

# Klarna Media Placements.

Campaign Asset Requirements - October 2023.



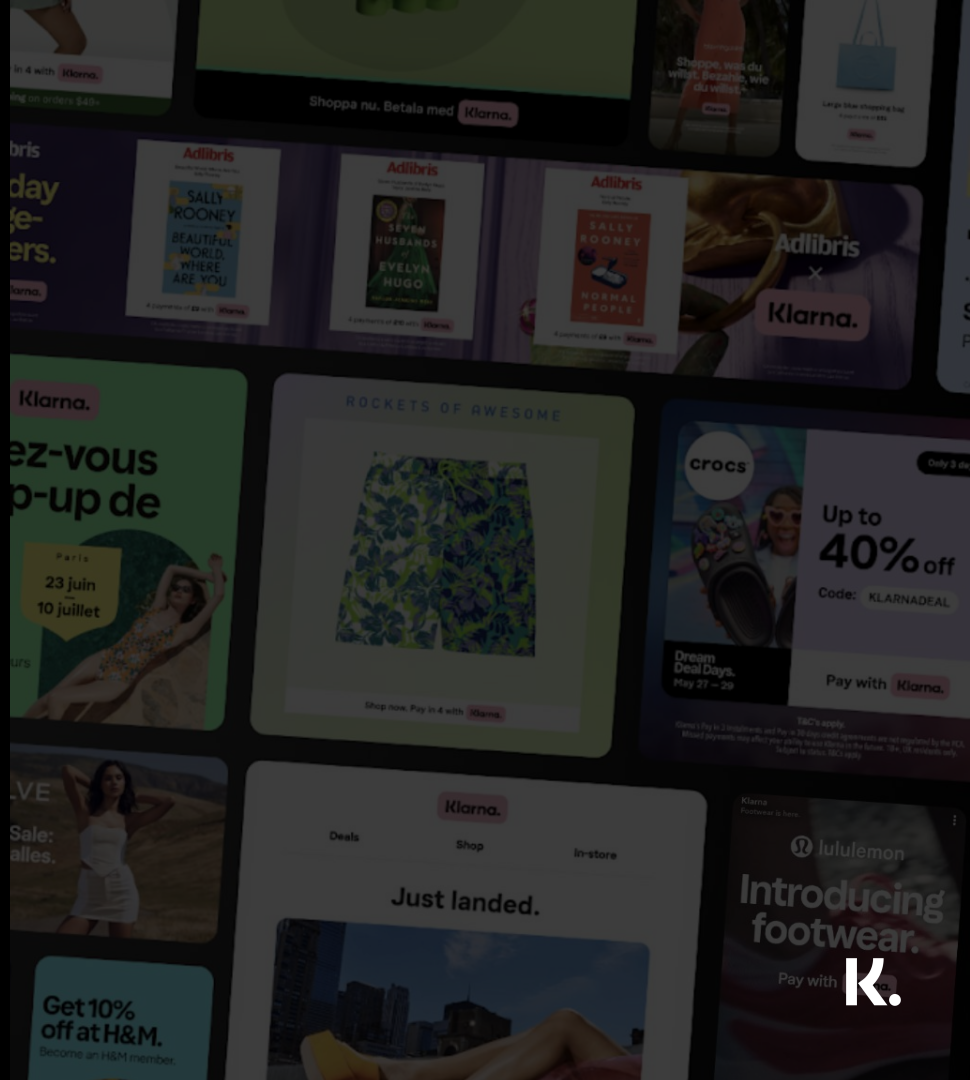
# Introduction.

## 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 that form co-marketing campaigns, their specifications, the assets and information required plus timings for the creative work. All channel content is developed in the Klarna brand tone of voice that our users are familiar with. Following this guide will ensure that we can uphold our promise of delivering effective marketing and media solutions.



# Contents.

**04**

## **Working with us.**

04 - Ways of working

**14**

## **CRM.**

15-21 - Email types, templates, requirements & timeline  
22-25 - Drops email, requirements & timeline  
26-29 - Push notification types, requirements & timeline

**05**

## **Ads.**

06 - Ad types  
07 - Templates & requirements  
08 - Ads manager  
09 - Delivery timeline

**30**

## **Paid media.**

31 - Paid media resource

**10**

## **Content.**

11 - Auto-generated collections  
12 - Deals overview,  
requirements and lead time  
13 - Shoppable video overview,  
requirements and lead time.

**32**

## **Further information.**

33 - Links to resources.

# Ways of working.

A few things to bear in mind.

## **Amends.**

Our creative timelines allow for one round of feedback, if further changes are required, these are costed at \$200 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 72 hours away.

## **Cancellations.**

Please inform us of cancellations as soon as possible so that we can continue to support all requests. Cancellations requested within 10 days of the campaign launch date will be charged 50% of the placement fee, cancellations in under 24 hours will be charged 100% of the placement fee.

