

Advertising specification

for formats displayed on allegro.pl

Version 1.09 of 16/07/2020

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I. Display Principles for formats without Video

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, ż, ź) 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.

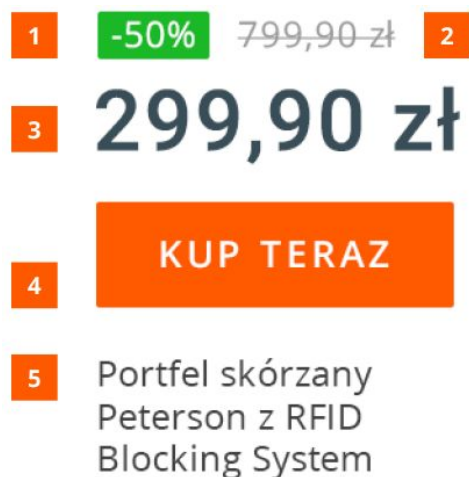
II. Graphic and Technical Guidelines for formats without Video

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 PSD file with buttons and templates](#)

1.1. Allegro buttons for partners – guidelines for applications.

Standard label



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



Button size: **119x35 px**

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



Wielkość przycisku: **23x100 px**

Szablon przycisków dla formatu 320x100 px
(w przypadku, gdy chcemy umieścić etykietę produktową)

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

Mobile label



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 .
Mobile Top Listing – RWD	320x100 px	40 KB	jpg, png, gif (no animation);	5 px	All kinds of disclaimers / legal notices – 3 lines of text maximum
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

III. Graphic and Technical Guidelines for Video formats

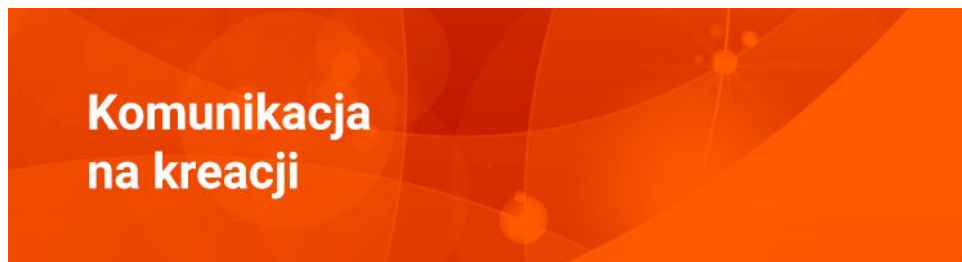
1. Background for video ads

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 (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):



1. 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.

2. Abridged technical specification for video formats

	Recommended values
Video codec	H.264, H.265, MPEG-2 Video, DV, MPEG-4 Video (Part 2), H.263, WMV, webM
Audio codec	AAC, MPEG Audio Layer I-III, WMA, AMR, AC-3, raw PCM
Bitrate video	1 MB/s, 2.5 MB/s, 5 MB/s, 8 MB/s, 12 MB/s, 16 MB/s, 35-45 MB/s
Bitrate audio	384 kb/s
Size / aspect ratio	1:1 / 1080x1080
	16:9 / 1280x720, 1366x768, 1600x900, 1920x1080* , 2560x1440, 3840x2160, 5120x2880, 7680x4320
	21:9 / 2560x1080* , 3440x1440, 5120x2160
	32:9 / 3840x1080* , 5120x1440
	9:16 / 1080x1920* , 1440x2560, 2160x3840, 2880x5120, 4320x7680
Number of frames	24, 25* , 30, 48, 50, 60
Maximum file size:	1 GB

