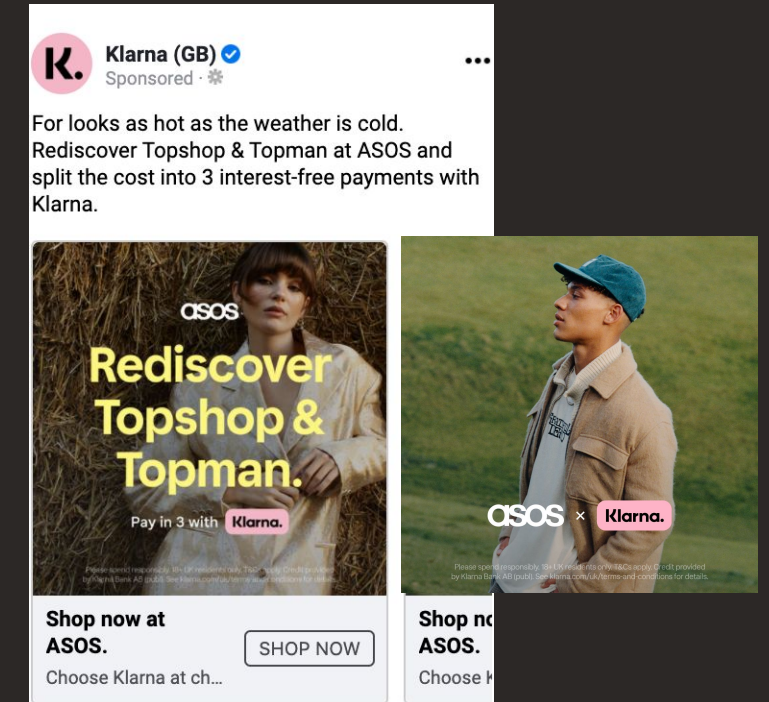


Collection



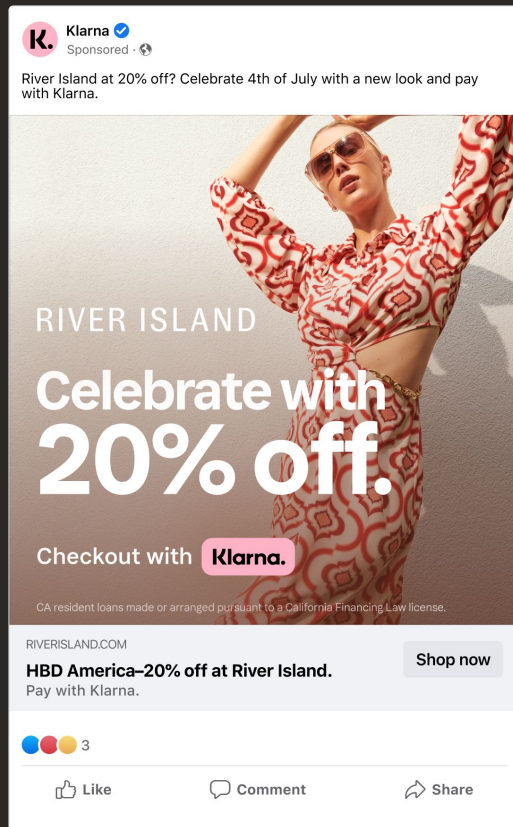
+Catalogue Ad Frame

Carousel



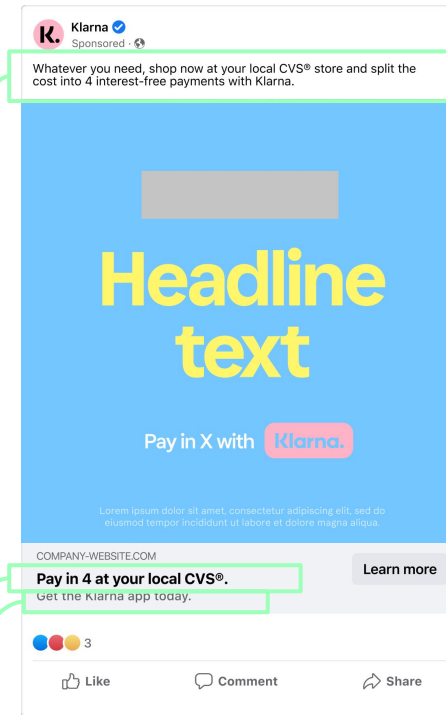
# Single Image

Single Image



## Placements in Platform

1:1  
4:5



Ad Copy  
125 characters

Ideal  
90 char.

Headline  
27 characters

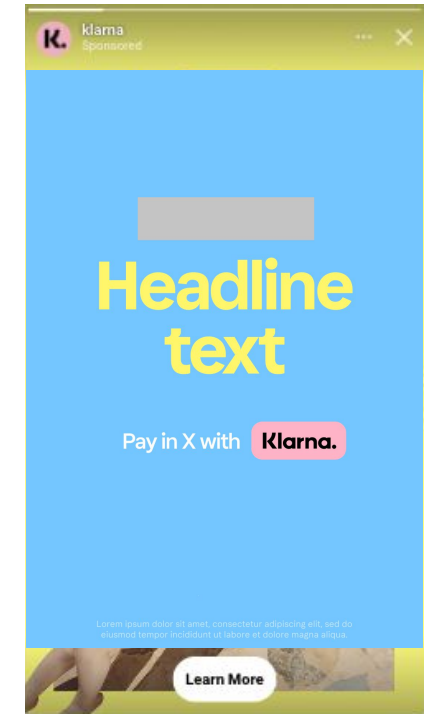
Ideal  
27 char.

Description  
27 characters

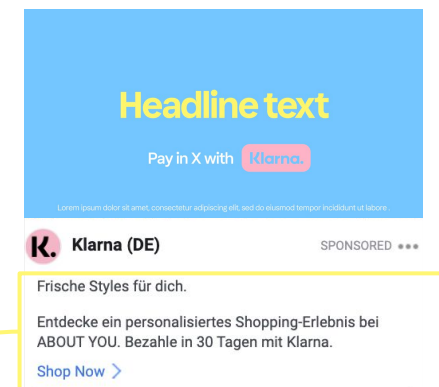
Ideal  
27 char.

9:16

Story + Safe Zones



1.91:9



Ad Copy  
125 characters

Ideal  
90 char.

## FORMAT & MEASURE

(.jpg or .png)

1.91:9 - 1200x628px

9:16 - 1080x1920px

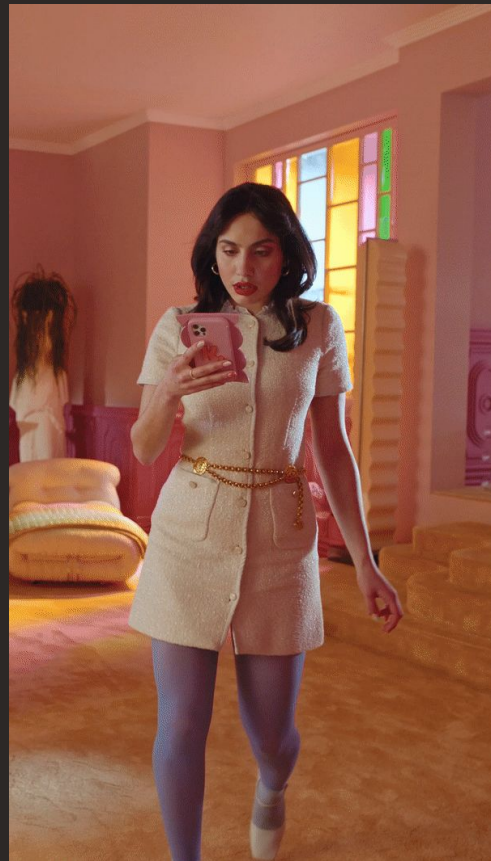
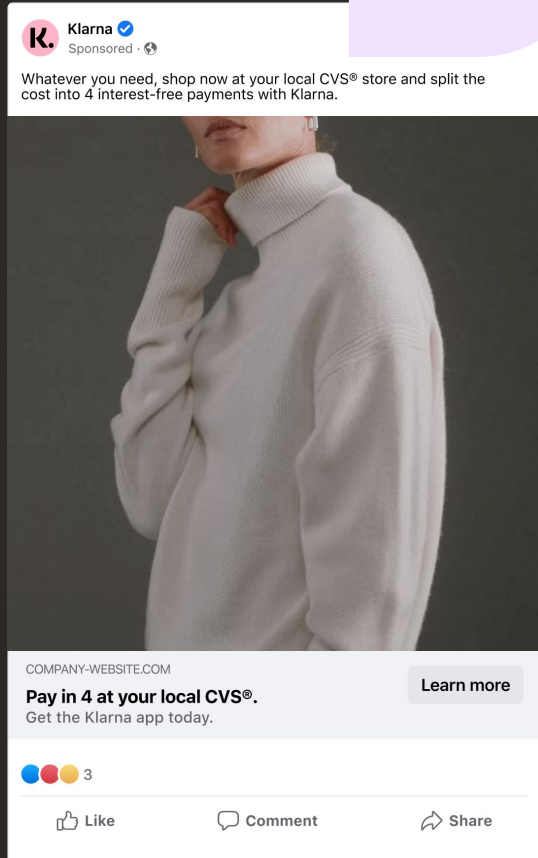
1:1 - min 1080x1080px (this format can appear without caption)

4:5 - 1080x1350px (not in use in PM)

Note: Creative templates are being updated for Q2.

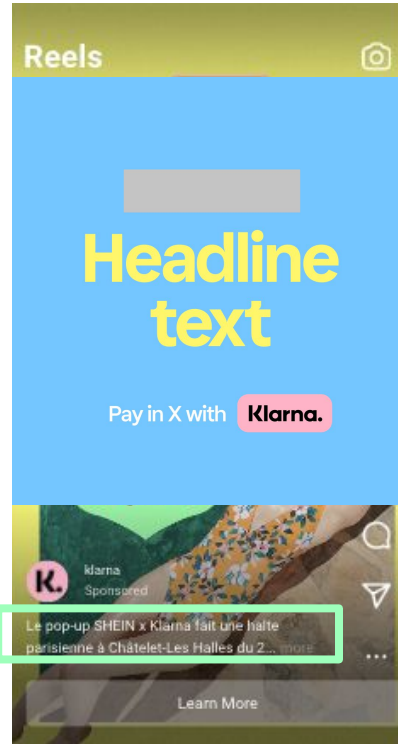


Video



Placements in Platform

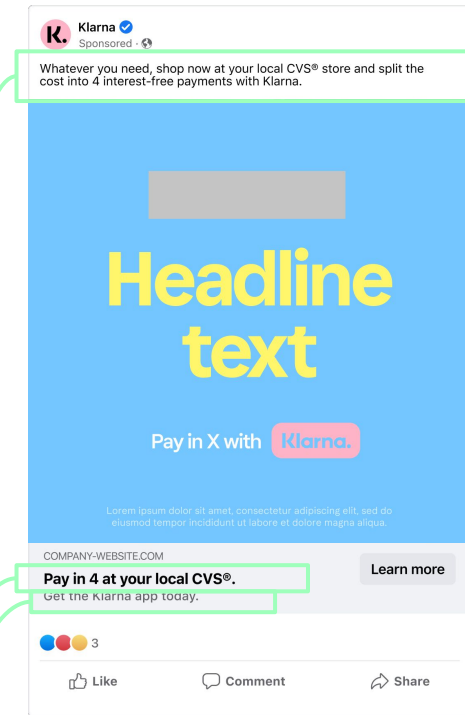
9:16 Reels + Safe Zones



Ad Copy  
125 char - (1 per ad variation)

Ideal  
90 char.

