



Native Cheat Sheet

In this document, you will find information on all things Native including specs, creative upload best practices, campaign set up, and optimization practices. If you have further questions please contact your Account Manager for additional help or insight, we're happy to help!

- More information is available in the TTD Knowledge Portal here:

<https://atlassian.thetradedesk.com/confluence/ttdkp>

Native

Native advertising is where the ad exists within the corresponding content in a medium to provide a cohesive user experience. For example, ads sit adjacent to actual content in large social platforms like Facebook and Twitter; and traditional newspaper/magazine media are following suit by matching ads to the same form and function as their editorial content.

There are various types of native inventory:

1. **In-feed text/image/video:** Text, image, or video assets are combined into an ad slot within a site's feed, so the ad meshes with the publisher content seamlessly.
2. **Recommendation widget:** Publishers may recommend additional content for users, and text or image assets are combined in the ad slot to mesh seamlessly with the other recommended articles/videos.
3. **Outstream video:** Videos (and sometimes banners) that appear when scrolling through content which appears within the content of the page. Because outstream appears outside the streaming contents of a video player, outstream video may have different measurements to both standard in-feed native video and in-stream video (aka pre-roll, mid-roll, post-roll).
4. **Social:** Because many social networks use feeds, technically Facebook and Twitter all have "social/native" ads. Since FBX was deprecated, we no longer have access to social inventory at this time.

5. **Editorials:** The original "native" advertising is where the ad is a full-length article/content produced by the advertiser/agency that matches the voice and tone of the publisher's own content. TTD does not engage here because this is not programmatic and we do not have content writers to support this.

Collateral: Native In-Feed and Video Creative Specs

Native In-Feed and Video Creative Specs for all partners can be found [here](#).

Uploading Creatives: Best Practices – 1P Hosted

What do you need?

Best Practice: Native creatives should have all assets in **bold**.

1. **Main Image:** The large main image to be used in the advertisement.
2. **Main Video:** When included, the creative will only bid on impressions that support video.
3. **Logo:** The advertiser's logo to included in the advertisement (it may be overlaid over the main image or shown separately from the main image).
4. **Short Title:** Title or headline for the native ad. Short title should be optimized for mobile.
5. **Long Title:** Title or headline for the native ad. Long title should be optimized for desktop.
6. **Short Description:** Additional text typically displayed below the title. Short description should be optimized for mobile.
7. **Long Description:** Additional text typically displayed below the title. Long description should be optimized for desktop.
8. **Sponsor (Brand):** The name of the advertiser running the native ad.
9. **Call to Action:** Text that will likely appear in a button near the image assets. Examples include "Learn More" and "Buy Now."

Like all other creative uploads, you still need to enter the Name, Landing Page URL, & Clickthrough URL. Above is additional assets for Native Creatives. Please see [here](#) for more information.

As Seen in TTD Library:

Details

Name

Description

Ad Format Native

Landing Page URL

Short Title (Up to 25 characters)

Long Title (Up to 90 characters)

Short Description (Up to 90 characters)

Long Description (Up to 140 characters)

Sponsor (Brand Name)

Call to Action

Price

Rating

Ad Server

Creative Placement ID

Step 1:

Go to the **Creative Library** at the advertiser level and click the **Bulk Import** button.

The screenshot shows the Trade Desk Creative Library interface for the advertiser 'Nike (Demo)'. The top navigation bar includes 'LIBRARIES', 'REPORTS', 'TOOLS', and 'LEARN'. The main content area displays campaign performance metrics such as Spend (\$94,634), Win Rate (19%), and CTR (0.291%). A performance chart shows spend over time from Nov 26 to Nov 28. Below the chart is a table of campaigns with columns for Campaign Name, % Budget Spent, Budget, Spend (est.), Margin, CPM (est.), Partner CPM (est.), Start Date, End Date, Labels, Status, and % View Rate (est.). A 'Bulk Import' button is highlighted in the top right corner of the interface.