**Recommended parameters*

IV. Products

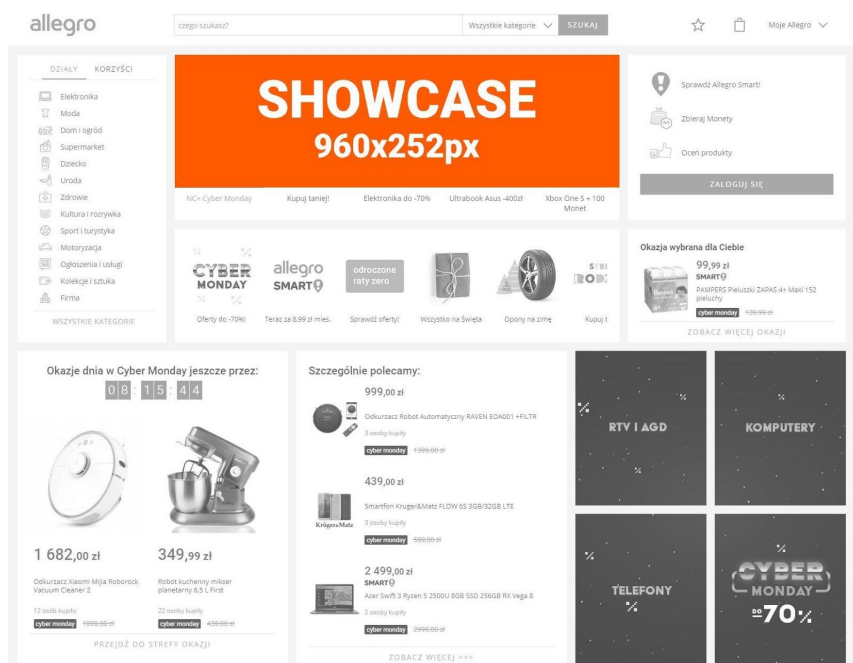
1. Premium formats without video

1.1. Showcase

1.1.1. Showcase - Homepage - desktop

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.



Targeting – none



Links to external websites allowed, only in the first position.



Settlement model – FF



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:

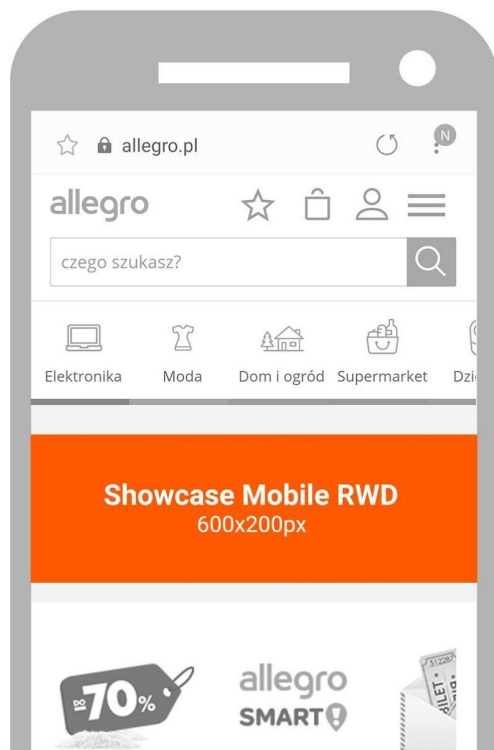
“REKLAMA” [advertisement] caption, as in the template
 (its appearance or location must not be changed)

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 \(PSD file\)](#)

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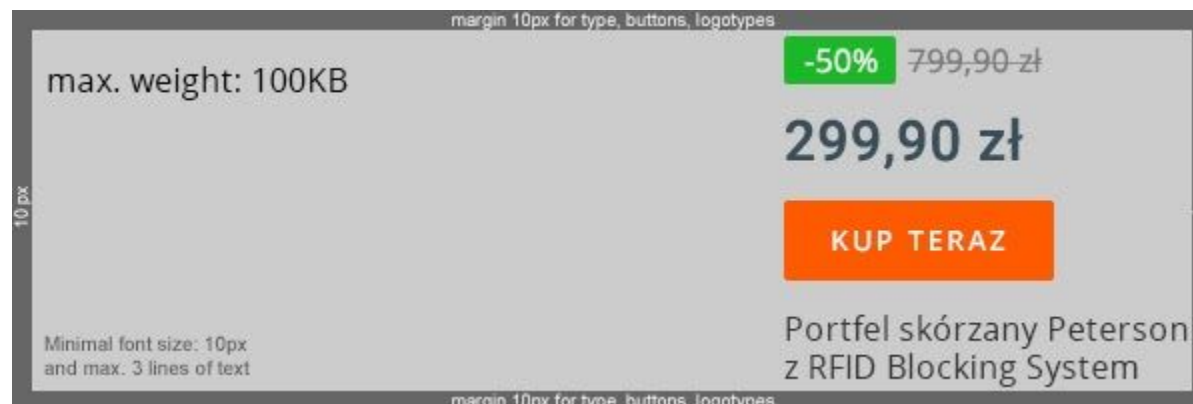