1:1  
4:5  
16:9



Ad Copy  
125 char.

Headline  
27 char.

Description  
27 char.

Ideal  
90 char.

Ideal  
27 char.

Ideal  
27 char.



FORMAT & MEASURE

- (.mp4 or .mov)
- 1.91:9 - 1200x628px
- 9:16 - 1080x1920px
- 4:5 - 1080x1350px
- ~~1:1 - 1080x1080px (not in use in PM)~~

LENGTH

Min. 1 sec.  
Recommended 3-6 sec.

SIZE

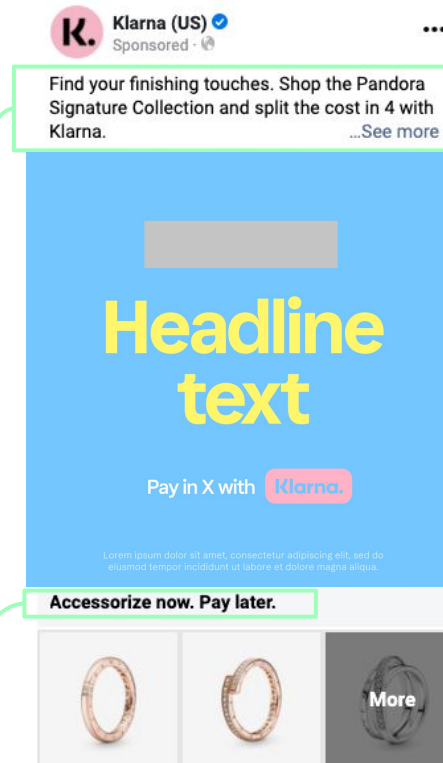
250MB

Note: Creative templates are being updated for Q2.



## Placements in Platform

1:1



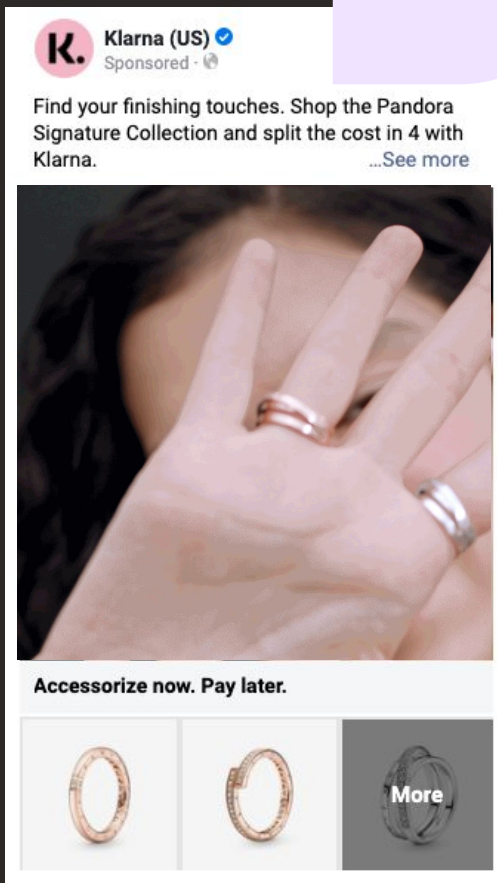
**Ad Copy**  
125 characters

**Ideal**  
90 char.

**Headline**  
27 characters

**Ideal**  
27 char.

Collection



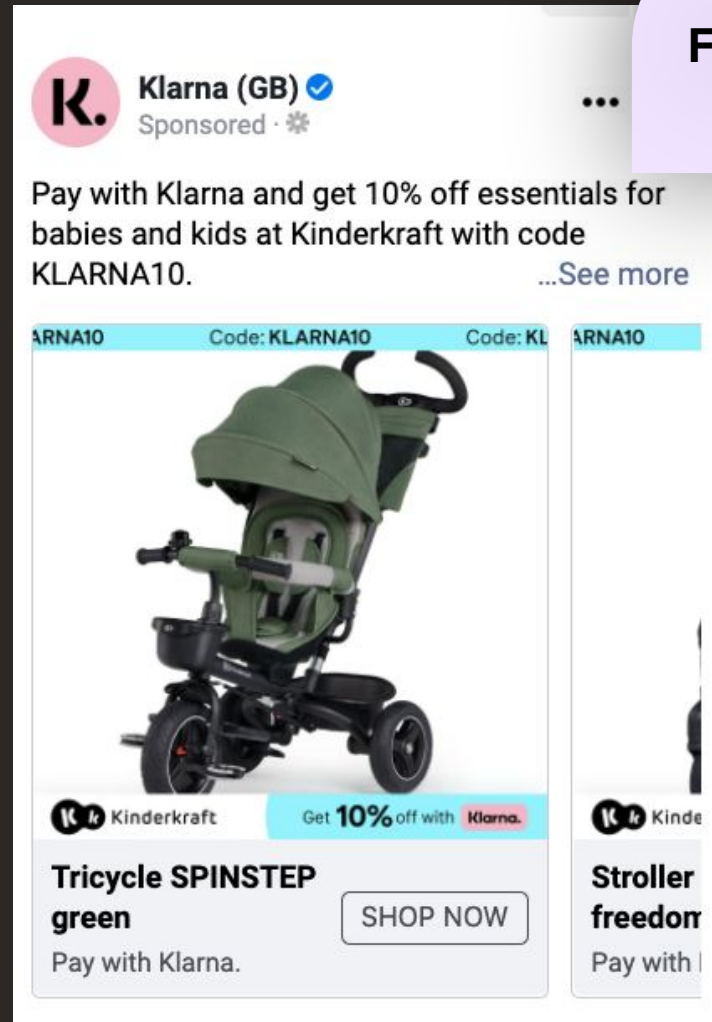
### FORMAT & MEASURE

Video (.mp4, mov or GIF)  
Image (.jpg or .png)

1:1 - min 1080x1080px (other formats will be cut)

### SIZE

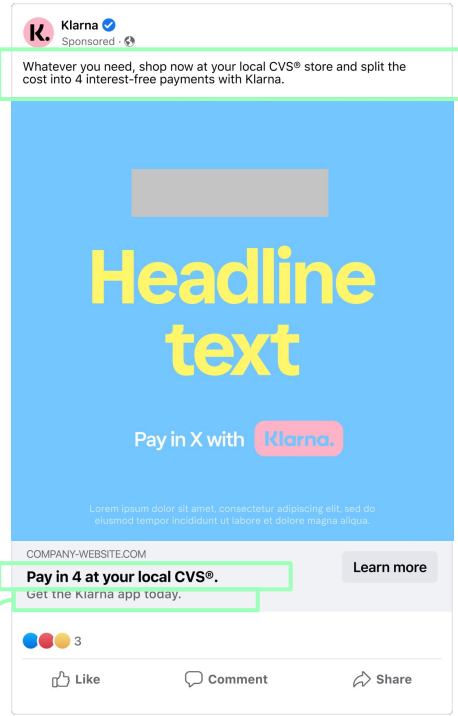
**Image 30MB**  
**Video 4GB**



Frame

## Placements in Platform

1:1



<b>Ad Copy</b> 125 characters	<b>Ideal</b> 90 char.
<b>Headline</b> 27 characters	<b>Ideal</b> 27 char.
<b>Description</b> 27 characters	<b>Ideal</b> 27 char.

## FORMAT & MEASURE

(.png)

1:1 - min 1080x1080px

**ⓘ This format is done as a way to utilize the merchant's feed. We only provide the transparent frame and have no control over how the feed looks or behaves.**

## Carousel

**Klarna (GB)** Sponsored

For looks as hot as the weather is cold. Rediscover Topshop & Topman at ASOS and split the cost into 3 interest-free payments with Klarna.

Shop now at ASOS. SHOP NOW

Choose Klarna at ch...

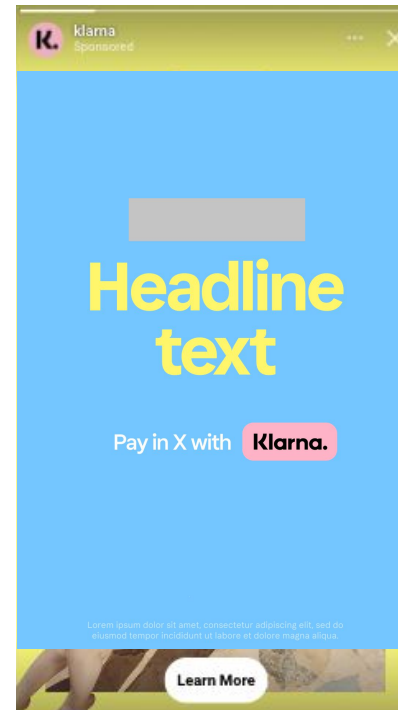
Shop now at ASOS. SHOP NOW

Choose Klarna at ch...

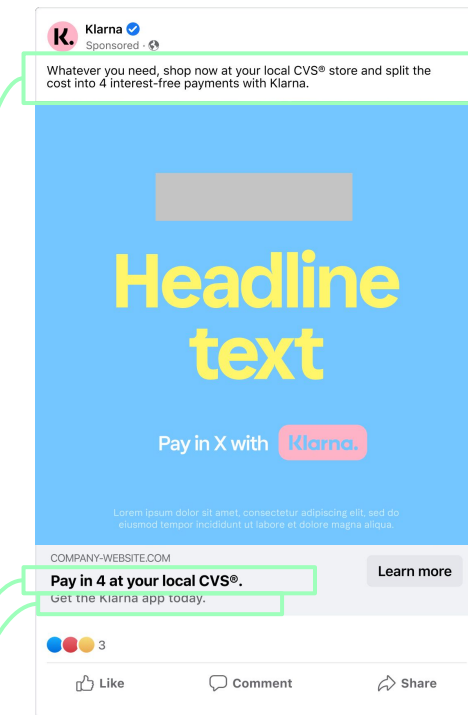
### Placements in Platform

9:16

Story + Safe Zones



1:1



**Ad Copy**  
125 characters

**Ideal**  
90 char.

**Headline**  
27 characters

**Ideal**  
27 char.

**Description**  
27 characters

**Ideal**  
27 char.

### FORMAT & MEASURE (video or still)

9:16 - 1080x1920px

**i** 1:1 - min 1080x1080px (if using video note that it autoplays in all frames)

max . 10 cards for 1:1



# **02 Snapchat**

# Overall View

Snapchat

Single Image

Video

Collection

Extra +AR Lens

Story Ads

Klarna  
Made you blush? Shop at NARS.



**30% off Orgasm bundles.**

Pay with **Klarna.**

Klarna's Pay in 3 instalments and Pay in 30 days credit agreements are not regulated by the FCA. Missed payments may affect your ability to use Klarna in the future. 18+, UK residents only. Subject to status. T&Cs apply.

**Shop Now**

Ad

Klarna  
Footwear is here.



