



EccaNova



MEDIA SPECIFICATIONS

Facebook Collection

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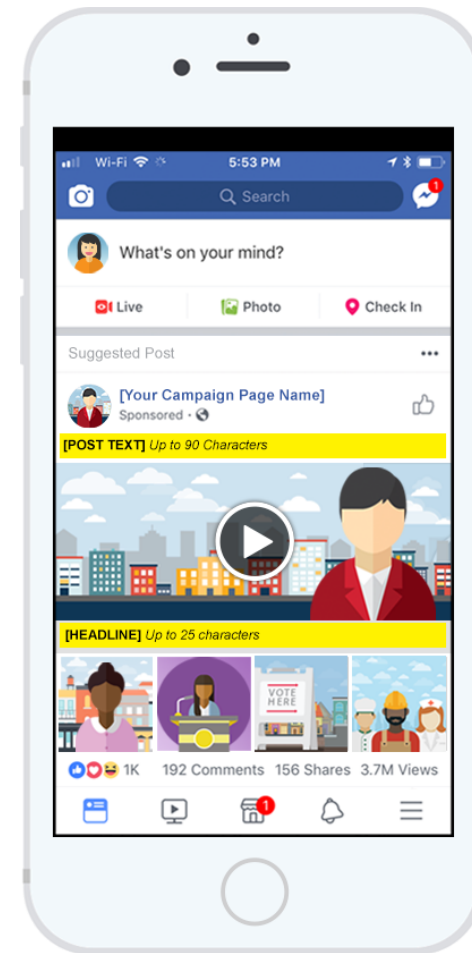
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1. FACEBOOK FEED - SPECS

FACEBOOK FEED			
About	Max Text Characters	Technical Requirements	Supported Objectives
<p>Collection is an ad format that makes it easier for people to discover, browse and purchase products and services from their mobile device in a visual and immersive way.</p> <p>A Collection experience typically includes a cover image or video followed by several product images. When someone clicks on a Collection ad, they'll land on an Instant Experience – a full screen experience that drives engagement and nurtures interest and intent.</p>	<ul style="list-style-type: none"> ▶ Main Post Text: 90 ▶ Headline: 25 	<ul style="list-style-type: none"> ▶ Image or Video: The cover image or video that displays in your collection ad uses the first media asset from your Instant Experience. Vertical images or videos may be masked to a max 1:1 ratio in Feed 	<ul style="list-style-type: none"> ▶ Traffic ▶ Conversions ▶ Catalog Sales ▶ Store Traffic



2. INSTAGRAM FEED - SPECS

INSTAGRAM FEED			
About	Max Text Characters	Technical Requirements	Supported Objectives
<p>Collection is an ad format that makes it easier for people to discover, browse and purchase products and services from their mobile device in a visual and immersive way.</p> <p>Instagram's Collection experience includes a cover image or video followed by several product images. When someone clicks on a Collection ad, they'll land on Instant Experience – a full screen experience that drives engagement and nurtures interest and intent.</p> <p>Currently, Instagram only supports the “Instant Storefront” template.</p>	<ul style="list-style-type: none">▶ Main Post Text: 90▶ Headline: Not visible on Instagram Collection ads	<ul style="list-style-type: none">▶ Image or Video: The cover image or video that displays in your collection ad uses the first media asset from your Instant Experience template. This asset must have a ratio of 16:9 to 1:1	<ul style="list-style-type: none">▶ Traffic▶ Conversions▶ Catalog Sales▶ Store Traffic