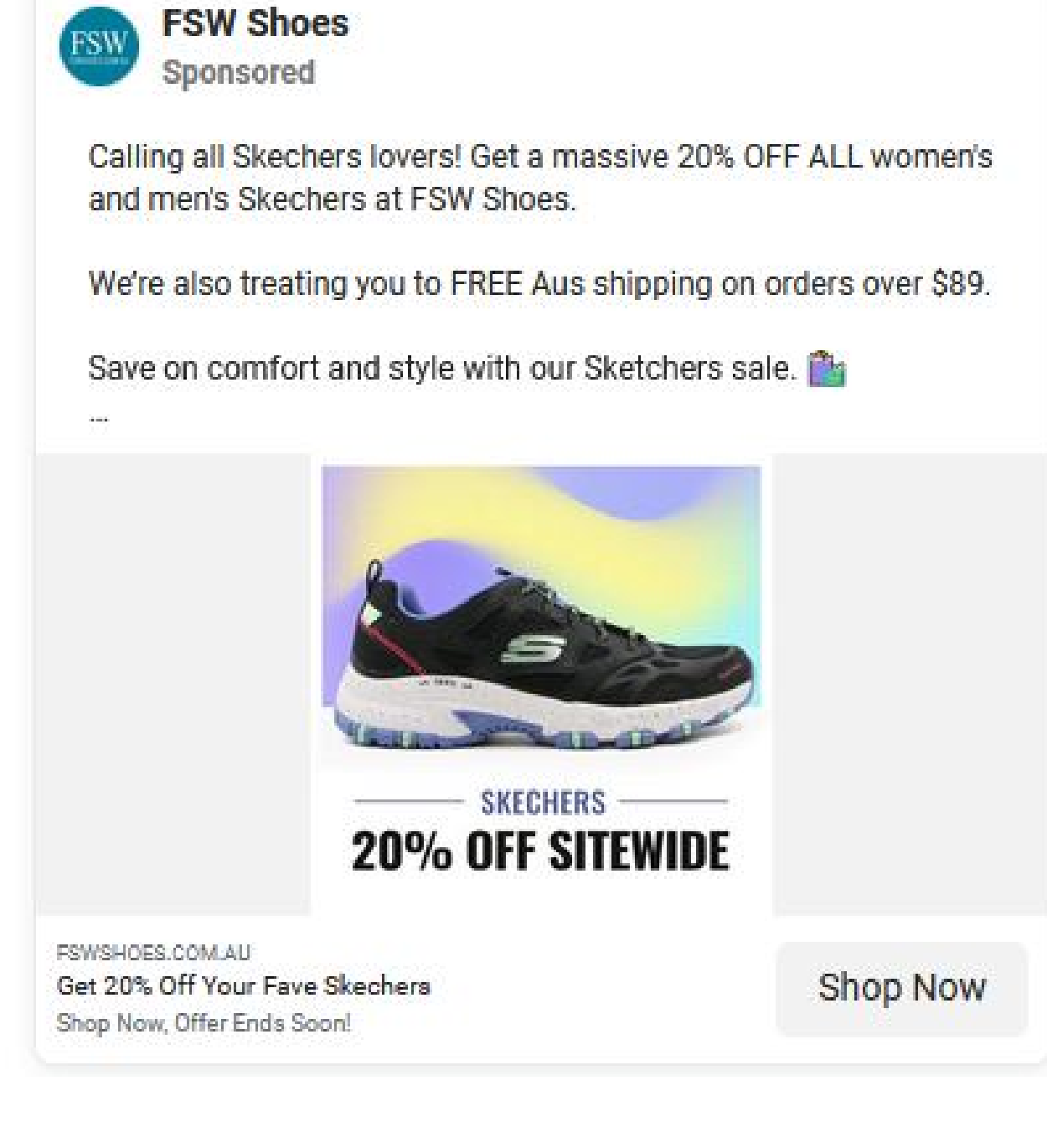


Facebook Creative Specs

Capture attention with vibrant visuals and compelling copy in a single scroll-worthy line that ignites curiosity and drives engagement.

Image Ads

Unleash your potential with our powerful tools. Let's make your dreams a reality.



Panoramas and 360 photos may be used on Facebook as an interactive experience with some objectives. Facebook recognizes and processes these photos by looking for camera-specific metadata found in photos taken using 360-ready devices.

