



Advertising specification

for formats displayed on allegro.pl
version 1.04

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Products

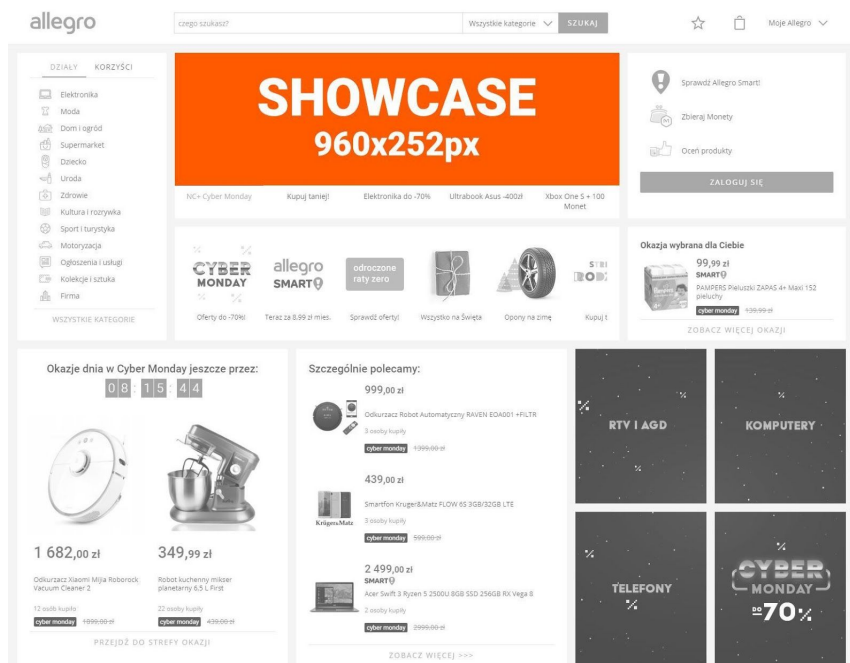
1. Premium formats




1.1. Desktop

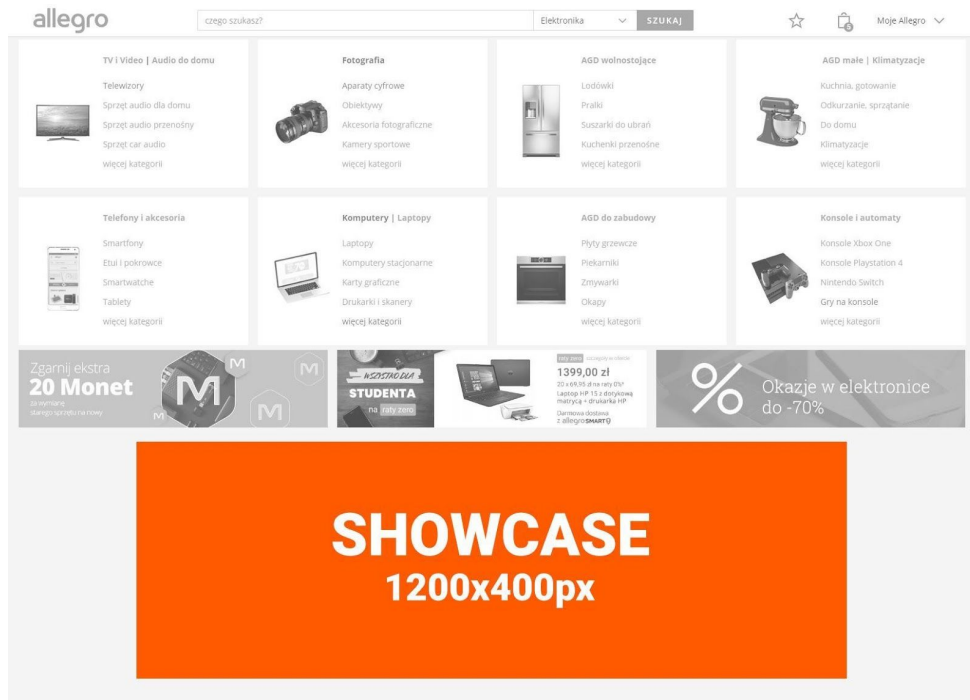
1.1.1. Homepage Showcase

Classic bestseller

This format ensures best visibility on the website – Almost **3 million impressions and 1.2 million Unique Users every day**. The Homepage Showcase format lets you build your brand consciously, stand out from the competition and communicate your message to a very wide group of consumers.






 <p>Targeting – none</p>	 <p>Links to external websites allowed – only in the first position.</p>	 <p>Settlement model – FF</p>
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1.1.2. Category Showcase




Quantity + quality

The most visible advertisement on the page of the selected category = the first thing the buyer sees. Attracts the user's attention effectively, enabling you to reach out to the right target group at the right place.

 Targeting – behavioral	 Links to external websites allowed, only in the first position	 Settlement model – CPM
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1.1.3. Category Showcase (Motors / Sport and Tourism / Beauty category)

Precise targeting to reach the right users

 <p>Targeting – behavioral</p>	 <p>Links to external websites allowed, only in the first position</p>	 <p>Settlement model – CPM</p>
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allegro Motoryzacja

Kategorie [Hit z reklamy](#) [Promocje z Monetami](#) [Inspiracje](#) [Artykuły](#)

Motoryzacja

Części samochodowe

- Części karoserii
- Oświetlenie
- Układ hamulcowy
- Układ zawieszania
- Wszystkie kategorie

Opony i felgi

- Opony zimowe
- Opony całoroczne
- Felgi aluminiowe
- Felgi stalowe
- Wszystkie kategorie

Narzędzia i sprzęt warsztatowy

- Narzędzia ręczne
- Wyposażenie warsztatu
- Diagnostyka i pomiary
- Kompresory i akcesoria
- Wszystkie kategorie

Akcesoria samochodowe

- Dyszaniki gumowe
- Zarówki samochodowe
- Elektronika samochodowa
- Płótna wycieraczek
- Wszystkie kategorie

Chemia samochodowa

- Oleje silnikowe
- Mycie i pielęgnacja
- Płynny elipsolacyjny
- Chemia blacharsko-lakiernicza
- Wszystkie kategorie

Części i akcesoria motocyklowe

- Części motocyklowe
- Kaski
- Odbiorniki
- Akcesoria motocyklowe
- Wszystkie kategorie

Ogłoszenia motoryzacyjne [Samochody osobowe](#) [Samochody dostawcze](#) [Samochody ciężarowe](#) [Motocykle i quady](#) [Maszyny](#) [Wszystkie kategorie](#)

allegro SMART

STREFA MECHANIKA

CZĘŚCI DO MASZYN

ZIMOWY WYJAZD

ZADBAJ O WIDOCZNOŚĆ I BEZPIECZEŃSTWO

Oświetlenie samochodowe

SHOWCASE
400x300px

1. Wybierz to, czego szukasz

Opony samochodowe

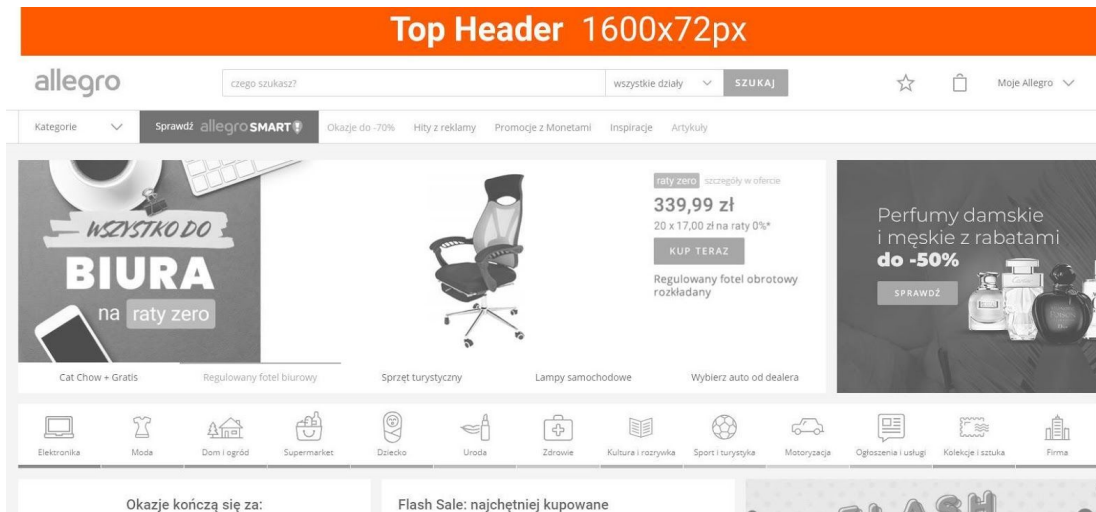
Felgi samochodowe

Oleje silnikowe

2. Znajdź opony

sezon <input type="button" value="wybierz"/>	szerokość <input type="button" value="wybierz"/>	profil <input type="button" value="wybierz"/>	technika <input type="button" value="wybierz"/>
marka <input type="button" value="wybierz"/>	liczba opon w ofercie <input type="button" value="komplet 4 szt."/>	stan <input type="button" value="nowe"/>	<input type="button" value="SZUKAJ"/>




Targeting – behavioral	Links to external websites allowed, only in the first position	Settlement model – CPM
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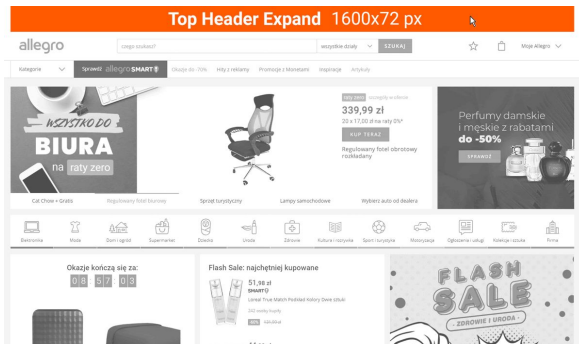


1.1.4. Top header

Wide reach

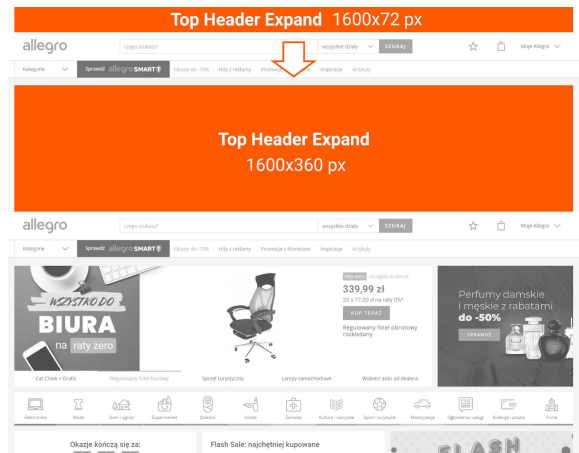
A top header ad loads faster than the rest of the page, is good for displaying wide contents, attracts the user's attention before other elements. Wide-reaching campaign, can contain both external and internal links.




 <p>Targeting – none</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – FF</p>
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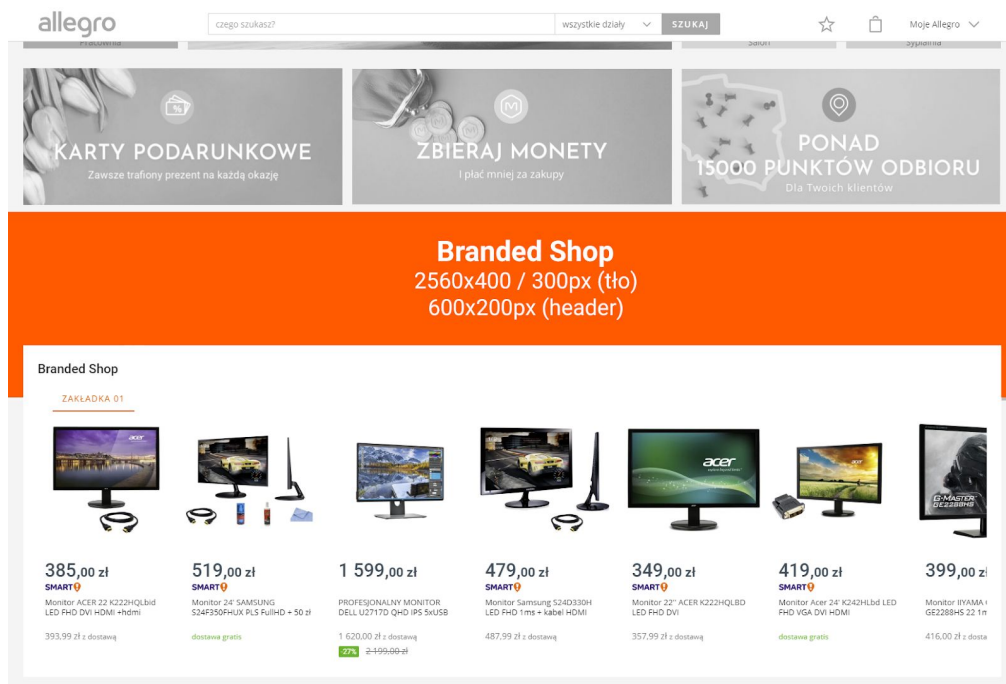


1.1.5. Top header expand

Allegro also offers an expandable version of this format, which expands in response to user interaction, enabling you to display even more content.






 <p>Targeting – none</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – FF</p>
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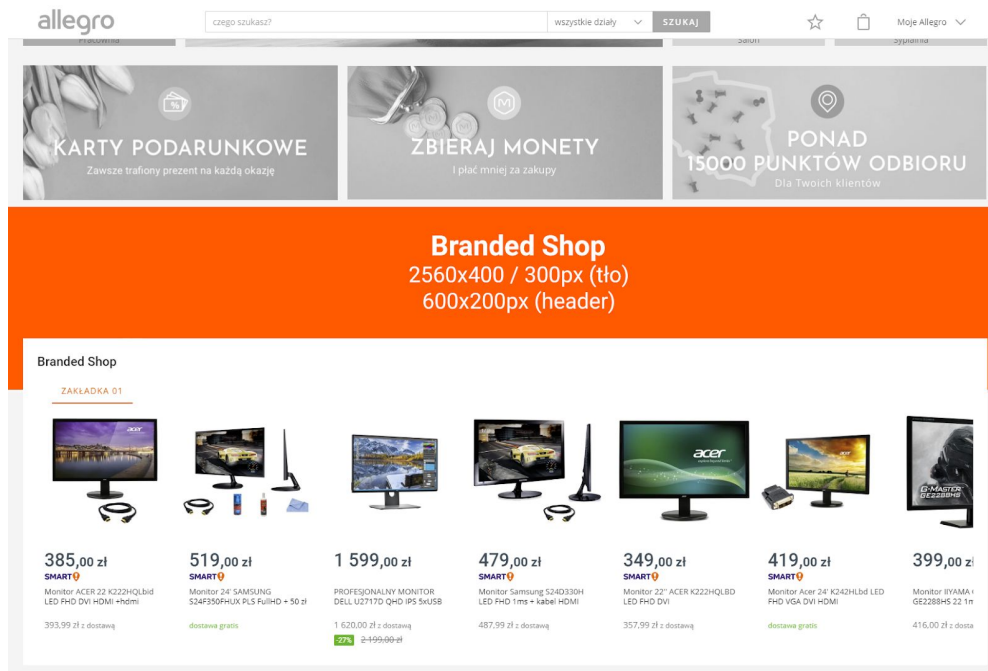


1.1.6. Branded shop

Diversified communication with the user

Branded Shop is a section on Allegro homepage composed of a specific number of components, aimed mainly to support conversion. The format is dedicated to advertising campaigns that direct traffic inside the website. A native ad with predefined modules for presenting the client's offers / contents. Branded Shop is available in 8 template versions. The technical and graphic details of all versions are described in the [graphic guidelines](#).




 <p>Targeting – none</p>	 <p>Only links to Allegro are allowed</p>	 <p>Settlement model – FF</p>
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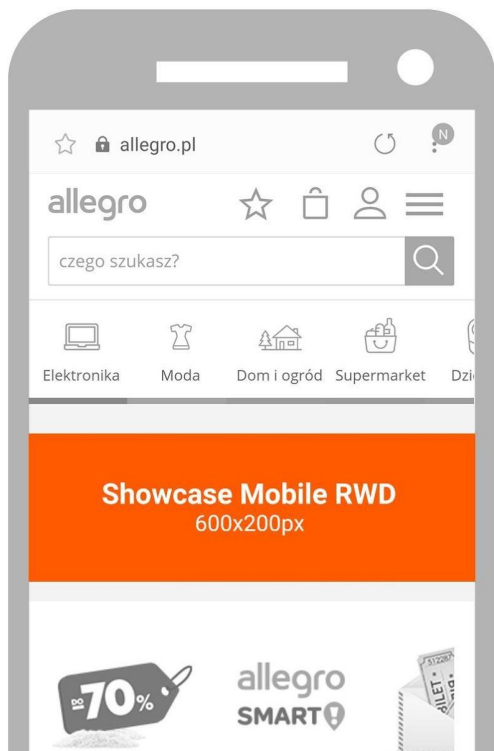


1.1.7. Category Branded shop (Health and Child categories)

Diversified communication with the user

Branded shop can be displayed not only on the homepage of the Allegro website, but also on the homepages of all the categories. The format is also available in 8 template versions. The technical and graphic details of all versions are described in the [graphic guidelines](#).




 Targeting – none	 Only links to Allegro are allowed	 Settlement model – FF
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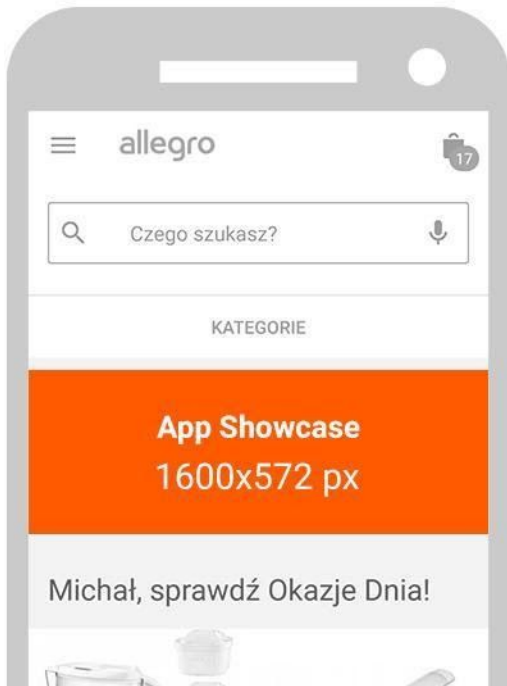


1.2. Mobile Web

1.2.1. Showcase

The most visible Allegro ad format can also be displayed to mobile users who do not use the Allegro app. 5 creatives are displayed in rotation. The format achieves 0.8 million impressions every day.

 <p>Targeting – none</p>	 <p>Links to external websites allowed – only in the first position.</p>	 <p>Settlement model – FF</p>
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1.3. Mobile App

1.3.1. Showcase

Mobile first!

The Allegro app is number 1 – 80% of m-commerce value in Poland. The mobile-optimized banner reaches almost 1 million unique users every day. Thanks to its size and position, an in-app advertisement is a great way to reach out to users of mobile devices and increase brand awareness. 3 creatives are displayed in rotation.

 <p>Targeting – none</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – FF</p>
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2. Standard formats

The screenshot shows the Allegro website interface. At the top, there's a search bar and navigation links. Below, the 'TV i Video' category is selected, showing a list of subcategories on the left. A large orange banner at the top of the product list reads 'Top Listing Banner 932x125px'. Below the banner, several product listings are visible, including a camera, a TV stand, and a Samsung TV. The interface includes sorting options, filters, and a list of promoted offers.

