BeOp TECHNICAL SPECS
WORKFLOWS WITH THE BEOP CREATIVE TEAM

**CUSTOMER → BEOP**

The customer writes the specifications and shares it with the creative team

**BEOP → CUSTOMER**

The creative team proposes creative ideas to the customer and applies feedback

✅ In any case, we recommend the customer to allow the BeOp creative team to optimize creatives during the campaign run
## IMAGES (ON ALL FORMATS)

### JPG, PNG & GIF
**ACCEPTED FORMATS**

### 50MB
**MAX SIZE**

### RECOMMENDED ASPECT RATIOS

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>CHOICES</th>
<th>END SCREEN</th>
<th>SLIDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:9</td>
<td>1:1</td>
<td>16:9</td>
<td>16:9</td>
</tr>
<tr>
<td>32:9</td>
<td>4:3</td>
<td>32:9</td>
<td>32:9</td>
</tr>
</tbody>
</table>

- **1:1** ➔ 1000x1000px
- **4:3** ➔ 1440x1080px
- **16:9** ➔ 1920x1080px
- **32:9** ➔ 3840x1080px
VIDEO (ON ALL FORMATS)

MOV, MP4, AVI, MKV
ACCEPTED FORMATS

1GB
MAX SIZE

RECOMMENDED SPECIFICATIONS

<table>
<thead>
<tr>
<th>QUESTIONS</th>
<th>CHOICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORMAT</td>
<td>1920x1080px</td>
</tr>
<tr>
<td>RECOMMENDED DURATION</td>
<td>45s</td>
</tr>
<tr>
<td>MAX DURATION</td>
<td>15m</td>
</tr>
</tbody>
</table>
Always aim for the shortest text possible
D’après vous, faut-il vraiment faire des compromis pour rouler en électrique ?
MEDIA ON QUESTIONS CHOICES

Carousel

Quel effet recherchez-vous pour votre teint ?

Éclat, Hydratant, Anti-

Duel

Quel effet recherchez-vous pour votre teint ?

Éclat, Hydratant

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MEDIA ON END SCREENS

Profile
ADVISOR ONLY

Score
ODYSSEY ONLY

Poll results
SURVEY, VIDEO POLL, DUEL & CAROUSEL

Custom screen
AVAILABLE ON ALL FORMATS
CUSTOM ADAPTATIVE BACKGROUNDS WITH ULTRA BRAND

AVAILABLE ON ALL FORMATS
Formats
ENGAGE WITH THE CAROUSEL FORMAT

Show off your product line
Generate traffic, sales, awareness

Which color do you prefer for the New Swift?

Enjoy the unique driving experience of the New Swift Hybrid.

Transformation opportunity
CONVINCE WITH THE ODYSSEY

On each question, the user discovers & learns a characteristic of your offer.

User involvement → Information collection → Transformation opportunity
ENGAGE ET MEASURE OFFERS POPULARITY WITH THE DUEL FORMAT

The user discovers and picks an offer from your product line.

Involvement and generation of qualified traffic

Transformation opportunity and data collection
INVOLVE WITH THE VIDEO POLL

Include your video content in BeOp units to strengthen your prospects involvement.

ILLUSTRATE YOUR CAMPAIGNS WITH YOUR VIDEO CONTENT

- BeOp Player
- Embed YouTube, DailyMotion, Brightcove

ADD CALL TO ACTIONS
directly on the video
ORIENT IN YOUR PRODUCT LINE WITH THE ADVISOR

This format directs your prospect to the right product within your product line with more than a question.

**User involvement**

While cleaning, do you prefer vacuums with or without a cord?

**Data collection**

According to you, cleaning must be:

- Quick
- Thorough

**Transformation opportunity**

The Kärcher FC 3 is made for you. If you already have a vacuum cleaner, the lightweight and super-handly FC 3 cordless floor cleaner is the machine for you. No more mopping or scrubbing and your floor will be clean and dry in 2 minutes! Take advantage of this limited time offer of $20 cash back when you purchase a Kärcher floor cleaner.

Let's go! Replay
ENRICH CUSTOMER EXPERIENCE WITH THE CHATBOT

This format engages the user with custom scenarios to guide the user through your product line.
CAPTIVATE WITH THE IMMERSIVE FORMAT

Use gamification to increase the brand’s attribution & memorization

⚠ The web page containing the experience needs to be able to be loaded as an iframe
Tracking
EXTERNAL TRACKING EVENTS

Visibility event

≥50%

≥1s
EXTERNAL TRACKING EVENTS

Clicks

→ Click command
→ UTM parameters

⚠️ A creative can contain multiple exit links
EXTERNAL TRACKING EVENTS

Video
→ Start
→ Progress (quartiles)
→ Complete

❌ BeOp is not VAST/VPAID compliant
Trusted third-parties

BeOp is compatible with all solutions.