**Introducing**


Pay with **Klarna.**

CA residents; Loans made or arranged pursuant to a California Finance Lenders Law license.

**Shop Now**

Ad

Klarna  
Prep 4th of July at River Island.



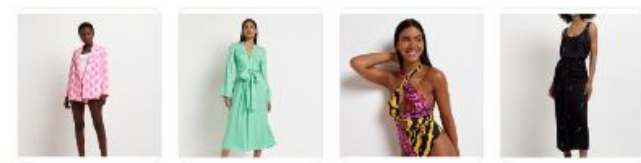
**RIVER ISLAND**

**Celebrate with 20% off.**

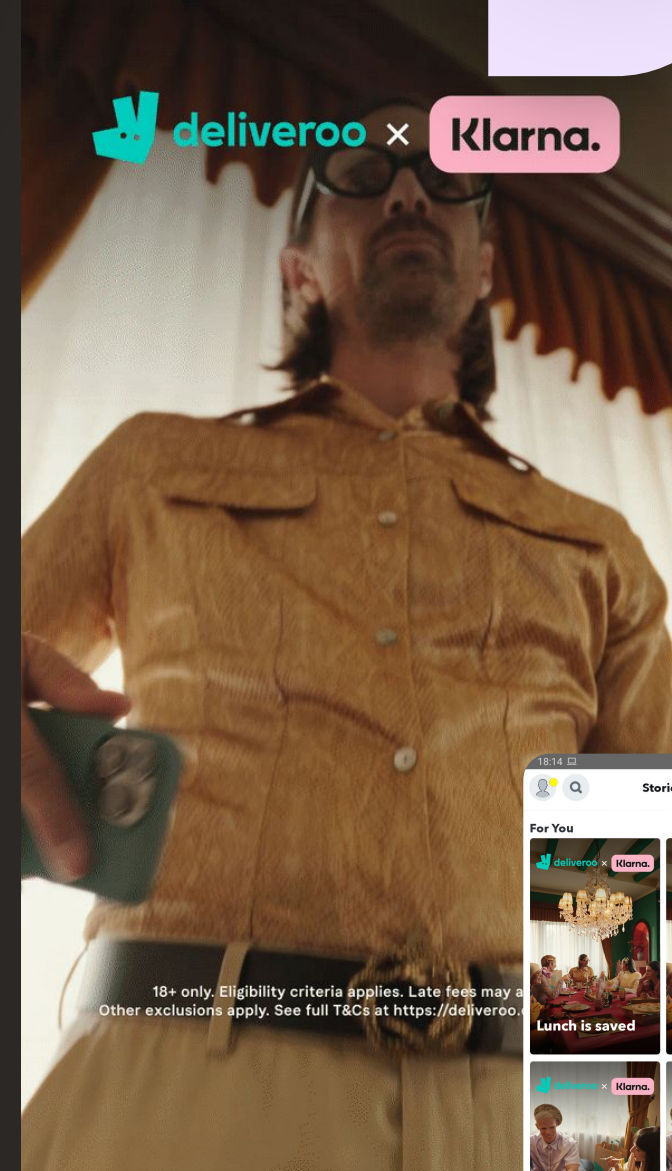
Checkout with **Klarna.**

CA resident. Loans made or arranged pursuant to a California Financing Law license.

**Shop Now**

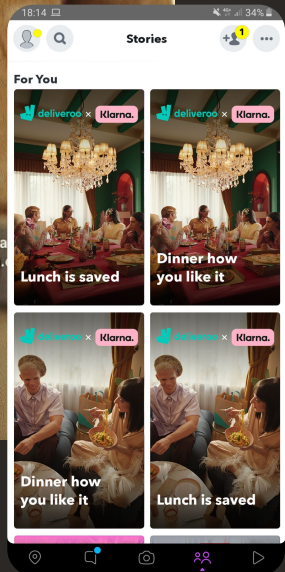


Ad



**deliveroo x Klarna.**

18+ only. Eligibility criteria applies. Late fees may apply. Other exclusions apply. See full T&Cs at <https://deliveroo.com>.



**Note:** Creative templates are being updated for Q2.



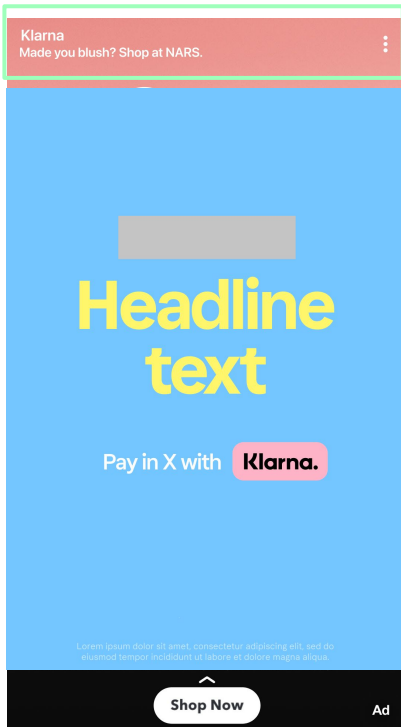
## Static Image



### Placements in Platform

9:16

Image + Safe Zones



Headline  
34 characters

Ideal  
34 char

### FORMAT & MEASURE

Jpg or png.

9:16 (1080x1920)

### SIZE

Max. 5 MB



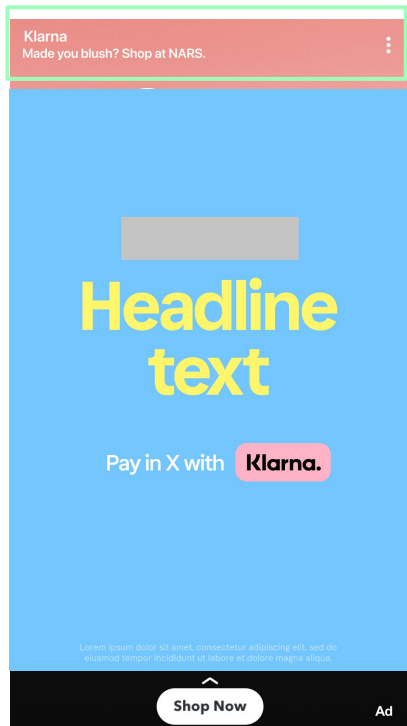


Video

Placements in Platform

9:16

Video + Safe Zones



Headline  
34 characters

Ideal  
34 char

FORMAT & MEASURE

LENGTH

.mp4 or .mov and H.264 encoded

3 - 180 seconds

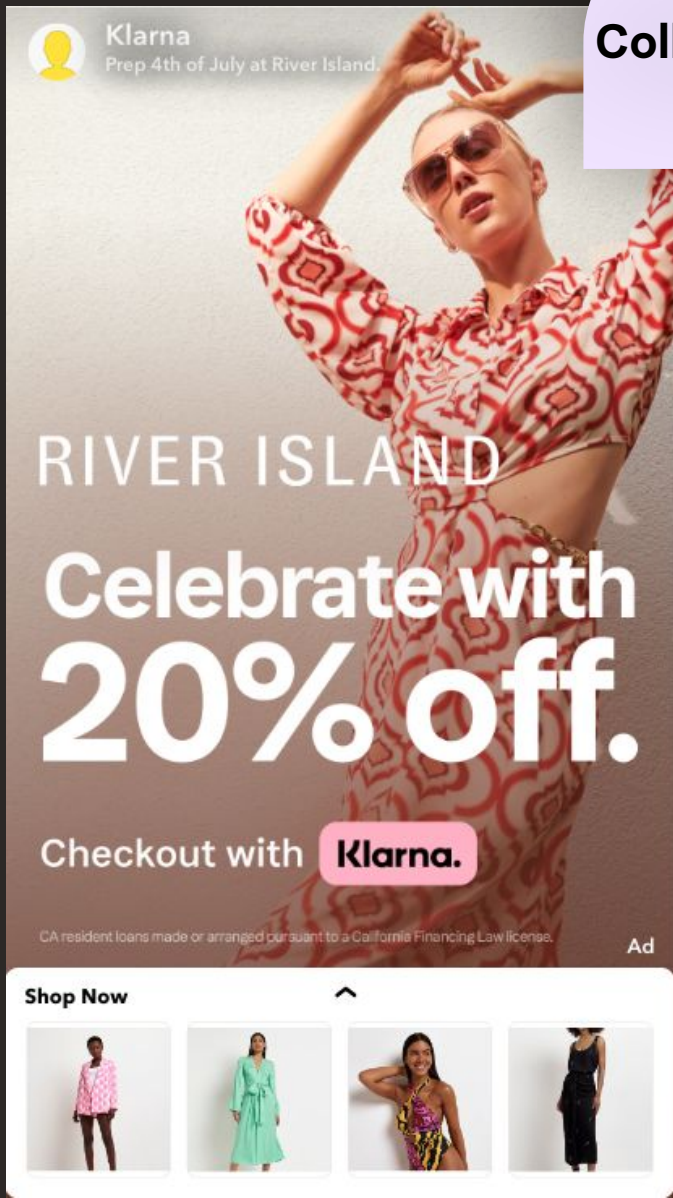
9:16 (1080x1920)

SIZE

Max. 1GB

**Note:** Creative templates are being updated for Q2.

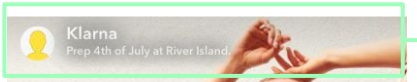
Collection



Placements in Platform

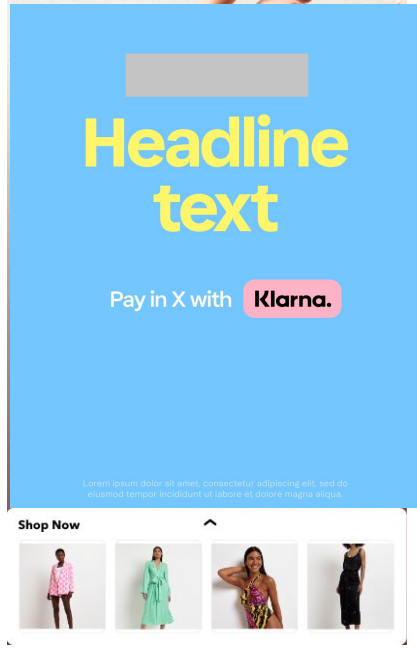
9:16

Collection + Safe Zones



Headline 34 characters

Ideal 34 char.