2.1. Desktop




2.1.1. Product list formats

Top Listing Banner

Score with the product list!

A highly visible advertisement, displayed above the list of items, enabling you to reach people interested in a specific line of products and stand out from the competitors.

An effective tool to shape the purchasing decisions of your target group.

 <p>Targeting – behavioral, context, category tree</p>	 <p>Links to external websites allowed in the Motors and Ads categories</p>	 <p>Settlement model – CPM</p>
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The screenshot shows the Allegro website interface. On the left, there is a vertical orange banner with the text "Skyscraper 160x600px". The main content area displays a list of products with their images, titles, prices, and purchase options. The products listed are:

- W01 WAGA KUCHENNA LCD DO 5kg ELEKTRONICZNA SZKLANA: 15,00 zł (154 osoby kupiły)
- Sluchawki bezprzewodowe JBL T450BT Nauszne BLACK: 169,00 zł SMART (154 osoby kupiły)
- Bezprzewodowe Sluchawki BT I75 TWS Z POWERBANKIEM: 33,77 zł (50 osób kupiło)
- Bosch Młynek elektryczny do mielenia kawy MKM 6003: 58,80 zł SMART (331 osób kupiło)
- REMINGTON S8590 PROSTOWNICA Keratin Pro Wrocław: 165,00 zł SMART (286 osób kupiło)
- SLUCHAWKI BLUETOOTH JBL T450BT NAUSZNE CZARNE: 162,00 zł SMART (239 osób kupiło)
- WESSPER Filtr wkład wody do Brita Aquaphor Daffi 1x: 7,50 zł SMART (127 osób kupiło)

Skyscraper

The sky is the limit!

Displayed to the left of the product list, attracts users' attention and enables you to display advanced animations (HTML5). Animate your text, buttons, graphics! You can precisely define your target audience. An effective way to redirect traffic to your product.



Targeting – behavioral, context, category tree



Links to external websites allowed for selected advertiser categories, based on individual arrangements



Settlement model – CPM




The screenshot shows the Allegro website interface. On the left, there is a large orange advertisement banner with the text "Half Page 300x600px". Below the banner, it says "popularne miasta". The main content area displays a list of products with their prices and details. The products listed are:

- Obrotowy uchwyt do telewizora TV LCD LED 32" - 55' - 58,00 zł SMART
- 12x WOREK ODKURZACZA ZELMER ODYSSEY METEOR 2 ELF 2 - 15,98 zł SMART
- ODKURZACZ BEZWORKOWY CYKLONOWY HEPA 3000 DUZA MOC - 225,00 zł
- ELEKTRONICZNA WAGA ŁAZIENKOWA LCD SZKLANA DO 180kg - 18,99 zł SMART
- WKŁAD FILTR BRITA MAXTRA PLUS ORYGINAL 5+1 (6 SZT) - 88,99 zł SMART
- WODOODPORNY GŁOŚNIK PRZENOŚNY BLUETOOTH JBL FLIP 3 - 307,77 zł

Half Page

Attracts full attention!

Almost 2 times wider than the skyscraper and also displayed to the left of the product list, it attracts users' attention. It lets you reach a precisely targeted group of users with highly engaging creatives and animations, including ones in the HTML5 format. An effective way to redirect traffic to your product and present its advantages.

 <p>Targeting – behavioral, context, category tree</p>	 <p>Links to external websites allowed for selected advertiser categories, based on individual arrangements</p>	 <p>Settlement model – CPM</p>
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The screenshot shows the Allegro website interface. At the top, there is a search bar with the text 'czego szukasz?' and a 'SZUKAJ' button. Below the search bar, there are navigation links for 'RTV i AGD' and 'Moje Allegro'. The main content area displays a list of products with their prices and 'SMART' labels. A large orange 'Double Billboard' advertisement is overlaid on the product list, with the text 'Double Billboard 750x200px'. Below the billboard, there is a 'Największy wybór' (Largest selection) badge indicating '95 milionów produktów w jednym miejscu'.

Double Billboard

Those who search will find...

Double Billboard is located under the product list, enabling you to reach out to those consumers who are looking for a specific offer, analyze various alternatives in detail, compare prices, are determined to find the best deal.



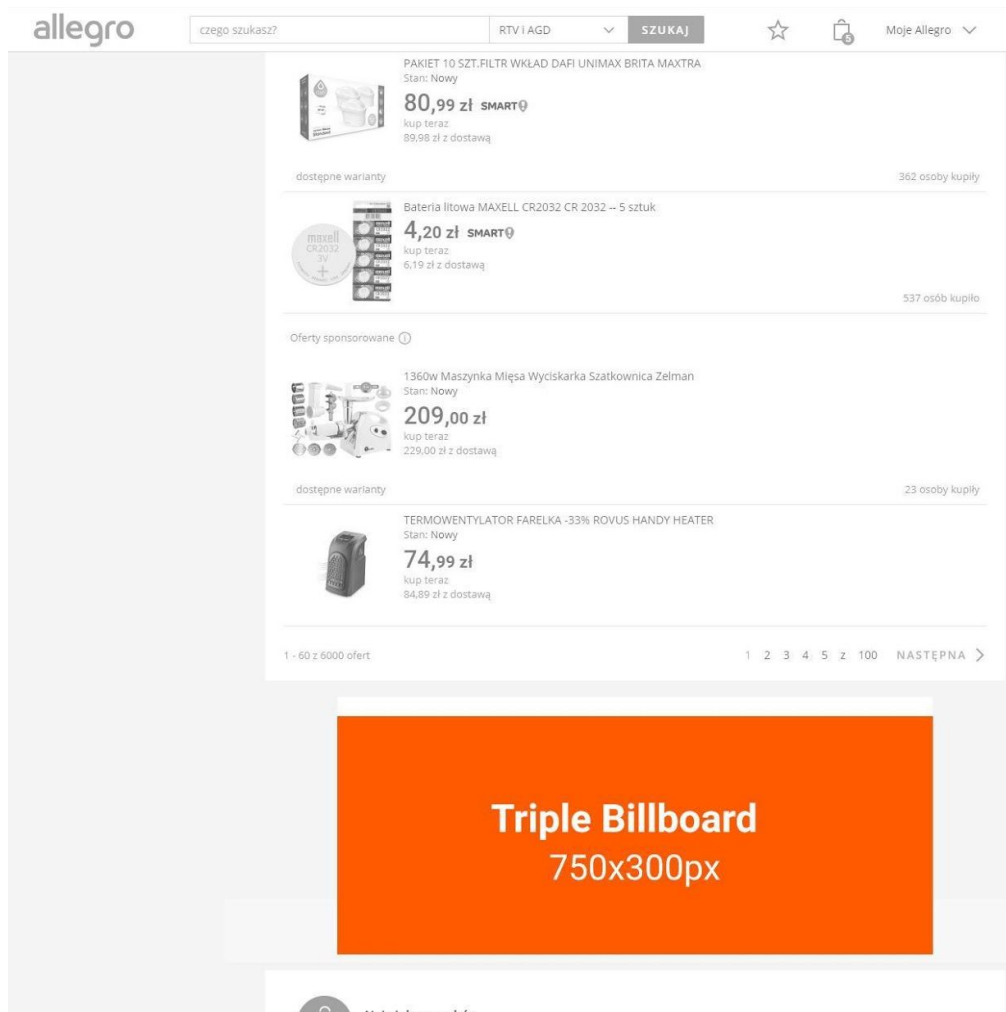
Targeting – behavioral, context, category tree



Links to external websites allowed for selected advertiser categories, based on individual arrangements






Settlement model – CPM



Triple Billboard

Just like a Double Billboard, a Triple Billboard is located under the product list, enabling you to reach out to those consumers who are looking for a specific offer, analyze various alternatives in detail, compare prices, are determined to find the best deal. A Triple Billboard ad, however, gives you more space to communicate your message.

 <p>Targeting – behavioral, context, category tree</p>	 <p>Links to external websites allowed for selected advertiser categories, based on individual arrangements</p>	 <p>Settlement model – CPM</p>
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The screenshot shows the Allegro website interface. At the top, there is a search bar with the text 'czego szukasz?', navigation links for 'RTV i AGD' and 'SZUKAJ', and user account options 'Moje Allegro'. The main content area displays a list of products:

- PAKIET 10 SZT. FILTR WKŁAD DAFI UNIMAX BRITA MAXTRA**: Price 80,99 zł (SMART), original price 89,98 zł z dostawą. 362 osoby kupiły.
- Bateria litowa MAXELL CR2032 CR 2032 – 5 sztuk**: Price 4,20 zł (SMART), original price 6,19 zł z dostawą. 537 osób kupiło.
- 1360w Maszynka Mięsa Wyciskarka Szatkownica Zelman**: Price 209,00 zł, original price 229,00 zł z dostawą. 23 osoby kupiły.
- TERMOWENTYLATOR FARELKA -33% ROVUS HANDY HEATER**: Price 74,99 zł, original price 84,89 zł z dostawą.

At the bottom of the product list, there is a pagination control: '1 - 60 z 6000 ofert' and '1 2 3 4 5 z 100 NASTĘPNA >'. A large orange banner is overlaid on the bottom half of the page with the text: **Wide Board** 932x250 px. Below the banner, there is a section titled 'Największy wybór' with a shopping bag icon and the text '95 milionów produktów w jednym miejscu.'

Wide Board

Located under the product list, with even more advertising space.



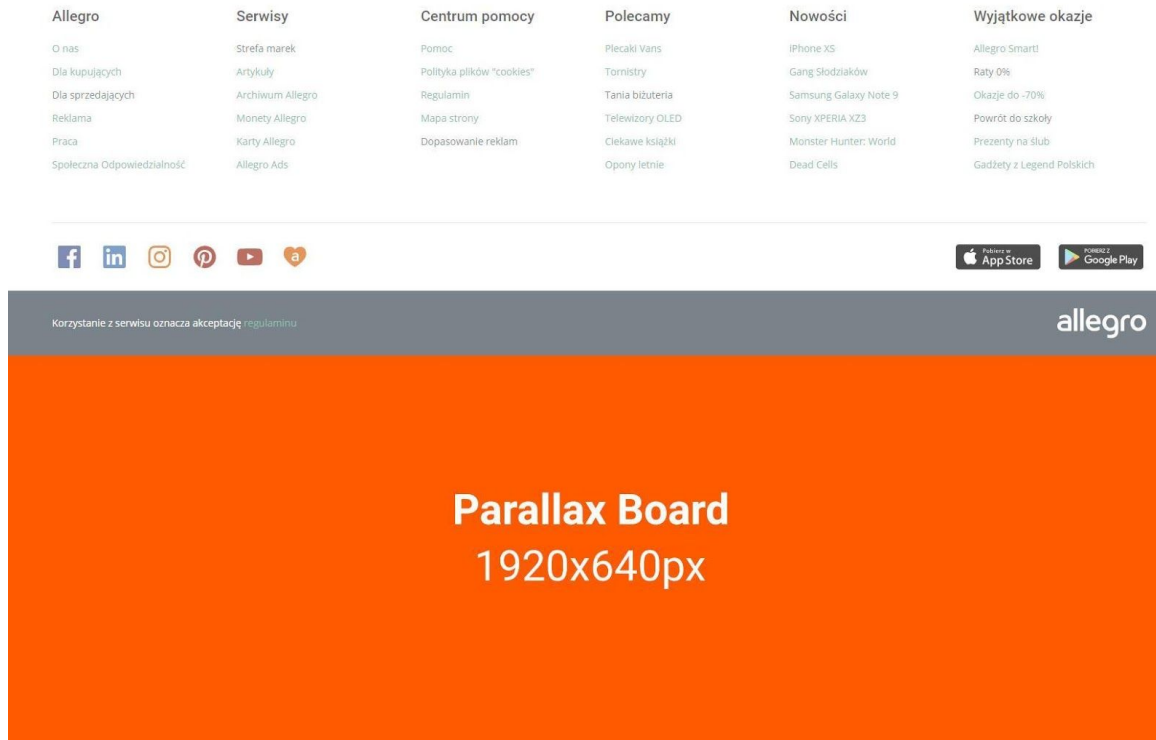
Targeting – behavioral, context, category tree



Links to external websites allowed for selected advertiser categories, based on individual arrangements






Settlement model – CPM



Parallax Board

Large format




The ad is displayed after the user scrolls down to the bottom of the page. The Parallax Board format scales to the browser window. Non-invasive, user-friendly, with exceptionally large advertising space.

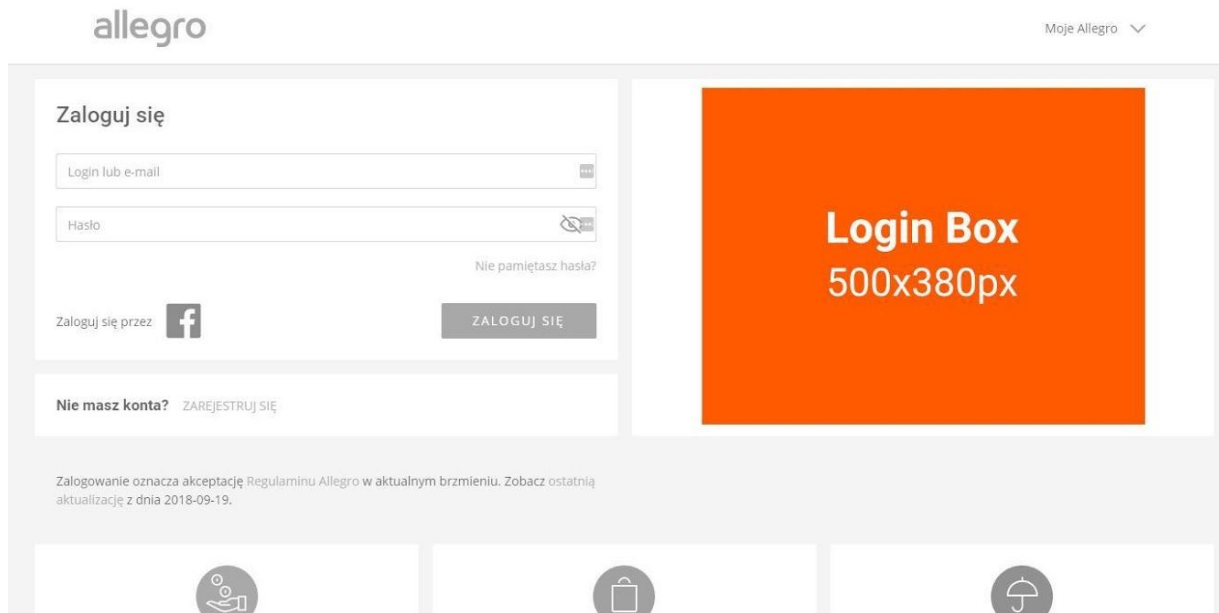
 <p>Targeting – behavioral, context, category tree</p>	 <p>Links to external websites allowed for selected advertiser categories, based on individual arrangements</p>	 <p>Settlement model – CPM</p>
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The screenshot shows the Allegro mobile app interface. At the top, there's a search bar with 'czego szukasz?' and a 'SZUKAJ' button. Below the search bar, there's a list of smartphone products. An orange rectangle highlights one of the products: 'Xiaomi MI A2 Lite 4/64GB EU B20 CZARNY'. The price is 769,00 zł. To the left of the product list, there's a sidebar with 'popularne miasta' (popular cities) listed: Warszawa, Kraków, Wrocław, Poznań, Katowice, Gdańsk, Łódź, Koszalin, Nowy Sącz, Lublin. The highlighted product listing includes details like 'Kolor: czarny', 'Przekątna ekranu: 5,84"', 'Wbudowana pamięć: 64 GB', and 'Pamięć RAM: 4 GB'. It also shows 'kup teraz' (buy now) and '38,45 zł x 20 rat' (38.45 zł x 20 installments) options.

Rectangle

Located near the product list, this format enables you to reach out to those consumers who analyze various alternatives in detail, compare prices, are determined to find the best deal.

 <p>Targeting – behavioral, context, category tree</p>	 <p>Links to external websites allowed for selected advertiser categories, based on individual arrangements</p>	 <p>Settlement model – CPM</p>
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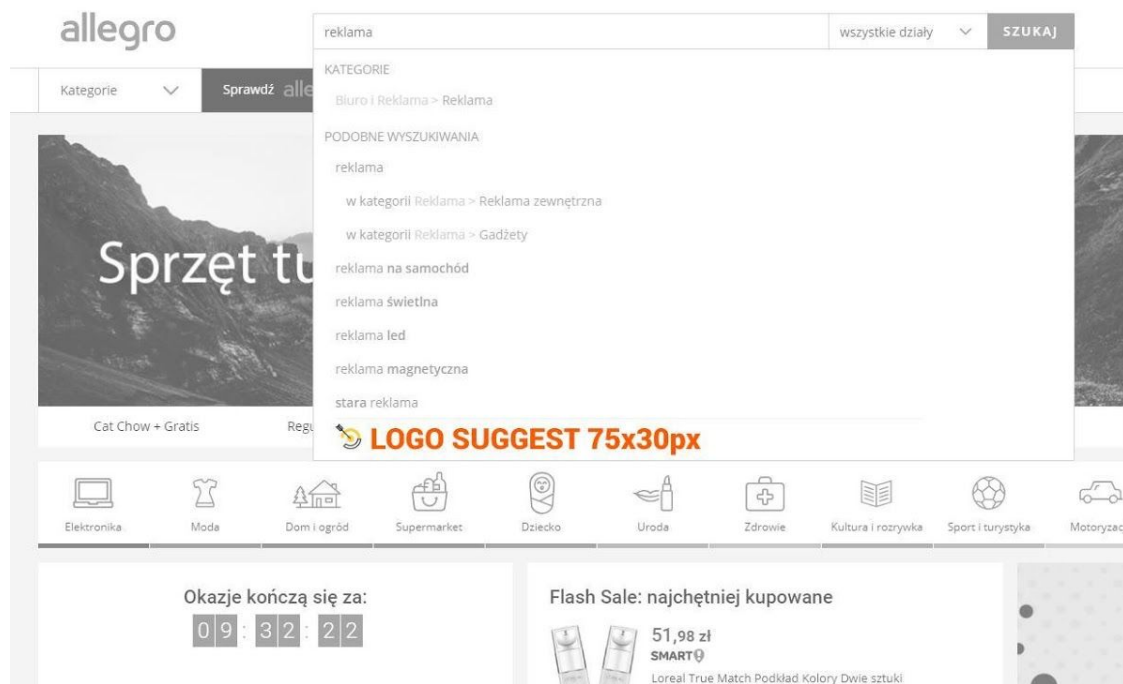
2.1.2. Other formats

Login Box

Attract the attention of registered Allegro users

The ad will be displayed to consumers who have an Allegro account and have just decided to shop online. Should we encourage them to have a look at your listing?




