

# Klarna Media Placements.

A person wearing a red velvet jacket with gold fringe and jewelry is holding a gold Bitcoin-shaped phone. They are sitting at a red and white checkered table with a dessert, an hourglass, and other objects. The background is a green wall with a dark curtain.

Campaign Requirements - March 2023.

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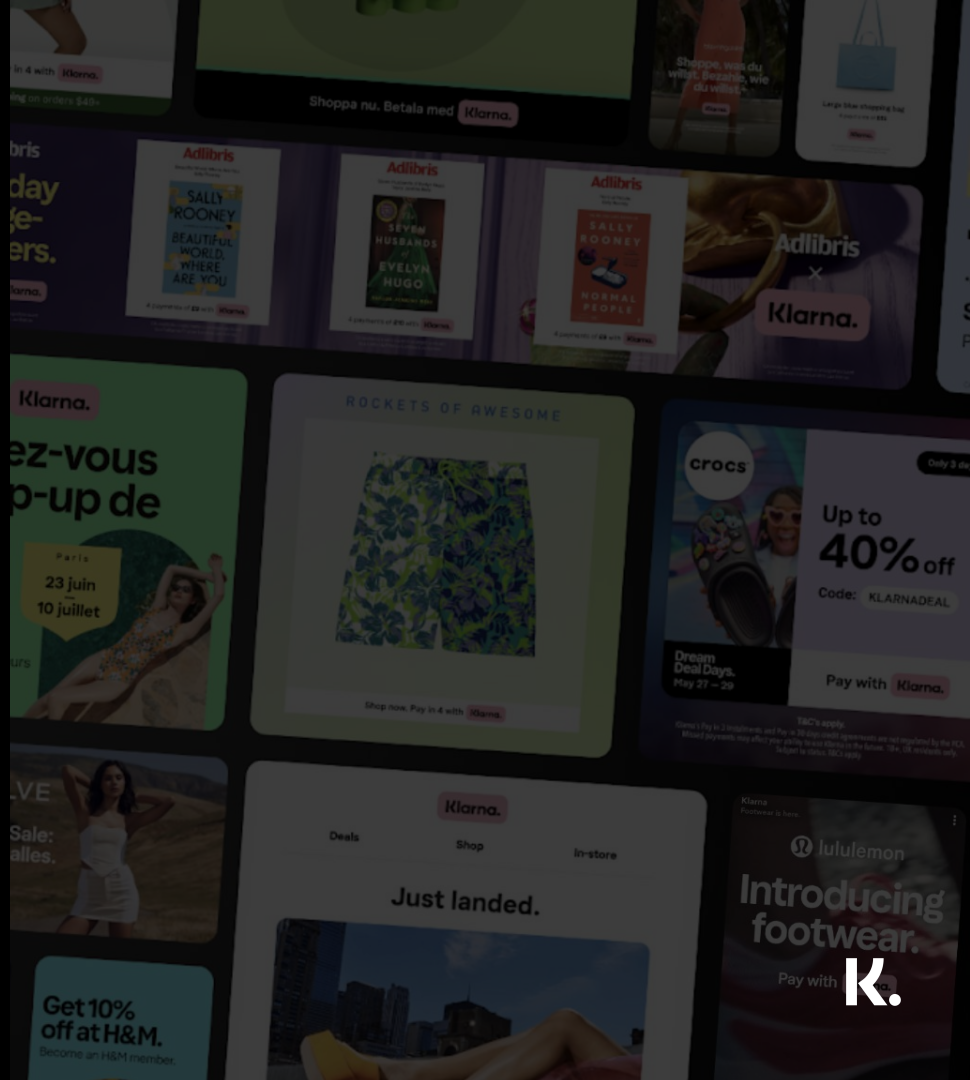
# Introduction.

## What we do.

We help to connect your brand with Klarna shoppers via advertising placements across the Klarna ecosystem, influencing the path to purchase along the full customer journey, from inspiration through consideration, guiding them all the way through conversion.

## Working with us.

This guide provides an overview of our available media placements, their specifications, the assets and information required plus timings for the creative work. Following this guide will ensure that we can uphold our promise of delivering effective marketing and media solutions.



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# Ways of working.

A few things to bear in mind.

## **Amends.**

Our creative timelines allow for two rounds of feedback, if further changes are required, these are costed at \$100 per revised design.

## **Date changes.**

If your marketing calendar changes, we can support one date change for each campaign, providing there is inventory available in the new dates. If the brief has been submitted and work already started, a date change can be made but the new start date must be at least a week away.

## **Cancellations.**

Please inform us of cancellations as soon as possible so that we can continue to support all requests.

## **Incidents.**

We do our very best to deliver the highest quality marketing we can, but in the case of an error caused by Klarna Media, we will suggest either a resend of the corrected campaign or a partial refund. For any errors not caused by Klarna Media, a new placement must be booked and paid for.

## **Insertion Orders (IO).**

All IOs must be signed and received by Klarna Media before work commences.

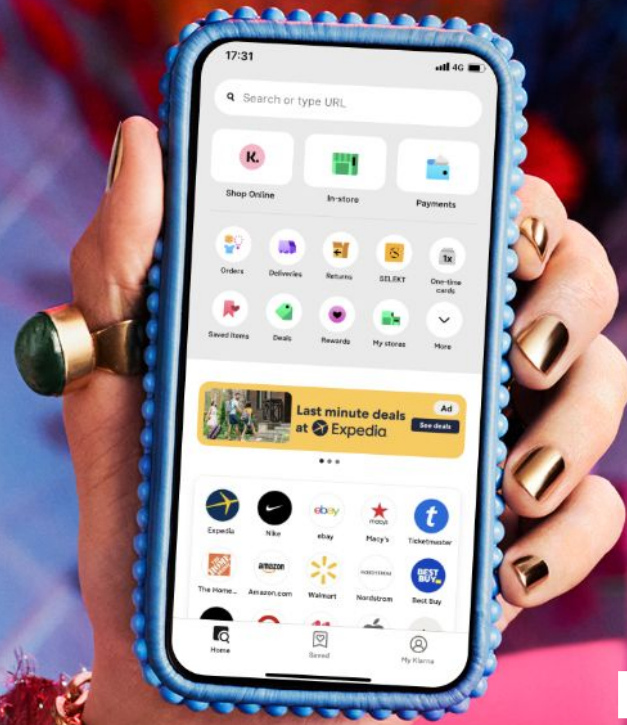
## **Tracking Parameters.**

We cannot monitor or guarantee tracking parameters will be remain intact and so cannot support these in our campaign URLs.



