

Creative Approval Policy

Standard In-feed photo


Size & Format

 JPG, JPEG, PNG

 Max file 250 MB

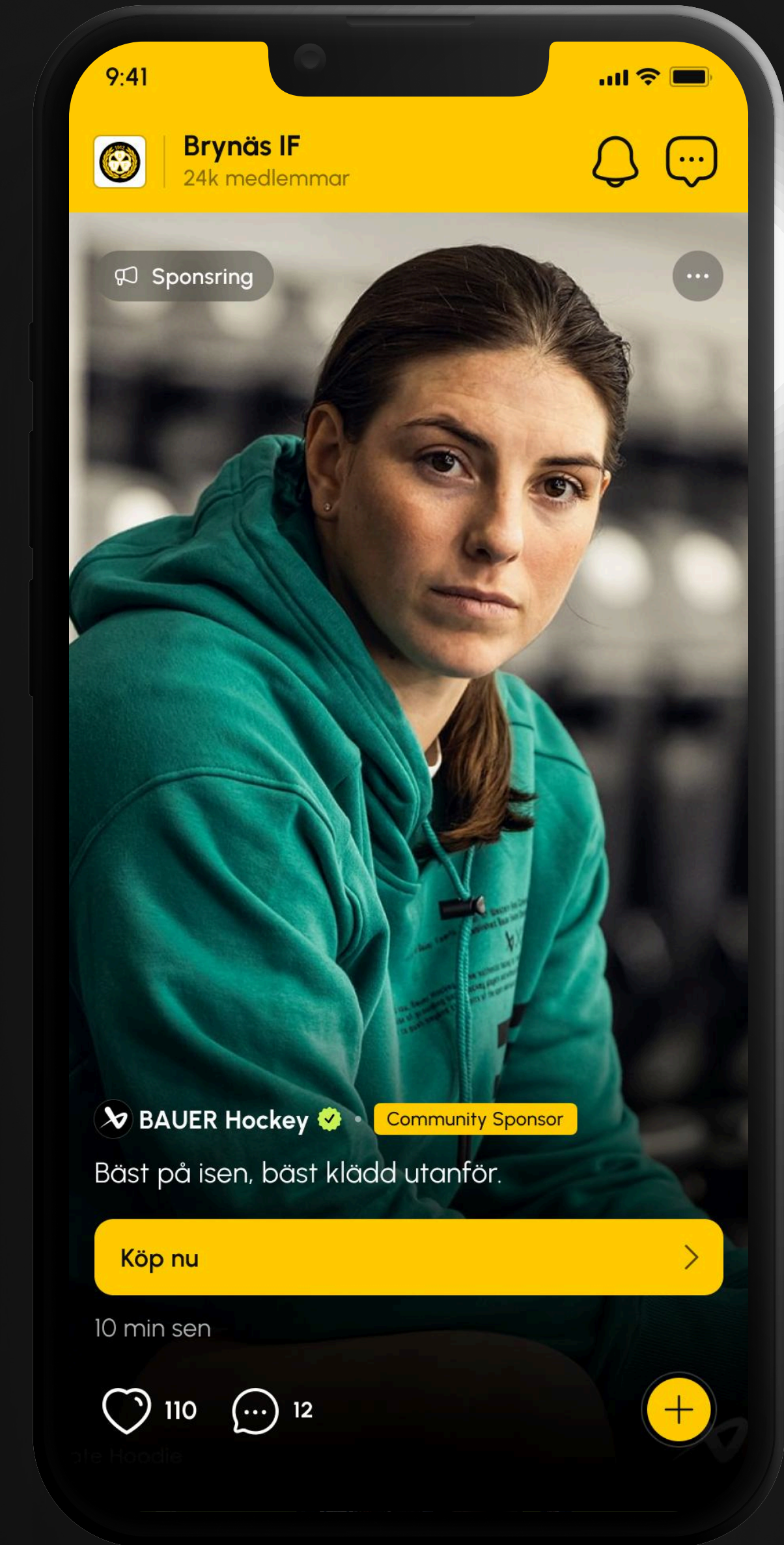
 1080x1920

Available on

 iOS phone & Android

Delivery

 The creative must be available at least 3 workdays before the campaign starts



Example of the advertisement in the feed



Standard In-feed video

Size & Format

MP4

Max file 250 MB

1080x1920; Ratio format is 9:16

Video length is between 5 and 60 seconds.