## **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.**

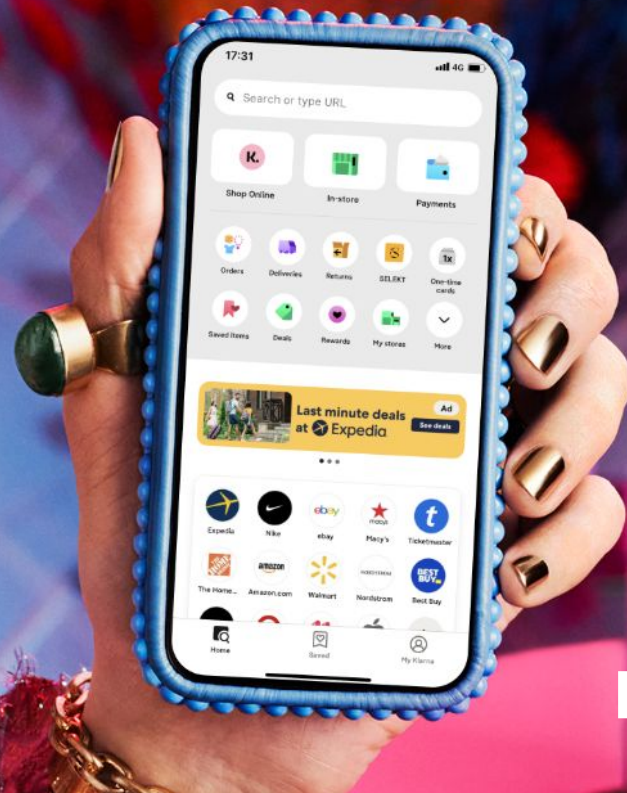
We cannot monitor or guarantee tracking parameters will be remain intact as all app traffic is passed through an affiliate aggregator at which point any affiliate partnership tracking is applied, often overriding existing parameters. We therefore cannot support custom parameters in our campaign URLs.





# 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.



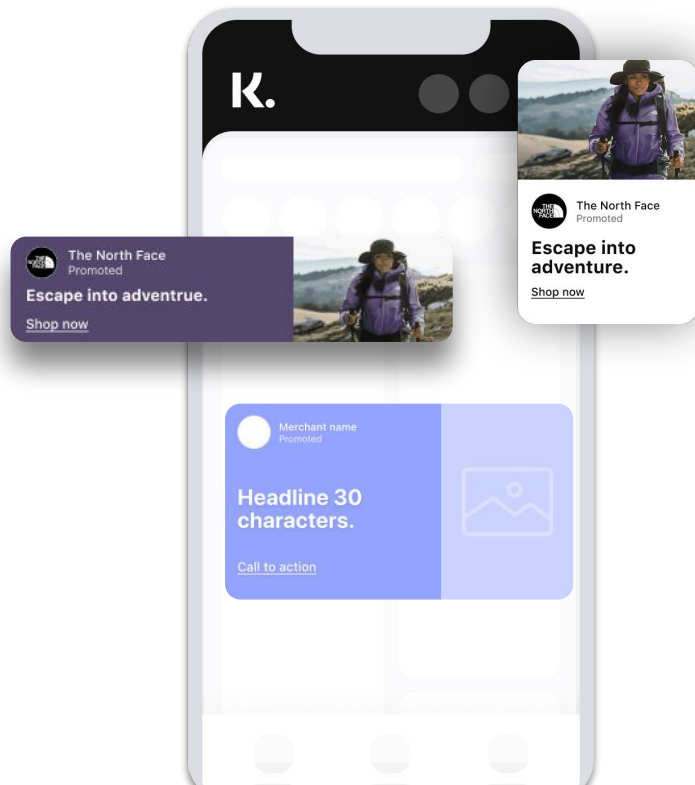
K.

# Ads in the Klarna app.

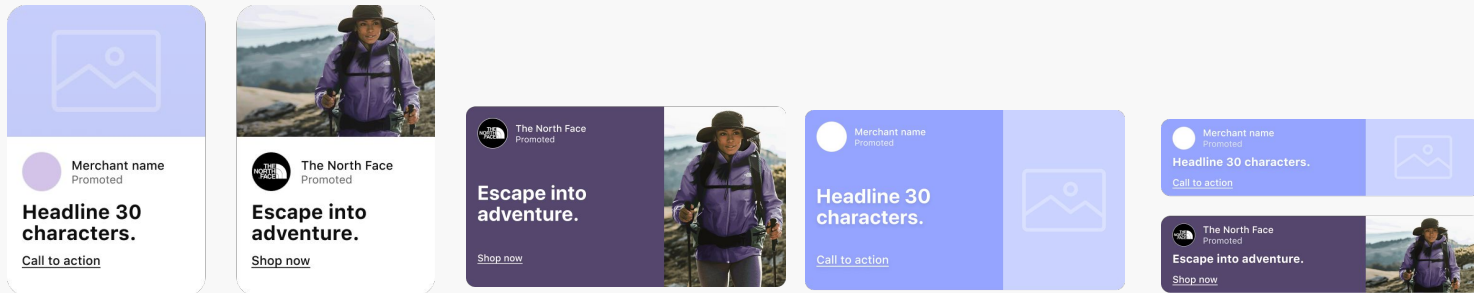
Premium advertising placements published across the Klarna app and click through to a URL directly on your merchant's website.

Ads are available to:

- Showcase your **brand**.
- Highlight a **deal**.
- Link to a **collection**.
- Promote a specific **product**.



# Ads templates and requirements.



<b>Format</b>	Static (.jpg or .png)	(The word 'Promoted' indicates that this content is an ad.)
<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 Call to action: e.g. Shop now.	
<b>Click-through</b>	Your preferred URL In-app page e.g. deal card or collection.	

# Ads for US, UK & SE audiences.

Partners looking to target audiences in the US, UK and SE 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.