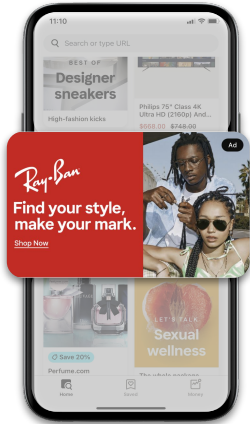
# Ads.

Boost your marketing with engaging Ad campaigns in Klarna's owned and operated properties. Choose from Brand ads, Deal ads, Product ads or Collection ads, all of which can be published across the Klarna app in the home carousel, the inspiration feed, the search or Selekt.



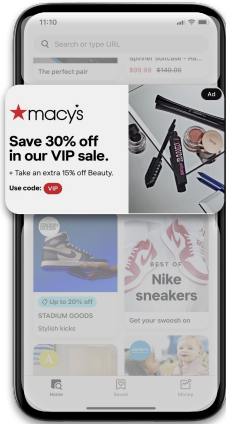
# Ads in the Klarna app.

Advertising placements in various ad formats, including static, Webp and video, all of which can be published across the Klarna app in the home carousel, the inspiration feed, the search or Selekt (luxury brands).\*



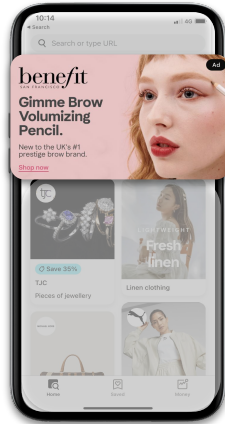
## Brand Ad.

Our brand ads serve to **increase brand awareness** by promoting your brand or seasonal messaging.



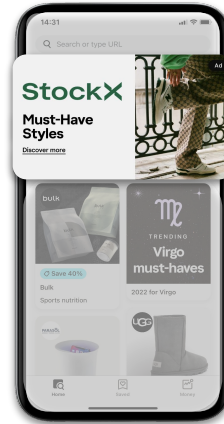
## Deal Ad.

A placement used to promote your **special offer or product deal**. Include a promo code, or direct the user to your website.



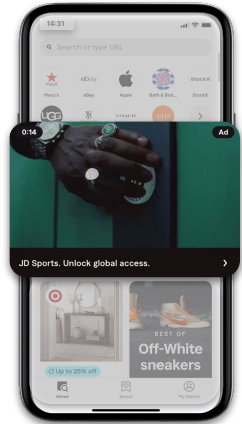
## Product Ad.

A placement used to showcase an **individual product** such as promoting a new product launch.



## Collection Ad.

A placement used to **promote a dedicated collection** within the app.



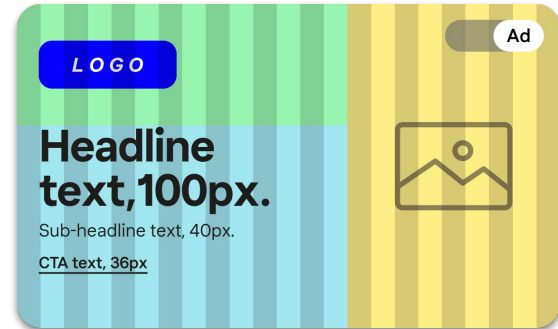
## Video Ad.

**Premium format video ads** in the inspiration feed, that highlight your brand story.

\*App search placement available in US, UK and SE. Video ad not available in US, UK and SE. Maximum tenancy 45 days per quarter.

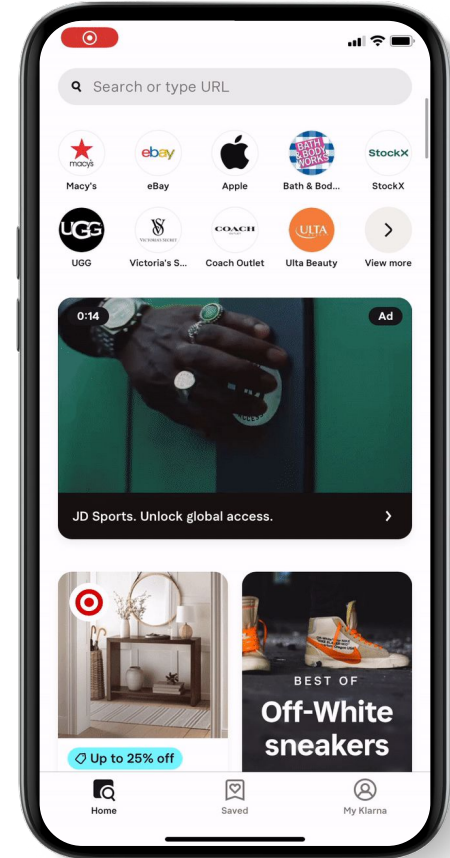
# Static ads templates and requirements.

|                        |   |
|------------------------|---|
| <b>Format</b>          | Static (.jpg or .png)   |
| <b>Lifestyle image</b> | 2400 x 2400 px (to be cropped to fit ad formats)                |
| <b>Logo</b>            | 1000 x 1000 px  |
| <b>Copy</b>            | Headline: 30 characters   |
| <b>Click-through</b>   | Your preferred URL<br>In-app page e.g. deal card or collection. |



# Premium video ad format.

|                      |  |
|----------------------|--|
| <b>Format</b>        | Video - .mp4 file, 1MB max size  |
| <b>Video asset</b>   | Landscape, 16:9 format ideally<br>(recommendation would be 1200w x 675h px)<br>10-15 seconds<br>If it includes a voiceover, please provide captions<br>in local language |
| <b>Static image</b>  | 1000 x 1000 px   |
| <b>Copy</b>          | Max 25 characters in the local language for the<br>CTA.  |
| <b>Click-through</b> | Your preferred URL.  |
| <b>Availability</b>  | All markets except US, UK and SE.  |





# NEW! Ads for US audiences.

Partners looking to target a US audience now have access to ads via a CPM bidding model. Partners can book this either via Ads Manager, our self-serve platform (currently available for a select group of early access partners) or via your Klarna team.