FORMAT & MEASURE

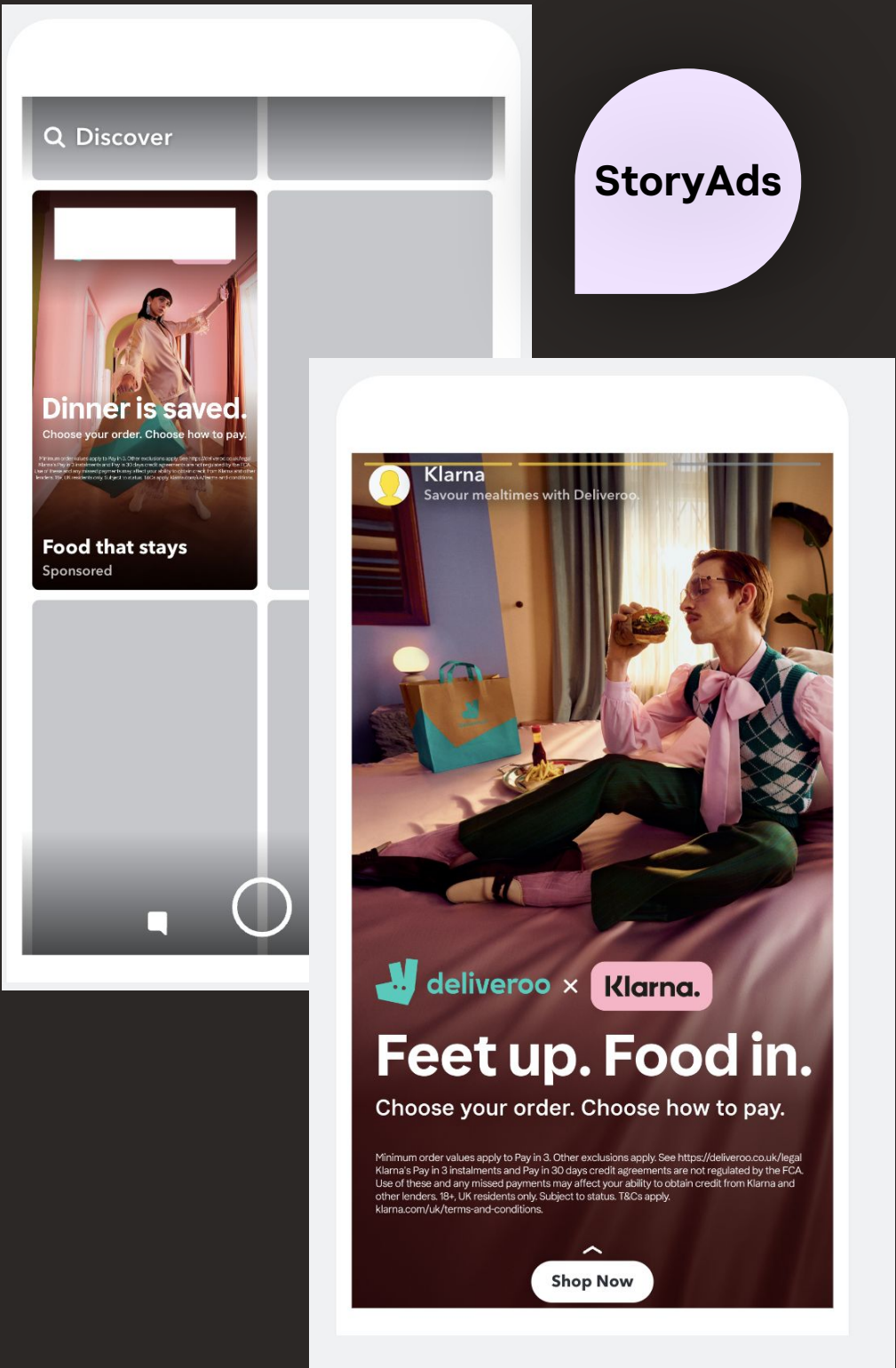
Jpg or png.

9:16 (1080x1920)

Thumbnail Images: 4 square images only (Min. 160x160px).

Note: Creative templates are being updated for Q2.

StoryAds



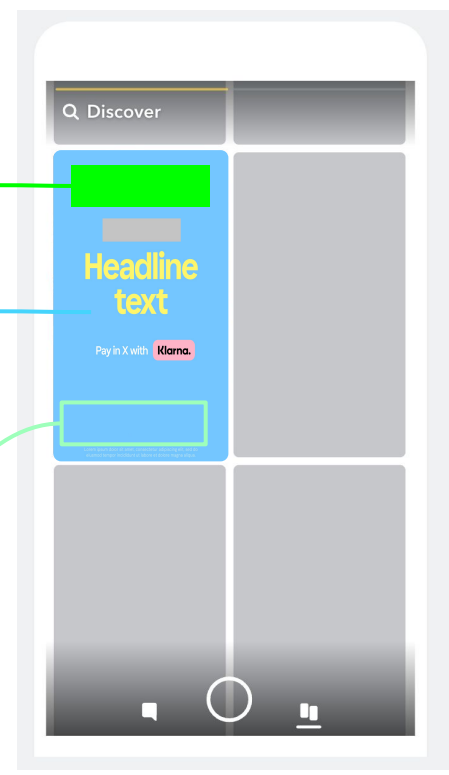
Placements in Platform

9:16

Discovery Tile + Safe Zones

LOGO

IMAGE



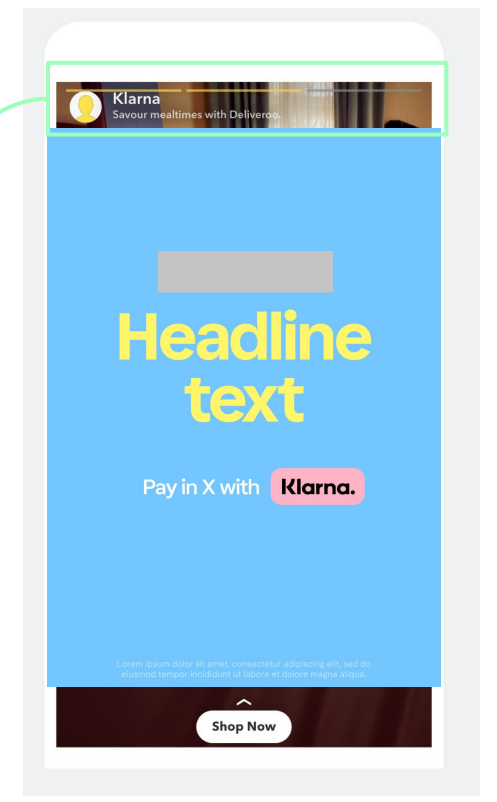
Headline 55 characters

Ideal 30 char.

If background color of tile is white, add a gradient shade towards the bottom of the image for headline visibility

9:16

Image + Safe Zones



Headline 34 characters

Ideal 30 char.

FORMAT & MEASURE

Logo: png. – 993x284 px  
Image: jpg or png. – 360x600 px

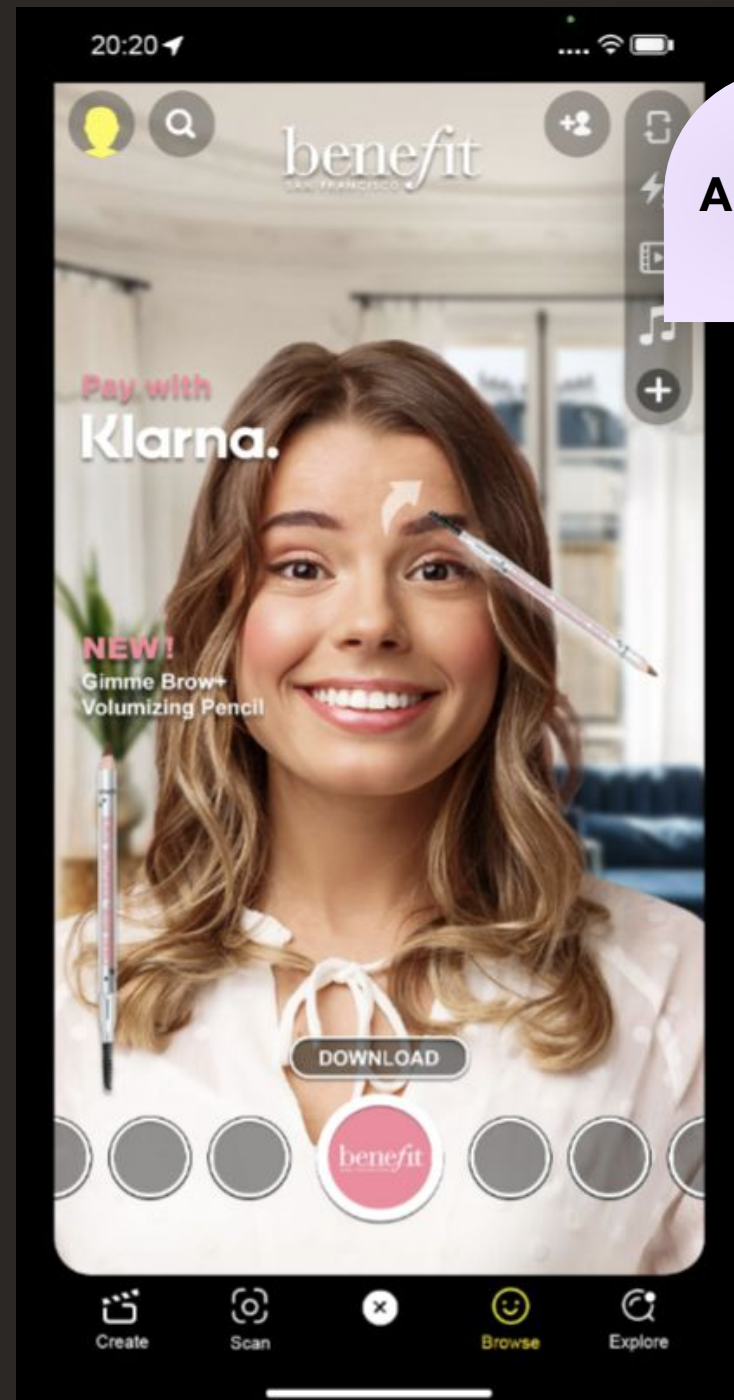
SIZE  
Image: 2MB

FORMAT & MEASURE

1-20 'chapterized' Single Image or Video ads

SIZE  
Video ad can be up to 15 seconds for a total of up to 180 seconds





AR Lens

## Placements in Platform

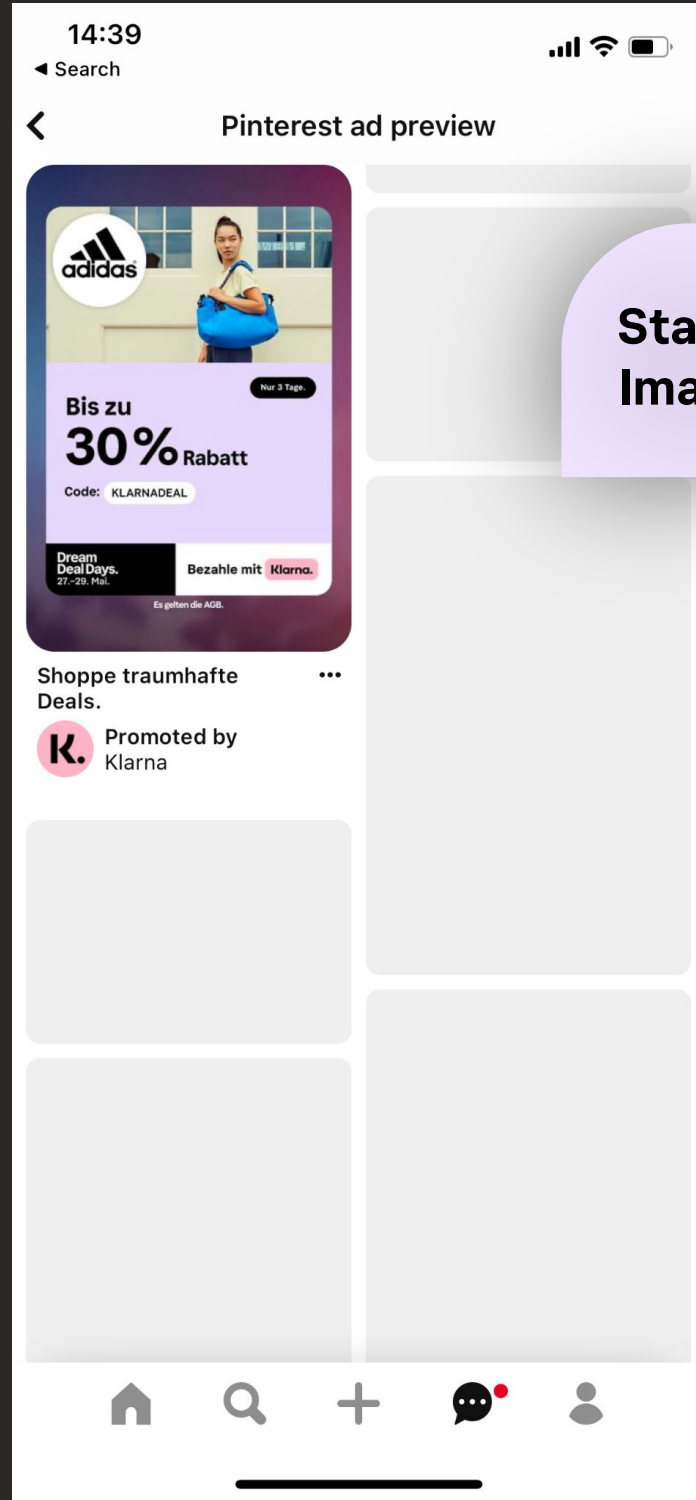
ⓘ This format is done by the Snapchat team.  
Media Studio provides guidance, elements and feedback for it.