**Budget** Overall max budget per campaign  
(e.g. \$10k max spend per month)

**CPM bid** US: \$7 CPM minimum  
UK: £5 CPM minimum  
SE: SEK70 CPM minimum

**CTA** Select from: Learn more, Shop now, Use code, Book now

**URL link** Option to include a UTM to track conversions from your preferred analytics tool.

**T&Cs** 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 (US only):**

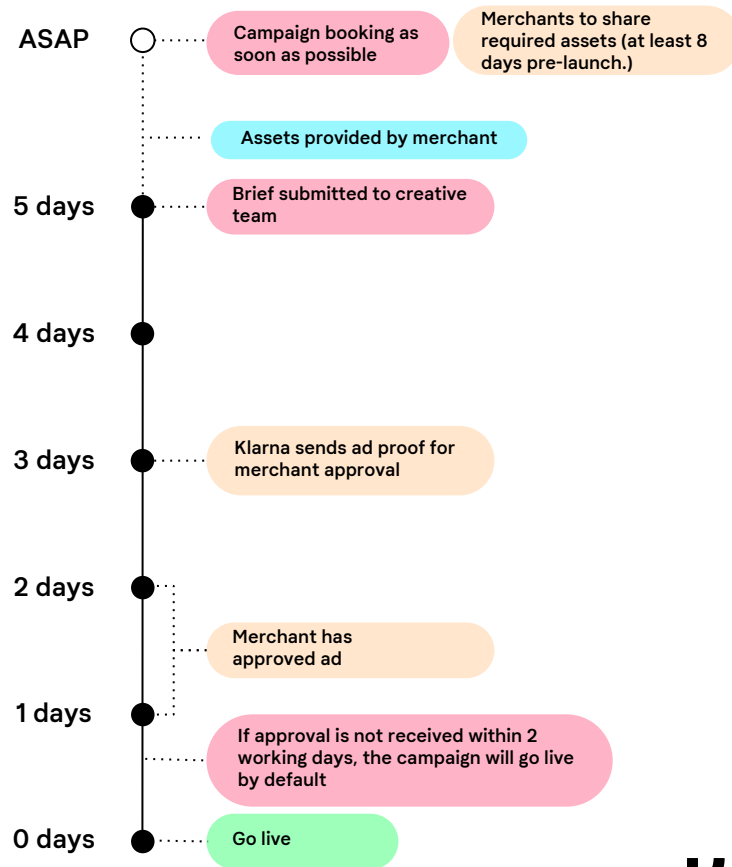
- Select from 50 US states.



# 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.



# Content.

Offering an entry point to shopping and engaging ways for Klarna shoppers to find their new favorite products in the Klarna app.

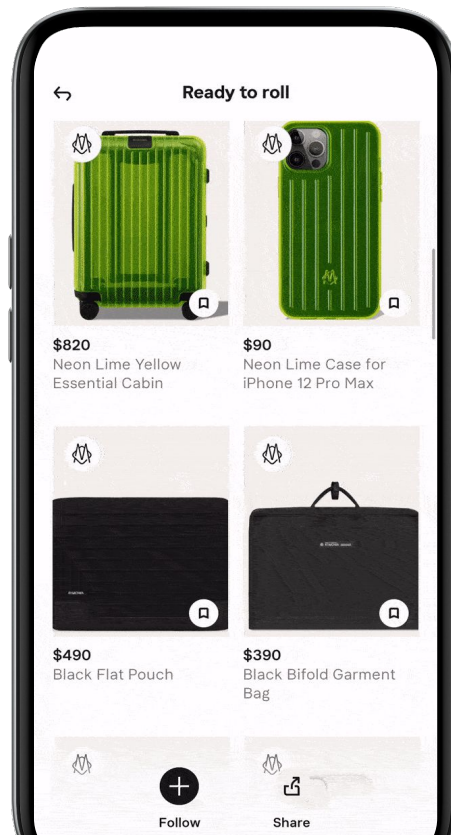
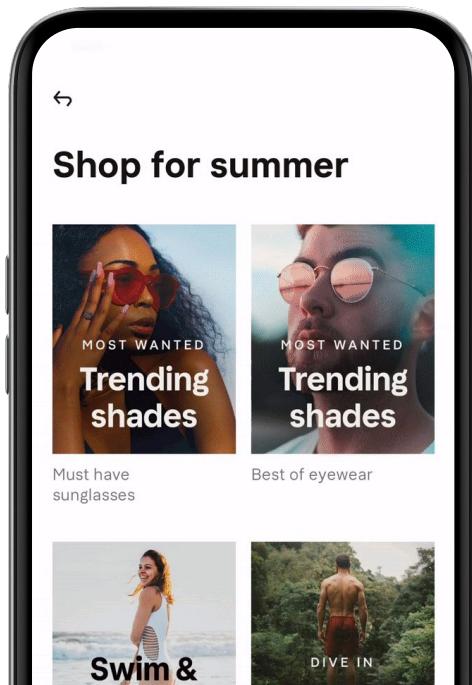


# Auto-generated collections.

Integrate your product feed for the chance to have your products pulled into one of our thematic collections, featured in front of millions of Klarna shoppers with a prominent position on the app.

See all the details on feed  
Integration [here](#).

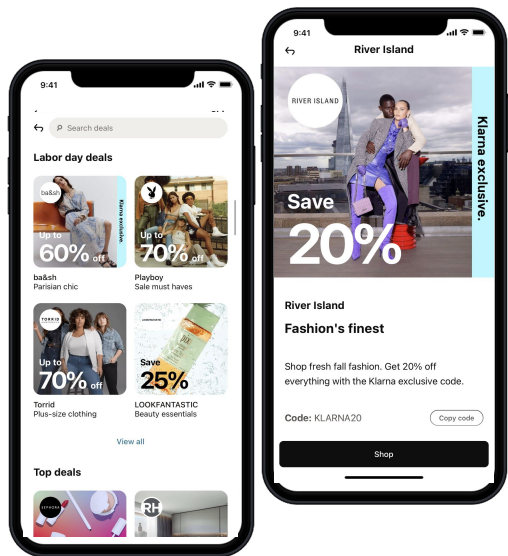
Product collections  
integrate various  
campaigns and  
promotional  
activities.