 Targeting – behavioral	 Links to external websites allowed	 Settlement model – FF
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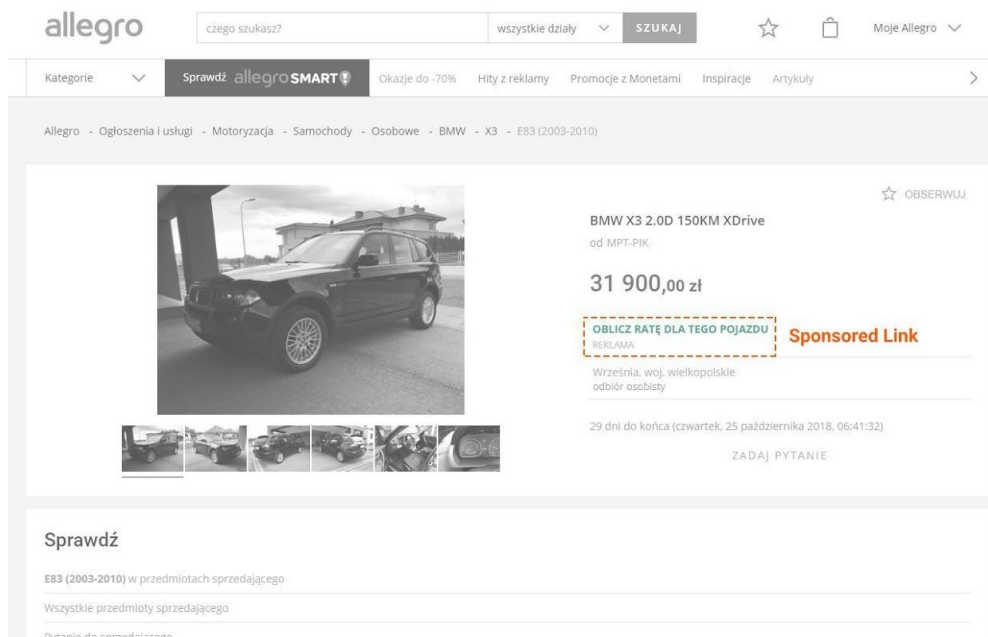


Logo Suggest

Get yourself found!

The logo is displayed after the user types specific keywords and/or phrases. Your ad will reach a precisely targeted group of users, making it easier for them to find your listing. Over **1.3 billion queries** in the Allegro search engine every month! Only redirect codes can be added (without impressions). The format can include a description of up to 21 characters.




 Targeting – keywords	 Only links to Allegro are allowed	 Settlement model – FF
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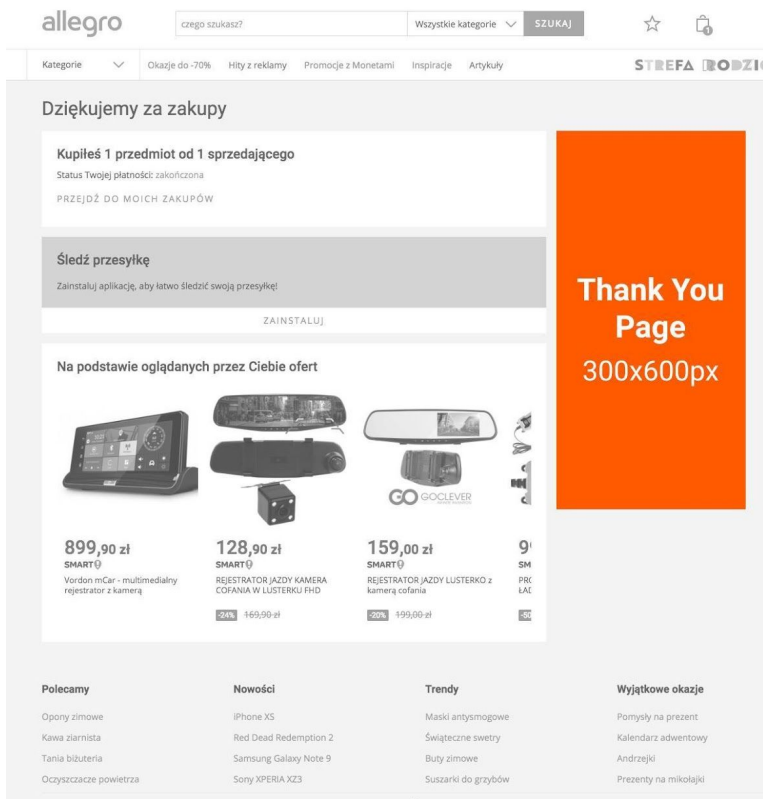


Sponsored Links

Like attracts like!

Use a proven solution to reach out to consumers who have already defined their purchase target related to a specific listing, product line, model or brand. Sponsored links are contextually linked to the details of the listing. You cannot miss them in a showitem. The ad is adapted to products from the Motors category, performs best with banking services, insurance services or services otherwise related to the product.




 <p>Targeting – by Motors category or subcategory</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – FF</p>
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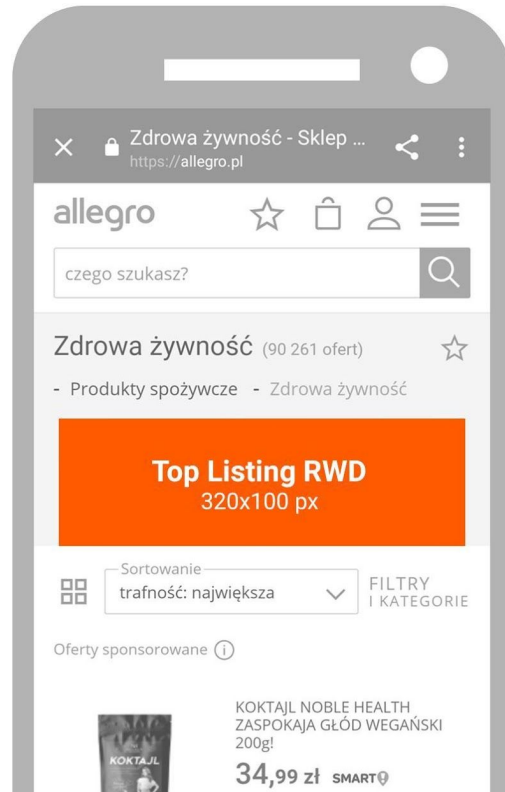
Thank you page

Message to active users

Perfect solution if you want to reach active Allegro users – those who buy and list items. This format enables you to prepare different creatives, displayed depending on the purchase category.

 <p>Targeting – behavioral</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – FF</p>
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2.2. Mobile Web



2.2.1. Top listing banner

Mobile at the top

Top-listing banner in mobile version is displayed on the RWD website. Its goal is to attract the interest of users with specific purchasing intentions who are looking for items on their smartphones and encourage them to choose your offer.

 Targeting – behavioral, keywords, category tree	 Links to external websites allowed	 Settlement model – CPM
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2.2.2. Rectangle

For mobile searchers!

Rectangle is located under the product list on mobile devices and, just like Double Billboard, enables you to reach out to those consumers who analyze various alternatives in detail, compare prices, are determined to find the best deal.



Targeting – behavioral, keywords, category tree

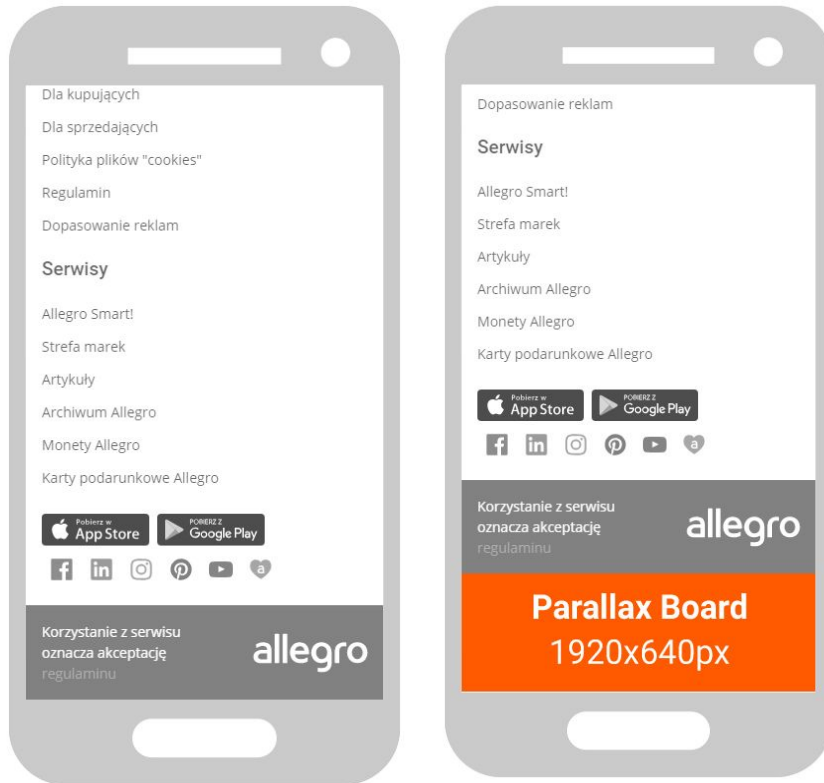





Links to external websites allowed



Settlement model – CPM

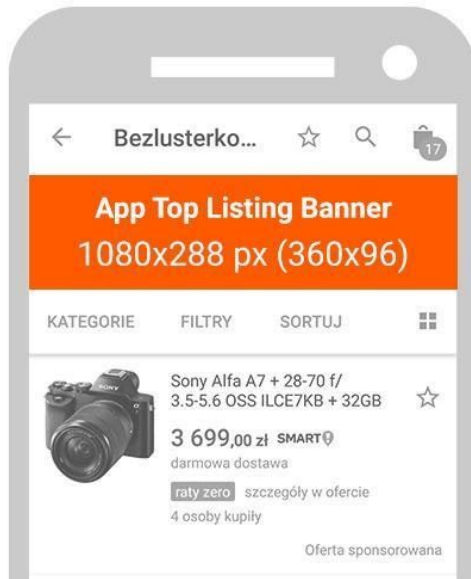
2.2.3. Parallax Board






 <p>Targeting – behavioral, keywords, category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>
--	---	---

2.3. Mobile App

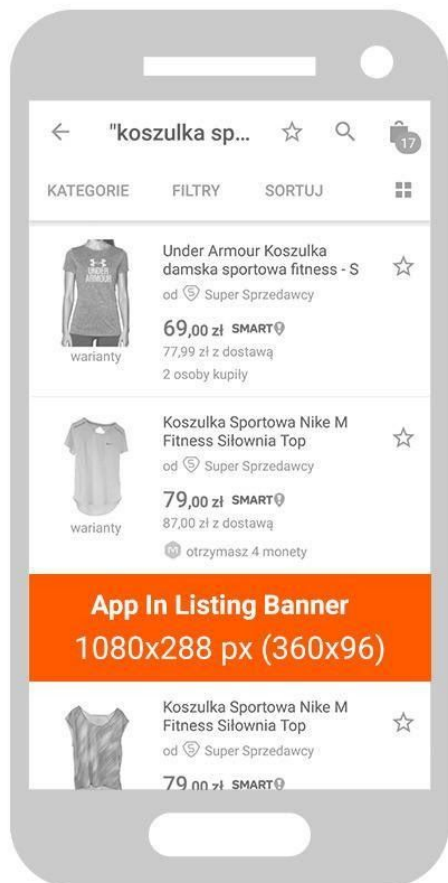
2.3.1. Top Listing Banner






It's very well visible advertisement, which is displayed above the list of offers. It reaches users interested in a specific product line. It stands out from the competition, effectively shaping the purchasing decisions of the target group.

 Targeting – context and category tree	 Links to Allegro pages	 Settlement model – CPM
--	---	---

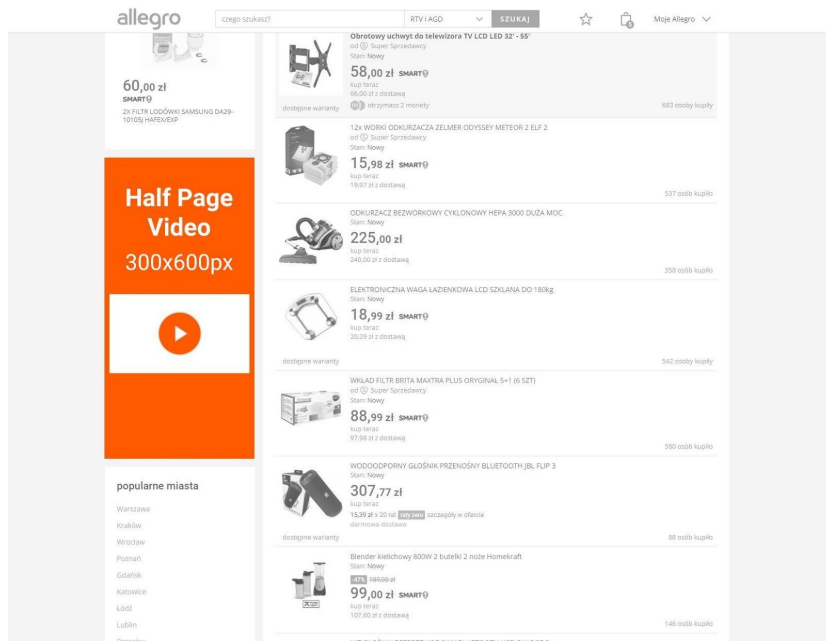
2.3.2. In listing banner



Advertisement is displayed every 12 offers in a listing, so that it reaches the users persistently looking for a convenient offer from the product line. It attracts attention with a creative presentation of the product in the listing and effectively encourages the user to get acquainted with the offer.





 Targeting – context and category tree	 Links to Allegro pages	 Settlement model – CPM
---	--	--

3. Video formats

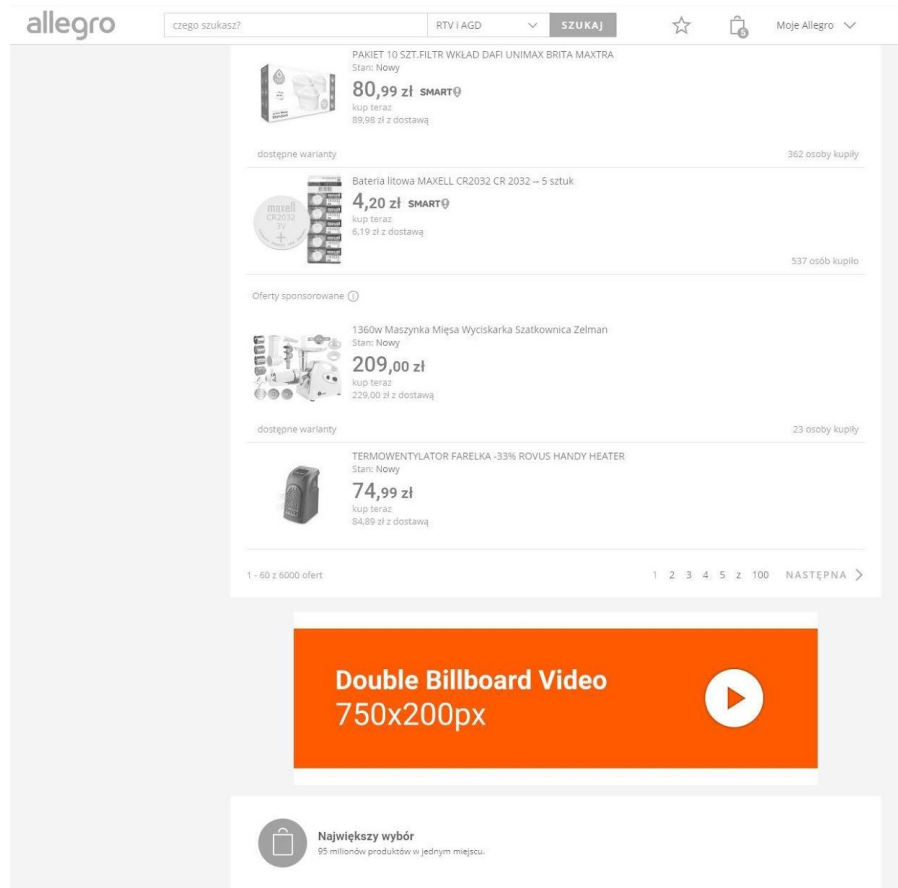






3.1. Desktop

3.1.1. Half Page Video 16:9

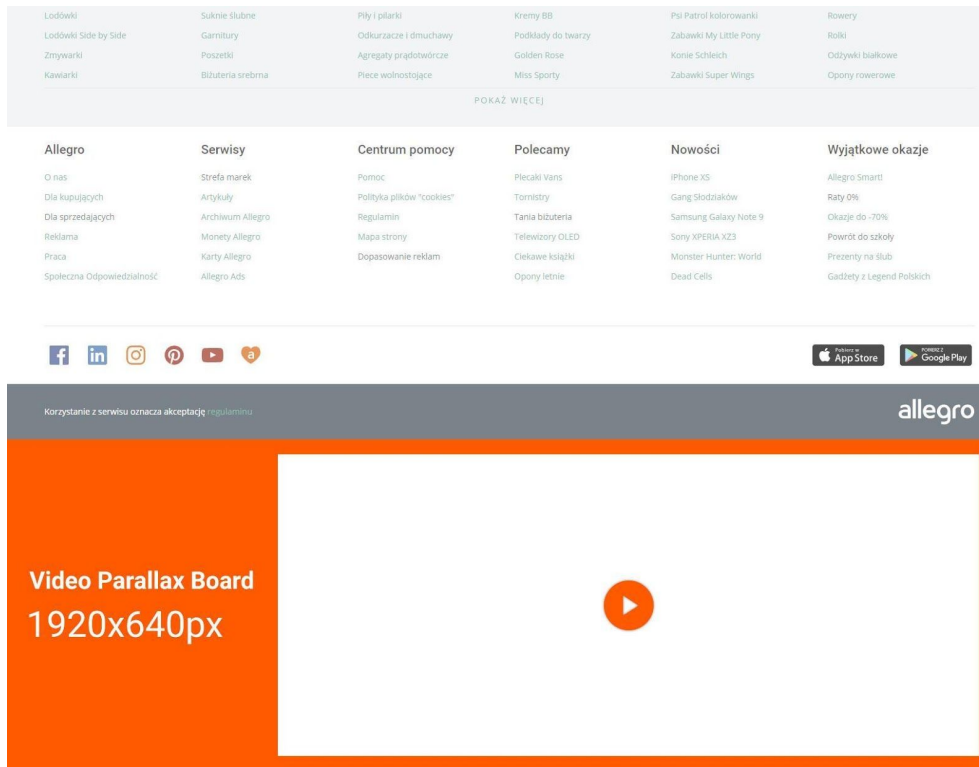
 <p>Targeting – behavioral, context, category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
--	--	--	---





3.1.2. Double Billboard Video



 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
--	---	---	--

3.1.3. Video Parallax Board



 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
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allegro

czego szukasz? Elektronika SZUKAJ

Moje Allegro

TV | Video | Audio do domu

Telewizory
Sprzęt audio dla domu
Sprzęt audio przenośny
Sprzęt car audio
więcej kategorii

Fotografia

Aparaty cyfrowe
Obiektywy
Akcesoria fotograficzne
Kamery sportowe
więcej kategorii

AGD wolnostojące

Lodówki
Pralki
Suszarki do ubrań
Kucharki przenośne
więcej kategorii

AGD małe | Klimatyzacje

Kuchnia, gotowanie
Odkurzenie, sprzątanie
Do domu
Klimatyzacje
więcej kategorii

Telefony i akcesoria

Smartfony
Etui i pokrowce
Smartwatche
Tablety
więcej kategorii

Komputery | Laptopy

Laptopy
Komputery stacjonarne
Karty graficzne
Drukarki i skanery
więcej kategorii

AGD do zabudowy

Płyty grzewcze
Piekarniki
Zmywarki
Okapy
więcej kategorii

Konsole i automaty

Konsole Xbox One
Konsole Playstation 4
Nintendo Switch
Gry na konsole
więcej kategorii

Zgarnij ekstra
20 Monet
w tym samym allegro.pl/posiada-nowy

WSPINAJ SIĘ STUDENTA
na cały 2020

1399,00 zł
22 x 69,50 cm 15,6" (D) Laptop HP 15 z dotykową matrycą + drukarka HP
Darmowa dostawa z allegro SMART!