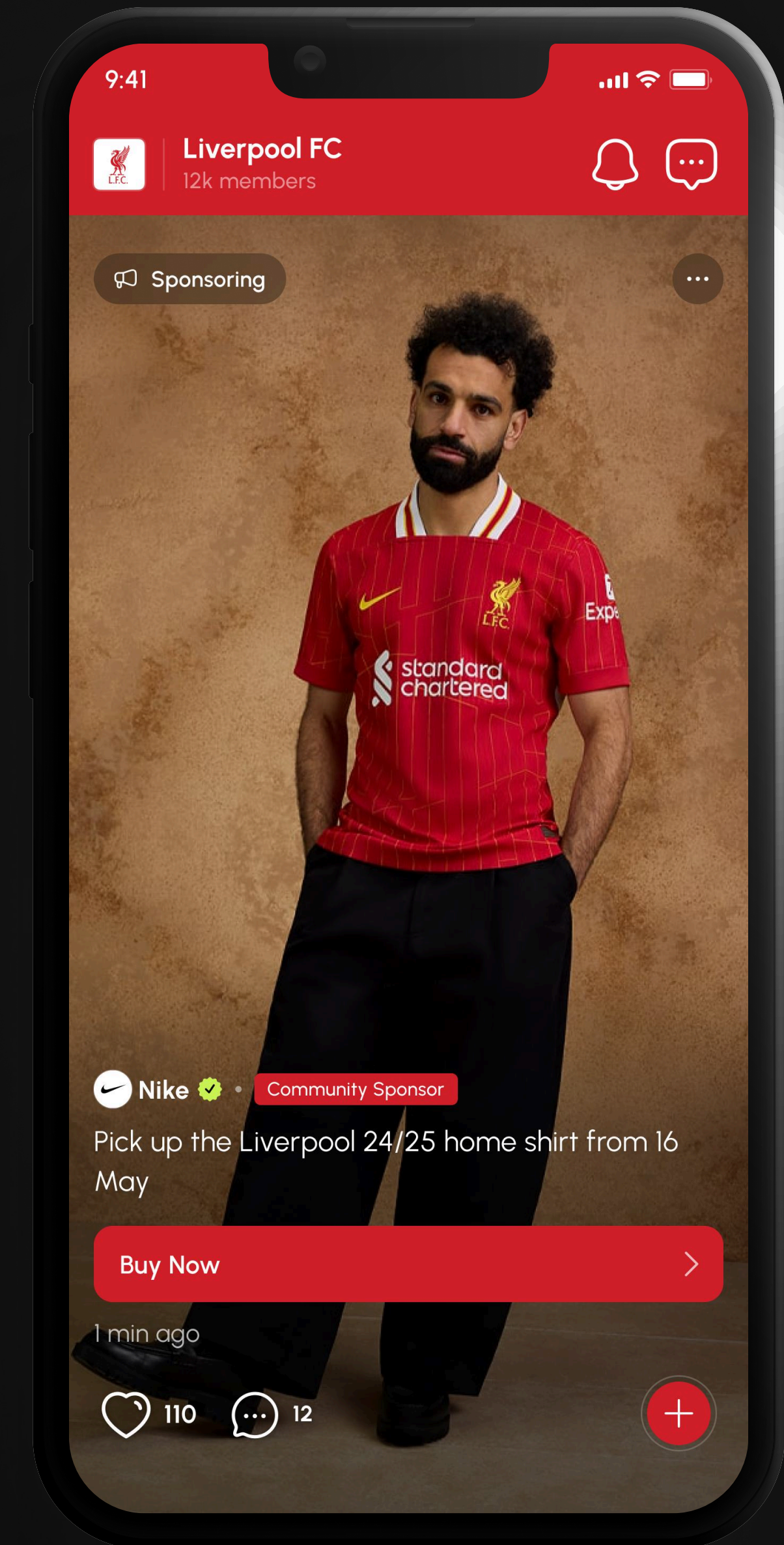
Frame per second (FPS) requirement 0-30

Available on

iOS phone & Android

Delivery

The creative must be available at least 3 workdays before the campaign starts



Example of the advertisement in the feed

Advertiser name

Ensure that the correct company name is associated with your advertisement, as this information is not visible in the ad preview.

The company name, max 25 characters, displayed in your ad will correspond to the name shown in the navigation bar.

To update or change this:

- 1 Click on your name in the navigation bar
- 2 Select **Profile**
- 3 Scroll down to **Account Details**
- 4 Click **Edit**, and update the company name to your preferred choice

Please confirm these details to maintain accuracy and consistency in your campaigns