## DELIVERABLES FOR SNAPCHAT

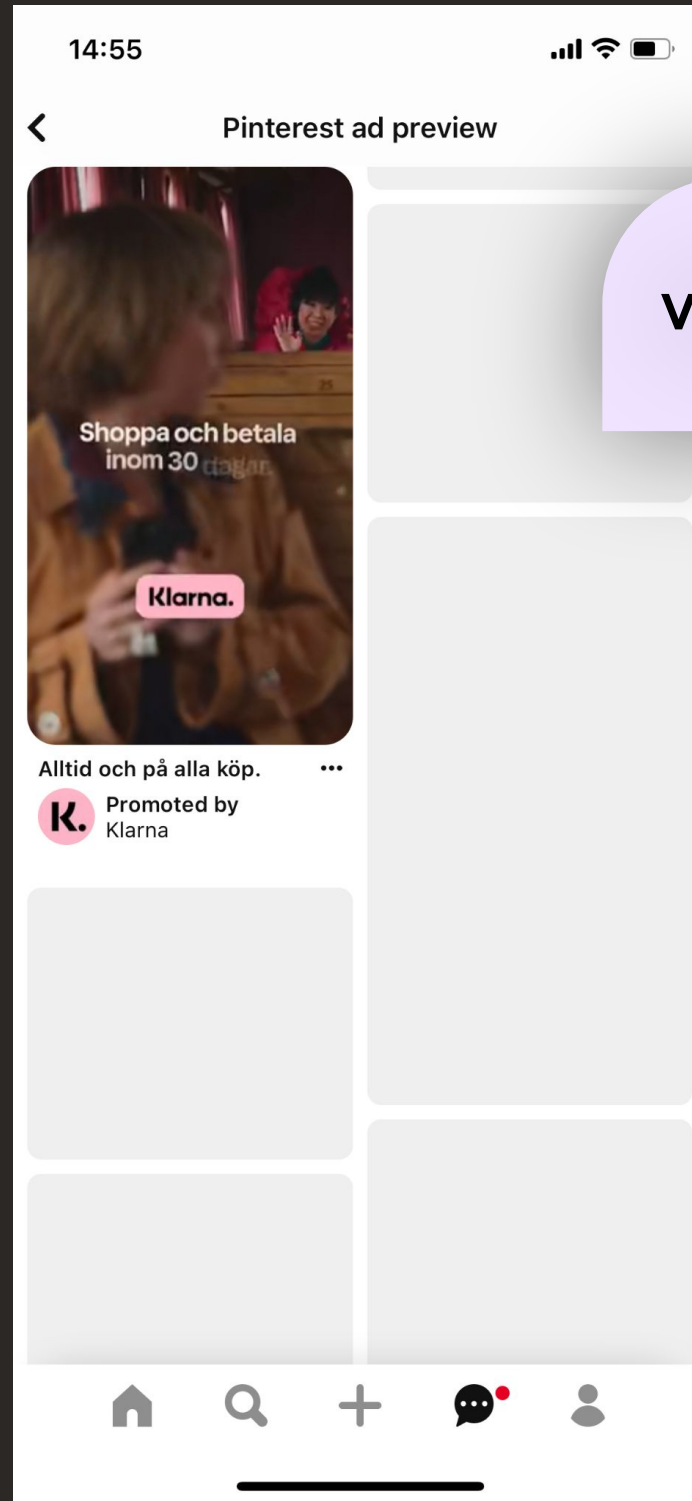
- ✦ Logo Partnership Lockup + Guidelines
- ✦ Klarna Badge + Guidelines
- ✦ Motion Guidelines
- ✦ Current set of creatives for Meta

ⓘ **Note:** Creative templates are being updated for Q2.