Algorithms and AI  
capabilities generate  
personalized product  
collections.

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# Deals.



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

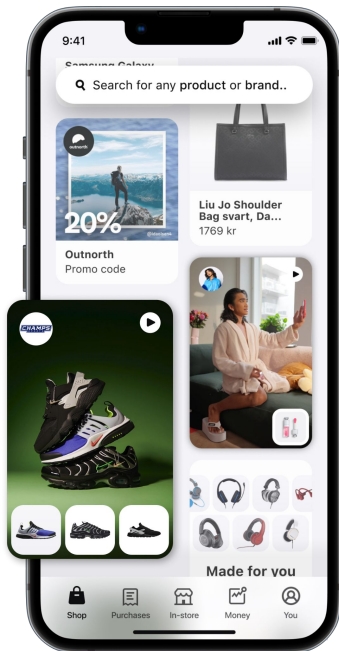
Takes users through to a deal card with more information and the deal code.

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) Description of the deal URL to redirect Discount code Offer: % or price amount off
<b>Terms &amp; Conditions</b>	Any merchant terms and conditions specific to this deal.
<b>Delivery lead time</b>	5 days.

# Shoppable video.



Live in the US, UK, SE and DE.

## Requirements.

- |                           |   |
|---------------------------|---|
| <b>Video format</b>       | Vertical format (aspect ratio 9:16), MP4/MOV file   |
| <b>Length</b>             | Recommended 10-30 seconds   |
| <b>Music/ Sound</b>       | Copyrighted music, licensed for use<br>Royalty free music is recommended<br>Content should contain sound for engagement purposes (i.e., music, voiceover, ASMR).  |
| <b>Watermark</b>          | Original files without a watermark when repurposing from social channels.   |
| <b>Product feed:</b>      | TEXT/CSV, XML, JSON formats accepted<br>Supplied via URL, FTP.<br><i>(for full details of product feed requirement please see the guide <a href="#">here</a>)</i> |
| <b>Content</b>            | 10+ pieces of content that that will be uploaded into the Klarna app.<br>Ask your Klarna representative for a form.   |
| <b>Delivery lead time</b> | 10 days.  |



# CRM.

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

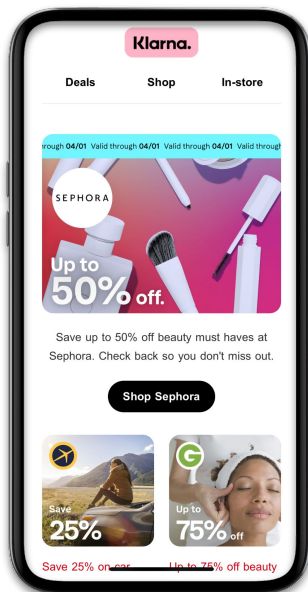


# Email.

Reach the Klarna audience with one of our email products - a dedicated merchant email for you to promote your brand, a multi-merchant email featuring spots from different brands tied together around a theme, promote your product offer as a placement in our weekly deals emails, plus fast-track emails on shorter time frames with minimal copy and images and pre-built evergreen emails for when late opportunities arise.



# Email examples.



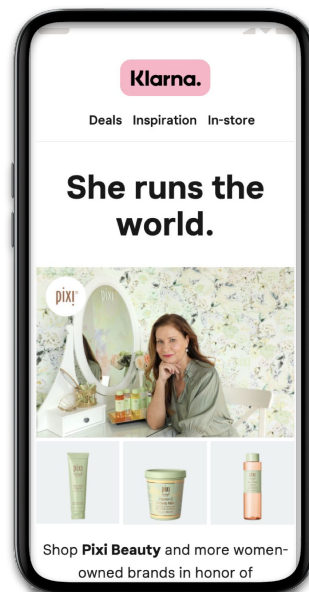
## Deals Drops email

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



## Merchant launch

Reach the Klarna audience with a dedicated email announcing your **merchant's launch with Klarna**. Sent to relevant opted-in audience segments.



## Calendar moments

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

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# Template A - hero feature.

This template includes a hero image (brand feature or Klarna image) with up to 8 secondary spots as tiles. If only 6 spots are used, an optional collection or article module may be added.

## Image considerations:

**Please provide raw images for Klarna to resize to the below specs.**

**Hero format** GIF, 2000 x 2000px (minimum 1040 x 780px),  
3-4 lifestyle images required

**Product images** Raw images - file size 1MB max.  
Will be cropped to 500 x 626px

**Brand assets** Logo (added to top-left of images if a multi-merchant email).

## Copy considerations:

**All email copy is developed by our in-house copywriters in English** and then translated for local markets. Please provide the following copy guidance in English to inform the brief:

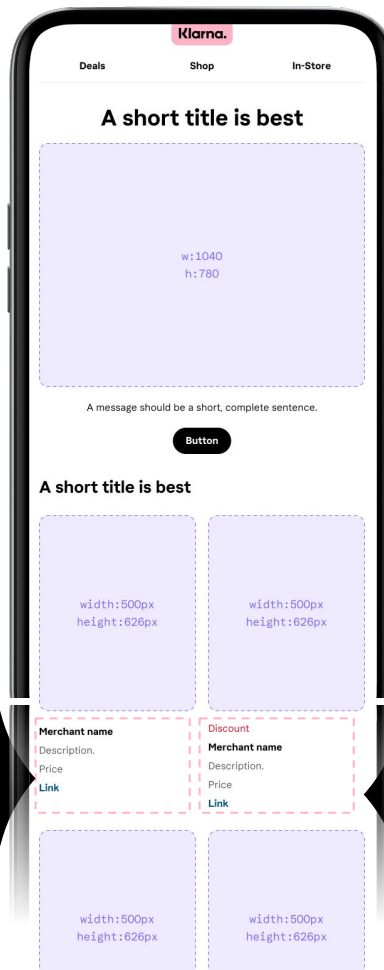
Primary messaging

Suggested tone

Any considerations e.g. brand guidelines, legal constraints, product details, promotion etc.

