DESKTOP

MOBILE

KBB.com's Advertising Specifications

More Shopping Tools - Custom Compare

Note: Custom Ad Solution

Last updated: February 8, 2023

Description

More Shopping Tools Module – Custom Compare is designed to not only capture and retain shoppers while they are in active search mode, but it also builds credibility and trust with its native look and feel.

This particular ad unit emphasizes the user's natural inclination to research a particular model by featuring numerous key KPI links, maximizing opportunity to drive shopping actions. It also features KBB.com's Expert Rating,* among other useful data points, that are dynamic within the creative. *MSRP or Horsepower may be featured.

The intent of the template options enables advertisers to increase on-page relevancy, enhance performance, and differentiate the messaging.

Media Specifications

Pages	Custom Compare Landing Page
Duration	Any
Share of Voice	CAMP 360
Geography	National
Ad Serving	Site served
Lead Time	5 business days
Device	Desktop Tablet Mobile
Dimensions	Custom
Frequency Capping	No frequency capping
Additional Notes	No fourth-party pixels or calls may be added to ad tags without the prior written consent of Cox Automotive. Advertiser and/or agency is expressly prohibited from collecting any data from Cox Automotive, including website data and user behavioral data, without the prior written consent of Cox Automotive.

More Shopping Tools - Custom Compare

Deliverable Specifications

HEADLINE COPY:

- Default copy: More Shopping Tools or More Research Tools
- Any headline change requires Ad Product approval
- 19 characters max, including spaces

YEAR, MAKE, MODEL COPY:

- 30 characters max, including spaces

CALL-TO-ACTION (CTA) COPY:

- Primary CTA: 27 characters max, including spaces
- Default copy: Schedule a Test Drive Today
- Text Link CTAs: 18 characters max, including spaces; two (2) CTAs min, four (4) CTAs max

VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 500×230 PNG on transparent background; or high resolution 1920×1080
  PNG on transparent background for internal resizing

LOGO:

- High resolution 100×35 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

TAGS:

- One impression tag
- Multiple click tags: Vehicle image, logo, and one for each Call-To-Action (CTA). All redirect to OEM site; CTA redirect to KBB.com internal redirect optional