

# Outlook Native

Last Updated – 7/26/2018

## 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.

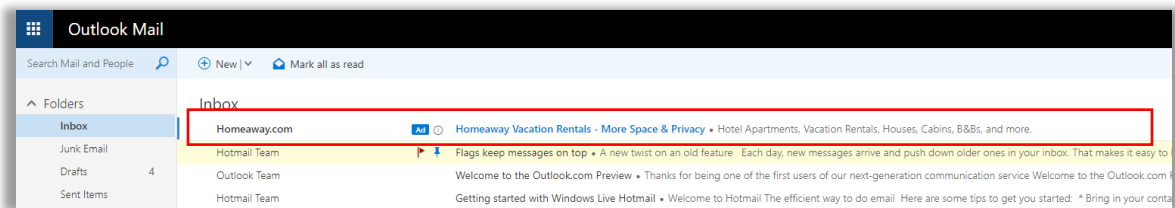
## Deliverables

<i>Ad components</i>	<i>Type</i>	<i>Characters</i>
Description	Text	300 characters max
Title	Text	25 characters max
Sponsor (Brand)	Text	< 25 characters
URL		No character limit

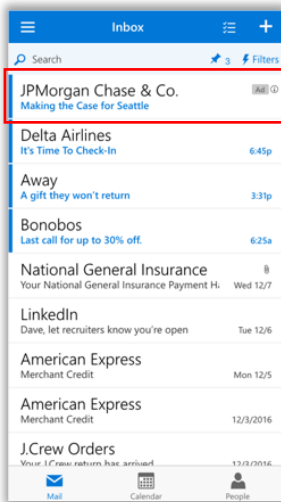
Creative Best Practice - Turbo-charge your call-to-action: Immediately highlight your main point with eye-catching wording to create urgency and drive engagement.

Example:

## Outlook PC Web



## Outlook Mobile Web



Policies and guidelines

[Microsoft Native Creative Acceptance Policy](#)