On top of the design elements required on the previous slides, the following information is required to support your ad campaign setup.

|                 |  |
|-----------------|--|
| <b>Budget</b>   | Overall max budget per campaign (\$10k max spend per month)                      |
| <b>CPM bid</b>  | \$7 CPM minimum  |
| <b>CTA</b>      | Select from: Learn more, Shop now, Use code, Book now                            |
| <b>URL link</b> | Option to include a UTM to track conversions from your preferred analytics tool. |
| <b>T&amp;Cs</b> | Do terms and conditions apply? Please include if you are promoting a deal.       |

**Targeting** Option to select all or to specify a certain segment from the following options under each category. Further subcategories are also available.

**Age group:**

- 18-24
- 25-34
- 35-44
- 45-54
- 55+

**Gender:**

- Male
- Female

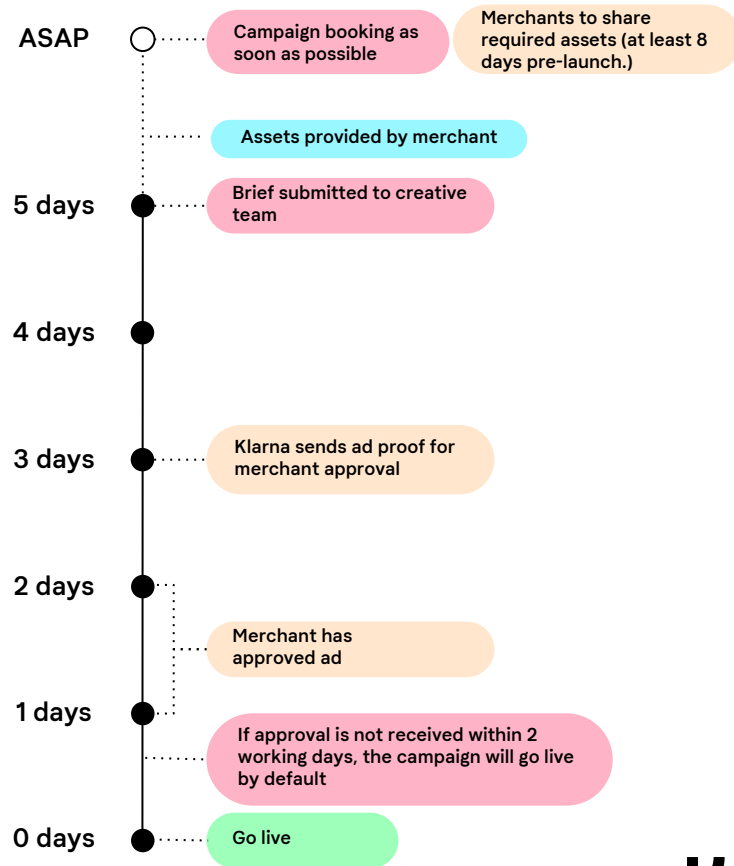
**Location:**

- Select from 50 US states.

# Ads development: 8 day lead time.

Please share the specified assets as soon as possible so that your Klarna marketing manager can secure your campaign booking.

Assets must be received at least **8 working days** before the go live date. Copy must be in market language.



# Sponsored Content.

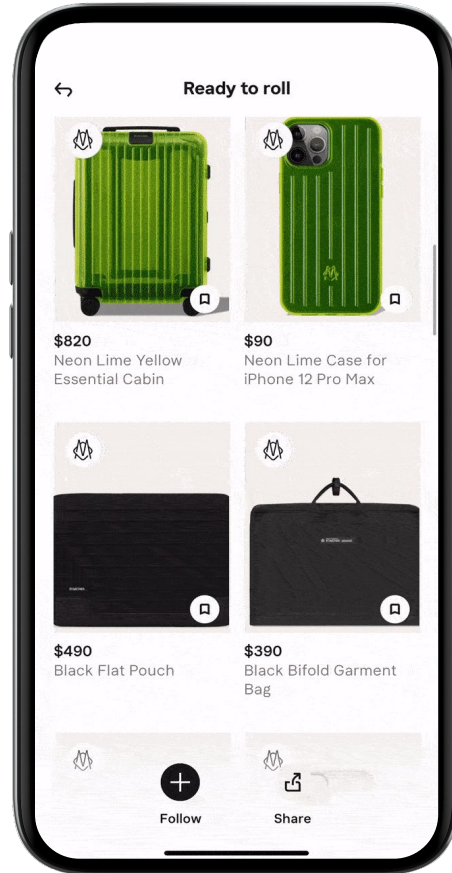
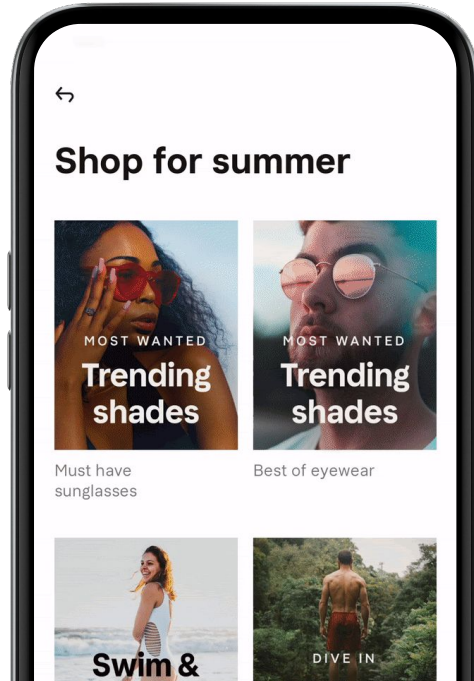
Curated and targeted content offering an entry point to shopping via the Klarna App.



# Dedicated collections.

Highlight a collection of 20 or more products in front of millions of Klarna shoppers with a prominent position on the app.

Collection hub, clicks through to dedicated collections



Dedicated collections feature up to 20 products from your brand, all related to one theme.