1.1.2. Showcase - Mobile RWD

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.

 Targeting – none	 Links to external websites allowed, only in the first position.	 Settlement model – FF
---	--	--

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.

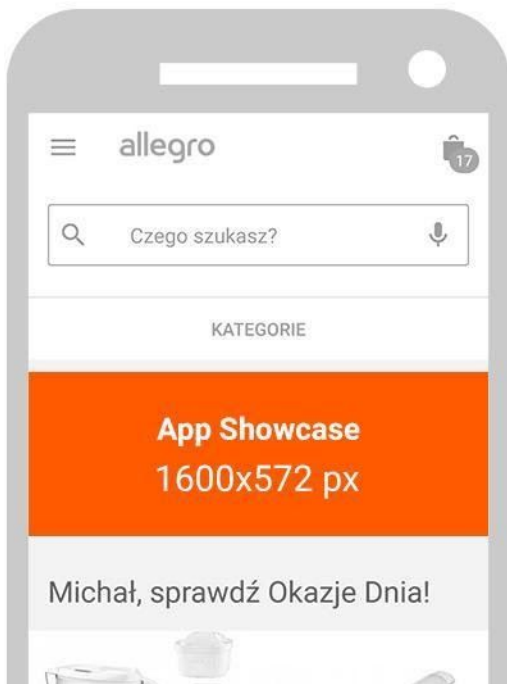
If the creative links to an external website:

“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

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1.1.3. Showcase - Mobile App

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.

 Targeting – none	 Links to external websites allowed	 Settlement model – FF
---	---	--

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.

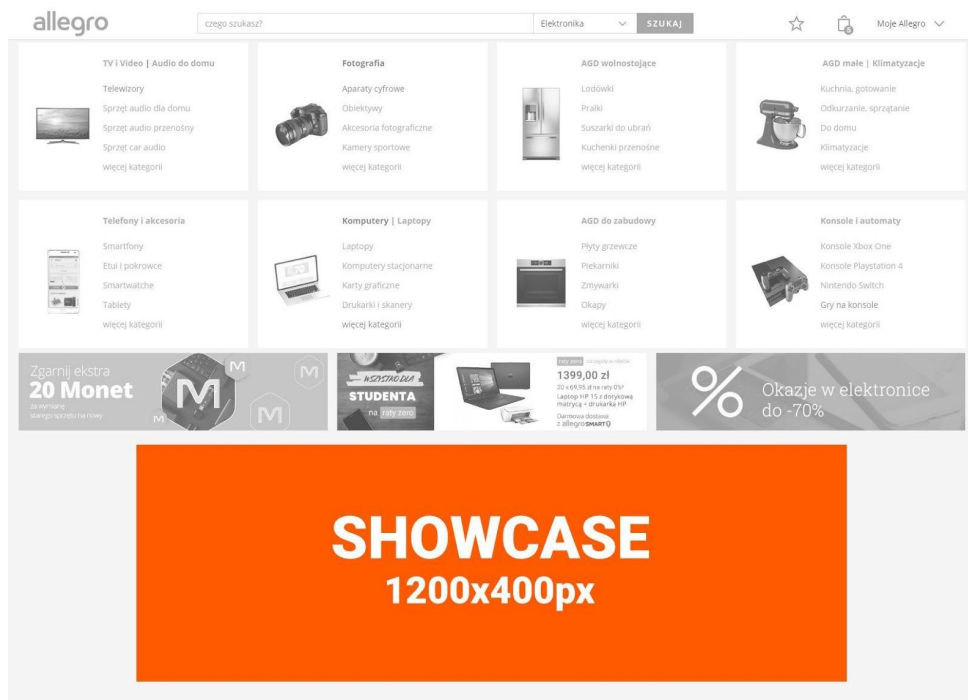
If the creative links to an external website:

“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

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1.1.4. Category Showcase (except for Motors / Sport and Tourism / Beauty / Supermarket and Classifieds real estate categories)

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
---	---	---

Showcase – Category pages (except for Motors / Sport and Tourism / Beauty / Supermarket and Classifieds real estate categories)



Location: Category pages (except for Motors / Sport and Tourism / Beauty / Supermarket and Classifieds real estate categories);

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.

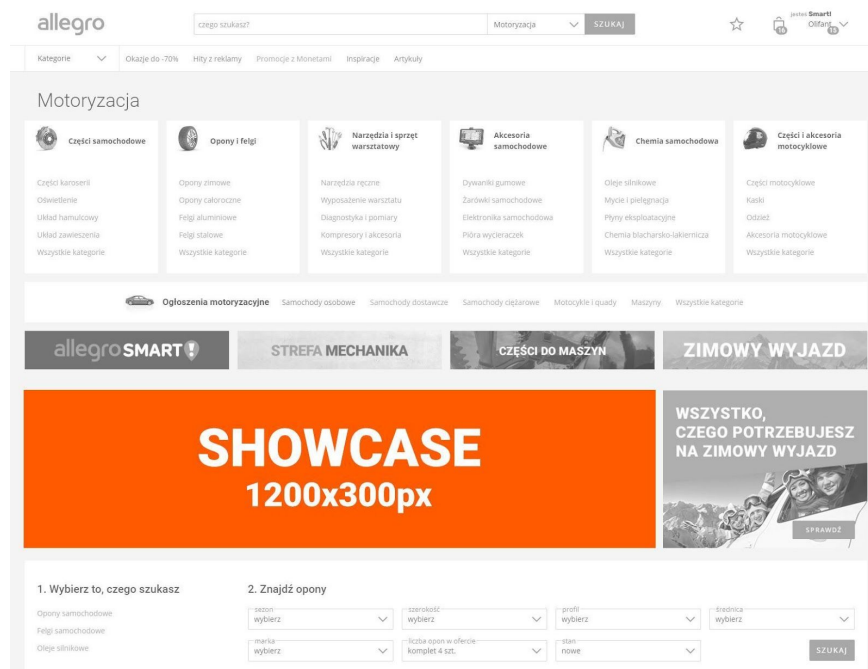
If the creative links to an external website:

"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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)



1.1.5. Category Showcase (Motors / Sport and Tourism / Beauty / Supermarket and Classifieds real estate categories)

Precise targeting to reach the right users

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

Showcase – Motors / Sport and Tourism / Beauty / Supermarket and Classifieds real estate category page



Location: Motors / Sport and Tourism / Beauty / Supermarket and Classifieds real estate 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.

