

Ratings Amp is a native ad placement that boosts the reach of car model reviews and ratings within the carsales in-market buying marketplace, and off-network, retargeted to matching intenders, through our data partnership with Audience360.

Advertisers can choose to amplify an independent expert review that Motoring.com.au have written about a key model.

Specifications

This unit will work, by the client selecting a motoring story that includes a rating (a score out of 100)

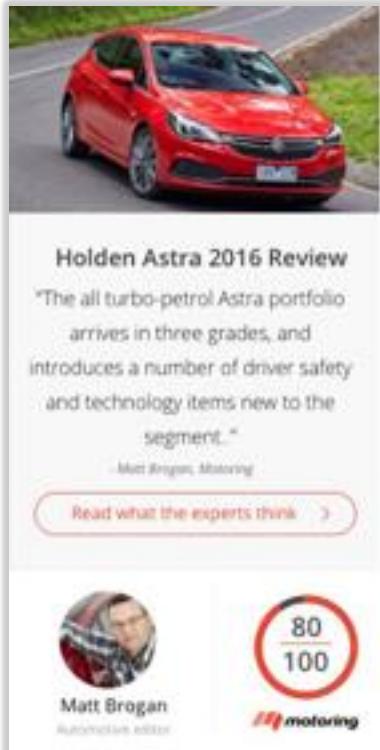
Eg: <http://www.motoring.com.au/mercedes-benz-e-class-coupe-2017-review-106321/> Ideally there will also be a video in the review, though it is not mandatory.

From this the client will need to select 3 highlights from that article to promote through ratings amp:



With the 3 points selected, carsales will build the units and provide for approval (300x600 and 300x250)

Quote:



Segment Score:



Total score:



Guidelines

- One Motoring review article may be featured.
- The copy for the headline and subheading will be taken from the Motoring.com.au review.
- carsales will determine the font and colour of the type face.
- Mediabotive will build and host the native ad units. Third party tracking for impressions and clicks is available
- The character limit for the quote (including spaces) is 165

To be provided by the client:

- The quote (Must be taken from the article as a verbatim (165 character limit)
- Which segment they would like to highlight
- Which image they'd like to hero

Timeline

- Creative assets must be received 10 working days prior to campaign start to ensure technical compatibility and approval.
- For more information please contact product@mediamotive.com.au