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

Our copywriters develop all email copy, but will review any copy suggestions provided.



Featuring  
merchant

Featuring  
product or  
category

# Template B - no feature, only tiles.

This template includes 6 grid spots as tiles, plus an optional collection or article module.

## Image considerations:

Please provide raw images for Klarna to resize to the below specs.

## Product images

Raw images - file size 1MB max.  
Will be cropped to 500 x 626px  
Logo (added to top-left of images if a multi-merchant email)

## Copy considerations:

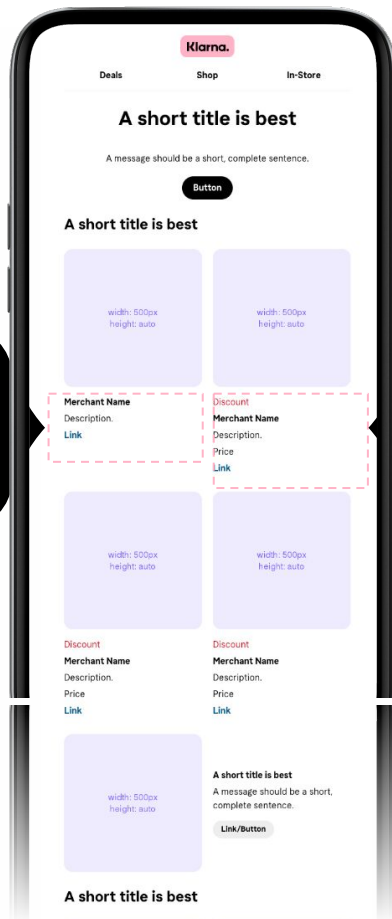
**All email copy is developed by our in-house copywriters in English and then translated for local markets.** Please provide the following copy guidance in English to inform the brief:

Primary messaging  
Suggested tone  
Any considerations e.g. brand guidelines, legal constraints, product details, promotion etc.

Our copywriters develop all email copy, but will review any copy suggestions provided.

Featuring merchant

Featuring product or category



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# Semi-automated email build: 8-14 day lead time.\*

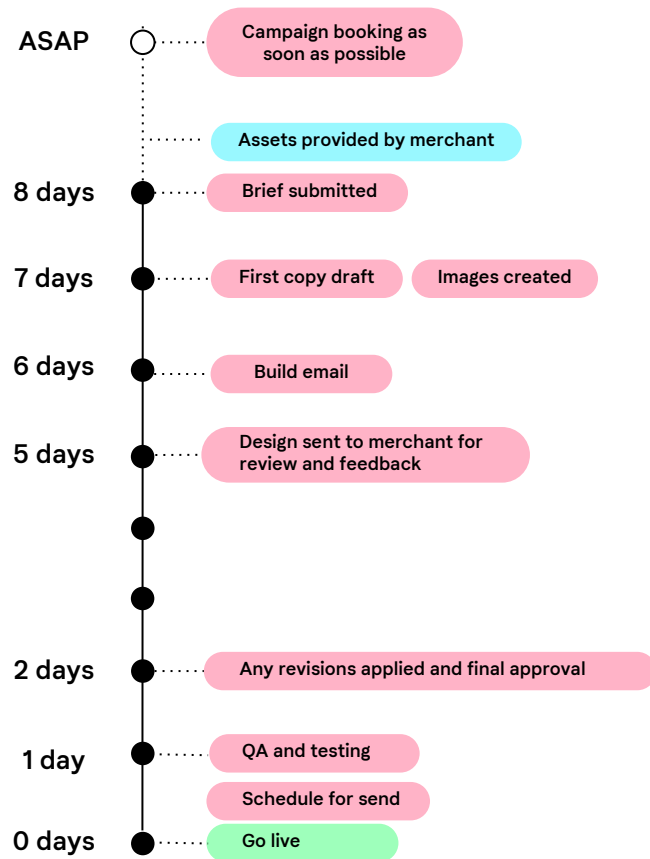
\*This shortened timeline involves some automated processes and so depends upon the following requirements:

- An even number of tile spots
- No red promotional copy required under grid images
- No personalization or unique codes

Longer timeline includes 3-5 working days for translations if needed (all markets outside US, CA, UK, AU).

We can reduce the timeline to 7 days if merchant feedback and approval round (and translations) is not required.