Account details ✕

Full Name *

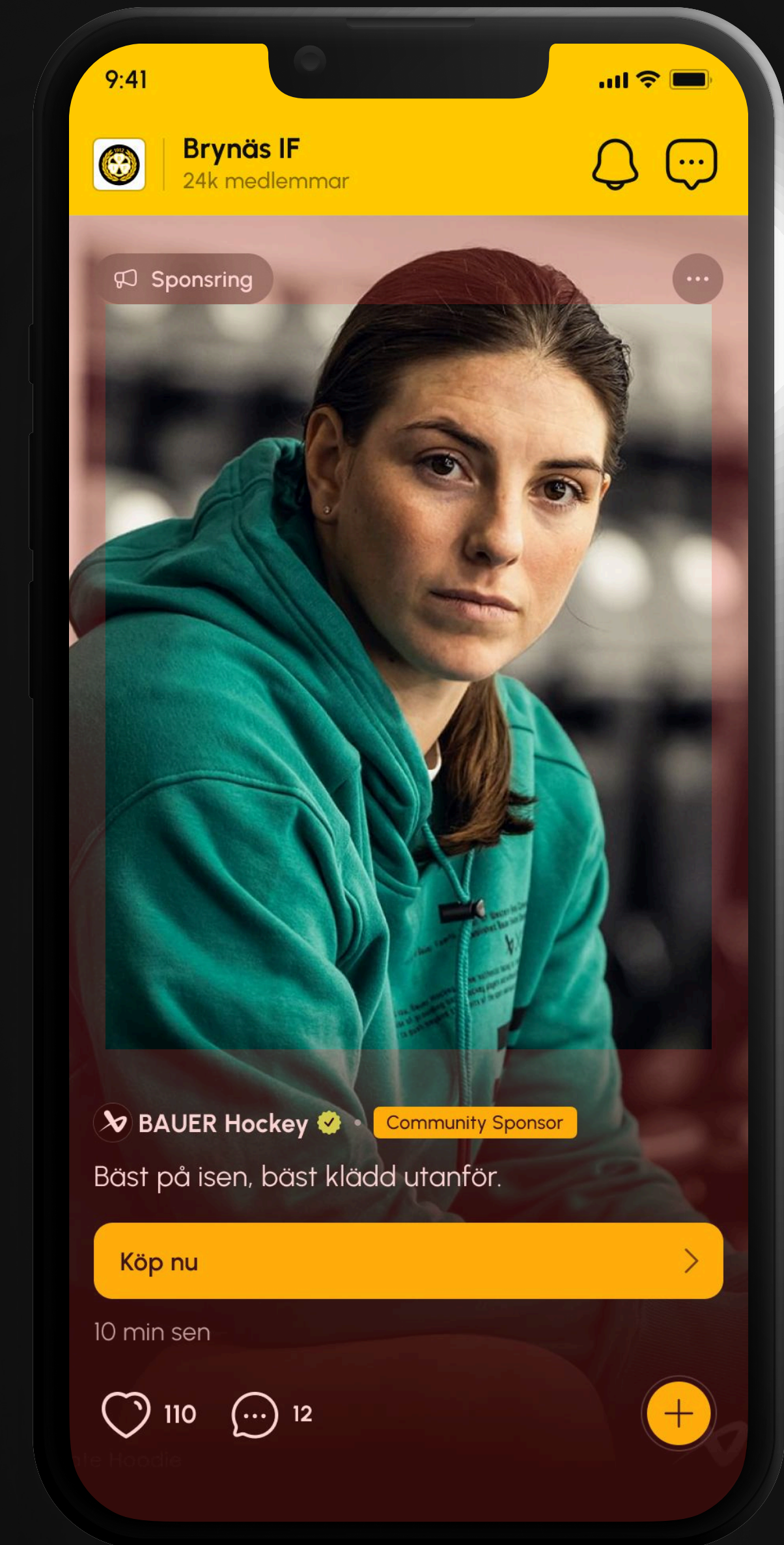
Company Email Address *

I agree to receive occasional emails from "Wimt Campaign Manager" with useful information, updates and offers.

Safety Margins for Creatives

To ensure that key information is not obstructed by interface elements, follow these recommendations:

- **Top Margin:** Avoid placing text or logos within 200 px from the top.
- **Bottom Margin:** Leave at least 650 px from the bottom free to prevent overlap with CTA buttons.
- **Side Margins:** Leave at least 100 px on each side to avoid cropping.



Example of the advertisement in the feed

Uploading Creatives

Explanations

☰ Choose name of your creative

☰ Destination URL to landing page

Please note: The URL must lead directly to a functional and relevant landing page. At this time, we do not support third-party pixels, so please ensure that tracking parameters are correctly integrated and tailored to your own system.

☰ Choose CTA from dropdown menu

☰ Choose caption for your post

Creative Name * ⓘ

Pic 1

Destination URL *

https://yoursite.com

🔗 Test

CTA text *

CTA text ▼

Caption *

Caption

Please note:

When checking out and paying for your campaign, you will be prompted to enter your organization number. The correct format for this is to use your VAT number: **Add "SE" at the beginning and "01" at the end.**

Wimt Advertiser Policy

At Wimt, we are committed to providing a safe and positive experience for our users. To ensure this, we have established guidelines for advertising content permitted on our platform. Advertisers must comply with all relevant laws and regulations, and we strictly prohibit content that could compromise user safety, well-being, or trust.