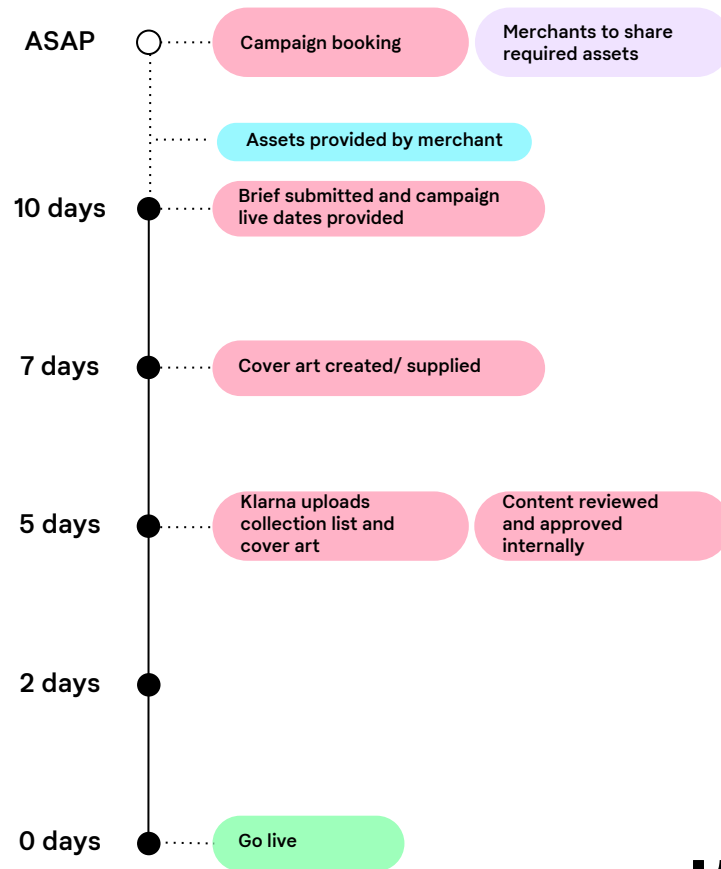
# Collection covers.

|                               |  |
|-------------------------------|--|
| <b>Format</b>                 | Static (.jpg or .png)  |
| <b>Lifestyle image</b>        | 1440h x 1800w px<br>Full bleed imagery only<br>Center aligned text and logo. Large text  |
| <b>Brand assets</b>           | Font files and logo<br>Brand guidelines (optional)   |
| <b>Copy considerations:</b>   |  |
| <b>Cover art title</b>        | Communicate the most important message<br>Sentence case (20 characters max)<br>Use ampersands (&) and do not punctuate   |
| <b>Shelf title</b>            | Deliver a straightforward message OR add more personality<br>Proper case (20 characters max)<br>Spell "and", do not use ampersands or punctuation<br>Different to cover art copy |
| <b>Collection inclusions:</b> | Please ask your Klarna representative for a template to complete with the list of products you wish to feature.  |

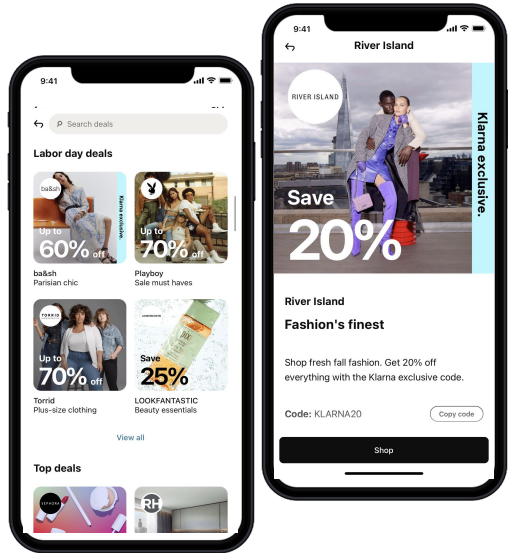


# Collections delivery: 2 week lead time.

Please share the specified assets as soon as possible so that your Klarna marketing manager can secure your campaign booking.



# Deals.



Deals intermixed with other curated content links and deals home page.

Takes users through to a deal card with more information and the deal code.

Highlights the top deals in your market, on both the Klarna app and [website](#).

## Asset requirements.

|                        |  |
|------------------------|--|
| <b>Format</b>          | Static (.jpg or .png)  |
| <b>Lifestyle image</b> | 1200h x 1200w px (no overlays)   |
| <b>Copy</b>            | Deal title (can change to fit card and style)<br>Description of the deal<br>URL to redirect<br>Discount code<br>Offer: % or price amount off |

**Delivery lead time** 5 days.

# CRM.

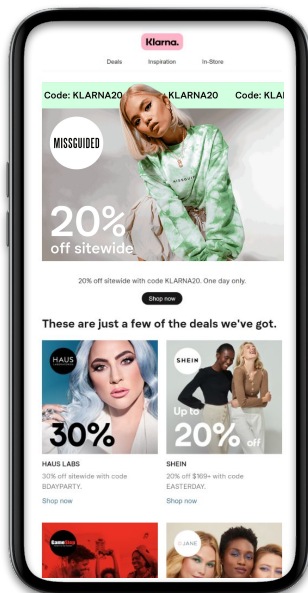
**Data driven, highly personalized and measurable marketing communication driving valuable traffic to both Merchant sites and the Klarna app.**





# Email.

# Email examples.



## Deals email

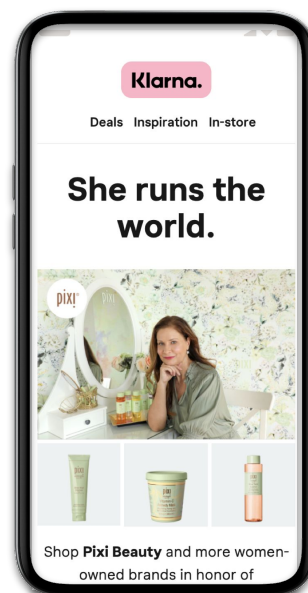
Highlight your **promotion** to the Klarna audience with a hero or grid placement in Deals email. Sent to the opt-in audience weekly.