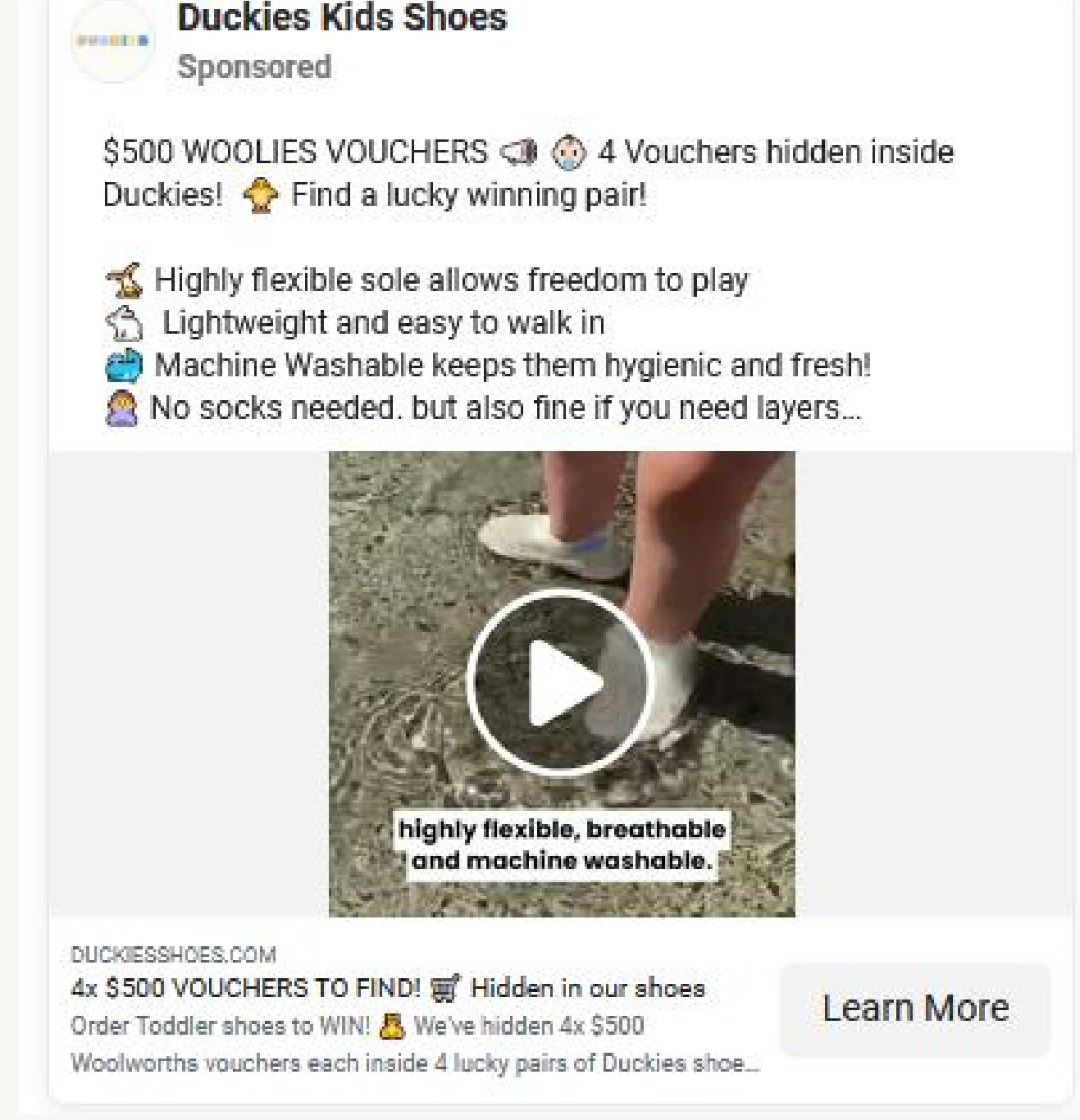
Design Recommendations		
File Type	Resolution	Ratio
JPG or PNG	At least 1080 x 1080 pixels	1.9:1 to 1:1

Text Recommendations		
Primary Text	Headline	Description
125 characters	27 characters	27 characters

Technical Requirements			
Maximum File Size	Minimum Width	Minimum Height	Ratio Tolerance
30MB	600 pixels	600 pixels	3%

Video Ads

Get ready to be inspired! Watch our captivating video ad as we showcase the transformative power of our products. Dive in and discover the possibilities



With some objectives, you can use a 360 video. When people see this type of ad, they can turn their device or drag their finger to move around within the video and explore every angle.