The following types of advertisements are not permitted on Wimt:

- 1 Gambling and Casino (excluding betting)**
Advertisements that promote or are related to gambling, casinos, lottery services, or any form of gambling activities are strictly prohibited.
- 2 Alcohol and Tobacco Products**
Ads for alcoholic beverages, tobacco products, e-cigarettes, vape products, or any related accessories are not allowed.
- 3 Drugs and Related Products**
Advertisements promoting illegal drugs, prescription medications, recreational drug paraphernalia, or any substance that can alter mental states are prohibited.
- 4 Adult Content**
Ads containing or promoting adult content, explicit materials, or sexually suggestive services are not allowed.
- 5 Weapons and Dangerous Products**
We prohibit advertisements for firearms, ammunition, explosive materials, knives, or any other weapons. This includes products that promote violence or incite harm.
- 6 Inappropriate or Sensitive Content**
Ads that display or promote hateful, discriminatory, violent, or harassing content, or any content deemed insensitive, are strictly forbidden.

Additional Restrictions

In addition to prohibited content, all advertisements must:

- Be truthful, not misleading, and based on substantiated claims.
- Comply with applicable local and international laws and regulations.
- Respect Wimt's values and adhere to industry best practices.

Enforcement

Wimt reserves the right to review, approve, and remove any advertising content at its discretion. Violations of this policy may result in the suspension or permanent banning of advertising privileges.