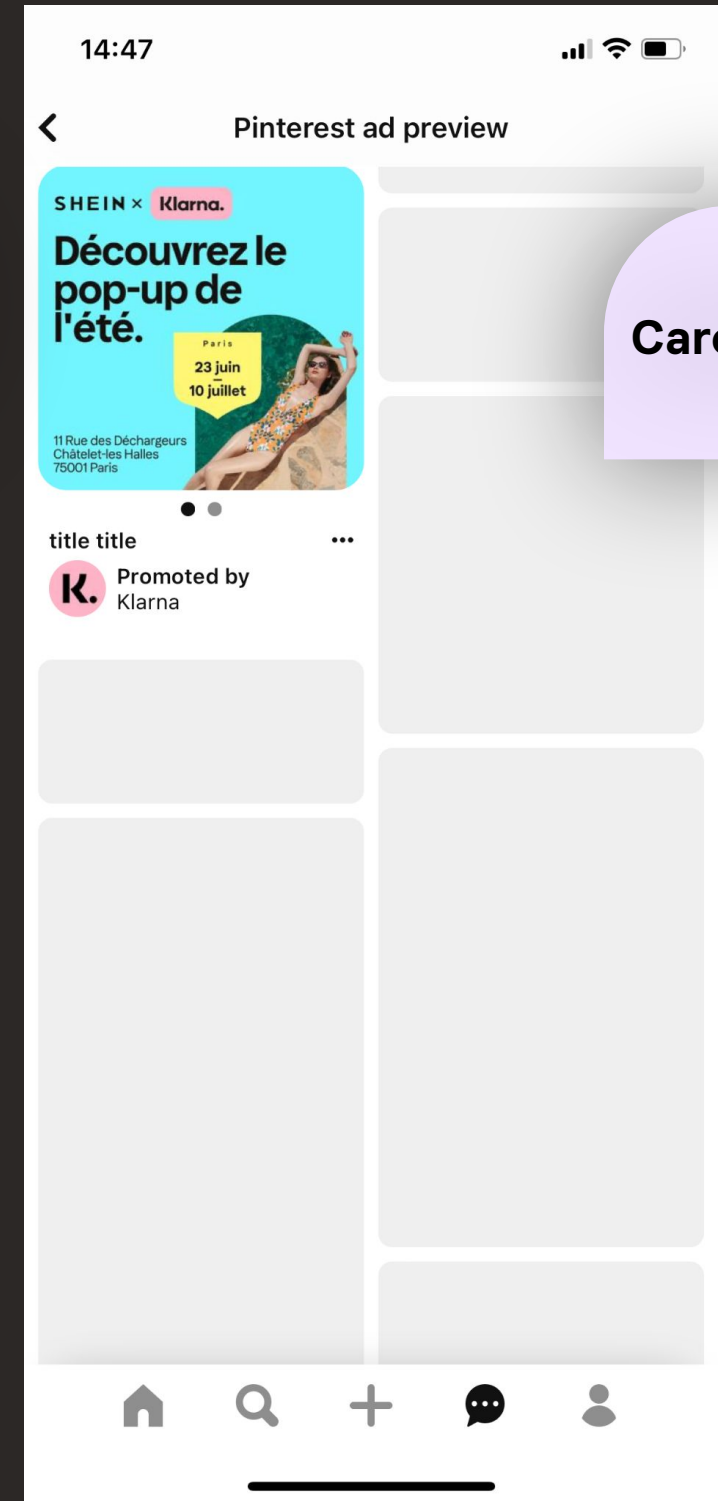
# 03 Pinterest



Static Image

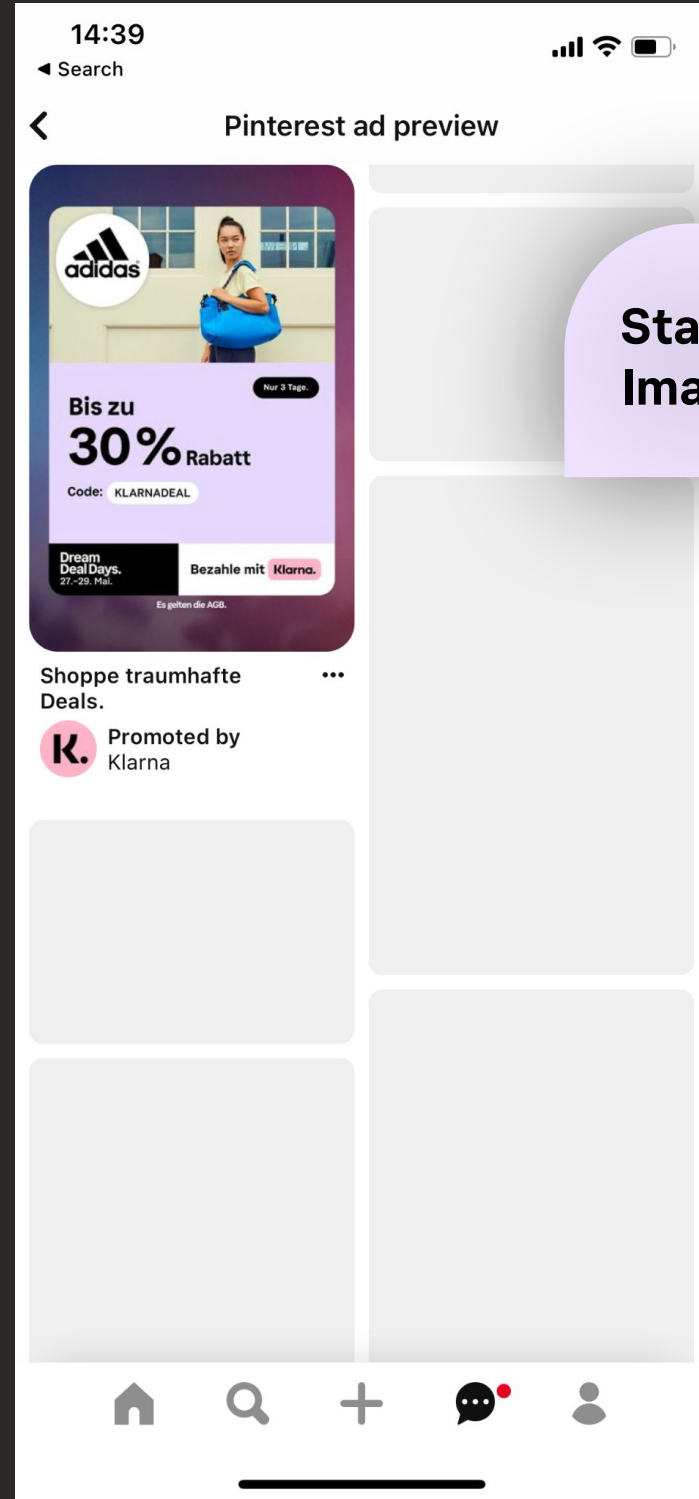


Video



Carousel



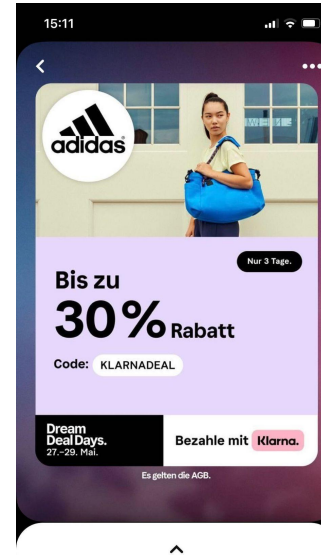


## Placements in Platform

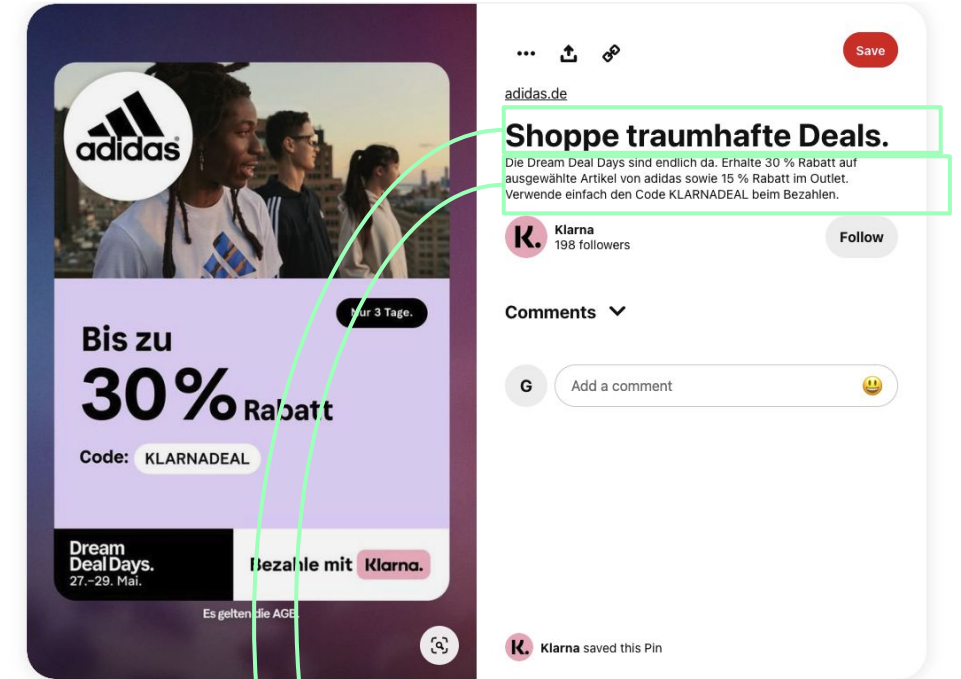
2:3

Mobile

Desktop



*i* Same headline as Desktop.  
No description.



- Ad Copy**  
500 char. **Ideal**  
N/A
- Headline**  
40 char. **Ideal**  
N/A

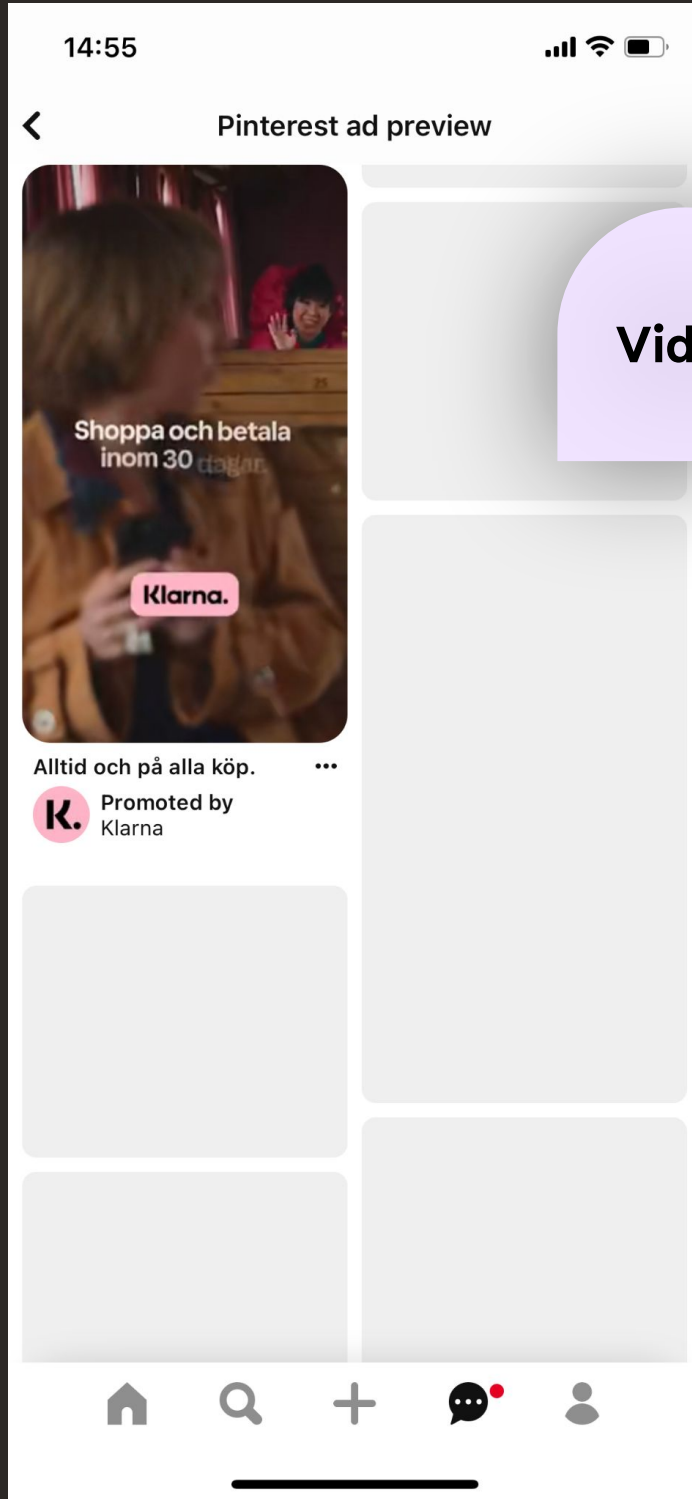
## FORMAT & MEASURE

(.jpg or .png)

**Recommendation:**  
**2:3- 1000x1500px**

## SIZE

**20MB**



Video

Placements in Platform

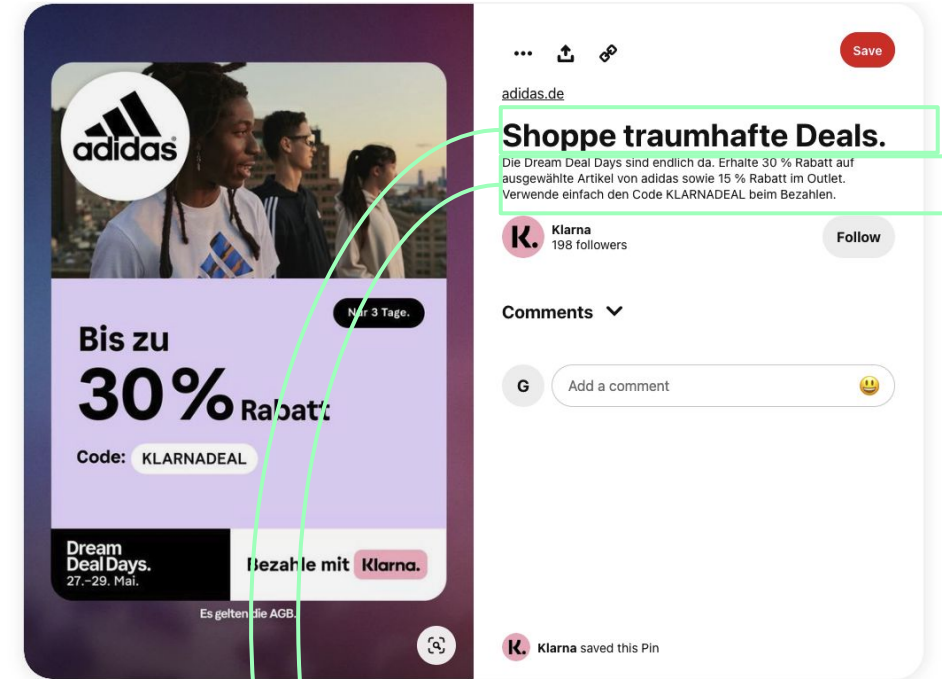
- 1:1
- 2:3
- 9:16



Shoppe traumhafte Deals.

Same headline as Desktop.  
No description.

Desktop



Ad Copy  
500 char.

Ideal  
N/A

Headline  
40 char.