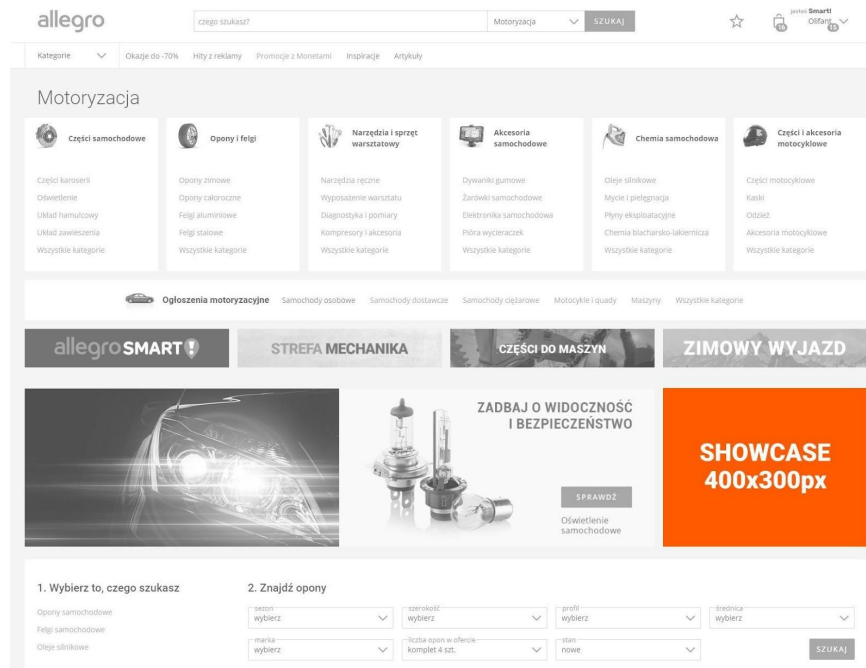
If the creative links to an external website:

"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 \(PSD file\)](#)

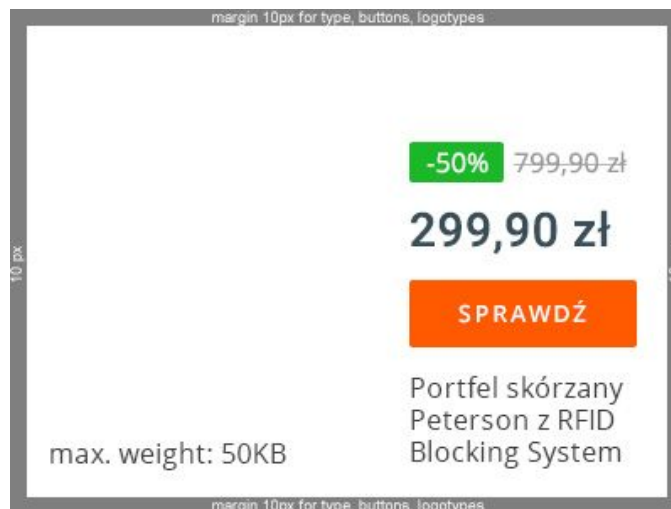
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1.1.6. Category Showcase - secondary

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

Category Showcase - secondary



Location: Motors / Sport and Tourism / Beauty / Supermarket and Classifieds real estate category page;

Technical specification:

Dimensions: **400x300 px;**
Maximum file size: **50 KB;**
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.

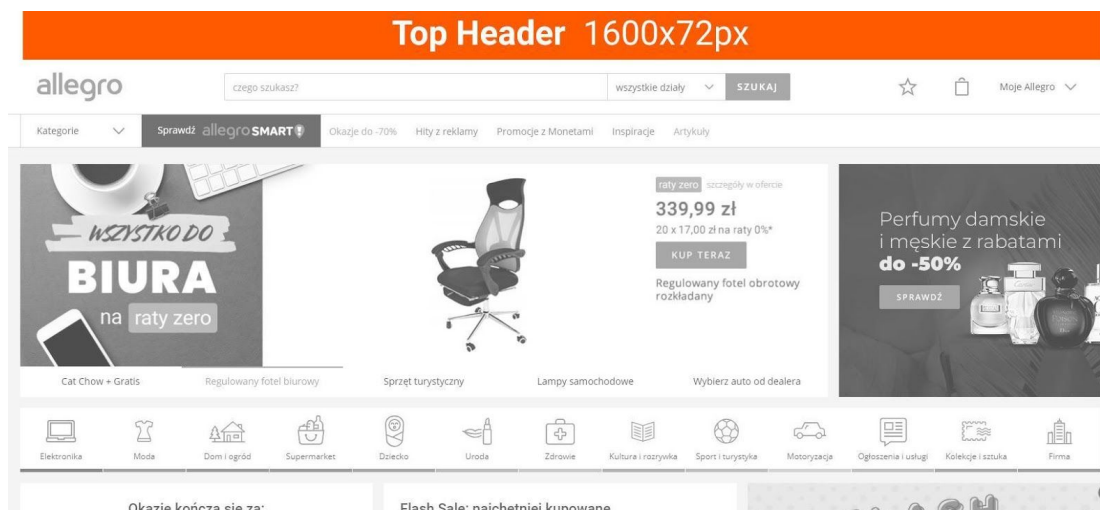
If the creative links to an external website:

