Outlook Native

Last Updated – 5/4/2021

Overview

Native ads allow the advertiser to immerse their brand within the Outlook site to reach the right audience, at the right time, within the right context. This winning combination drives engagement, CTR, CPA, and more to enhance your campaign performance.

Getting started is simple. Upload an image, logo, copy, and URL into the AppNexus console (or integrated bidder) and the technology formats your content to match the unique look and feel of the publisher site whether it's displayed on a smartphone, tablet, or laptop.

Deliverables

| Ad components	Type	Characters
Description	Text	No character limit (first 40 characters display)
Title	Text	No character limit (first 38 characters display)
Sponsor (Brand)	Text	< 25 characters
Icon	JPG	Optional: (sizes) 150x150 300x300 100x100 50x50
URL		No character limit

Creative Best Practice - Turbo-charge your call-to-action: Immediately highlight your main point with eye-catching wording to create urgency and drive engagement.

Example:

Outlook PC Web
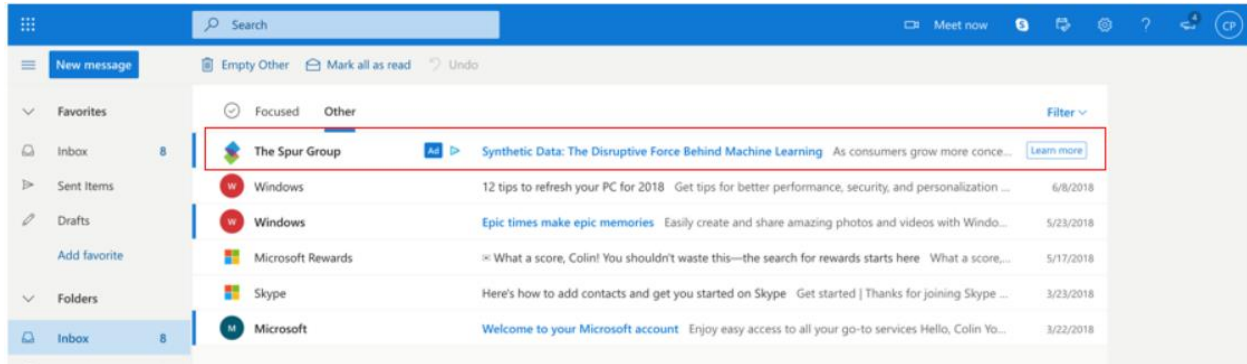
Outlook Mobile Web
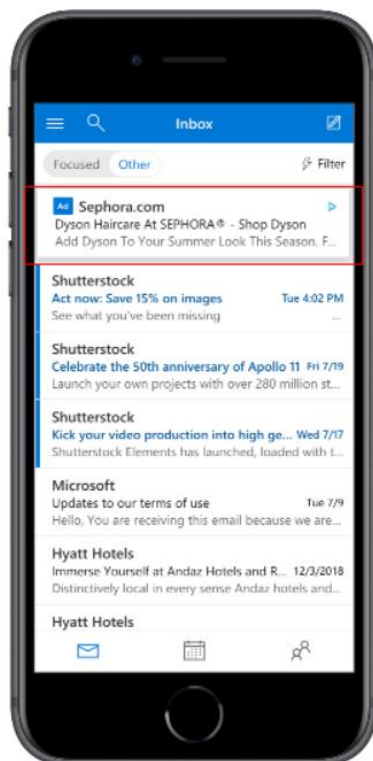
Policies and guidelines

Microsoft Native Creative Acceptance Policy