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



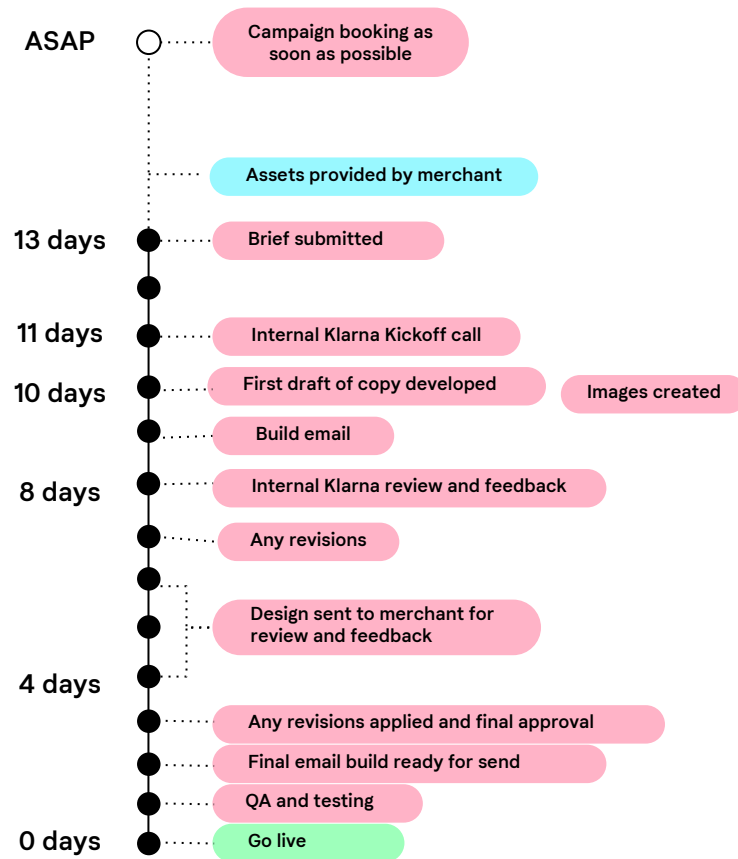
# Manual email build: 12-15 day lead time.

This timing applies to any emails that have to be built manually.

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.



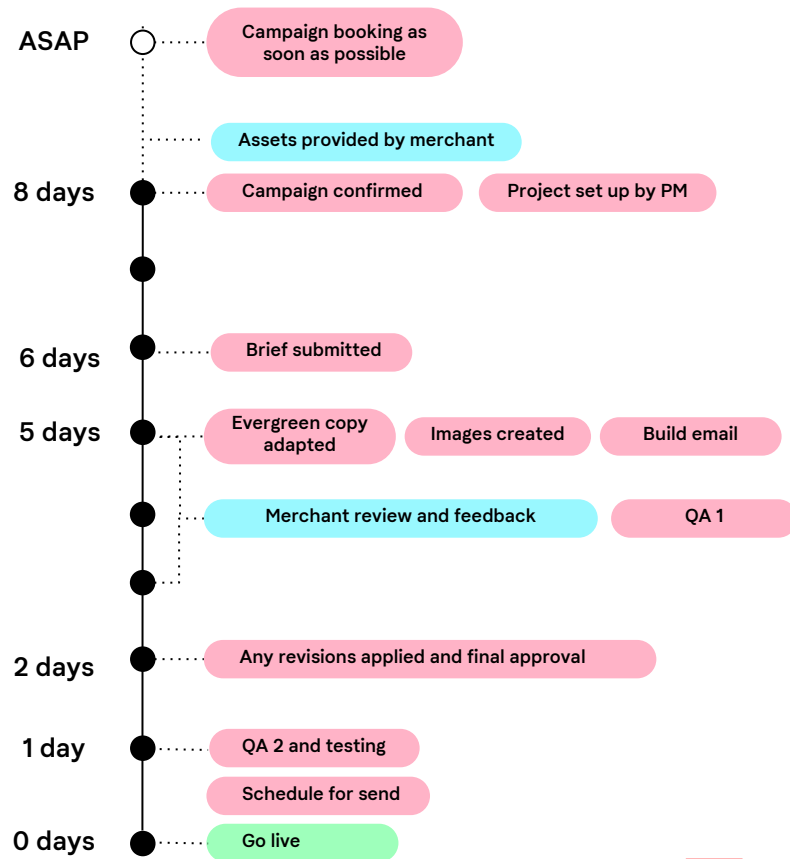
# Fast track: 6 day lead time.

This shortened timeline involves some automated processes, pre-drafted and already translated copy options from a library that will be used and adapted dependant on the merchant.

Fast-track email campaigns depend upon the following requirements:

- Static images only, no merchant header GIF
- Product or category images already provided
- No red promotional copy required under grid images
- No personalization or unique codes

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



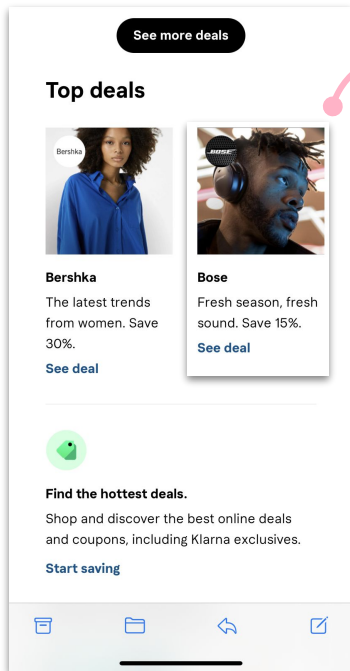
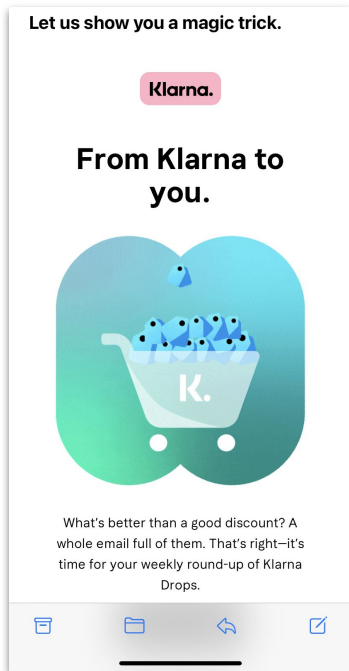
# Drops email.