This offering is currently only available in the US market.



## Merchant launch

Reach the Klarna audience with a **hero or grid placement** alongside other merchants in a thematic email. Sent to the opt-in audience.



## Calendar moments

Driven by the retail calendar, promote your products during **key holidays** and **cultural or brand moments**.



# Template A - hero feature.

This template includes a hero image (brand feature or Klarna image) with 6 or 8 secondary spots as tiles. If the 6 spot option, an optional collection or article module is added.

## Image considerations:

**Hero format** GIF, 2000x2000px (minimum 1040x780px), 3-4 lifestyle images required

**Product images** 1MB max.  
Background: #a3a3a3, 20% opacity  
500x626px

**Brand assets** Logo (added to top-left of images if a multi-merchant email)  
Font files and logo  
Brand guidelines (optional)

## Copy considerations:

**Subject line**

**Preview text** 30 characters max

**Headline** 45 characters max

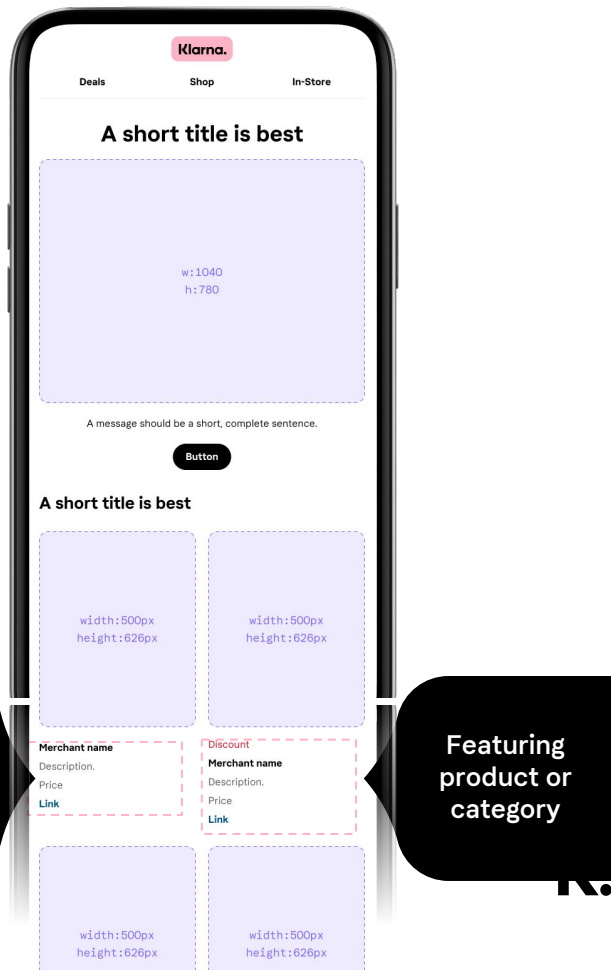
**Body copy** 15 characters max

**CTA** 200 characters max)

**Secondary** 10 characters max

**description** 15 characters max

N.B. Weekly Deals emails - secondary brand images and secondary descriptions are pulled directly from the corresponding deals card.



# Template B - feature tiles.

This template includes 6 feature spots as tiles, plus a collection or article module.

## Image considerations:

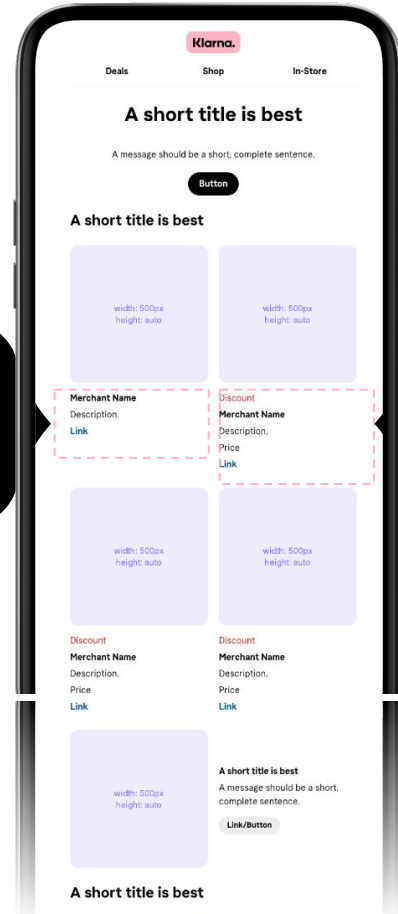
**Product images** Background: #a3a3a3, 20% opacity  
500x626px  
Logo (added to top-left of images if a multi-merchant email)

## Copy considerations:

**Subject line** 30 characters max  
**Preview text** 45 characters max  
**Headline** 15 characters max  
**Body copy** 200 characters max  
**CTA** 10 characters max  
**Secondary description** 15 characters max

Featuring merchant

Featuring product or category



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# Template C - monthly in-store email.

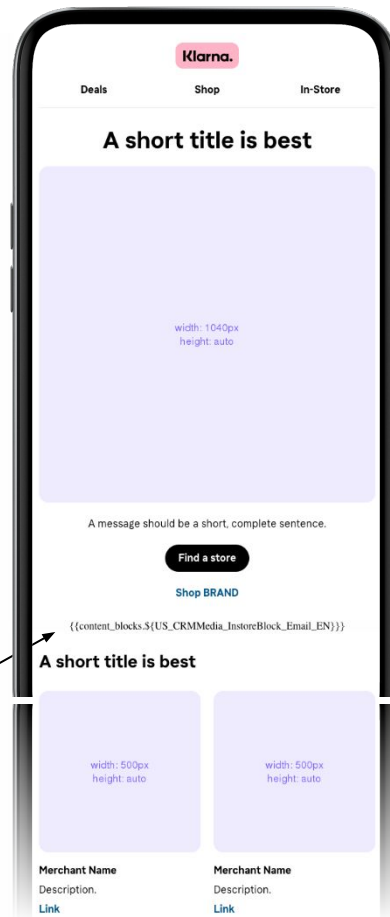
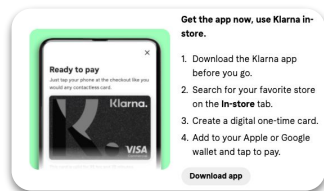
A monthly in-store email includes a brand feature for the hero spot, pls in-store and e-commerce CTAs. The email features a Dynamic in-store module for app and non-app users, 6 secondary brands and a *Find a store* CTA.