% Okazje w elektronice do -70%

Showcase Video
1200x400px

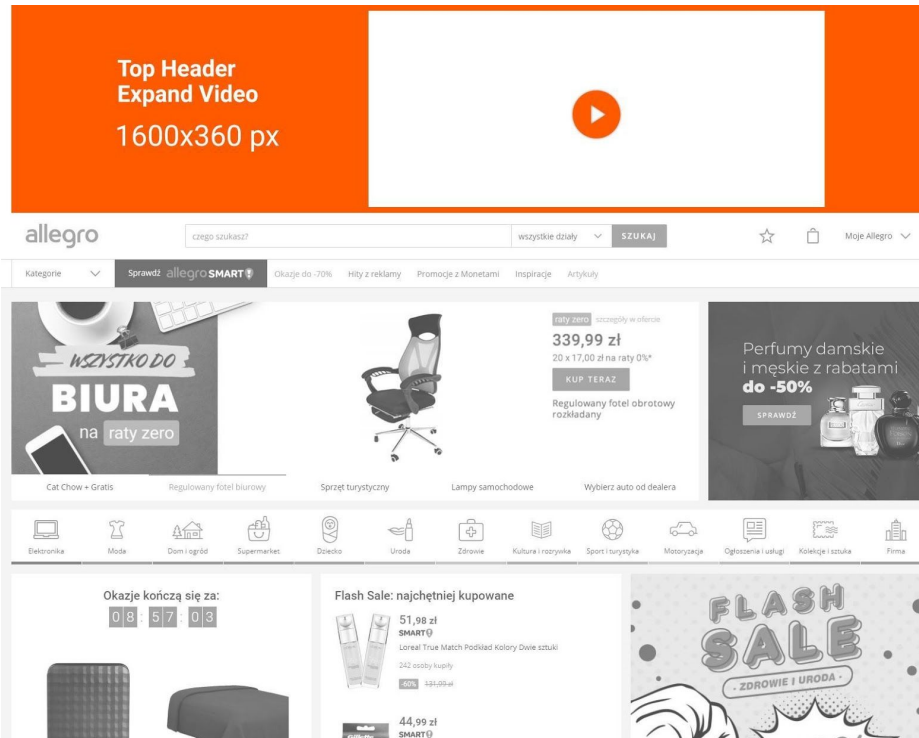
▶





Grasz? No to masz!

3.1.4. Showcase Category Video

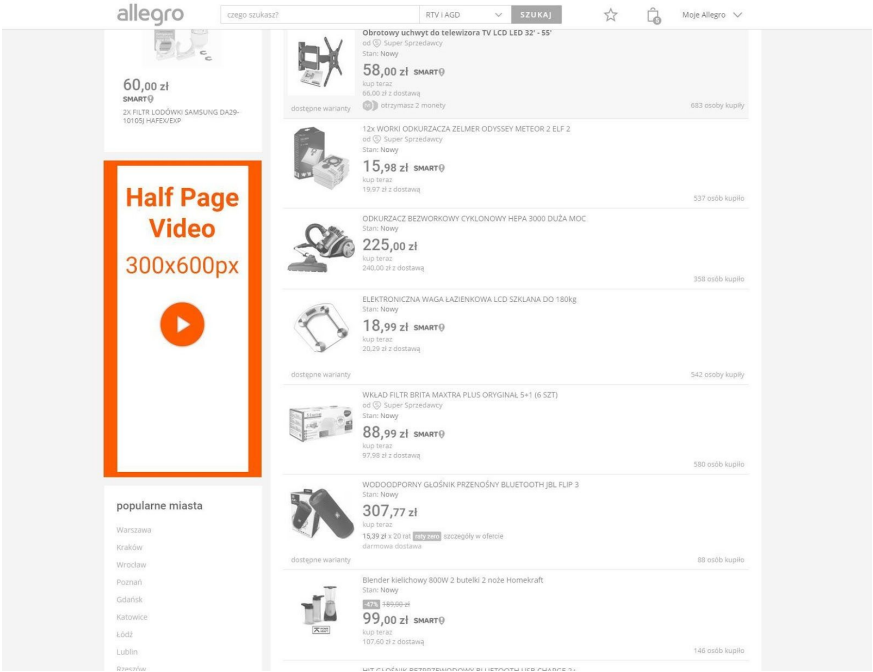
 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
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3.1.5. Top Header Expand Video

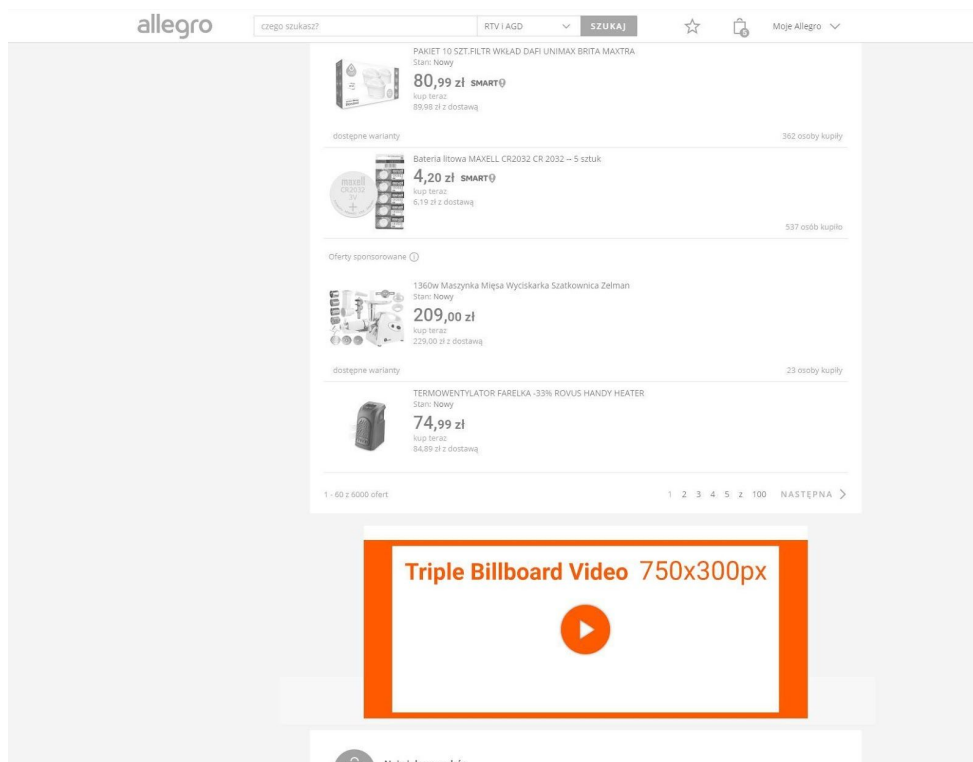


 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – FF</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
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3.1.6. Half Page Video 9:21

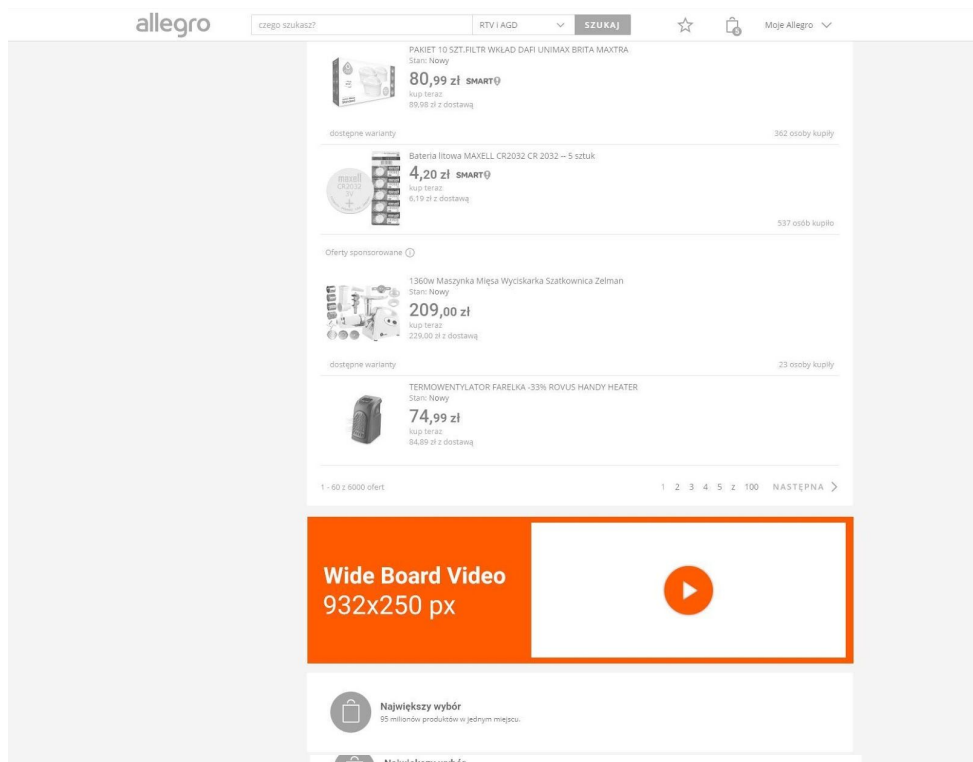


 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
---	--	--	---







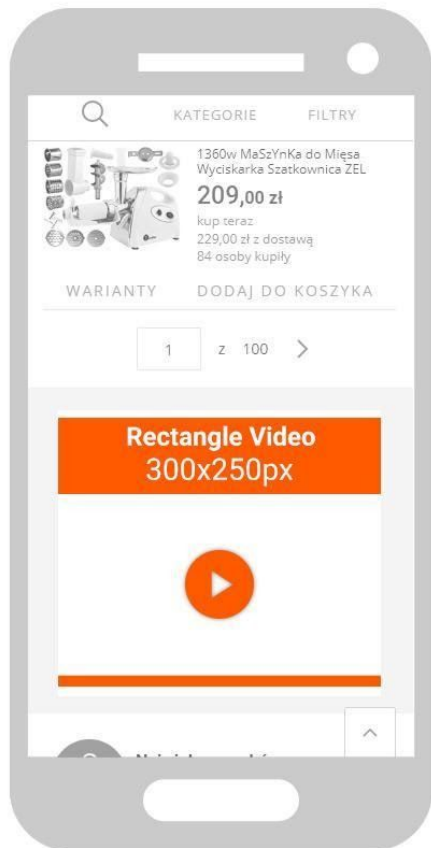
3.1.7. Triple Billboard Video

 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
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3.1.8. Wide Board Video

 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
--	---	---	--

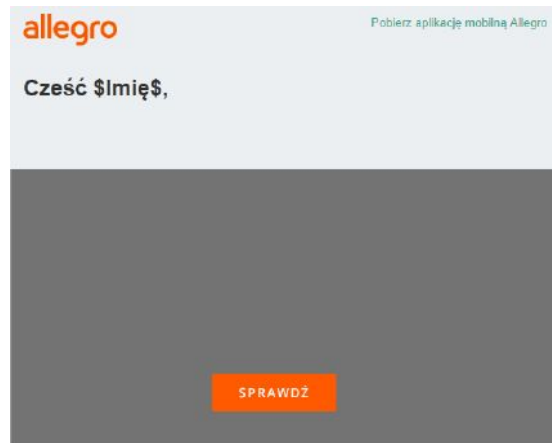


3.2. Mobile Web

3.2.1. Rectangle Video

 <p>Targeting – behavioral, context and category tree</p>	 <p>Links to external websites allowed</p>	 <p>Settlement model – CPM</p>	 <p>Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute</p>
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4. Mailing



You've got mail!

Possibility to target email messages accurately based on purchasing data in accordance with the RFM model (Recency – when the last purchase was made, Frequency – how often the purchases are made, Monetary – value of the purchases). Base of active email recipients: **4.2 million people**. The more personalized the message, the higher the engagement of the addressee.



Special projects – Landing Page

Landing Page on Allegro

A Landing Page is a page in the allegro.pl domain dedicated to one or more clients that presents contents and listings provided by the client. A Landing Page gives many possibilities of running a campaign in cooperation with Allegro. LPs can be used both in short- and long-term sales campaigns, but also in image-building campaigns. Available in the display and Ads package.

Each LP consists of modules used to present listings, text, images or videos.

Examples of modules that can be incorporated into an LP are presented under the following links:

- <https://allegro.pl/kampania/demo-Landing-Page-01>
- <https://allegro.pl/kampania/demo-Landing-Page-02>

Modules from the examples can be combined and rearranged.

Detailed information about the layout of graphics, individual components and materials required to build an LP can be found under the link [Graphic and Technical Guidelines – Landing Page](#)

Display principles

1. Display conditions

All advertisements to be displayed on Allegro's pages have to meet the conditions specified in the ad display regulations, available at <http://reklama.allegro.pl>, and in the technical specification for advertisements featured on Allegro. Allegro may verify the advertisements for compliance with the above-mentioned specifications and prevent or halt their display if the above conditions are not met.

Displaying the advertisement on the website does not automatically mean that Allegro has confirmed the advertisement's compliance with the advertising specification.

Allegro cares about the functionality of individual pages and in their design takes into account how they are perceived by users (user experience) and reserves the right to refuse to display or to stop displaying any advertisement if it considers the ad to be bothersome or harmful to the website's users.

2. General requirements

2.1. Naming convention

It is recommended to follow the following file naming convention:

[brand/client]_[campaign-name]_[product]_[size: length x width]_[version]
(e.g. allegro_autumn-campaign_umbrella_750x200_v2.jpg)

- 2.1.1. Use lowercase letters, underscores and numbers in filenames; no spaces or Polish diacritics (ą, ę, ć, ń, ó, ś, ź, ż) should be used in filenames.
- 2.1.2. URLs should refer to pages with an SSL certificate (they should start with https)
- 2.1.3. Clients who use tracking codes and configure a landing page linking to Allegro on their side should report the need to prepare the codes by Allegro. It is forbidden to use own UTM codes.

2.2. Delivery deadlines

All ready-to-use advertising materials necessary to start the ad display, prepared in accordance with the Technical Specification, must be delivered not later than 3 (three) Business Days before the planned display date. In the case of special campaigns, the delivery deadline is agreed on an individual basis. All the materials should be prepared in line with the graphic and technical guidelines specified later in this document.

Otherwise, Allegro cannot guarantee a timely start of the campaign.

2.3. HTML5 code requirements

- Standard HTML creatives must be prepared in accordance with the Doubleclick Ad Manager display specification (<https://support.google.com/admanager/answer/7046799?hl=pl>)
- Correct implementation of a clickTag is particularly important.
- The creatives prepared in Google Web Designer must be developed in accordance with Doubleclick principles.
- HTML5 serving code must be tested and accepted by the Publisher each time after delivery by the Client.
- All components of the code must be hosted entirely by the Partner, e.g. Sizmek / Doubleclick or entirely on the Publisher's servers.
- The permitted size of the creative (including the requested code) may be twice as large as the standard one (without taking into account JavaScript libraries). In this case it is necessary to prepare a so-called preloader (not applicable to layers). A preloader is a lightweight graphic element that is displayed to users before the right creative is downloaded.
- Creatives must be prepared with responsive display in mind (correct operation when changing the size of the container).
- Creatives may not use jQuery libraries.
- The code may not explicitly invoke global event handlers, e.g. Window.onload.
- The code must be compatible with Friendly iFrame.
- The Publisher does not provide data related to user interaction within the HTML5 creative. Such functionality should be provided on the creative's code side.
- The Publisher reserves the right to formulate additional requirements to be met before display for non-standard, expandable creatives or creatives containing video.

2.4. Video requirements

- Acceptable video aspect ratios: 1:1, 4:3, 3:4, 9:16 (halfpage display) to 16:9;
- Acceptable formats of the source file provided by the advertiser: MPEG, AVI, MOV, QT, MP4;
- The base film in the source file should have the best possible quality (1920x1080 px / 2560x1080 px, maximum bitrate: 6000 kbps);
- Minimum video bitrate: 400 kbps;
- Spot duration: up to 3 minutes.

Graphic and Technical Guidelines

1. Allegro buttons for partners – correct arrangement of label elements and buttons. Button templates and their sizes for various advertising formats displayed on the page. The size of buttons and their components is fixed and cannot change.

Important! The following buttons, price labels and product labels should be used only for creatives linking to pages inside Allegro. Such elements (or deceptively similar ones) must not be used for creatives linking to external websites.

Correct arrangement of elements of a price label with buttons:



- 1 Percentage value of the price reduction
- 2 Crossed-out price
- 3 Actual price / price from
- 4 Buy it now (“Kup teraz”) / Check it out (“Sprawdź”) button
- 5 Full product name

- Actual price color: RGB 57/78/89, #394e59, on dark background: RGB 255/255/255, #ffffff;
- Crossed-out price color: RGB 0/0/0, #000000, on dark background: RGB 255/255/255, #ffffff (Opacity: 54%);
- Product name color: RGB 0/0/0, #000000, on dark background – white: RGB 255/255/255, #ffffff (Opacity: 87%);
- **“Buy it now” button: used for products with a specific price (link to a specific listing);**
- **“Check it out” button: used for products with “price from”, if the link refers to product lists or a Landing Page;**
- The price reduction, the actual price, the button and the product name should be aligned to the left.

[Download a PSD file with buttons](#)

1.1. Allegro buttons for partners – guidelines for applications.

Standard label



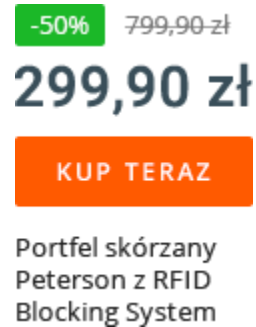
-50% 799,90 zł
299,90 zł
KUP TERAZ
Portfel skórzany
Peterson z RFID
Blocking System

Button size: **135x40 px**

Button template for the following formats:
**1600x72 px, 1600x360 px, 600x200 px,
1200x400 px, 1200x300 px, 300x600 px,
750x200 px, 750x300 px, 932x250 px,
1920x640 px, 500x380 px;**

NOTE! Do not use buttons of this size for other ad formats! Regardless of the number of pixels in the format.

Label for small formats



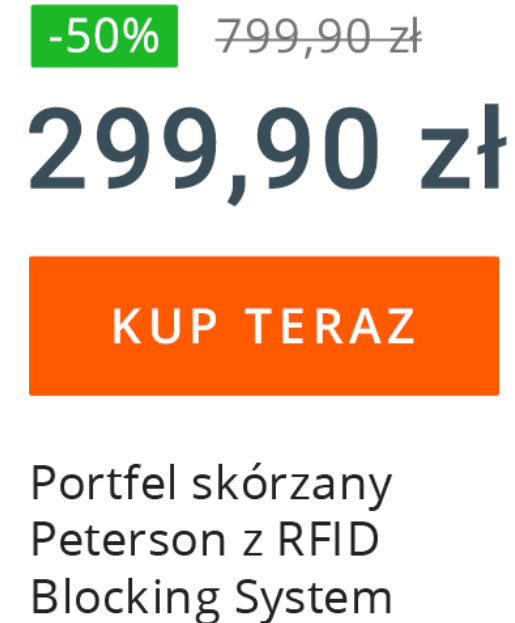
-50% 799,90 zł
299,90 zł
KUP TERAZ
Portfel skórzany
Peterson z RFID
Blocking System

Button size: **119x35 px**

Button template for the following formats:
**960x252 px, 932x125 px, 160x600 px,
750x200 px, 320x100 px, 300x250 px,
500x380 px;**

NOTE! Do not use buttons of this size for other ad formats! Regardless of the number of pixels in the format.