Ideal  
N/A

FORMAT & MEASURE  
(.mp4 or .mov)

LENGTH

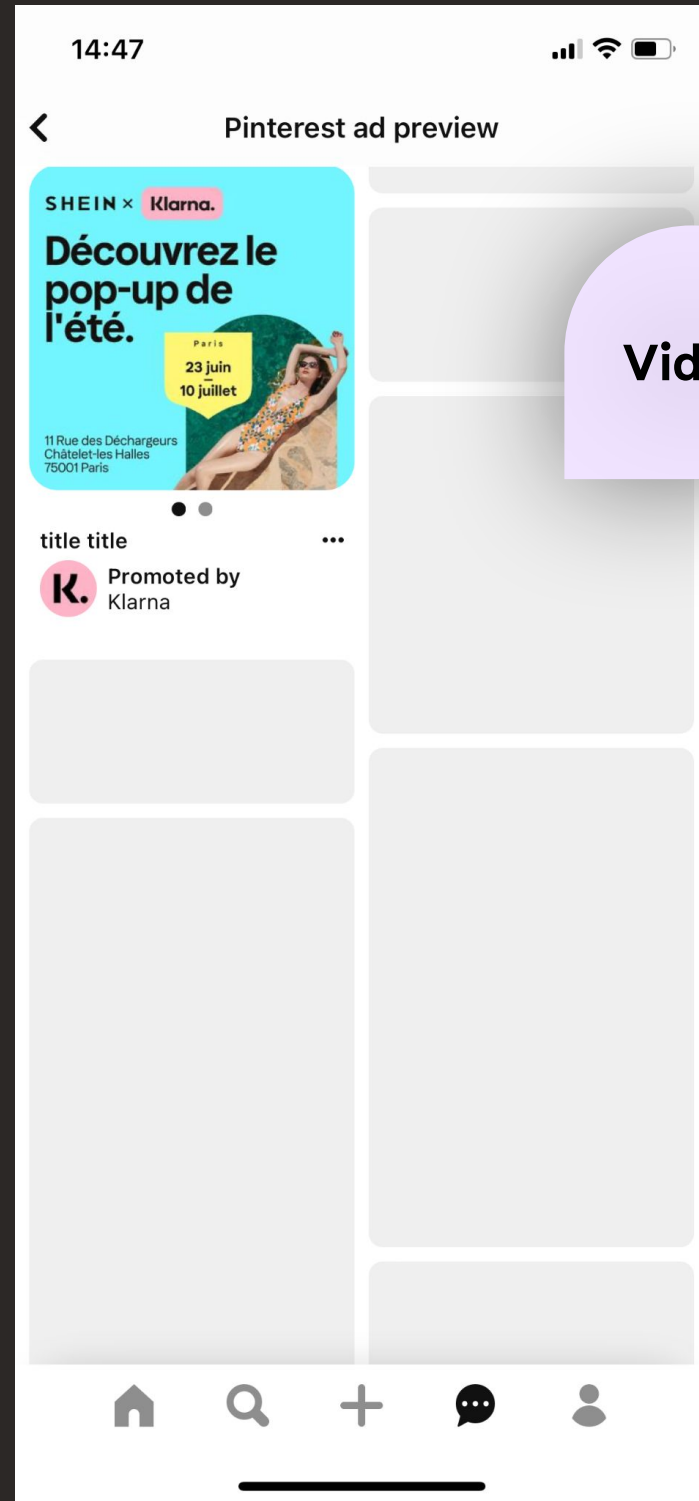
Min. 4 sec.

Recommendation:  
1:1 - 1080x1080px  
2:3- 1000x1500px  
9:16 - 1080x1920px

SIZE

20MB

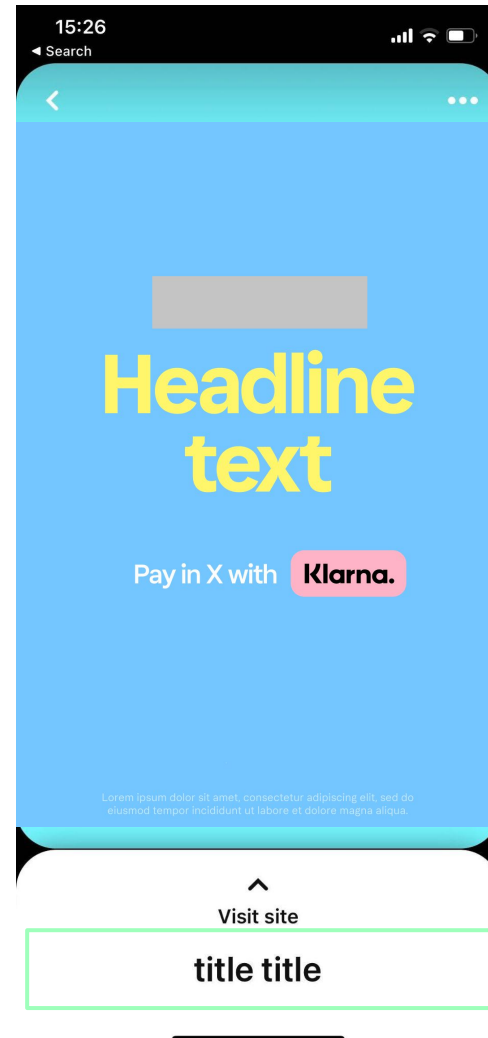
Note: Creative templates are being updated for Q2.



Video

Placements in Platform

1:1  
2:3



Ad Copy  
500 char.

Ideal  
N/A

FORMAT & MEASURE

(.jpg or .png)  
2-5 images/ carousel  
2:3- 1000x1500px

**(Attention: Preview will be cut to 1:1 (1080x1080px))**

SIZE

(.jpg or .png)  
2-5 images/ carousel  
2:3- 1000x1500px  
**(Attention: Preview will be cut to 1:1 (1080x1080px))**



# 04 Google Ads

Video + Image

Responsive Display Ads (RDA)

Standard Display – Stills

**K.** Order now, pay with Klarna.

It's the knock you've been waiting for. Order from Deliveroo, pay with Klarna.

Choose your order. Choose how to pay.

Close |  Shop Now

deliveroo x Klarna

Feet up. Food in. Choose your order. Choose how to pay.

**K.** Knock knock. Food's here.

Savour mealtimes with Deliveroo, pay with Klarna.

Close Open

**K.** Order now, pay your way.

Klarna

Food heaven is a place on Earth—order from Deliveroo and pay with Klarna.

CLOSE SHOP NOW

Hey Portugal, meet **Klarna.**

Paga em 3 vezes sem juros. Agora disponível para membros da H&M.

Shop Now

Upptäck den nya kollektionen.

Betala inom 30 dagar.

GANNI x **Klarna.**

Shop Now

GANNI

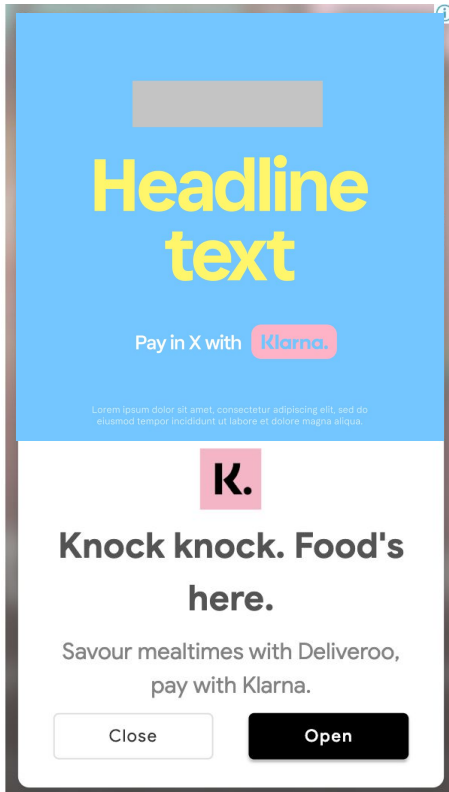
Upptäck den nya kollektionen.

Betala inom 30 dagar med **Klarna.**

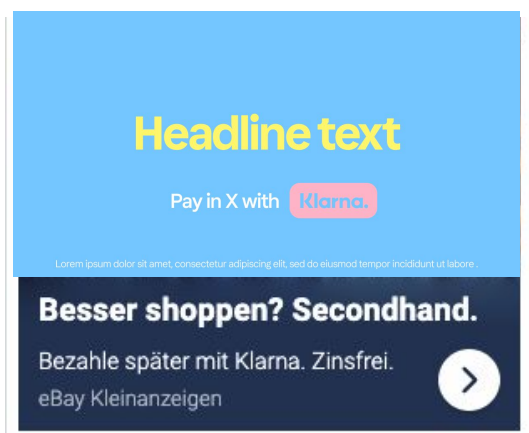
Shop Now

## Placements in Platform

1:1



1.91:9



Copy

**Headline**  
30 char.

**Ideal**  
30 char.

**Description**  
90 char.

**Ideal**  
90 char.

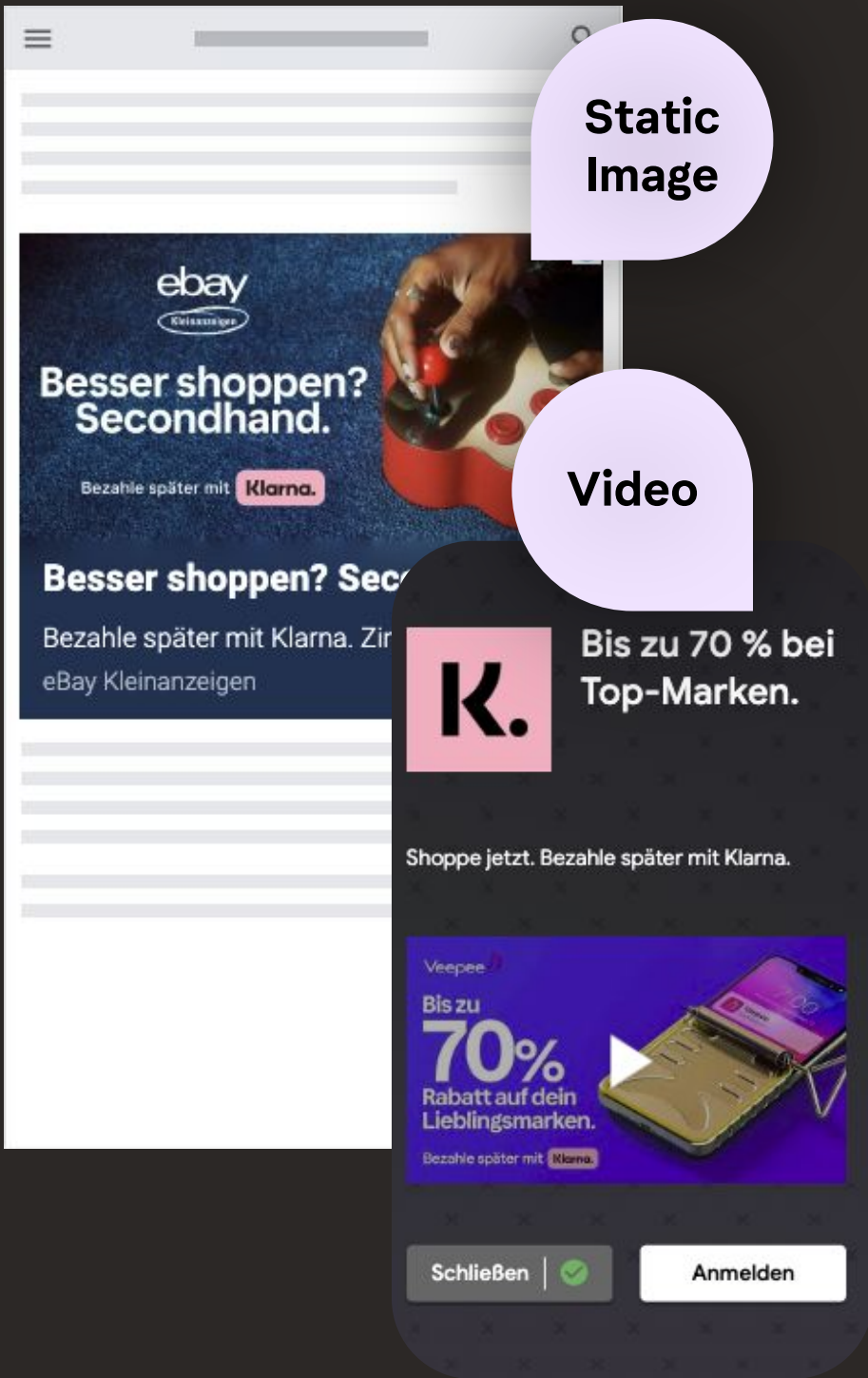
**ⓘ We create images ad copy for 2 formats and then Google Ads pairs them based on performance. We don't have control of how the these are paired together.**