A weekly email sent to an opted-in audience who has not received an email from Klarna in the previous 48hrs. It features 4 deal spots and a banner to help highlight your product offer.



# Deals 'Drops' email: deal card in the grid

Highlight your promotion to the Klarna audience with a grid placement in our popular Drops email. Sent to the opt-in audience weekly.



## Lifestyle image

1200 x 1200px min  
.jpg or .png  
10MB max

## Deal info

The discount e.g. save 20%  
Discounted products e.g. shoes  
Discount code (optional)  
If it is Klarna exclusive or not  
Start and end date

## Terms & Conditions

Any merchant terms and conditions specific to this deal.

## Click-through

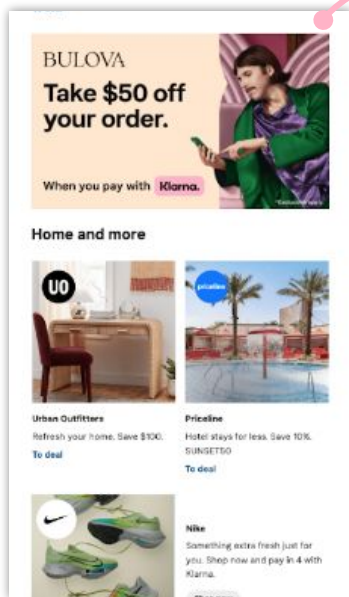
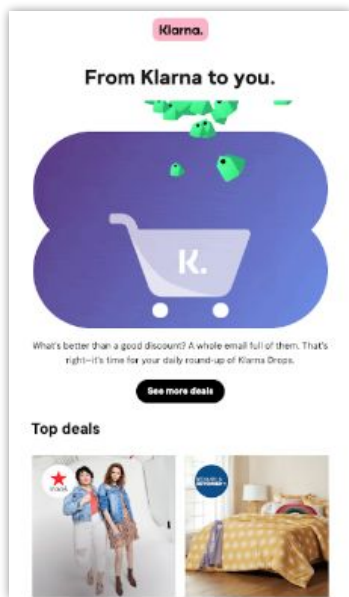
Your preferred URL.





# Deals 'Drops' email: banner placement

Highlight your promotion to the Klarna audience with a banner placement in our popular Drops email. Sent to the opt-in audience weekly.



## Lifestyle image

2400 x 2400px min.

More than one image is preferable for the designers to work from.

## Logo

1000 x 1000 px

Square or circle

.png, .svg, .eps format

## Copy

25 characters max.

Call to action: e.g. Shop now.

## Click-through

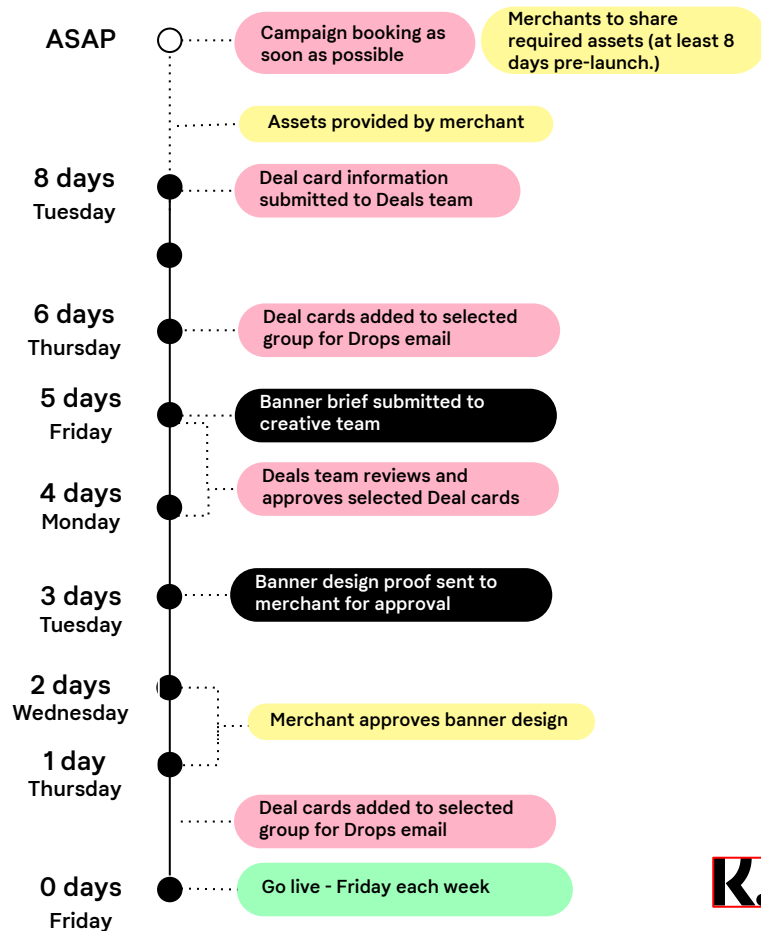
Your preferred URL.

# Drops email deal card & banner: 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.

Banner follows ad development timings.