Mobile label



-50% 799,90 zł
299,90 zł
KUP TERAZ
Portfel skórzany
Peterson z RFID
Blocking System

Button size: **360x106 px**

Button template for the mobile app:
1600x572 px;

NOTE! Do not use buttons of this size for other ad formats! Regardless of the number of pixels in the format.

1.2. Allegro buttons for partners – additional information.

- Do not change the button sizes.
- Do not change the font types, colors, sizes, bold.
- Fonts used for texts:
 - Roboto – [download free fonts from Google Fonts](#)
 - Open Sans – [download free fonts from Google Fonts](#)
- Do not change spacing between the elements, do not rearrange the elements, e.g. do not switch the crossed-out price and the actual price.
The only exception is the Top Listing Banner, where the price and button block is separate from the product label.

1.3. Number of products that can be included in the creative, depending on the format:

1200x300 px, 1200x400 px, 1920x640 px – maximum of 3 products.

On other formats – maximum of 2 products.

1.4. Maximum file size

The maximum file size is determined individually for each format, all the format-specific guidelines are presented later in this document.

Important! Allegro reserves the right to additionally compress the files to optimize the operation of the website.

2. Allegro advertising formats – abridged graphic specification

Format name and display location	dimensions	Maximum file size	File type	Margin	notes
Showcase – Allegro Homepage	960x252 px	150 KB	jpg, png, gif (no animation)	20 px	safe area 630x252 px
Top Header – Allegro Homepage	1600x72 px	70 KB	jpg, png, gif (no animation)	10 px	
Top Header Expand – Allegro Homepage	1600x72 px, 1600x360 px when expanded	70 KB (collapsed), 150 KB (expanded)	jpg, png, gif (no animation)	10 px	safe width area 1248 px
Showcase – Category pages (except for Motors / Sport and Tourism / Beauty categories)	1200x400 px	150 KB (static formats) 300 KB (HTML5)	jpg, png, gif (no animation), HTML5;	25 px	
Showcase – Motors / Sport and Tourism / Beauty category page	1200x300 px	150 KB (static formats) 300 KB (HTML5)	jpg, png, gif (no animation), HTML5;	25 px	
Top-Listing Banner – product lists	932x125 px	50 KB (static formats) 100 KB (HTML5)	jpg, png, gif (no animation), HTML5	10 px	
Skyscraper – product lists	160x600 px	40 KB (static formats) 80 KB (HTML5)	jpg, png, gif (no animation), HTML5;	10 px	
Half Page – product lists and Thank You Page	300x600 px	100 KB (static formats) 200 KB (HTML5)	jpg, png, gif (no animation), HTML5;	25 px	
Double Billboard – product lists	750x200 px	40 KB (static formats) 80 KB (HTML5);	jpg, png, gif (no animation), HTML5;	10 px	
Triple Billboard – product lists	750x300 px	50 KB (static formats) 100 KB (HTML5);	jpg, png, gif (no animation), HTML5;	10 px	
Wide Board – product lists	932x250 px	75 KB (static formats) 150 KB (HTML5)	jpg, png, gif (no animation), HTML5;	10 px	
Parallax Board – ROS	1920x640 px	200 KB	jpg, png, gif (no animation)	25 px	
Branded Shop	2560x400 px (background) 600x200 (logo)	200 KB (background), 50 KB (logo)	background: jpg, png, gif (no animation); logo: transparent png	N/A	specification available here
Showcase – Allegro mobile app	1600x572 px	150 KB	jpg, png, gif (no animation);	25 px	Minimum font size – 28 px
In Listing Banner - Allegro mobile app	1080x288 px	100 KB	jpg, png, gif (no animation);	25 px	Minimum font size – 16 px
Showcase mobile – RWD	600x200 px	100 KB	jpg, png, gif (no animation);	10 px	Minimum font size – 10 px . All kinds of disclaimers / legal notices – 3 lines of text maximum
Mobile Top Listing – RWD	320x100 px	40 KB	jpg, png, gif (no animation);	5 px	
Rectangle – Mobile (RWD)	300x250 px	40 KB	jpg, png, gif (no animation), HTML5;	10 px	
Mailing	width – 600 px	500 KB (100 KB for HTML + 400 KB for other elements)	HTML + jpg, png, gif	N/A	Specification available here
Video	16:9 – 1920x1080. 21:9 – 2560x1080	500 MB	MPEG, AVI, MOV, QT, MP4	N/A	Specification available here

3. Allegro advertising formats – desktop

3.1. Showcase – Allegro Homepage



Location: Allegro Homepage;

Technical specification:

Dimensions: **960x252 px**
(safe area – 630x252 px);
Maximum file size: **150 KB**;
File type: jpg, png, gif (no animation);
Margin: 20 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: for small formats.

If the creative links to an external website:

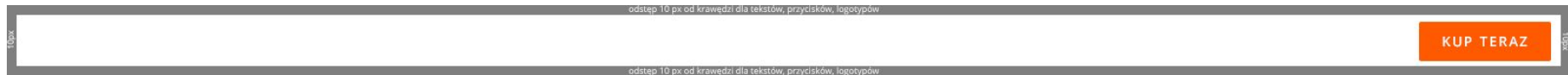
“REKLAMA” [advertisement] caption, as in the template
(its appearance or location must not be changed)

Optional: code tracking impressions in the format,
click tracking code

An alternative ALT text to be displayed on the homepage
should be attached to the materials (up to 21 characters)

[Download template \(PSD file\)](#)

3.2. Top Header – Allegro Homepage



Location: Allegro Homepage;

Technical specification:

Dimensions: **1600x72 px;**
Maximum file size: **70 KB;**
File type: jpg, png, gif (no animation);
Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Only a button, standard version.

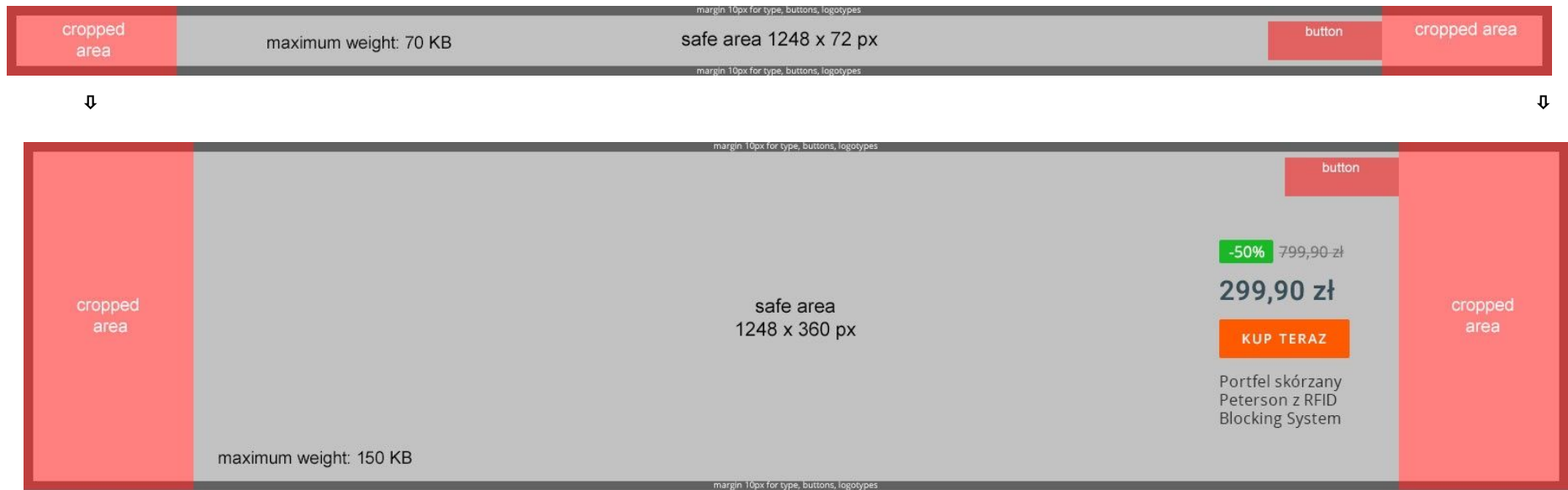
If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template
(its appearance or location must not be changed)

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.3. Top Header Expand – Allegro Homepage



Location: Allegro Homepage, above the masthead, expandable when clicked – **two separate images;**

Technical specification:

Dimensions: **1600x72 px, 1600x360 px when expanded**
(safe area – 1248 px);
Maximum file size: **70 KB when collapsed, 150 KB when expanded;**
File type: jpg, png, gif (no animation);
Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label:
standard – only in the expanded creative.

If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template
(its appearance or location must not be changed)

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.4. Showcase – Category pages (except for Motors / Sport and Tourism / Beauty categories)



Location: Category pages (except for Motors / Sport and Tourism / Beauty category);

Technical specification:

Dimensions: **1200x400 px**;
Maximum file size: **150 KB (static formats) / 300 KB (HTML5)**;
File type: jpg, png, gif (no animation), HTML5;
Margin: 25 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: standard.

If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed)

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.5. Showcase – Motors / Sport and Tourism / Beauty category page



Location: Motors / Sport and Tourism / Beauty category page;

Technical specification:

Dimensions: **1200x300 px;**

Maximum file size: **150 KB;**

File type: jpg, png, gif (no animation);

Margin: 25 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: standard.

If the creative links to an external website:

"REKLAMA" [advertisement] caption, as in the template (its appearance or location must not be changed)

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.6. Top-Listing Banner – product lists



Location: Product lists, ad displayed above the list of items;

Technical specification:

Dimensions: **932x125 px;**
Maximum file size: **50 KB (static formats) / 100 KB (HTML5);**
File type: jpg, png, gif (no animation), HTML5;
Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: for small formats.

If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed)

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.7. Skyscraper – product lists



Location: Product lists (left column);

Technical specification:

Dimensions: **160x600 px;**

Maximum file size: **40 KB (static formats) / 80 KB (HTML5);**

File type: jpg, png, gif (no animation), HTML5;

Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: for small formats.

If the creative links to an external website:

no requirements.

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.8. Half Page – product lists and Thank You Page



Location:

Product lists (left column) and the page displayed after purchasing / listing an item;

Technical specification:

Dimensions: **300x600 px;**

Maximum file size: **100 KB (static formats) / 200 KB (HTML5);**

File type: jpg, png, gif (no animation), HTML5;

Margin: 25 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: standard.

If the creative links to an external website:

no requirements.

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.9. Double Billboard – product lists



Location: Product list, ad displayed under the list of items;

Technical specification:

Dimensions: **750x200 px**;
Maximum file size: **40 KB (static formats) / 80 KB (HTML5)**;
File type: jpg, png, gif (no animation), HTML5;
Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label:
standard / for small formats.

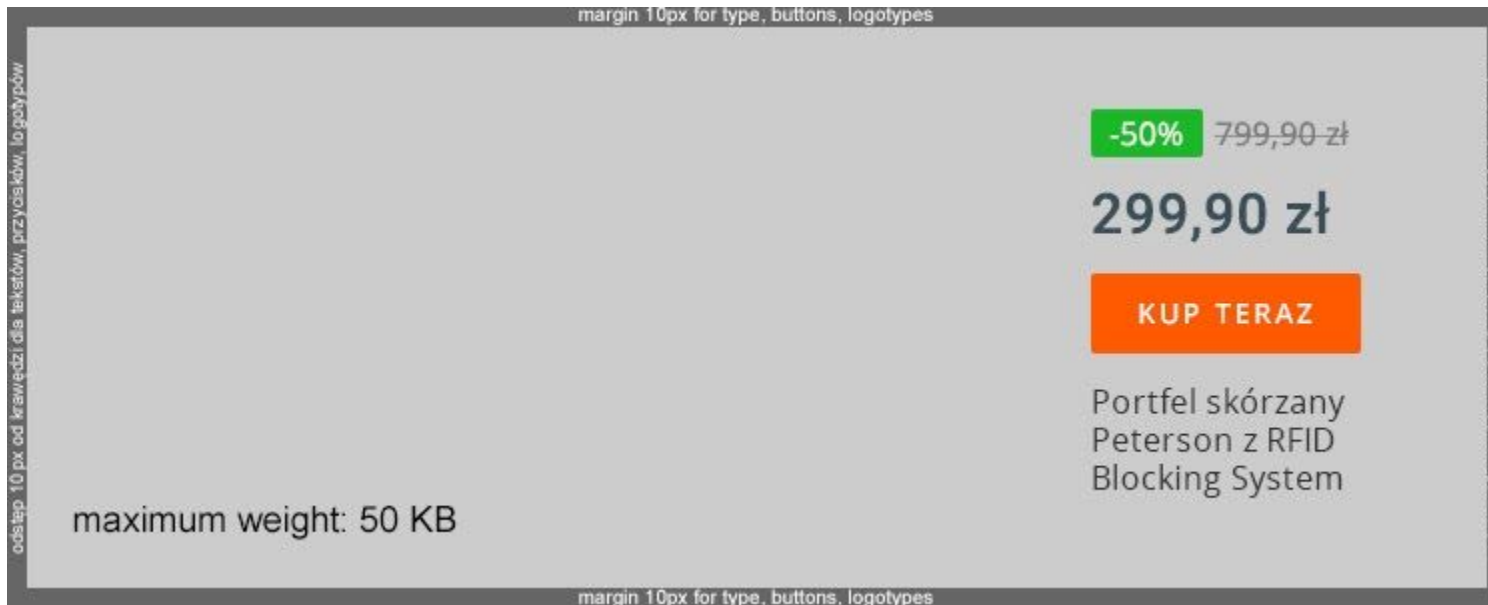
If the creative links to an external website:

no requirements.

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.10. Triple Billboard – product lists



Location: Product list, ad displayed under the list of items;

Technical specification:

Dimensions: **750x300 px**;
Maximum file size: **50 KB (static formats) / 100 KB (HTML5)**;
File type: jpg, png, gif (no animation), HTML5;
Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: standard.

If the creative links to an external website:

no requirements.

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.11. Wide Board – product lists



Location: Product list, ad displayed under the list of items;

Technical specification:

Dimensions: **932x250 px**;
Maximum file size: **75 KB (static formats) / 150 KB (HTML5)**;
File type: jpg, png, gif (no animation), HTML5;
Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: standard.

If the creative links to an external website:

no requirements.

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.12. Parallax Board – ROS



Location: homepage, categories, product list, item page, the ad is visible on the bottom of the page, expands as the user scrolls;

Technical specification:

Dimensions: **1920x640 px**, scaled to the width of the browser window;

Maximum file size: **200 KB**;

File type: jpg, png, gif (no animation);

Margin: 25 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: standard.

If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.13. Login Box – Login page



Location: login page (desktop);

Technical specification:

Dimensions: **500x380 px**;
Maximum file size: **50 KB**;
File type: jpg, png, gif (no animation);
Margin: 20 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: standard.

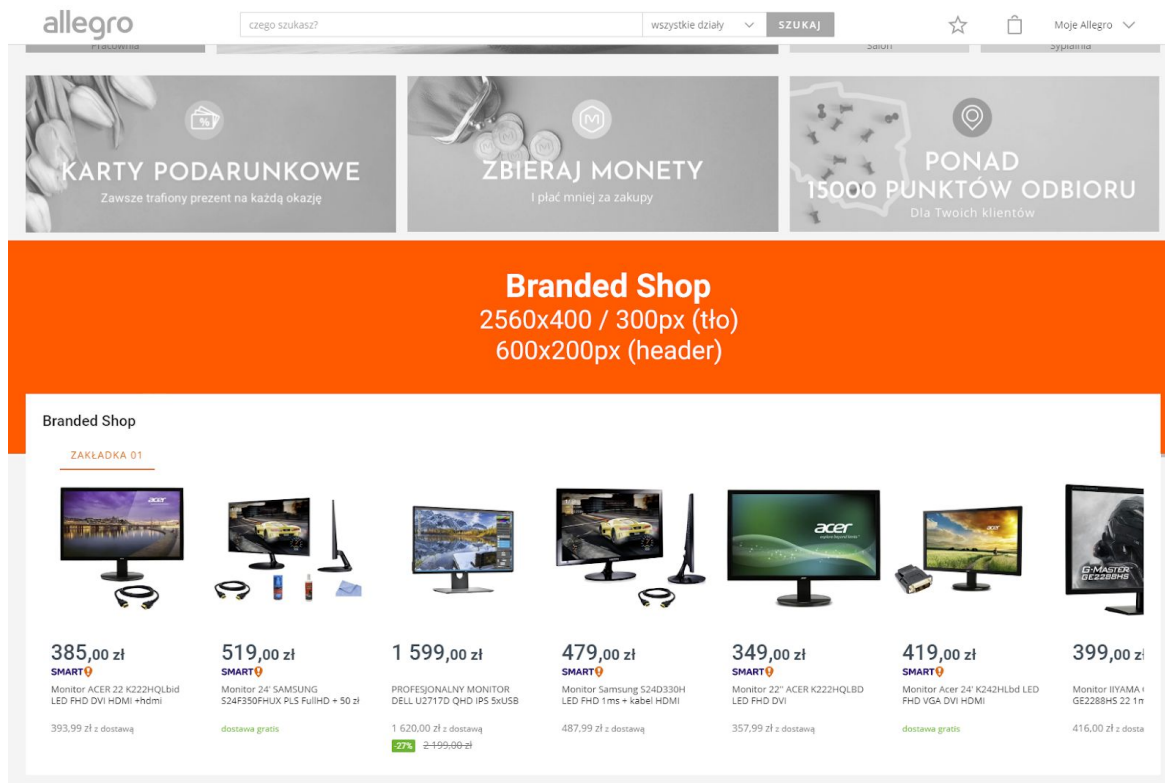
If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed).

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

3.14. Branded Shop – desktop and mobile (RWD)



Location:

homepage, category pages;

Technical specification:

Dimensions:

2560 x 400 / 300 px
or 1920 x 400 / 300 px (background)
600x200 px (logo)

Maximum file size:

200 KB (background), 50 KB (logo);

File type:

background: jpg, png, gif (no animation);
logo: transparent png

The background is cropped depending on the resolution of the device, it should contain no communications.

No possibility to add codes

The product photos are automatically downloaded from the listings, based on the listing ID.

There are 8 versions of Branded Shop templates. The requirements for the basic components (background and logo) are the same for all versions.

If you want to present listings, you should provide their IDs in a comma-separated list. Branded Shop modules with listings, image, video can have a caption – it will be displayed above the listings / image / video.

The available Branded Shop versions and information about version-specific requirements are presented below.

3.14.1. Branded Shop – version 1 – with a single listings carousel and a header.

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Text sample / title over a carousel with offers

Product	Discount	Original Price	Current Price	Additional Info
sell Hobbs	-56%	800,00 zł	349,90 zł	Zegarek męski Casio G-Shock GA-700DE stoper WR200
Ariel kapsułki do prania 3w1 MSpring 80 sztuk	-	-	109,99 zł	117,99 zł z dostawą
Portfel męski Puccini skórzany czarny na prezent	-56%	184,00 zł	79,90 zł	86,89 zł z dostawą
Ariel kapsułki do prania Lenor 3w1 3x 36 sztuk	-	-	139,99 zł	147,99 zł z dostawą
Zegarek męski Timex TW4B09100 chrono datownik 100M	-50%	540,00 zł	269,90 zł	276,89 zł z dostawą
Suszarka do włosów z jonizacją Remington D5219 3w1	-	-	95,00 zł	darmowa dostawa
Suszarka do włosów Pro-Air Turf	-	-	99,99 zł	darmowa dostawa

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3.14.2. Branded Shop – version 2 – with listings carousels arranged in tabs.