Name	Ad Format	Vendor Status	User Approval	Media	Securable	Date Created	Start Date	End Date	Time Zone	Id	Integer Id
demo19	300x600	Not Approved	Third Party	—	—	Tuesday, November 27, 2018	Immediately	Indefinitely	—	y5qk473	7551702
Huggies test	300x600	Not Approved	No Image	—	—	Monday, November 19, 2018	Immediately	Indefinitely	—	ig0qn77	7489554
Legoland correct	180x600	Not Approved	No Image	—	—	Monday, November 19, 2018	Immediately	Indefinitely	—	ig4k0e0	7489754
Legoland bin	180x600	Not Approved	No Image	—	—	Monday, November 19, 2018	Immediately	Indefinitely	—	mxaucms	7489751
Osella kfc test 2	300x250	Not Approved	No Image	—	—	Monday, November 19, 2018	Immediately	Indefinitely	—	y5k4gqz	7489754
Ruck KFC test	300x250	Not Approved	No Image	—	—	Monday, November 19, 2018	Immediately	Indefinitely	—	anagwz3	7489755
kfc test 1	300x250	Not Approved	No Image	—	—	Monday, November 19, 2018	Immediately	Indefinitely	—	w5uyq98	7489753
725x90	725x90	Not Approved	Image	—	—	Friday, November 16, 2018	Immediately	Indefinitely	—	877v0ca	7475001
335x250	335x250	Not Approved	Image	—	—	Friday, November 16, 2018	Immediately	Indefinitely	—	y5y9y9l	7475002
300x250	300x250	Not Approved	Image	—	—	Friday, November 16, 2018	Immediately	Indefinitely	—	q6h7u0c	7475000

Step 2:

Download the **Bulk Import Template**.

Bulk Import Creatives

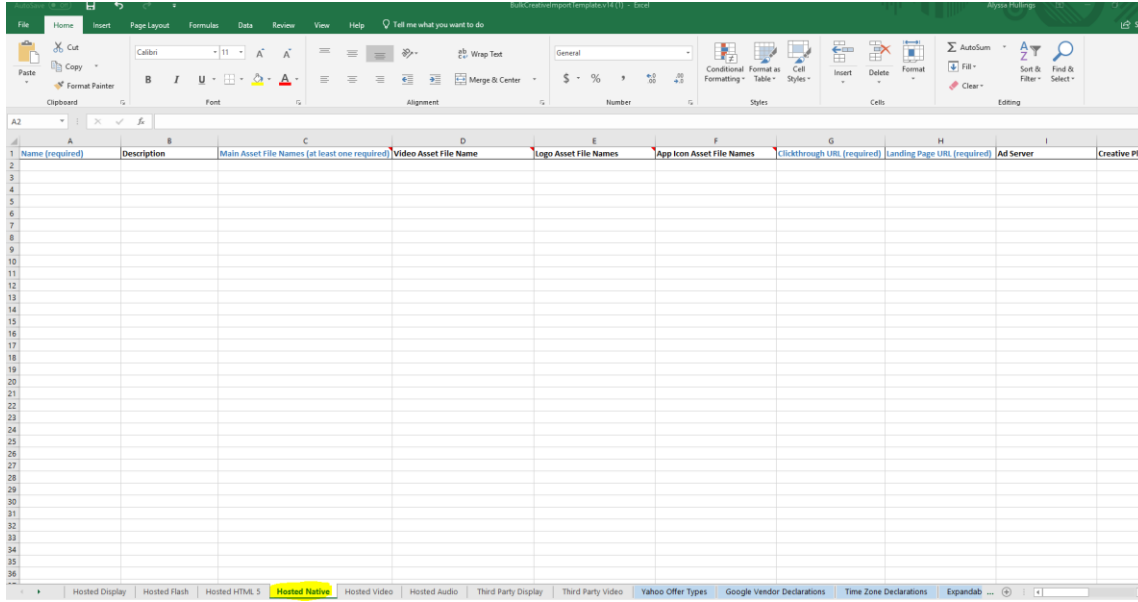
Bulk Import can be used for hosted and third party creatives.

- Download the bulk import template below to get started.
 - [Download Bulk Import Template](#)
- (Optional) If you are importing hosted video creatives and want to assign companion creatives, download a list of the available companion creatives.
 - [Download Available Companion Creatives](#)
- Next, upload the bulk import spreadsheet and the asset files.
 - Drag and drop spreadsheet and asset files here
 - or [Upload Files](#)

Buttons: Cancel, Import

Step 3:

Select **Hosted Native** Tab. Please fill out everything in **blue**.