### FORMAT & MEASURE

**1:1 - 1200x1200**  
**1.91:9 - 1200x628,**

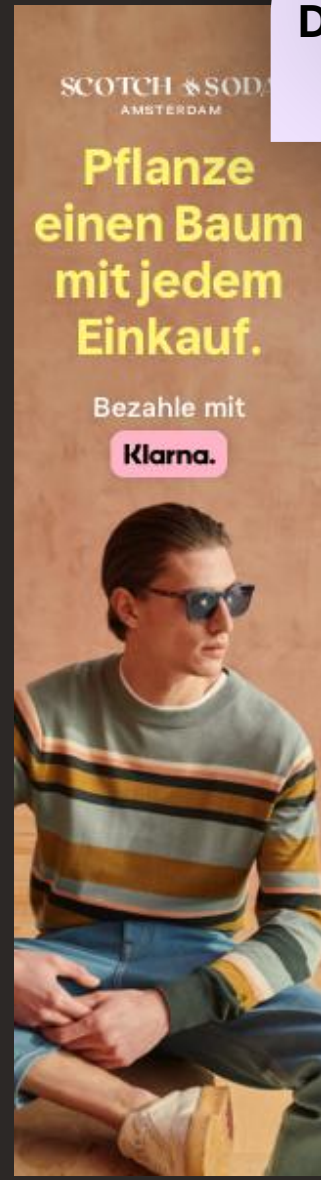
### MIN. REQUIREMENT

**Min.**  
**2 Images (max. 15 images)**  
**1 Logo**  
**5 headlines**  
**1 long headline,**  
**15 descriptions**

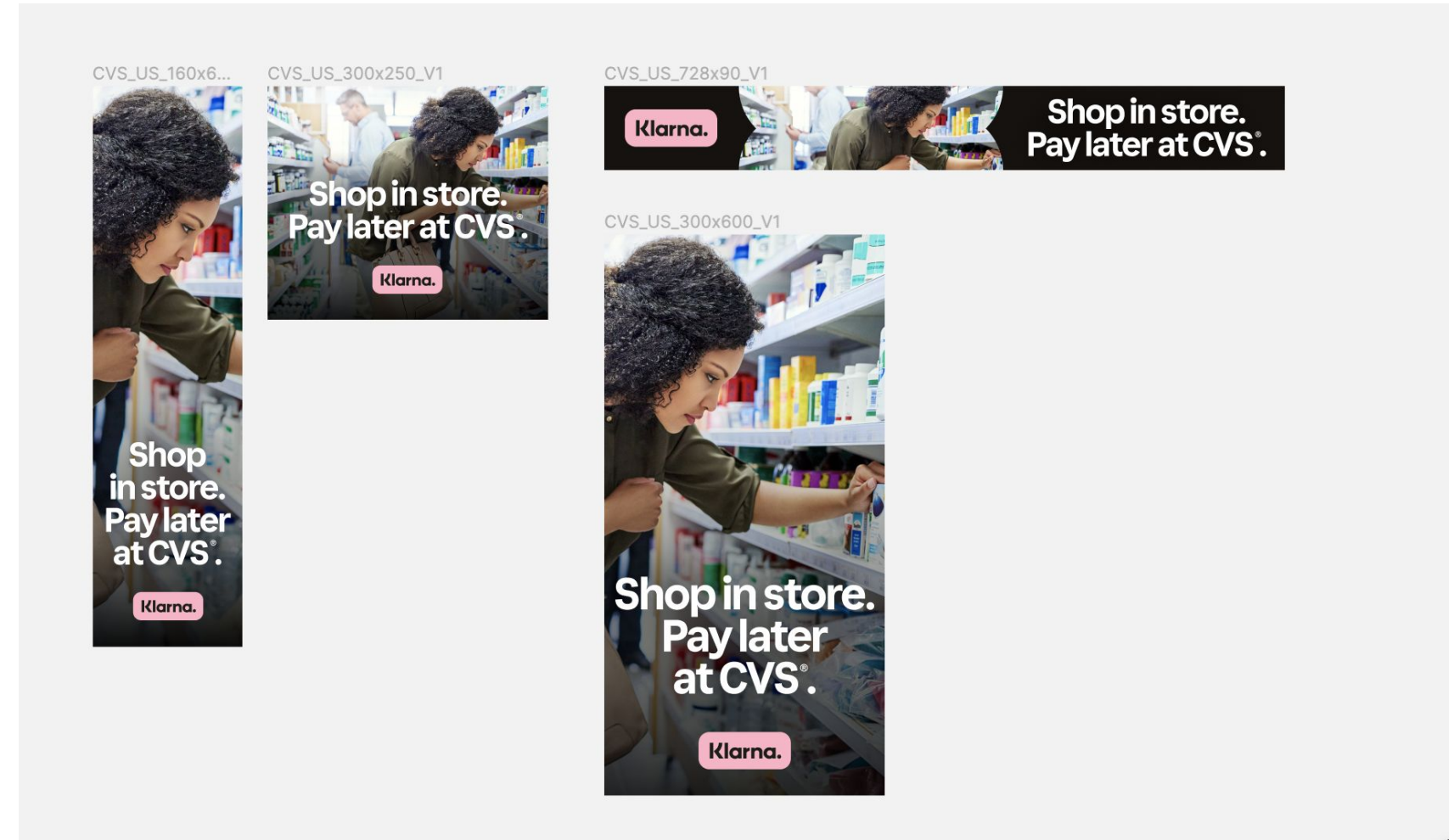




Standard Display – Stills



## Placements in Platform



### FORMAT & MEASURE

- 300 × 250 (Inline rectangle)
- 300 × 600 (Half-page ad)
- 728 × 90 (Leaderboard)
- 160 × 600 (Wide skyscraper)

### SIZE

Static - max 150kb

**Note:** Creative templates are being updated for Q2.

**Notes:** Landing page required.

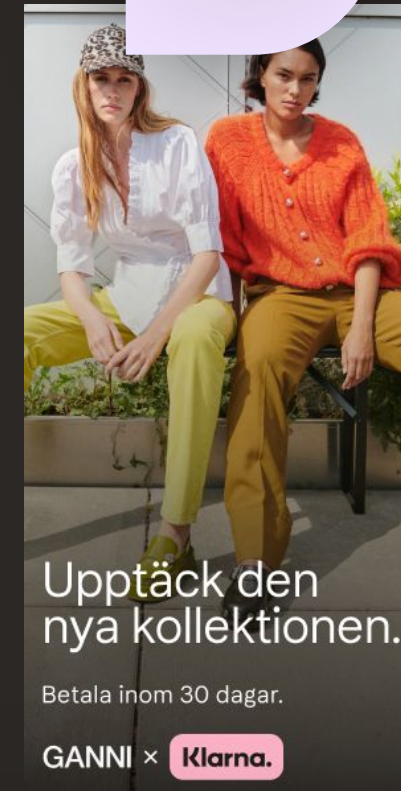
**05** **Google**  
**DV360**



HTML5



Static Banners

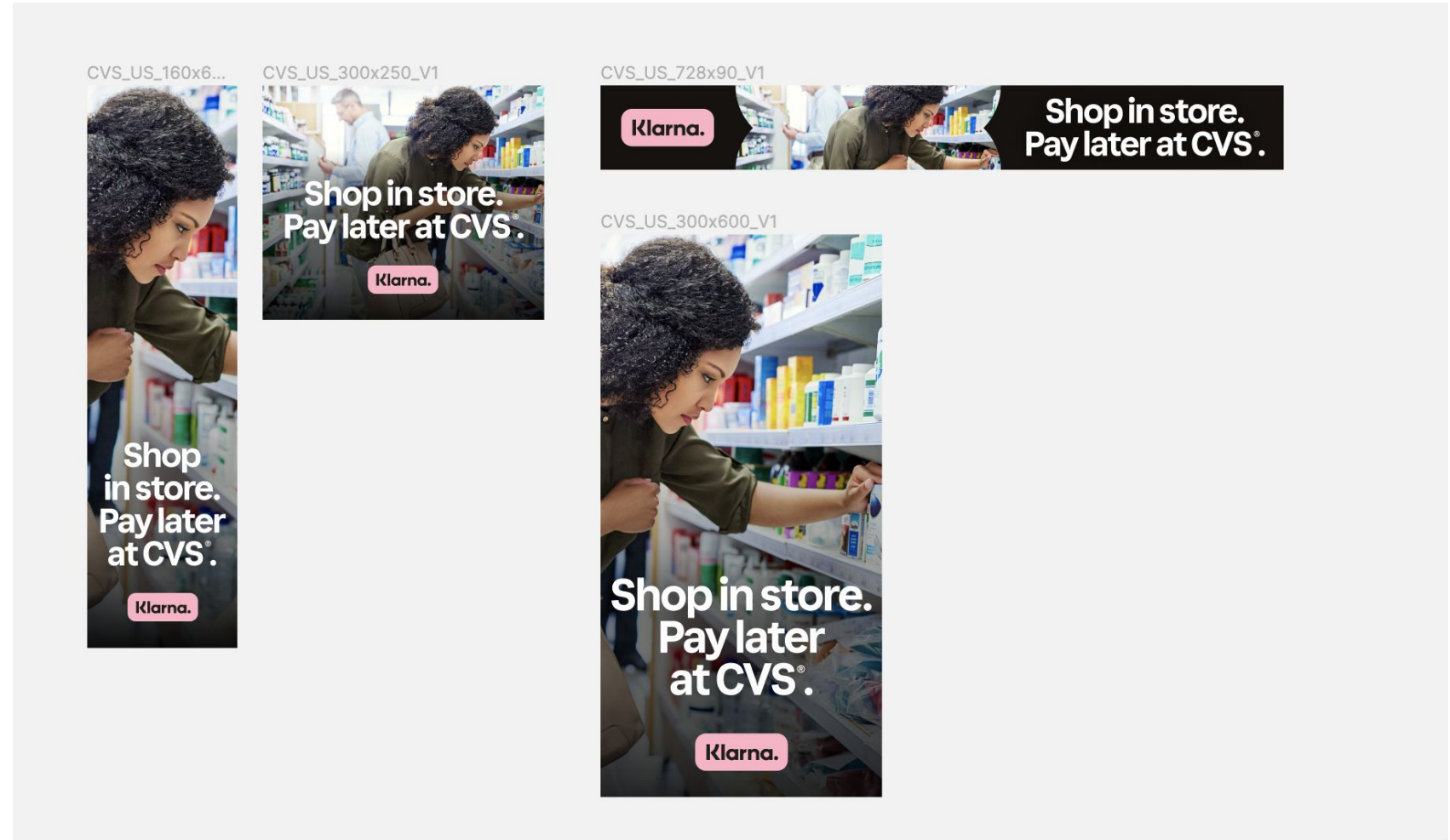




Animation + Static backup



Placements in Platform



FORMAT & MEASURE

.jpg, .jpeg, .gif, and .png

300 × 250 (Inline rectangle)

300 × 600 (Half-page ad)

728 × 90 (Leaderboard)

160 × 600 (Wide skyscraper)

**i** Notes: Landing page required. You can upload image assets that are up to 2x the dimensions of your creative.

SIZE

Maximum 10 MB



# Thank you!



Questions? Reach out to Media Studio.

K.