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Text sample / title over a carousel with offers

Bookmark 1 Bookmark 2 Bookmark 3 Bookmark 4 Bookmark 5 Bookmark 6

Product Image	Price	SMART Badge	Description
	64,99 zł	SMART	Fairy Platinum tabletki do zmywarek 100 sztuk
	wyprzedaż 99,00 zł 28,49 zł	SMART	6x Żarówka LED Philips E14 5,5W = 40W 470lm
	wyprzedaż 140,00 zł 139,00 zł	SMART	Prostownica do włosów Remington S8590
	wyprzedaż 59,00 zł 28,49 zł	SMART	6x Żarówka LED Philips GU10 4,7W = 50W 345lm
	Smart okazja 104,00 zł 59,90 zł	SMART	Fairy Platinum tabletki do zmywarek 100 sztuk
	-47% 379,00 zł 199,90 zł	SMART	Zegarek damski Timex Metropolitan złoty mesh 30M
	299,97 zł	SMART	Fairy Platinum tabletki do zmywarek 600 sztuk

ZOBACZ WSZYSTKIE OFERTY

3.14.3. Branded Shop – version 3 – with a listings carousel and a group of featured items next to it.

The screenshot displays the Allegro website interface. At the top, the Allegro logo and tagline 'zakupy takie jak Ty' are visible against an orange background with geometric patterns. Below this, the main content is divided into two sections:

Text sample / title over a carousel with offers: This section features a horizontal carousel of five product listings. Each listing includes a product image, a price, a 'SMART' badge, and a brief description. The products are: Fairy Platinum dishwasher tablets (64,99 zł), Philips LED light bulbs (28,49 zł), Remington hair straightener (139,00 zł), Philips LED light bulbs (28,49 zł), and another pack of Fairy Platinum dishwasher tablets (59,90 zł). A 'ZOBACZ WSZYSTKIE OFERTY' button is located at the bottom of this section.

Top Offers: This sidebar on the right displays three featured offers. Each offer includes a product image, a 'wyprowadź' (highlight) badge, a price, a 'SMART' badge, and a description. The offers are: Remington hair straightener (139,00 zł), Remington hair dryer (99,99 zł), and Russell Hobbs cocktail blender (85,00 zł). All offers include 'darmowa dostawa' (free shipping).

- The right column always contains 3 listings – the list may be longer, but only the first three active listings will be displayed.

3.14.3.1. Branded Shop – version 3-1 – with a listings carousel and a graphic header, as well as an image and featured listing next to it, a countdown module can be placed in the upper section.

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Festiwal Wyprzedaży

3 4 9 : 0 8 : 0 7 : 4 1
DNI GODZIN MINUT SEKUND

Text sample / title over a carousel with offers

<p>64,99 zł SMART</p> <p>Fairy Platinum tabletki do zmywarek 100 sztuk</p>	<p>wyprzedaż 59,00-zł 28,49 zł SMART</p> <p>6x Żarówka LED Philips E14 5,5W = 40W 470lm</p>	<p>wyprzedaż 149,00-zł 139,00 zł SMART</p> <p>Prostownica do włosów Remington S8590</p>	<p>wyprzedaż 59,00-zł 28,49 zł SMART</p> <p>6x Żarówka LED Philips GU10 4,7W = 50W 345lm</p>	<p>Smart okazja 59,90 zł SMART</p> <p>Fairy Platinum zmywarek 100 sztuk</p>
---	---	---	--	--

Top Offers

Najlepsze oferty

-56% 184,00-~~zł~~
79,90 zł
SMART

Portfel męski Puccini skórzany czarny na prezent
86,89 zł z dostawą

ZOBACZ WIĘCEJ

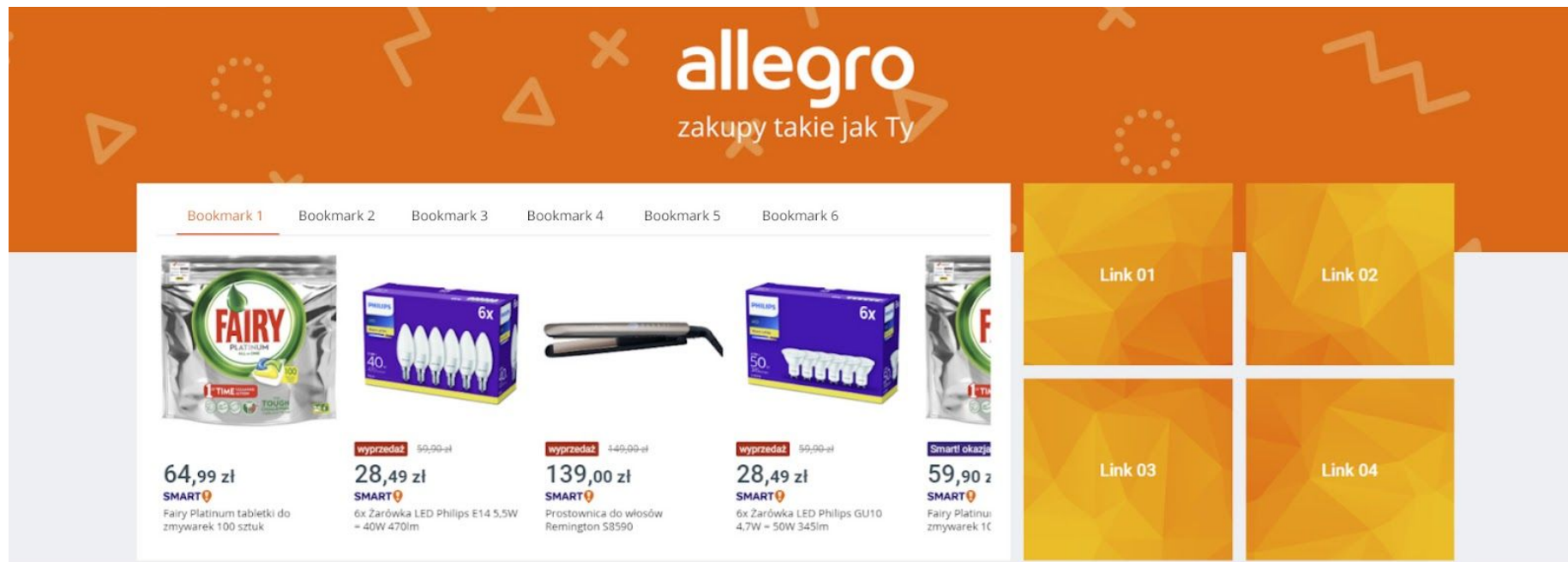
- In the case of mobile devices, the logo and the claim will be replaced with a countdown timer.
- The right column contains a 600x200 px banner and one listing – the list may be longer, but only the first active listing will be displayed.
- The end date of the promotional campaign / sale should be defined for the countdown module.

3.14.4. Branded Shop – version 4 – with listings carousels arranged in tabs and one featured listing next to it.

The screenshot displays the Allegro website interface. At the top, the Allegro logo is centered with the tagline "zakupy takie jak Ty". Below the logo, a navigation bar contains six tabs labeled "Bookmark 1" through "Bookmark 6". The main content area is divided into two sections. The left section, titled "Text sample / title over a carousel with offers", features a horizontal carousel of five product listings. Each listing includes an image of the product, a price, and a "SMART" badge. The products shown are: Fairy Platinum dishwasher tablets (64,99 zł), Philips LED bulbs (28,49 zł), a Remington hair straightener (139,00 zł), Philips GU10 LED bulbs (28,49 zł), and another pack of Fairy Platinum dishwasher tablets (59,90 zł). A "ZOBACZ WIĘCEJ" link is positioned below the carousel. The right section, titled "Top Offers", features a single featured listing for a Reebok sneaker. The listing includes an image of the shoe, the text "LICYTACJA · 5 godz.", a price of "177,50 zł", a "SMART" badge, and the product name "Buty sportowe damskie Reebok Trainfusion Nine r 39". Below the product name, the price "185,49 zł z dostawą" is displayed.

- The right column contains one featured listing – the list may be longer, but only the first active listing will be displayed.

3.14.5. Branded Shop – version 5 – with listings carousels arranged in tabs and four images that may link to other product groups.



- 4 image tiles, each with the dimensions of 270x270 px and maximum file size of 30 KB

3.14.6. Branded Shop – version 6 – with two equivalent listings carousels.

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Text sample / title over a carousel with offers

Product	Original Price	Offer Price	Shipping
Fairy Platinum tabletki do zmywarek 100 sztuk	-	64,99 zł	72,99 zł z dostawą
6x Żarówka LED Philips E14 5,5W = 40W 470lm	59,90 zł	28,49 zł	36,48 zł z dostawą
Prostownica do włosów Remington S8590	149,00 zł	139,00 zł	darmowa dostawa
6x Żarówki Philips E14 5,5W = 40W 470lm	-	28, SMAR	36,48

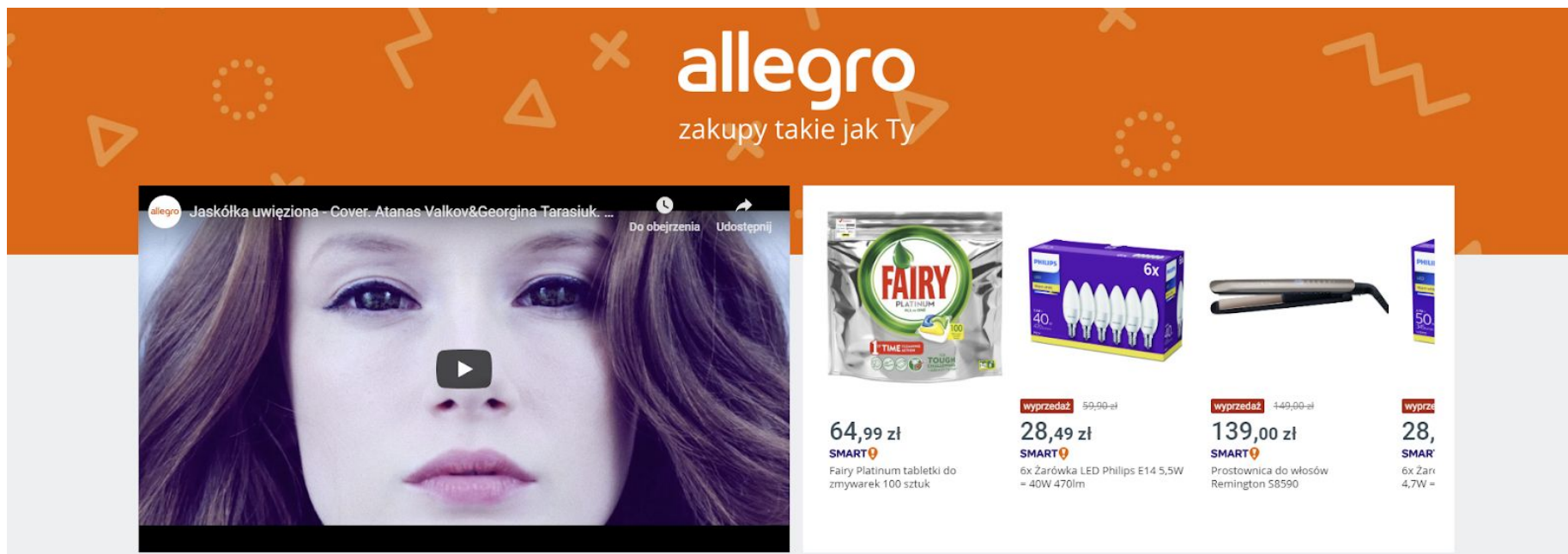
ZOBACZ WIĘCEJ

Text sample / title over a carousel with offers

Product	Original Price	Offer Price	Shipping
Prostownica do włosów Remington S8590	149,00 zł	139,00 zł	darmowa dostawa
Suszarka do włosów Remington Pro-Air Turbo D5220	-	99,99 zł	darmowa dostawa
Blender do koktajli Russell Hobbs 21350-56	89,00 zł	85,00 zł	darmowa dostawa
Trymer do włosów Remington	-	96, SMAR	darmo

ZOBACZ WIĘCEJ

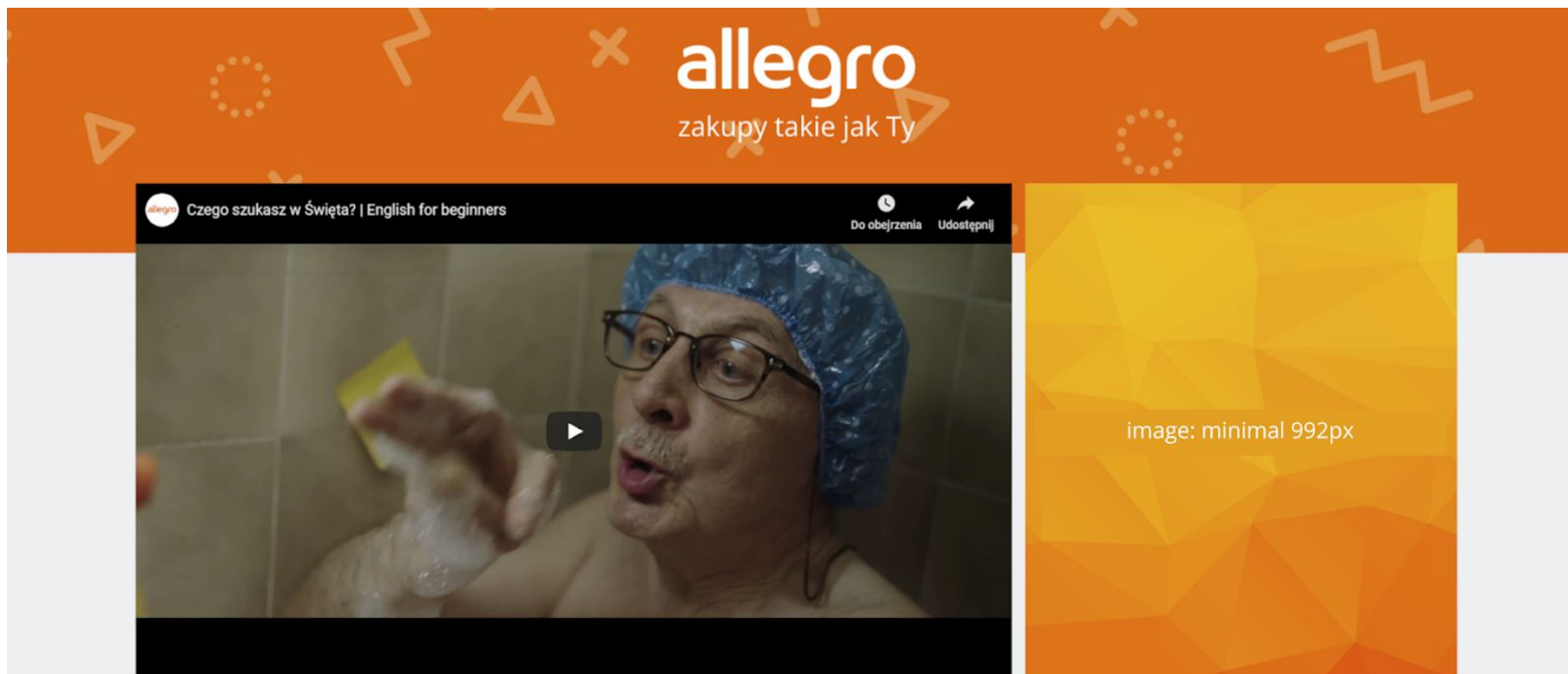
3.14.7. Branded Shop – version 7 – with a video and a listings carousel.



- A link to a YouTube / Vimeo video must be provided

Important! Videos embedded on an Allegro LP must not have monetization activated (they may include no ads, neither banners nor videos).

3.14.8. Branded Shop – version 8 – with a video and a banner next to it.



- A link to a YouTube / Vimeo video must be provided
- 2 different graphic files are required for the tile on the right: 525x600 px and 990x170 px.

Important! Videos embedded on an Allegro LP must not have monetization activated (they may include no ads, neither banners nor videos).

3.15. Defining product lists for Branded Shop purposes

A Branded Shop is used to present products listed on Allegro; you need to define lists of products for each module / tab / carousel. You can do it in two ways:

3.15.1. The standard method of defining product lists

List of IDs of the products to be displayed in the Branded Shop module. They should be provided in the form of a list, separately for each module, tab or product carousel.

You should prepare a list that contains only listing IDs, i.e. the sequence of digits assigned to the given listing, which can be found in the listing itself, in the tools for sellers or as the last element of the URL.

The list should be provided in a text file, a doc / xls file and should contain only, or in a separate column, product IDs (separated by a comma in the case of text files).

An example of an ID list for a group of products is presented below. The list should be preceded with the title to be displayed on the page:

```
TV sets - best prices: 7657206536,7562962165,7586132459,7586128287,7431237338,7575375821,7657172155,7760527383,7718999727,7655595440
```

The above list will result in displaying TV set listings with the following Allegro URLs on the Landing Page:

```
https://allegro.pl/telewizor-40-4k-led-samsung-ue40nu7192-smarttv-i7657206536.html
https://allegro.pl/oferta/telewizor-65-samsung-ue65nu7172-3840x2160-smarttv-7562962165
https://allegro.pl/oferta/telewizor-kiano-slim-tv-40-cale-gw24-pl-super-cena-7586132459
https://allegro.pl/oferta/telewizor-kiano-slim-tv-22-cale-gw24-pl-super-cena-7586128287
https://allegro.pl/telewizor-samsung-ue55nu7172u-4k-uhd-smart-tv-wifi-i7431237338.html
https://allegro.pl/samsung-ue55nu7172-telewizor-led-smart-ultra-hd-4k-i7575375821.html
https://allegro.pl/telewizor-40-4k-samsung-ue40nu7122-smarttv-i7657172155.html
https://allegro.pl/telewizor-4k-led-uhd-lg-70uk6500-smart-tv-srebrny-i7760527383.html
https://allegro.pl/telewizor-49-kruger-matz-4k-ultra-hd-smart-i7718999727.html
https://allegro.pl/oferta/telewizor-led-43-samsung-ue43nu7092-4k-uhd-smart-7655595440
```

The above method requires a list of products to be defined manually, but it also ensures that the products will appear in the specified order. When you create a list of products you should remember that, depending on the module where the products will be presented, you are able to display a specific number of products, e.g. for a full-width carousel (1600 px) the maximum number is 7 listings – you should remember, however, that some of the products may sell out in the course of a Branded Shop promotion.

Consequently, for each module you should prepare a list of products containing at least two or three times the number of displayed products – in this case **14-21 products**. You should not exceed the limit of **40 products per module**.

3.16.2. The advanced method of defining product lists

No specific product IDs are provided, but the Allegro search mechanism is used instead. The product list is generated automatically using the provided parameters. The following parameters can be defined:

- the search phrase – e.g. “Samsung” – will generate a list of all items that have the given phrase in the listing title
- IDs of sellers whose listings are to be displayed – you can choose more than one seller – this way you can narrow down the list of items to those listed by the selected sellers
- IDs of the categories from which listings are to be displayed

In addition to the selected parameters, you should specify how the listings should be sorted. You can choose one of the following criteria:

- Best Match – Allegro’s default sort algorithm
- Price – lowest first
- Price – highest first
- Price + Shipping – lowest first
- Price + Shipping – highest first
- Listing popularity
- Listing end time – longest first
- Listing end time – soonest first

The product list generated using the above method should limit the number of listings included – this parameter is independent of the number of displayed listings, but it should always be higher by at least 7-8 listings than the number of displayed listings to avoid empty fields in a Branded Shop module.