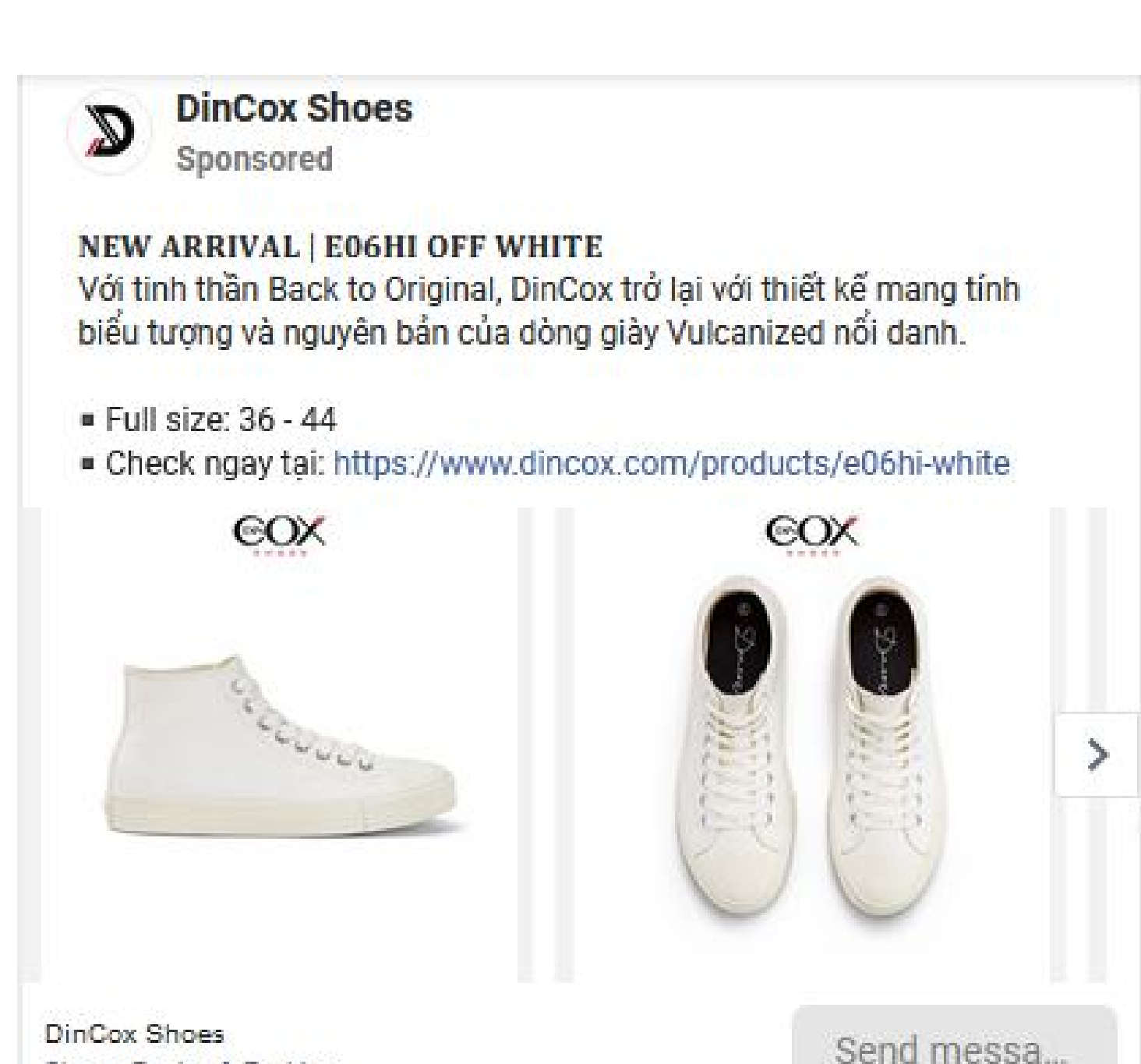
Design Recommendations	
File Type	MP4, MOV or GIF
Ratio	1:1 (for desktop or mobile) or 4:5 (for mobile only)
Video Settings	H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
Resolution	At least 1080 x 1080 pixels
Video Captions	Optional, but recommended
Video Sound	Optional, but recommended

Text Recommendations		
Primary Text	Headline	Description
125 characters	27 characters	27 characters

Technical Requirements			
Video Duration	Max File Size	Minimum Width	Minimum Height
1 second to 241 minutes	4GB	120 pixels	120 pixels

Carousel Ads

Embark on a journey of discovery with our carousel! Explore a variety of products designed to elevate every aspect of your life. Start swiping now!



Step into a world of endless possibilities with our carousel! Explore innovative tech, luxurious indulgences, and more. Start swiping to discover your next adventure!

