



Unfriending Facebook?

"Soon nonsocial native will be the new social – the preferred choice by users and thus the strategy for marketers." – NAI

Moving Away From Social Media.



42% of users distrust ads on social



More than 750 advertisers and growing have boycotted Facebook



Social media is the least trusted media

Brands are Searching for **Safer, More Efficient Platform Alternatives**

According to eMarketer, Native advertising outside social networks and programmatic native advertising are the fastest-growing categories of native.

Social promises contextually-relevant native ads that match their environment. Bidtellect promises the same, but across the open web in premium native environments with the ability to avoid undesirable content. Solution for brands to reach consumers, safely.



A New Approach with **Bidtellect**

Bidtellect leads with advertisers and consumers first. Offering tools for brand safety, performance and transparency at scale with your **existing social assets**.

1. Brand Safe Advertising

Bidtellect is integrated with the leading brand safety solution **Integral Ad Science** to prevent ads from serving alongside undesirable publisher content. Accomplished by page level contextual data, allow/block domains, user sentiment and keyword targeting.

3. [b]+studio Creative Services

Easily repurpose Facebook ads into beautiful, scalable Branded Video and Native placements. Bidtellect's award-winning in-house creative studio is available for all image, copy, content, and creative needs.

2. Performance Outcomes

Bidtellect consistently outperforms platforms in head-to-head tests:

- Brand messaging, Direct Response and Engagement
- Native Display, High Impact and Video Solutions

04. About Bidtellect

We harness the power of Native Advertising as a full-funnel strategy. With both consumer experience and brand front of mind, we've built a digital-buying platform for the privacy-first advertising future. Marketers leverage Bidtellect for its unrivaled scale & publisher reach, unique audience and contextual targeting & measurement capabilities, proprietary optimization technology & award-winning creative services.

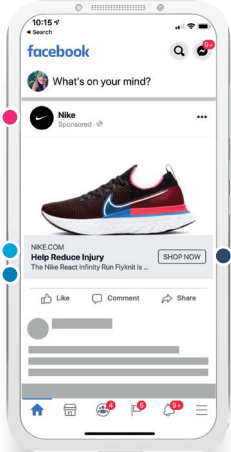


Bidtellect®

Unfriending Facebook?

Creative Comparison

Facebook Image



JPG or PNG Files
1080 x 1080px Recommended
1.91:1 to 1:1
25 Characters
30 Characters
Yes

File Type

Resolution

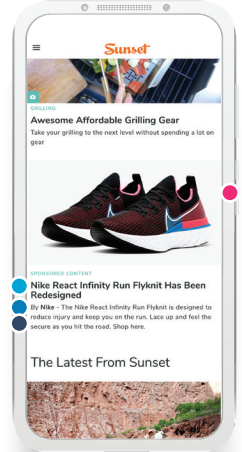
Image Ratio

Headline

Description

URL

Bidtellect In-Feed



File Type

JPG, PNG or GIF

1200 x 900, 900 x 900, 1200 x 628

1:1, 4:3, 16:9

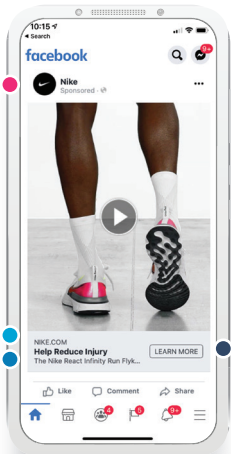
< 60 Characters

< 150 Characters

Yes

● Image ● Headline ● Description ● Call to Action

Facebook Single Video



16:9 to 9:16
Highest resolution that meets file size and ratio limits
Minimum 1 second Maximum 241 minutes
Minimum 1MB Maximum 26GB
Yes

Video Ratio

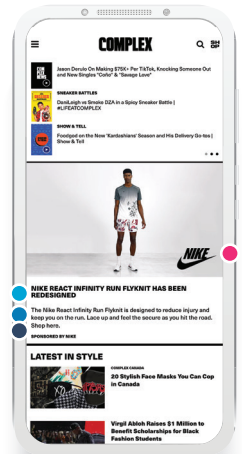
Resolution

Video Length

Video Size

URL

Bidtellect Branded Video



16:9, 4:3, or square

Up to 1920x1080
(1080p)

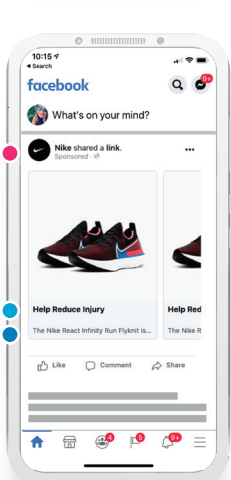
No limit *6-30 seconds
is recommended

We support specs for all major
ad servers & DSP's

Yes

● Logo ● Headline ● Description ● Call to Action

Facebook Carousel



JPG or PNG Files
2 Minimum 10 Maximum
Max 30 MB
1080 x 1080px Recommended
25 Characters
20 Characters
Yes

File Type

Number of Images

File Size

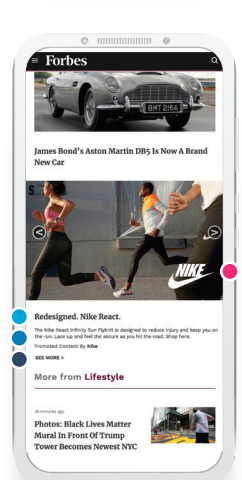
Resolution

Headline

Caption

URL

Bidtellect Carousel



JPEG or PNG

2 Minimum
10 Maximum

Max 2 MB

500x500 px Minimum
1200 x 1200 px
Recommended

30 Characters

200 Characters

Yes, *A unique URL can be
provided for each image