The default limit for a single module list is 16 listings but it can be increased up to 40 listings.

- 4. Allegro advertising formats – mobile
- 4.1. Showcase mobile – Allegro mobile app



Location: Allegro app, homepage;

Technical specification:

- Dimensions: **1600x572 px;**
- Maximum file size: **150 KB.**
- File type: jpg, png, gif (no animation);
- Margin: 25 px for buttons, text, logos;
- Minimum font size – **28 px**

If the creative links to Allegro:

Button, price label and product label: mobile.

If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed)

Optional: click tracking code, it isn't possible to add an impression tracking pixel

[Download template \(PSD file\)](#)

4.2. Top / In listing banner - Allegro mobile app



Location: Allegro app, listings;

Technical specification:

Dimensions: **1080x288 px**; (displayed as 360x96px)

Maximum file size: **100 KB**.

File type: jpg, png, gif (no animation);

Margin: 25 px for buttons, text, logos;

Minimum font size – **16 px**

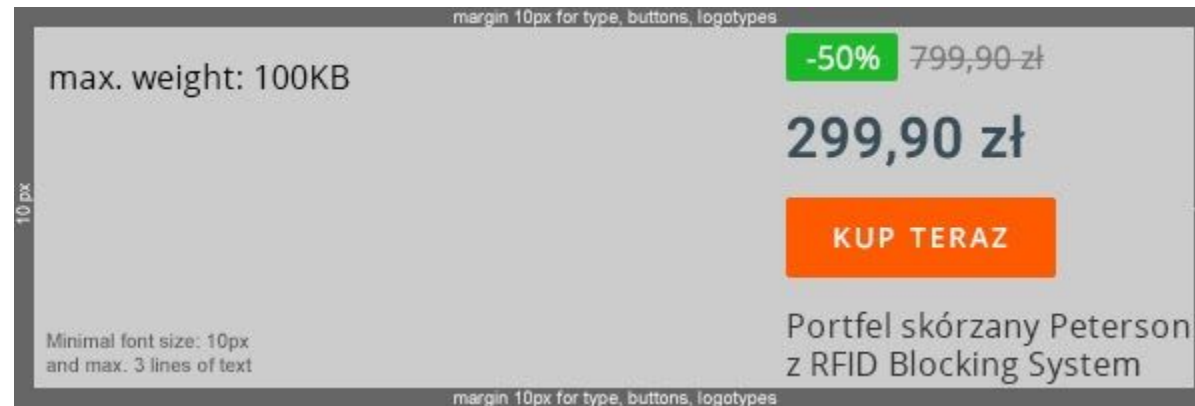
The creative links to Allegro:

Button, price label and product label: standard.

Optional: click tracking code, possible to add an impression tracking pixel

[Download template \(PSD file\)](#)

4.2. Showcase mobile – RWD (homepage and category pages)



Location: Homepage, category pages, advertisement visible in browsers on mobile devices.

Technical specification:

Dimensions: **600x200 px;**

Maximum file size: **100 KB.**

File type: jpg, png, gif (no animation);

Margin: 10 px for buttons, text, logos;

Minimum font size – **10 px**

All kinds of disclaimers / legal notices – **3 lines of text maximum.**

If the creative links to Allegro:

Button, price label and product label: standard.

If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed)

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

4.3. Mobile Top Listing – RWD – Product lists



Location: product lists, advertisement visible in browsers on mobile devices;

Technical specification:

Dimensions: **320x100 px;**

Maximum file size: **40 KB.**

File type: jpg, png, gif (no animation);

Margin: 5 px for buttons, text, logos;

Minimum font size – **10 px**

All kinds of disclaimers / legal notices – **3 lines of text maximum.**

If the creative links to Allegro:

Only a button, version for small formats or small mobile version (no obligation to place a button).

If the creative links to an external website:

“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed)

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

4.4. Rectangle – Mobile (RWD), search, product lists



Location: mobile product lists (RWD), search results, desktop product lists (left column);

Technical specification:

Dimensions: **300x250 px;**
Maximum file size: **40 KB (static formats) / 75 KB (HTML5);**
File type: jpg, png, gif (no animation); HTML 5;
Margin: 10 px for buttons, text, logos;

If the creative links to Allegro:

Button, price label and product label: for small formats.

If the creative links to an external website:

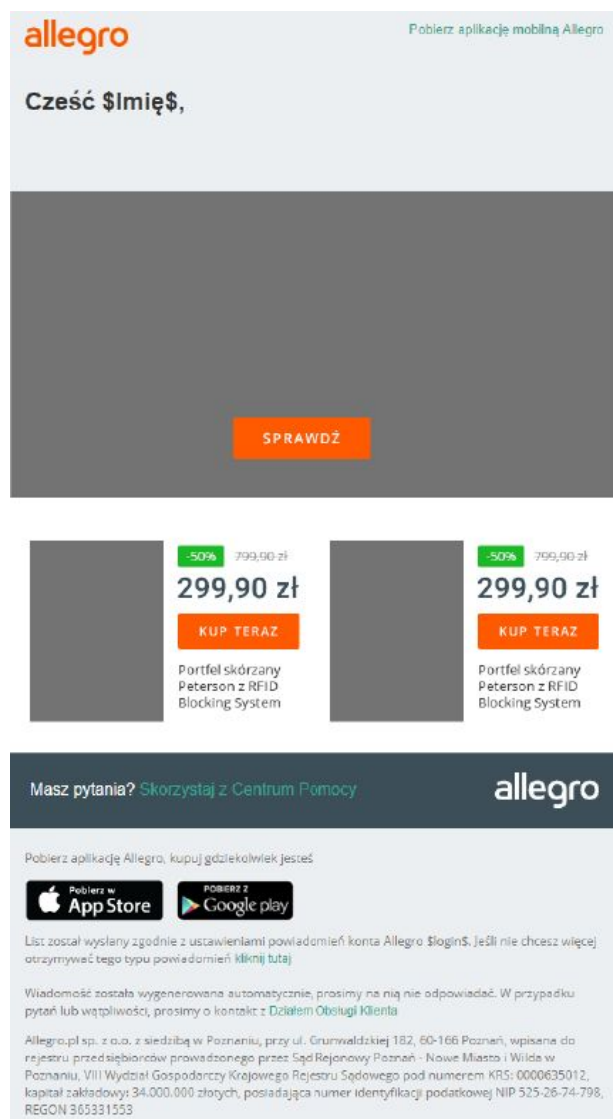
no requirements.

Optional: code tracking impressions in the format, click tracking code

[Download template \(PSD file\)](#)

5. Allegro advertising formats – mailing

Mailing – basic information



Width: **600 px;**
File type: **HTML + jpg, png, gif;**
Maximum file size: **500 KB**
(100 KB for HTML + 400KB for other elements)

All the emails are sent with Allegro header and footer

If the creative links to Allegro:

If the email module contains one product: Button, price label and product label: standard.

If the email module contains more than one product: Button, price label and product label: for small formats.

The above elements may be inserted in graphic form or coded in HTML.

Buttons and labels in graphic form must comply with the guidelines from the section [Allegro buttons for partners](#),

For buttons coded in HTML, use the following HTML button templates.

If the creative links to an external website

No buttons from Allegro UI should be used.

5.1. Mailing – additional information – HTML buttons

Allegro buttons – standard version:

- Buy it now ("Kup teraz"):

```
<a href="listing URL" style="color:#ffffff;font-size:14px!important;line-height:14px!important;font-weight:500;letter-spacing:2px;text-align:center;text-decoration:none;font-family:Open Sans,Arial,sans-serif;display:block;width:135px;background-color:#ff5a00;padding-top:13px;padding-bottom:13px;border-radius:2px" target="_blank">KUP TERAZ</a>
```

- Check it out ("Sprawdź"):

```
<a href="listing URL" style="color:#ffffff;font-size:14px!important;line-height:14px!important;font-weight:500;Letter-spacing:2px;text-align:center;text-decoration:none;font-family:Open Sans,Arial,sans-serif;display:block;width:135px;background-color:#ff5a00;padding-top:13px;padding-bottom:13px;border-radius:2px" target="_blank">SPRAWDŹ</a>
```

Allegro buttons – version for small formats:

- Buy it now ("Kup teraz"):

```
<a href="listing URL" style="color:#ffffff;font-size:12px;line-height:12px;font-weight:500;letter-spacing:2px;text-align:center;text-decoration:none;font-family:'Open Sans',Arial,sans-serif;display:block;width:119px;background-color:#ff5a00;padding-top:11px;padding-bottom:11px;border-radius:2px" target="_blank">KUP TERAZ</a>
```

- Check it out ("Sprawdź"):

```
<a href="listing URL" style="color:#ffffff;font-size:12px;line-height:12px;font-weight:500;letter-spacing:2px;text-align:center;text-decoration:none;font-family:'Open Sans',Arial,sans-serif;display:block;width:119px;background-color:#ff5a00;padding-top:11px;padding-bottom:11px;border-radius:2px" target="_blank">SPRAWDŹ</a>
```

5.2. Mailing – Allegro email template in HTML

The email template can be downloaded below.

When using the template, you should

- place the table with the coded email contents between the following comments (line 257):

```
<!-- Tabela z mailingiem -->
```

```
<!-- Tabela z mailingiem KONIEC -->
```

- Place the footer in line 331

[Download the email template \(HTML file\)](#)

5.3. Mailing – detailed specification

- File size of the creative: html + images without limitations, but we recommend that the total file size of the HTML file and the images should not exceed 500 KB.
- For the message to be sent, you need to provide the sender, the title of the message and the signature (footer). The sender (company name or brand) and the signature must clearly and truthfully identify the sender of the message.
- The title of the email and the sender name must not be misleading for the recipient; in particular, it must not imitate regular correspondence with the user (e.g. RE, FW, etc.) or suggest that the email is a private message and should not be written in all caps.
- If the Advertiser wants to have its own click tracking codes included in the email, the codes should be added to the creative and sent as one HTML file. It is possible to add only one opening/click tracking system. If you add codes from an external system, data collected by the internal opening/click tracking system will be unavailable.
- To ensure that the email message is displayed in the same way in different email clients, the HTML code should be built using tables. Avoid using <div> layers.
- As most email clients delete the <head> section from the HTML code of the message, you should add styles only using inline CSS2 and avoid using abbreviated forms.
- Tag attributes should be used to the maximum extent possible to ensure that the HTML code is interpreted in the same way in different email clients.
- We do not recommend using colspan and rowspan.
- As older email clients have problems rendering code, please use only padding instead of margin to position elements.
- All images (apart from tracking pixels) are hosted on Allegro servers.
- To avoid creating unwanted space under images, all images used in the email should be displayed as block elements.
- Text alignment (left/right/center) should be defined only by using the align attribute. Do not use the following notation: style="text-align: center | right | left"
- The recommended template width is 600 px. This ensures that the maximum part of the message is visible in email clients.
- To increase the likelihood that the email contents are displayed correctly and uniformly, use popular fonts, such as Arial, Verdana, Georgia or Times New Roman. The fonts that are not universally supported by specific operating systems should be embedded in graphic form.
- Do not use images to define the message structure.
- The margin and padding of each cell should be set to zero to avoid unplanned shifts of the email contents.
- Use align="left" and align="right" instead of the float property to adjust images and text.
- The and <td> tags should be closed in one line to avoid unwanted space under images in older email clients such as Outlook.
- All images in the email should have the alt, width and height values defined to ensure that the template looks good if the images are not displayed by the email client.
- Colors should be saved in the HEX format.
- The HTML code (tags) should be written in lowercase.
- Do not use Flash animations in the templates. Replace them with animated gifs, which are almost universally supported.
- Do not use JavaScript in the templates, as it is blocked by almost all email clients.
- Do not use forms (<form> tag) in the email templates, as they are not universally supported.

6. Allegro advertising formats – Landing Page

6.1. LP layout

The standard LP layout has a base resolution of 1600 or 1248 px and consists of 12 columns used to arrange the modules.

Modules, such as listings carousels, text boxes, images, embedded videos, can occupy the whole width of the page or its part – $\frac{1}{2}$, $\frac{1}{3}$ or $\frac{1}{4}$ of the layout.

6.2. Wallpaper

Each LP can have a dedicated wallpaper. The dimensions of the wallpaper should be 1920/2560 x 1080 px. A large central part of the wallpaper is covered by the contents of the page, so it should not contain any communications. To ensure better exposure of the wallpaper, you should adopt a base resolution of 1248 px.

You can also use a wallpaper with other dimensions, with the parameter repeat / repeat-x/y, specifying the wallpaper position with the parameters: left, center, right, top, bottom and the parameter background attachment: scroll / fixed

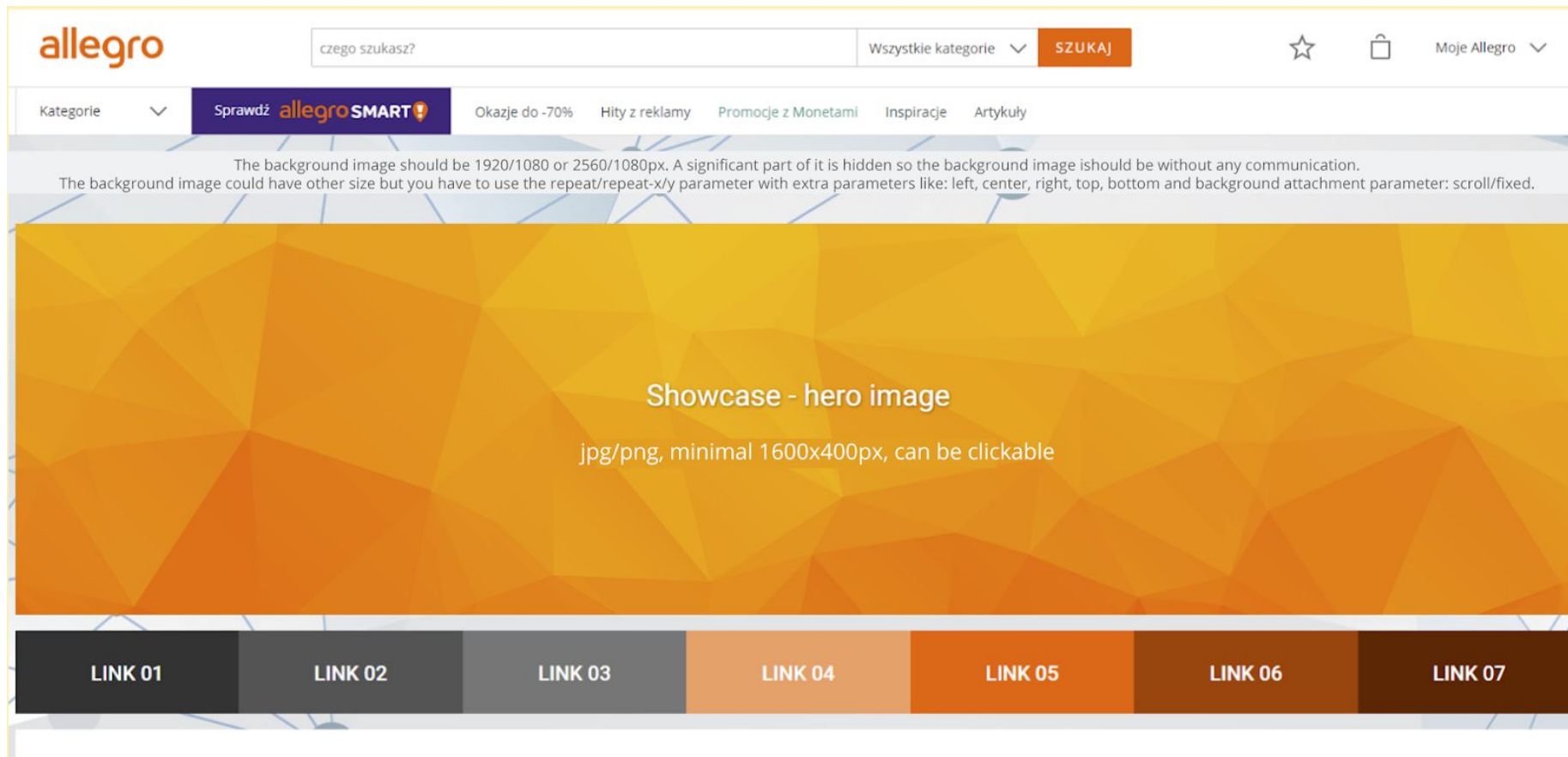
The wallpaper file size cannot exceed 300 KB.

6.3. Modules

The following modules are available in the case of an Allegro LP:

6.3.1. Showcase – hero image

a large image, usually placed at the top of the page. Its width is 1600 or 1248 px, depending on the base resolution of the LP. The height should not exceed 400 px. The maximum acceptable file size of this element is 200 KB.



Client communications can be applied on such an image in two ways:

- As a standard image, where the text and the background are one jpg / png file.
- The background image is a separate element, and the communication – title and subtitle – are superimposed on the image as text. Only the default text layout is possible – the text is aligned to the center, can have only two lines and will always be white with a slight shadow.

In this case the client provides only the graphic background, while the text is defined at the stage of building the LP.

“Hero images” that occupy the entire width of the layout may be embedded in two ways – as scaled or cropped images. In the former case, on devices with resolution lower than the base resolution, the image will be scaled down. In the latter case, it will be cropped to the width of the browser window.

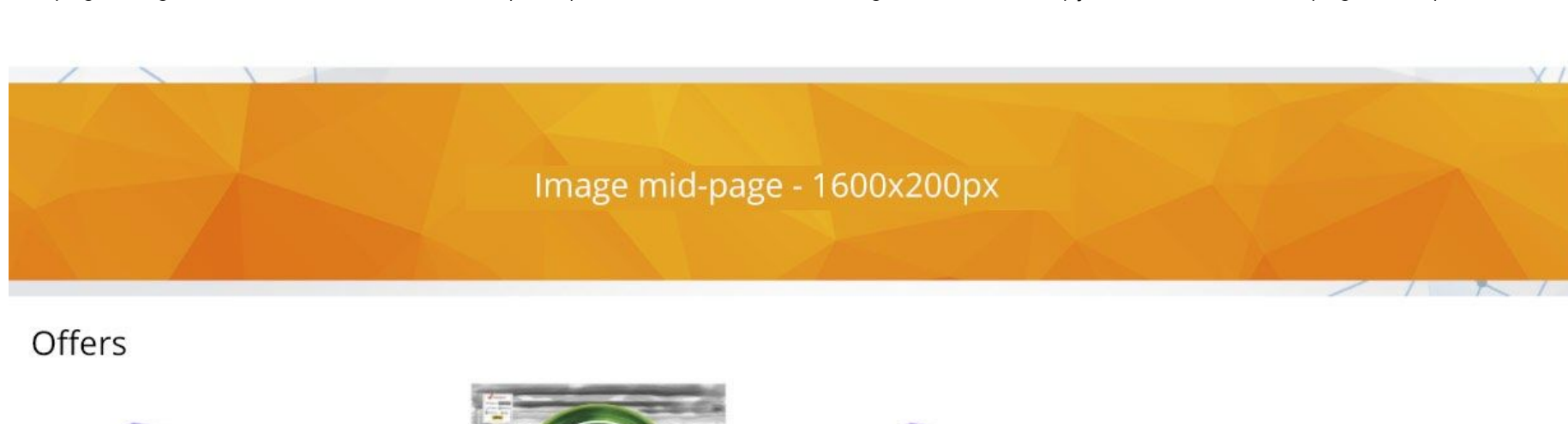
By default, images occupying the entire page width may be scaled or cropped. It is also possible to substitute an image for smaller resolutions, in particular mobile devices.