"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 \(PSD file\)](#)

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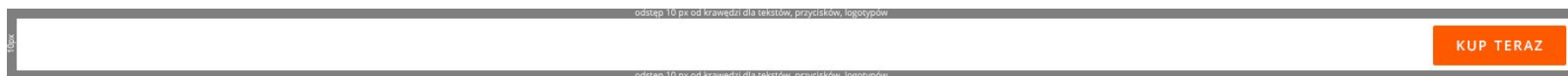
1.2. Top header - desktop

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.

 Targeting – none	 Links to external websites allowed	 Settlement model – FF
---	---	--

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.

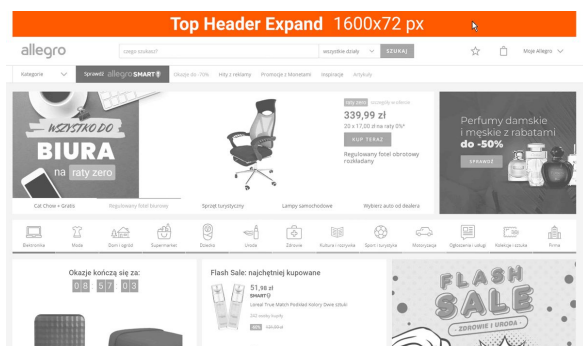
If the creative links to an external website:

"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

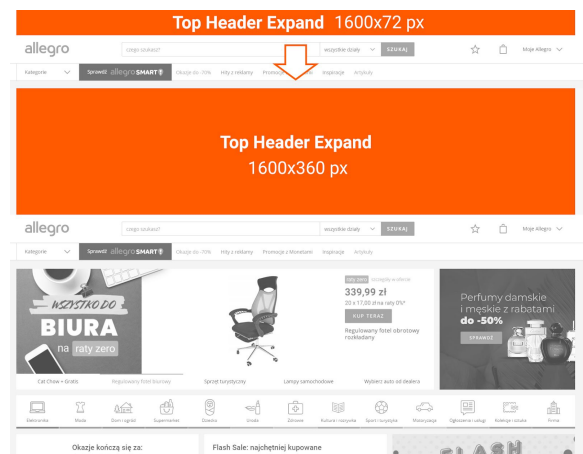
[Download template \(PSD file\)](#)

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1.3. Top header expand - desktop