## Image considerations:

**Product images**     Format: PNG only. MP4s not accepted  
Image file size: 1 MB max  
Hero may be static or GIF

## Copy considerations:

**Subject line**             30 characters max  
**Preview text**          45 characters max  
**Headline**                15 characters max  
**Body copy**              200 characters max)  
**CTA**                      10 characters max  
**Secondary description**    15 characters max

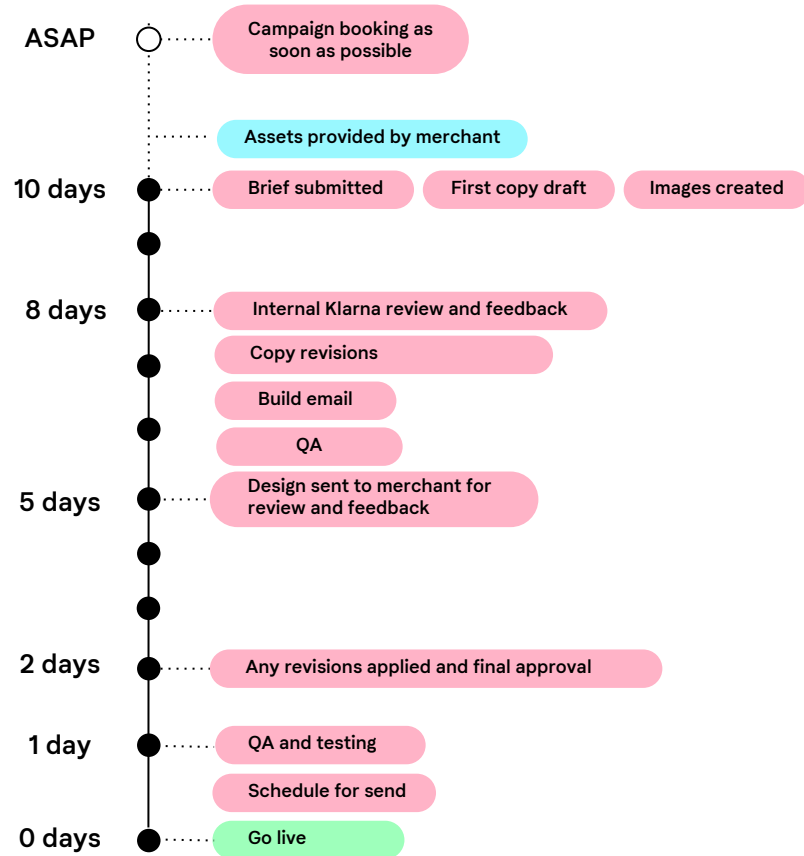


# Email templates A & B: 10 day lead time.

Please add 3-5 days if translations are needed  
(all markets outside US, CA, UK, AU).

We can reduce the timeline by 4 days if merchant feedback and approval rounds are not required.

Please share the specified assets as soon as possible so that your Klarna marketing manager can secure your campaign booking.

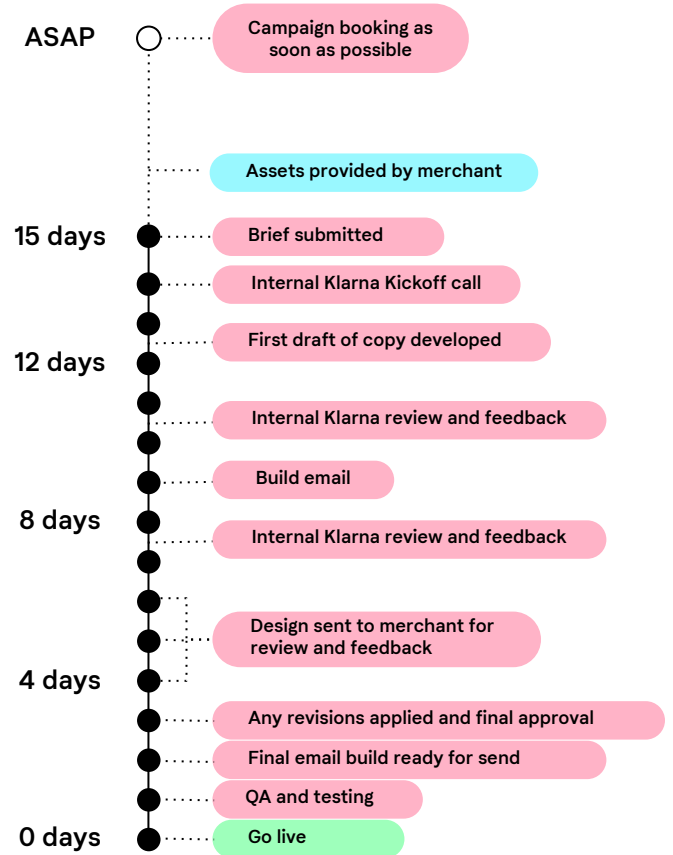


# Email template C: 15 day lead time.

Please add 3-5 days if translations are needed  
(all markets outside US, CA, UK, AU).

We can reduce the timeline by 4 days if merchant feedback and approval rounds are not required.

Please share the specified assets as soon as possible so that your Klarna marketing manager can secure your campaign booking.



# Push notification.

Get your message out to the Klarna audience with our native push notifications. Deep link directly to other Klarna app content such as collections, deals, articles or directly to your site in the Klarna app browser.