In such a case, images for 3 basic resolution thresholds should be prepared:

- Desktop width (L) – 1248 or 1600 px
- Tablet width (M) – 768 px
- Mobile width (S) – 320 px

6.3.2. Mid-page images

Mid-page images are embedded on the same principles as Showcase hero images and can occupy the full width of the page or its part: $\frac{1}{2}$, $\frac{1}{3}$, $\frac{1}{4}$.



For full page width, these images should have the dimensions of 1600/1248 x 200/100 px.

When providing a scalable full-page-width image with the width of 1600 / 1248 px, it is a good idea to provide an additional image to be displayed on mobile devices, with the width of 792 px.

6.3.3. Listing presentation

For listings available on Allegro presented in modules with carousels or listing tiles, the images, prices and descriptions of the items are retrieved automatically.

Information on the methods of building product lists can be found in a [separate chapter](#). The basic LP functionality, i.e. the presentation of listing tiles, may take 3 different forms.

- Listings carousel

Oferty w karuzeli

Product	Discount	Original Price	Current Price
6x Żarówka LED Philips GU10 4,7W = 50W 345lm	Wyprowadź	59,00 zł	28,49 zł
Fairy Platinum tabletki do zmywarek 100 sztuk	-38%	104,99 zł	64,99 zł
6x Żarówka LED Philips E14 5,5W = 40W 470lm	Wyprowadź	59,00 zł	28,49 zł
Prostownica do włosów Remington S8590	Wyprowadź	149,00 zł	139,00 zł
Fairy Platinum tabletki do zmywarek 100 sztuk	Smart okazja	104,99 zł	59,90 zł
Zegarek damski Timex Metropolitan złoty mesh 30M	-47%	379,00 zł	199,90 zł
Fairy Platinum tabletki do zmywarek 600 sztuk	-17%	364,99 zł	299,97 zł

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The listings are presented in one scrollable line. Depending on the resolution of the device, the following number of listings are visible in a full-page-width carousel:

- 1600 px: 6 listings + a part of the 7th listing
- 1248 px: 5 listings + a part of the 6th listing
- 768 px (tablet): 3 listings + a part of the 4th listing
- 320 px (mobile): 1 listing and a part of the 2nd listing

- Carousels in tabs

Oferty w zakładkach

ZAKŁADKA 01 ZAKŁADKA 02 ZAKŁADKA 03

						
wyprzedaż 59,99 zł 28,49 zł	-38% 104,99 zł 64,99 zł	wyprzedaż 59,99 zł 28,49 zł	wyprzedaż 149,00 zł 139,00 zł	Smart! okazja 104,99 zł 59,90 zł	-47% 379,00 zł 199,90 zł	-17% 364,99 zł 299,97 zł
6x Żarówka LED Philips GU10 4,7W = 50W 345lm	Fairy Platinum tabletki do zmywarek 100 sztuk	6x Żarówka LED Philips E14 5,5W = 40W 470lm	Prostownica do włosów Remington S8590	Fairy Platinum tabletki do zmywarek 100 sztuk	Zegarek damski Timex Metropolitan złoty mesh 30M	Fairy Platinum tal zmywarek 600 sztuk

In the case of presentation of listings grouped by topic / brand, carousels can be arranged in tabs. One module can have a maximum of five tabs.

- Listing tiles

Prezentacja ofert na kafelkach, bez karuzeli

			
wyprzedaż 59,99 zł 28,49 zł SMART	-38% 104,99 zł 64,99 zł SMART	wyprzedaż 59,99 zł 28,49 zł SMART	wyprzedaż 149,00 zł 139,00 zł SMART
6x Żarówka LED Philips GU10 4,7W = 50W 345lm	Fairy Platinum tabletki do zmywarek 100 sztuk	6x Żarówka LED Philips E14 5,5W = 40W 470lm	Prostownica do włosów Remington S8590
DODAJ DO KOSZYKA	DODAJ DO KOSZYKA	DODAJ DO KOSZYKA	DODAJ DO KOSZYKA

A module with products that does not require scrolling, but makes the page considerably longer if there are a lot of products. It is recommended if you have a small number of products and want all of them to be visible on the page. The recommended base width of the module for this layout is 1248 px.

For the resolution:

- 1600 and 1248 px (L) – 4 tiles are displayed in a row.

For the other resolutions:

- 768 px (tablet) (M) – 3 listings are displayed in a row
- 320 px (mobile) (S) – 1 listing is displayed in a row

For each of the above listing presentation methods, you can specify basic parameters for the listing tiles:

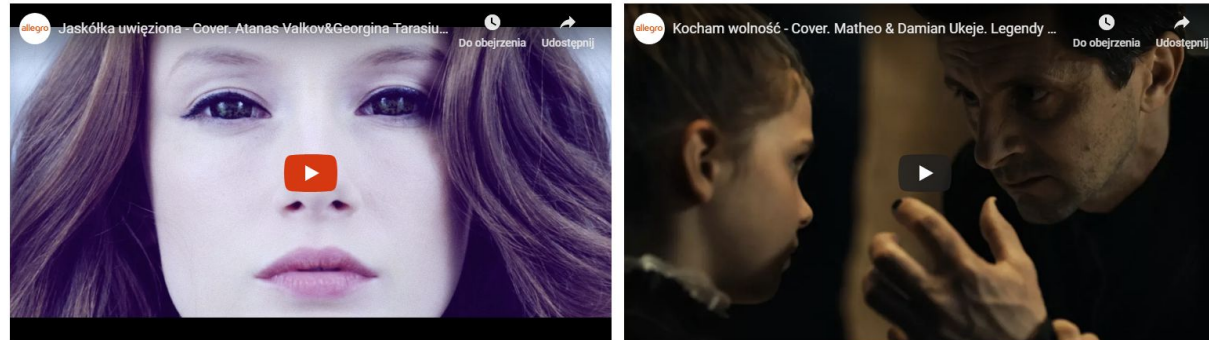
- Show / hide cost with shipping
- Show / hide how many people have bought / are bidding for the item
- Show / hide the price before reduction (if the price is reduced)
- Show / hide the seller's logo (only for the Allegro Brand Zone)
- Show / hide Allegro Smart logo for eligible listings
- Show / hide the "add to cart" button (more information on buttons is provided in a separate section)

It is a good practice to show only the key parameters. Showing all the parameters may overwhelm the user with excessive information and have a negative impact on the shopping experience.

6.3.4. Video

YouTube and Vimeo videos can be embedded in an LP. All you need to embed a video is its URL on the relevant website / the video ID.

Więcej wideo



Important! Videos embedded on an Allegro LP must not have monetization activated (they may include no ads, neither banners nor videos).

It is possible to embed more than one video on the page, but if they are placed next to one another, we recommend placing no more than 2-3 videos in a row.

6.3.5. Articles

Artykuły

Artykuły mogą być osobnymi stronami, mogą też otwierać się w formie modala, jak poniżej:



Tytuł artykułu 01

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec tristique sapien. Sed at risus pulvinar erat tempus ullamcorper. Donec in luctus nulla. In sodales fringilla sapien, sit amet...

Tytuł artykułu 02

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec tristique sapien. Sed at risus pulvinar erat tempus ullamcorper. Donec in luctus nulla. In sodales fringilla sapien, sit amet...

Tytuł artykułu 03

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec tristique sapien. Sed at risus pulvinar erat tempus ullamcorper. Donec in luctus nulla. In sodales fringilla sapien, sit amet...

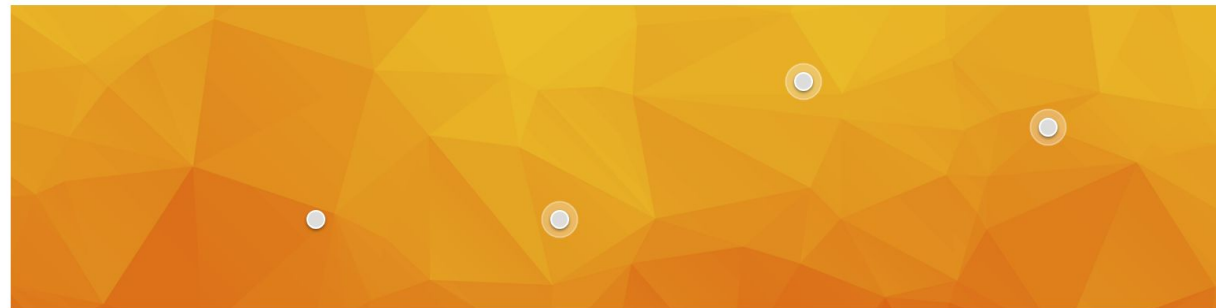
Tytuł artykułu 04

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec tristique sapien. Sed at risus pulvinar erat tempus ullamcorper. Donec in luctus nulla. In sodales fringilla sapien, sit amet...

A module with an image, title and a short text. The module may function independently as a short text, presentation of benefits, or as a teaser for a longer text published on a separate page / modal. One module can display 1, 2, 3 or 4 articles in a row.

6.3.6. Pins

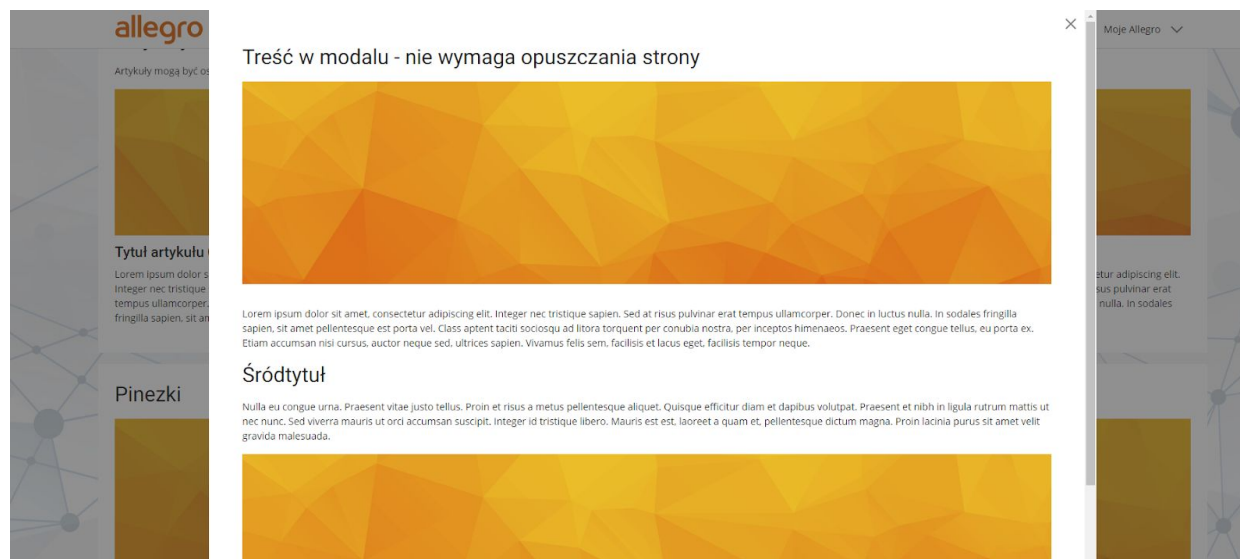
Pinezki



Moduł z pinezkami pozwala nałożyć na obraz (jak choćby zdjęcie aranżacyjne pomieszczenia), pinezki z opisem, linkującej do oferty. Grafika może mieć wymiary na pełną szerokość strony - 1600px, lub mniejsze, na połowę szerokości - 792px. Nie rekomendujemy jednak mniejszego niż połowa szerokości - pinezki będą nieczytelne.

A module with pins enables you to superimpose pins with a description and a link to a listing on the image (e.g. a photo presenting an arrangement of a room). The image can occupy the full width of the page (1600 / 1248 px) or half of the page width. We do not recommend using images smaller than half of the page width, as the pins will be illegible.

6.3.7. Modal



It is a layer opened after the user clicks a link. It can be used to present contents without the need to leave the page. The modal can function as a separate page, with text, images and listings.

The modal is closed by clicking "x" in the upper right corner or by clicking any point outside the modal layer area.

6.3.8. Rich-text module

It is used to present longer texts, articles with photos and, possibly, links.



6.4. Modules – general

Modules can have a background of any color, but you should remember that all item thumbnails on Allegro have a white background, so all modules presenting products must have a white background, too.

It is a good practice to use a black background for modules with embedded YouTube videos – this eliminates the black bars effect for embedded videos with a native aspect ratio of 16:9.

Each module can (but does not have to) have a title, which – by default – is displayed in the module, above its contents, on the left.

Each module, in particular the ones presenting listings, may have an additional text link at the bottom, leading to the full list of products of a given client or category.

6.5. Images – general

It is a good practice to provide, together with graphic elements, a PSD / Adobe XD file with the page design and the fonts used in the design in case it is necessary to modify / adapt the design.

6.6. Typography



All text elements use the Allegro UI typography and are not subject to modification, neither in terms of color nor size. The text can have three colors: black, dark gray and white (for a dark module background).

6.7. Buttons

Buttons on an LP should be consistent with the UI of the whole website. There are two button types available – primary and secondary.



It is a good practice to place only one primary button in the user's view to focus their attention on the action you expect them to perform.

6.8. Links on an LP

Each image or link in a module, or a link in a text, can lead to a product list, another LP or any Allegro page. However, it is a good practice, particularly in the case of sales LPs, to strive to achieve the best conversion rate. This is why we recommend that you use only links to specific listings in your LP or, in the case of large LPs, links to pages with details on a specific product / group of products.

If an LP contains an external link to materials from the client's website, each such URL must meet the https security standard.

Important! The pages linked to from the LP (other than Allegro pages) must not be online stores and must not themselves contain links to such pages

6.9. Defining product lists for Landing Page purposes

If a Landing Page is used to present products listed on Allegro, you need to define lists of products for each module / tab / carousel. You can do it in two ways:

6.9.1. The standard method of defining product lists

List of IDs of the products to be displayed in the Landing Page module. They should be provided in the form of a list, separately for each module, tab or product carousel.

You should prepare a list that contains only listing IDs, i.e. the sequence of digits assigned to the given listing, which can be found in the listing itself, in the tools for sellers or as the last element of the URL.

The list should be provided in a text file, a doc / xls file and should contain only, or in a separate column, product IDs (separated by a comma in the case of text files).

An example of an ID list for a group of products is presented below. The list should be preceded with the title to be displayed on the page:

TV sets – best prices: 7657206536,7562962165,7586132459,7586128287,7431237338,7575375821,7657172155,7760527383,
7718999727,7655595440

The above list will result in displaying TV set listings with the following Allegro URLs on the Landing Page:

<https://allegro.pl/telewizor-40-4k-led-samsung-ue40nu7192-smarttv-i7657206536.html>
<https://allegro.pl/oferta/telewizor-65-samsung-ue65nu7172-3840x2160-smarttv-7562962165>
<https://allegro.pl/oferta/telewizor-kiano-slim-tv-40-cale-gw24-pl-super-cena-7586132459>
<https://allegro.pl/oferta/telewizor-kiano-slim-tv-22-cale-gw24-pl-super-cena-7586128287>
<https://allegro.pl/telewizor-samsung-ue55nu7172u-4k-uhd-smart-tv-wifi-i7431237338.html>
<https://allegro.pl/samsung-ue55nu7172-telewizor-led-smart-ultra-hd-4k-i7575375821.html>

Advertising specification for formats displayed on allegro.pl

<https://allegro.pl/telewizor-40-4k-samsung-ue40nu7122-smarttv-i7657172155.html>
<https://allegro.pl/telewizor-4k-led-uhd-lg-70uk6500-smart-tv-srebrny-i7760527383.html>
<https://allegro.pl/telewizor-49-kruger-matz-4k-ultra-hd-smart-i7718999727.html>
<https://allegro.pl/oferta/telewizor-led-43-samsung-ue43nu7092-4k-uhd-smart-7655595440>

The above method requires a list of products to be defined manually, but it also ensures that the products will appear in the specified order.

When you create a list of products you should remember that, depending on the module where the products will be presented, you are able to display a specific number of products, e.g. for a full-width carousel (1600 px) the maximum number is 7 listings – you should remember, however, that some of the products may sell out or some listings may expire during the Landing Page life cycle.

Consequently, for each module you should prepare a list of products containing at least two or three times the number of displayed products – in this case 14-21 products. You should not exceed the limit of 40 products per module.

6.9.2. The advanced method of defining product lists

No specific product IDs are provided, but the Allegro search mechanism is used instead. The product list is generated automatically using the provided parameters. The following parameters can be defined:

- the search phrase – e.g. “Samsung” – will generate a list of all items that have the given phrase in the listing title
- IDs of sellers whose listings are to be displayed – you can choose more than one seller – this way you can narrow down the list of items to those listed by the selected sellers
- IDs of the categories from which listings are to be displayed

In addition to the selected parameters, you should specify how the listings should be sorted. You can choose one of the following criteria:

- Best Match – Allegro’s default sort algorithm
- Price – lowest first
- Price – highest first
- Price + Shipping – lowest first
- Price + Shipping – highest first

- Listing popularity
- Listing end time – longest first
- Listing end time – soonest first

The product list generated using the above method should limit the number of listings included – this parameter is independent of the number of displayed listings, but it should always be higher by at least 7-8 listings than the number of displayed listings to avoid empty fields on the Landing Page.

The default limit for a single list on a Landing Page is 16 listings but it can be increased up to 40 listings. In addition, you can specify the following criteria:

- Only “Buy it now” listings;
- Only auction listings;
- Only listings from the Allegro Brand Zone;
- Only listings from the Special Offer Zone;
- Only listings with free shipping;
- Listings with price from PLN XX;
- Listings with price up to PLN XX;

Using the above parameters, you can for example:

Display on the page all the listings containing the “Samsung” phrase, from sellers X, Y and Z, from the TV sets category, sorted from the cheapest, only from the Allegro Brand Zone, in the price range from PLN 999 to PLN 2999.

When defining such a narrow product list as the one above, you should make sure that the selected criteria do not produce an empty list, which may happen if none of the products available on Allegro meets all the conditions. You should also consider if it is a good idea to set, for example, an upper price limit.

7. Allegro advertising formats – video formats

7.1. Background for video ads

Video formats that are not displayed in the HTML5 form should be prepared in the same way as [static formats](#) – the file will be a background image on top of which the video will be displayed. Free space should be left on the image for the video player to be displayed. The aspect ratio of the video should be taken into account – 16:9 or 21:9.

An area with this aspect ratio should be left free from communications, but it should not be distinguished in any way.

When placing a video on the background image you can specify in which part of the creative the player should be displayed (left / center / right) – you need to take this into account when designing the creative.

For example, the following background file for the double billboard video format:



will look like this when the ad is displayed (assuming that the video has the aspect ratio of 16:9 and is embedded on the right):



7.2 Guidelines for video files

- Acceptable formats of the source file provided by the Advertiser: MPEG, AVI, MOV, QT, MP4.
- The base film in the source file should have the best possible quality. The maximum file size of the source file is 0.5 GB.
- The maximum video duration is 3 minutes.
- Minimum requirements for the source material:
 - The resolution for the 16:9 video format is 1920x1080.
 - The resolution for the 21:9 video format is 2560x1080.
 - The nominal audio level: -18 dBFS.
 - The maximum level: -14 dBFS.
 - Bitrate: 4500 – 6000 kbps
 - Frames per second: 25.