# Push notification.

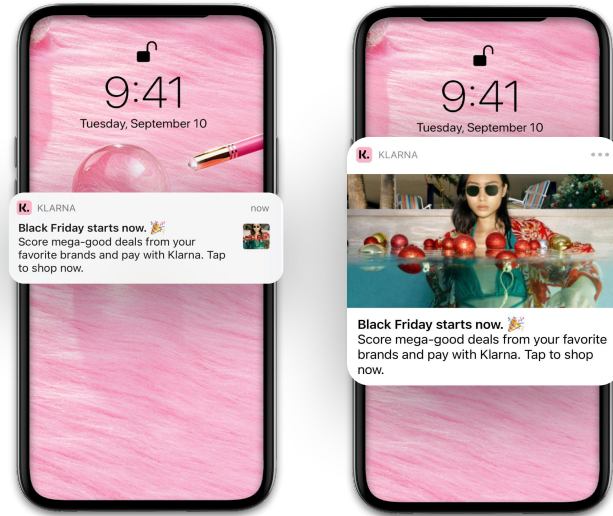
Get your message out to the Klarna audience with our native push notifications. Deep link directly to other Klarna app content such as collections, deals, articles or directly to your site in the Klarna app browser.



# Push notifications.



**Standard Push Notification**  
Copy only.



**Rich Push Notification**  
Copy and image.

# 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.

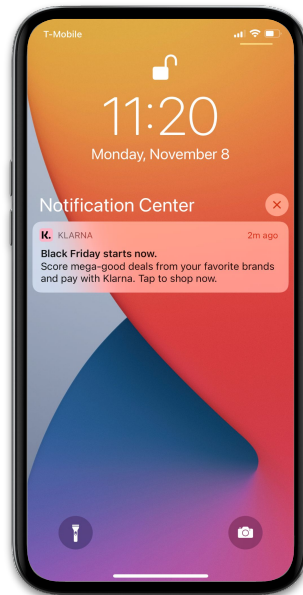
## Copy

All copy is developed by our in-house copywriters in English and then translated for local markets.  
If you wish to provide suggested copy, please adhere to the requirements:

Headline text: 30 characters  
max (with spaces)  
Body text: 90 characters max  
(with spaces)

## Clickthrough

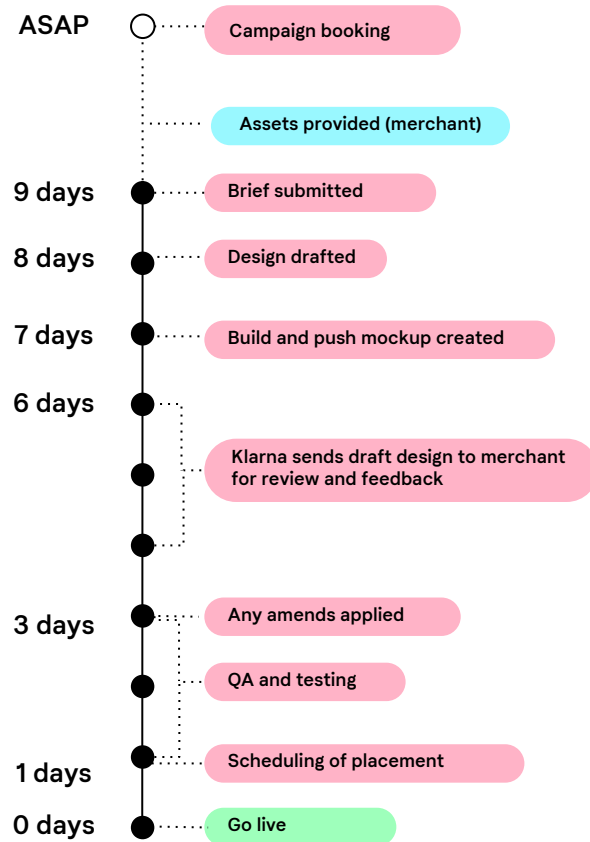
Merchant webpage URL or deal  
in the app





# Push notification: 9-14 day lead time.

- 9 business days lead time, if you does NOT need require brand approval, and content is in English.
- Up to 14 business days lead time, if you DO require time for your brand to approve (3 days approval period) and translations are required.



# Paid media.

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

# Paid Media.

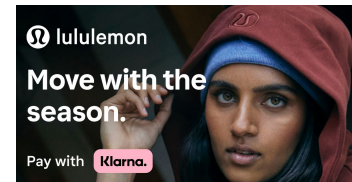
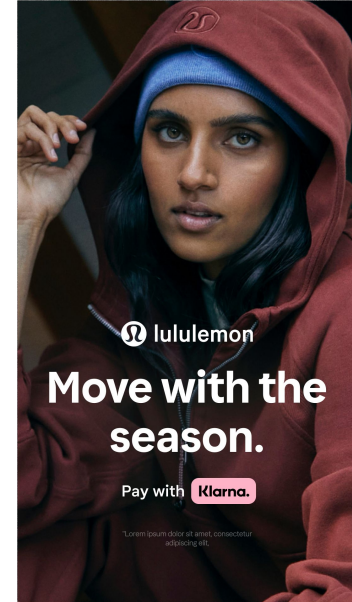
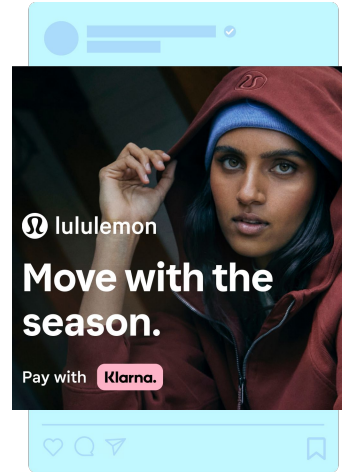
Our in house Klarna performance marketing experts provide media planning and end to end campaign management.

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 luxury car's interior. A black leather seat with horizontal stitching is visible. A black leather suitcase with gold-colored latches and handles sits on the seat. Two gold-colored chains are draped over the handle of the suitcase. The car's interior is illuminated with warm, golden light, creating a sophisticated and opulent 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.