# Push notifications.



Standard Push Notification

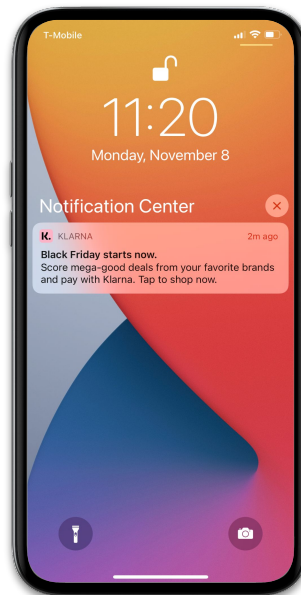


Rich Push Notification



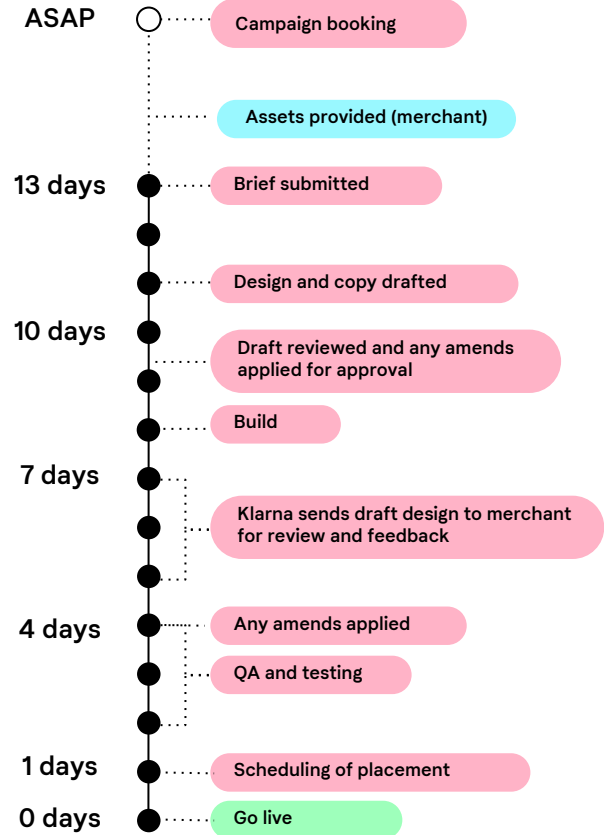
# Push notification.

- Format** Static (.jpg or .png), max 1MB
- Lifestyle image** (for rich push notifications) Use images in landscape format respecting a 2:1 aspect ratio (e.g. 1000x500px). Image focus should be centered to allow for cropping to size.
- Copy** Headline text: 30 characters max (with spaces)  
Body text: 90 characters max (with spaces)



# Push notification: 13-16 day lead time.

- 13 business days lead time, if you does NOT need require brand approval, and content is in English.
- 16 business days lead time, if you DO require time for your brand to approve (3 days approval period) and translations are required.

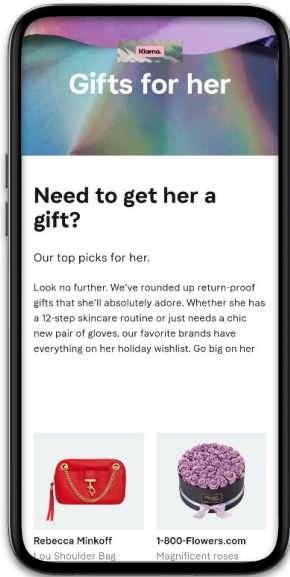


# In-app article.

Inspire or inform customers with these editorial style articles that live on the Klarna app feed. Articles give you the flexibility to tell the story you want.

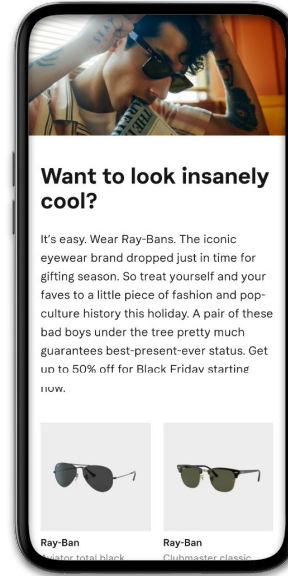


# Multi-brand or dedicated articles.



## Multi-brand article

Have your brand included as a top pick in one of Klarna's thematic articles. Written in an editorial style, promoted via our channels and hosted in the Klarna app.



## Dedicated article

Got more to say? Klarna's articles represent a unique opportunity for a longer form, unique content piece about your brand that can also feature your products. Written in an editorial style, promoted via our channels, and hosted in the Klarna app.



# In-app article.

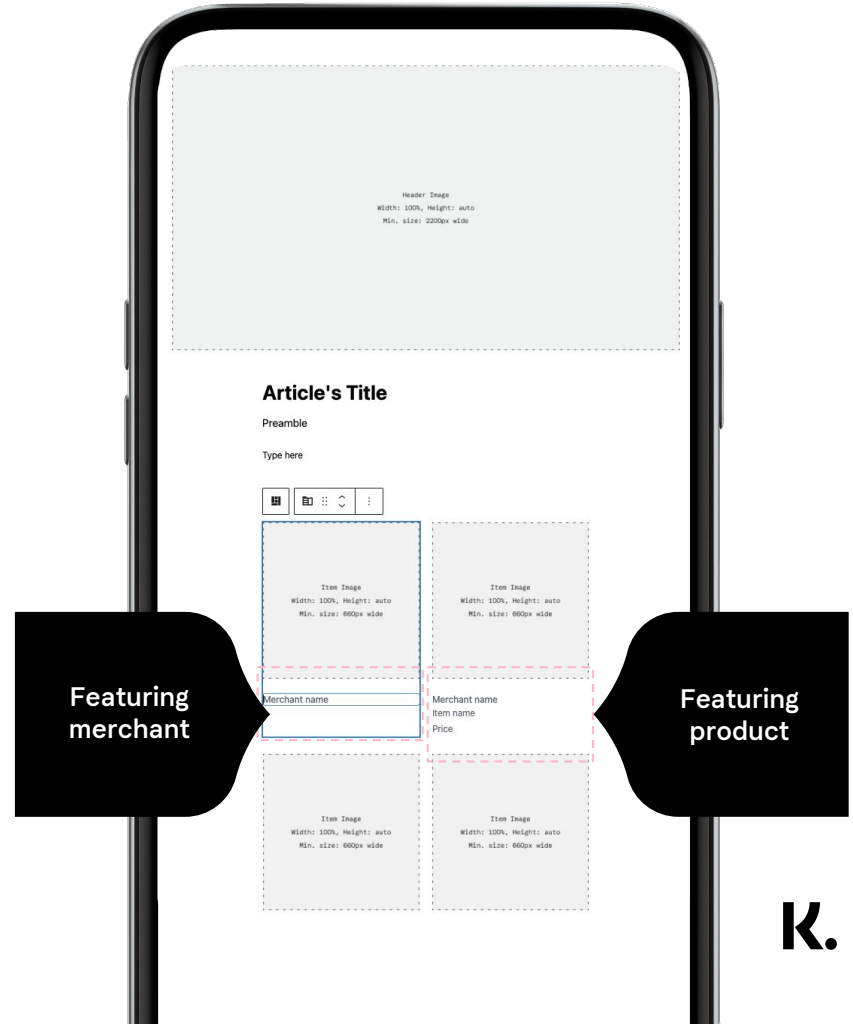
Both dedicated and multi-merchant articles (featuring products or merchants) contain a feature image which is shown on the feed and at the top of the article, plus 6-10 secondary product or merchant listings.