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



Targeting – none

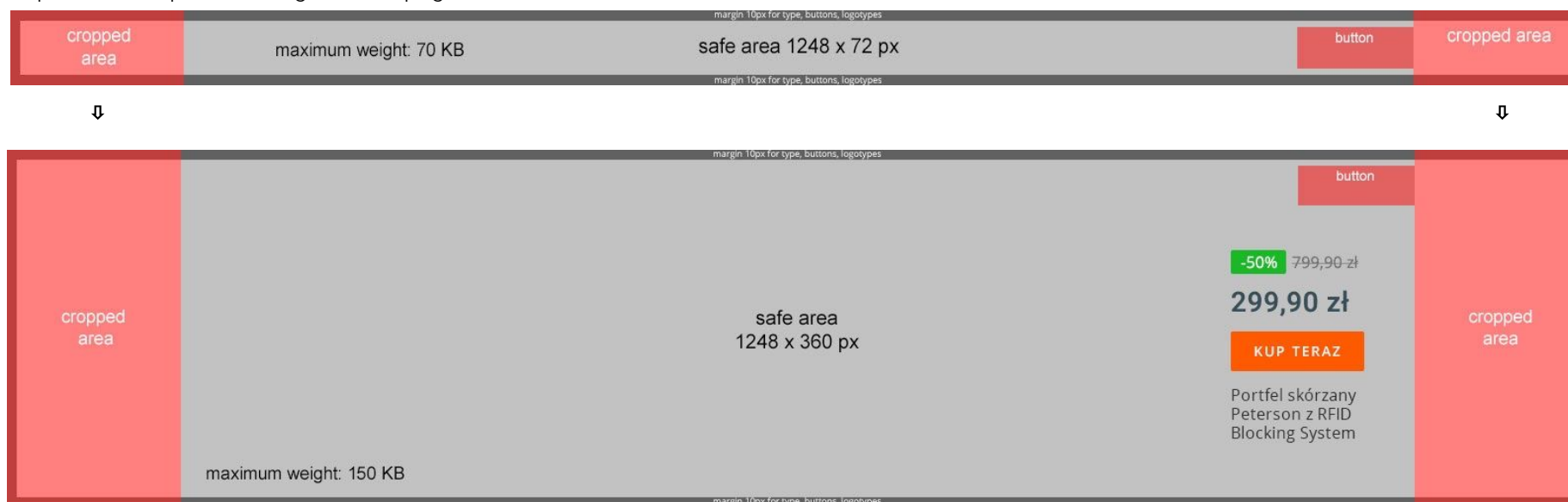


Links to external websites allowed



Settlement model – FF

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.

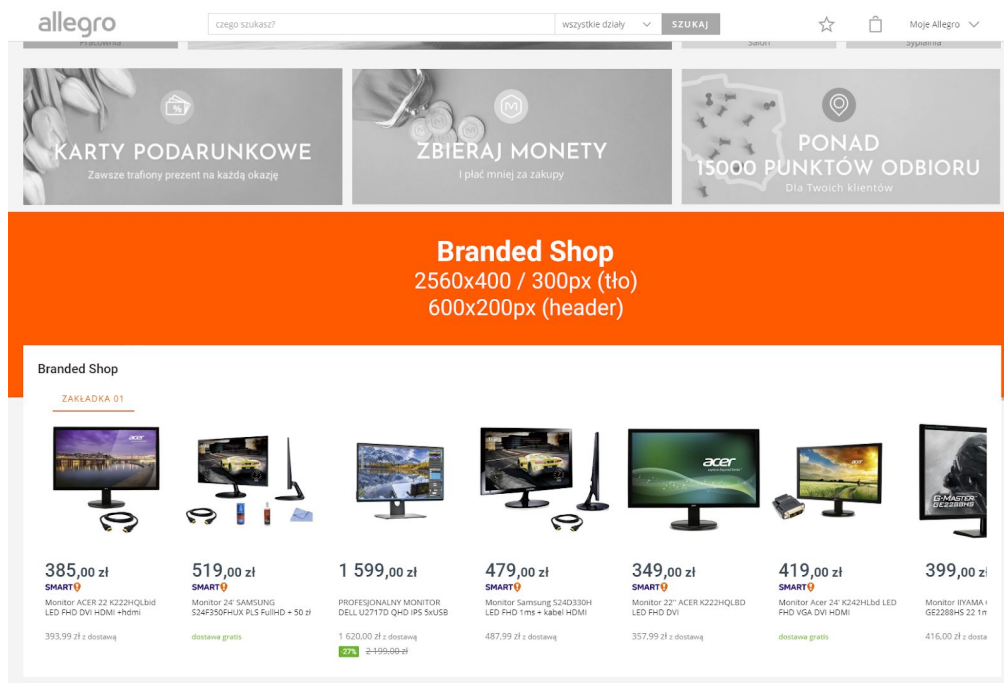
If the creative links to an external website:

“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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)



1.4. Branded shop - desktop and mobile (RWD)

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 7 template versions. The technical and graphic details of all versions are described below.