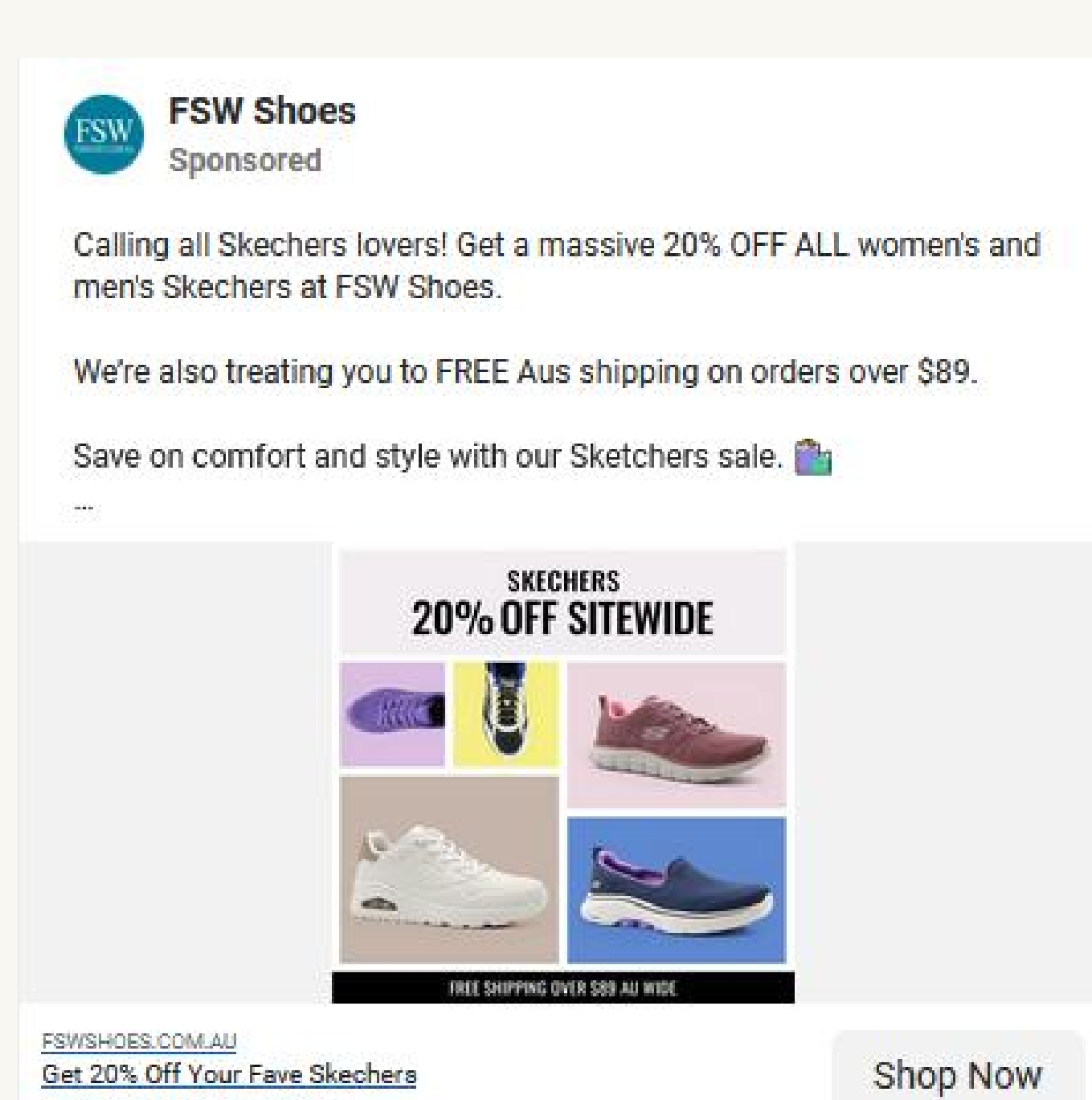
Design Recommendations			
Image File Type	Video File Type	Resolution	Ratio
JPG or PNG	MP4, MOV or GIF	At least 1080 x 1080 pixels	1:1

Text Recommendations			
Primary Text	Headline	Description	Landing Page URL
125 characters	32 characters	18 characters	Required

Technical Requirements	
Number of Carousel Cards	2 to 10
Image Maximum File Size	30MB
Video Maximum File Size	4GB
Video Duration	1 second to 240 minutes
Aspect Ratio Tolerance	3%

Collection Ads

Indulge your senses in our curated Collection, where luxury meets practicality. Discover a world of sophistication and convenience at your fingertips.



Immerse yourself in a world of inspiration with our collection! Explore curated sets of products designed to elevate your lifestyle. From fashion essentials to must-have gadgets, each collection tells a story. Dive in and discover the perfect ensemble for every occasion

Design Recommendations			
Image Type	Video File Type	Resolution	Ratio
JPG or PNG	MP4, MOV or GIF	At least 1080 x 1080 pixels	1:1

Text Recommendations		
Primary Text	Headline	Landing Page URL
125 characters	40 characters	Required

Technical Requirements		
Instant Experience	Image Max File Size	Video Max File Size
Required	30MB	4GB