## Image considerations:

- Format** PNG or JPG. MP4s not accepted  
Image file size: 1 MB max
- Feature image** Min. 2200px wide (x 1400px high) for article  
800px wide c 520px high for feed
- Secondary images** Min. 660px wide  
Product image background: #a3a3a3, 20% opacity

## Copy considerations:

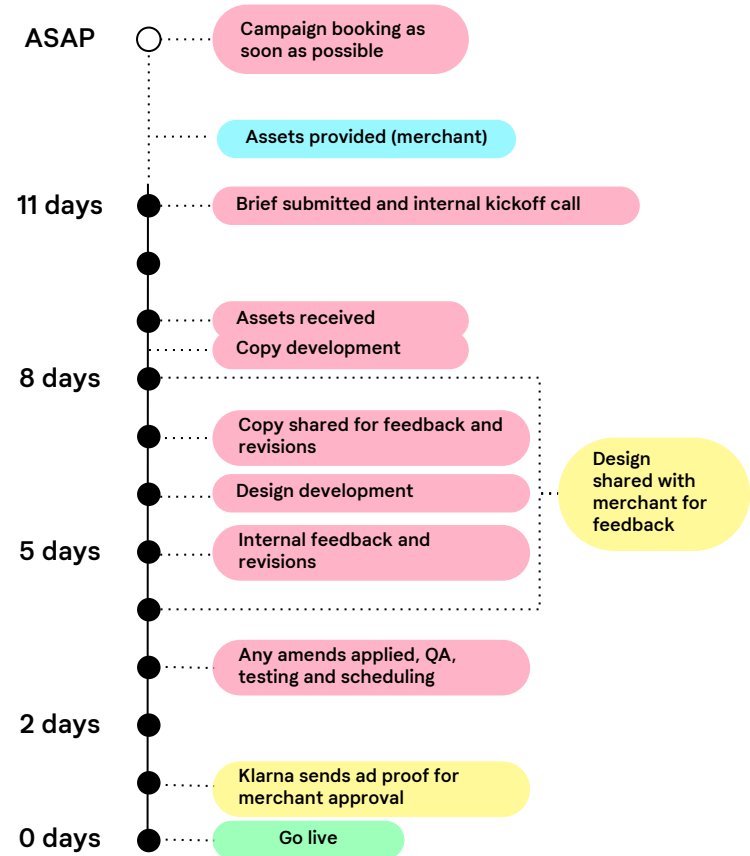
- Title** 26 characters max  
**Feed description** 74 characters max  
**Preamble** 40 characters max  
**Body copy** Suggested < 500 characters  
**CTA** 15 characters max



# In-app article: 11-14 day lead time.

Please share the specified assets as soon as possible so that your Klarna marketing manager can secure your campaign booking.

Please allow 14 days if translations are required.



# Paid media.

Paid media specialists providing best-in-class campaigns across a variety of external platforms.



# Paid Media.

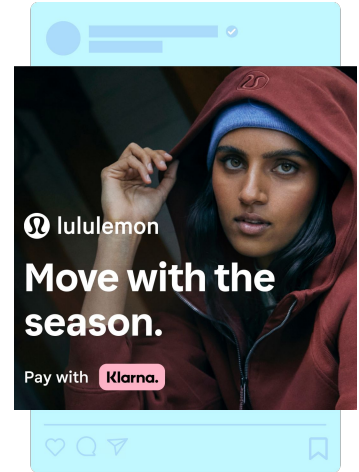
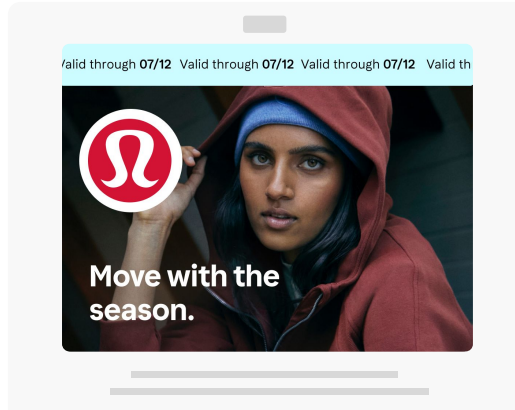
Our in house Klarna performance marketing experts provide media planning and end to end campaign management.

Avoid agency fees and optimize every dollar spent across multiple channels and platforms with our in house experts.

We can support across:

- Social
- Google
- Display
- Other platforms including Appri influencer platform, Spotify, regional publications and more.

Please see our full platform specifications [here](#).



A close-up, high-angle shot of a car's interior, focusing on the passenger seat area. A vibrant purple leather suitcase with gold-tone hardware is the central focus, resting on a tan leather seat. Several gold chains and a blue gemstone pendant are draped over the suitcase. The surrounding car interior, including the seat and door panel, is illuminated with a dramatic, low-key purple and blue light, creating a sophisticated and mysterious atmosphere.

**Further  
information.**

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# Useful links

Klarna App advertising guidelines - [here](#)

Klarna Media marketing solutions landing page - [US](#), [UK](#), [SE](#)

Klarna brand marketing guidelines & messaging landing page - [here](#)

Creative best practises for merchants - [here](#).

# Thank you.

For any questions please contact your Klarna representative.

Klarna