1	Name (required)	Description	Main Asset File Names (at least one required)	Video Asset File Name	Logo Asset File Names	App Icon Asset File Names	Clickthrough URL (required)	Landing Page URL (required)	Ad Server	Creative Pla
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
16										
17										
18										
19										
20										
21										
22										
23										
24										
25										
26										
27										
28										
29										
30										
31										
32										
33										
34										
35										
36										

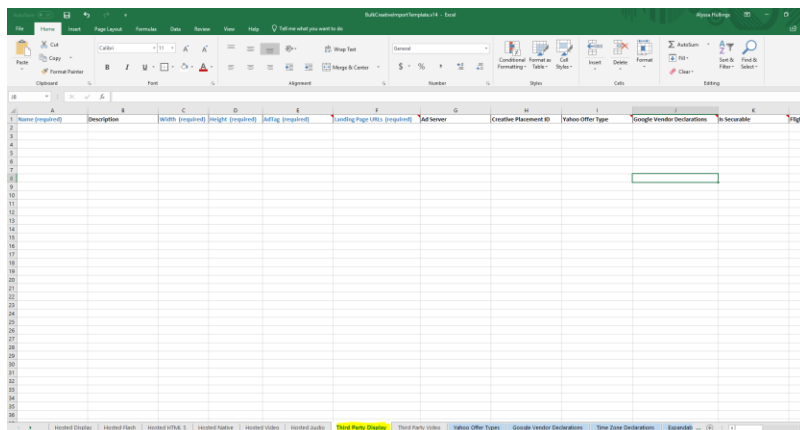
If working with multiple short and long titles/descriptions for one creative. Please make sure to have something written in the name to differentiate creatives. Examples below.

- a. NameofCreative_LA_FastTitle&Desc_SHORT_1
- b. NameofCreative_LA_FastTitle&Desc_LONG_1
- c. NameofCreative_LA_BuyNowTitle&Desc_LONG_2
- d. NameofCreative_LA_BuyNowTitle&Desc_SHORT_2

Uploading Creatives: Best Practices – 3P

When creating 3rd party creative tags with various vendors & platforms. Please communicate if you would like titles and descriptions broken out. Restrictions of titles and descriptions vary by supply vendor. Please refer to the [Native Creative Specs by Partner](#) for more information.

Please use 3rd Party Display or Video tab.



- Please note Partner Native Sizes for Triplelift will be 333:333 and Yieldmo will be 136:136

JavaScript Tracking Tags

JavaScript Trackers allow you to measure more than just impression tracking (like viewability, fraud, etc.) vs. 1x1 trackers are mainly used for impression tracking. If none of those additional measurements are needed (viewability, fraud, etc.) then it's best to stick with 1x1 tracking tags.

Supported Native Trackers by SSP:

SSP	Third-Party IMG Trackers Supported*	Third-Party JavaScript Trackers Supported	Number of Tags	Does my tracker need to be whitelisted?
TripleLift	Yes	Yes	No SSP limit; 3-tag limit in TTD UI	Yes See full list of TripleLift's whitelisted domains
Sharethrough	Yes	Yes	2 or less	Yes - whitelisted for Moat, IAS, DoubleVerify

SSP	Third-Party IMG Trackers Supported*	Third-Party JavaScript Trackers Supported	Number of Tags	Does my tracker need to be whitelisted?
				See Sharethrough's specifications
Nativo	Yes	Yes	No limit; 3-tag limit in TTD UI	Yes (whitelisted domains below) insight.adsrvr.org adsafeprotected.com integralads.com moat.com moatads.com doubleverify.com comscore.com voicefive.com scorecardresearch.com ghostery.com truste.com betrad.com affec.tv
AdYouLike	Yes	Yes	No limit; 3-tag limit in TTD UI	No domain validation is done by this SSP
AdX	Yes	No	N/A	No domain validation is done by this SSP
AppNexus	Yes	Yes	No limit; 3-tag limit in TTD UI	No domain validation is done by this SSP
MoPub	Yes	No	N/A	No domain validation is done by this SSP

SSP	Third-Party IMG Trackers Supported*	Third-Party JavaScript Trackers Supported	Number of Tags	Does my tracker need to be whitelisted?
PubMatic	Yes	Yes	No limit; 3-tag limit in TTD	No domain validation is done by this SSP
Taboola	Yes	No	N/A	No domain validation is done by this SSP
YieldMo	Yes	Yes	4 or less; 3-tag limit in TTD UI	No domain validation is done by this SSP

*Only three impression pixels can be fired for a single creative

Where to input JavaScript Tracking Tag:

*Bulk Import Sheet being updated