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

Branded shop

Location:

homepage, category pages;

Technical Specifications:

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.

1.4.1. Branded shop variants

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

allegro
zakupy takie jak Ty

Text sample / title over a carousel with offers

							
	349,90 zł SMART	109,99 zł SMART	79,90 zł SMART	139,99 zł SMART	269,90 zł SMART	95,00 zł SMART	99,99 SMART
sell Hobbs	Zegarek męski Casio G-Shock GA-700DE stoper WR200	Ariel kapsułki do prania 3w1 MSpring 80 sztuk	Portfel męski Puccini skórzany czarny na prezent	Ariel kapsułki do prania Lenor 3w1 3x 36 sztuk	Zegarek męski Timex TW4809100 chrono datownik 100M	Suszarka do włosów z jonizacją Remington D5219 3w1	Suszarka do Pro-Air Turf
	356,89 zł z dostawą	117,99 zł z dostawą	86,89 zł z dostawą	147,99 zł z dostawą	276,89 zł z dostawą	darmowa dostawa	darmowa dk

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1.4.1.2. 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

						
64,99 zł SMART	wyprzedaż 59,00 zł 28,49 zł SMART	wyprzedaż 149,00 zł 139,00 zł SMART	wyprzedaż 59,00 zł 28,49 zł SMART	Smart okazja 104,99 zł 59,90 zł SMART	-47% 379,00 zł 199,90 zł SMART	299,97 zł SMART
Fairy Platinum tabletki do zmywarek 100 sztuk	6x Żarówka LED Philips E14 5,5W = 40W 470lm	Prostownica do włosów Remington 58590	6x Żarówka LED Philips GU10 4,7W = 50W 345lm	Fairy Platinum tabletki do zmywarek 100 sztuk	Zegarek damski Timex Metropolitan złoty mesh 30M	Fairy Platinum tabletki do zmywarek 600 sztuk

ZOBACZ WSZYSTKIE OFERTY

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

allegro
zakupy takie jak Ty

Text sample / title over a carousel with offers

64,99 zł
SMART
Fairy Platinum tabletki do zmywarek 100 sztuk
72,99 zł z dostawą

wypredaž 59,99 zł
28,49 zł
SMART
6x Żarówka LED Philips E14 5,5W = 40W 470lm
36,48 zł z dostawą

wypredaž 149,00 zł
139,00 zł
SMART
Prostownica do włosów Remington S8590
darmowa dostawa

wypredaž 59,99 zł
28,49 zł
SMART
6x Żarówka LED Philips GU10 4,7W = 50W 345lm
36,48 zł z dostawą

Smart okazja 104,99 zł
59,90 zł
SMART
Fairy Platinum tabletki do zmywarek 100 sztuk
67,90 zł z dostawą

ZOBACZ WSZYSTKIE OFERTY

Top Offers

wypredaž 149,00 zł
139,00 zł
SMART
Prostownica do włosów Remington S8590
darmowa dostawa

99,99 zł
SMART
Suszarka do włosów Remington Pro-Air Turbo D5220
darmowa dostawa

wypredaž 89,99 zł
85,00 zł
SMART
Blender do koktajli Russell Hobbs 21350-56
darmowa dostawa

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

1.4.1.3.1. 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

Product Image	Price	Product Description
Fairy Platinum tabletki do zmywarek 100 sztuk	64,99 zł	Fairy Platinum tabletki do zmywarek 100 sztuk
Philips 6x Żarówka LED Philips E14 5,5W = 40W 470lm	28,49 zł	6x Żarówka LED Philips E14 5,5W = 40W 470lm
Prostownica do włosów Remington S8590	139,00 zł	Prostownica do włosów Remington S8590
Philips 6x Żarówka LED Philips GU10 4,7W = 50W 345lm	28,49 zł	6x Żarówka LED Philips GU10 4,7W = 50W 345lm
Fairy Platinum zmywarek 100 sztuk	59,90 zł	Fairy Platinum zmywarek 100 sztuk

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.

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

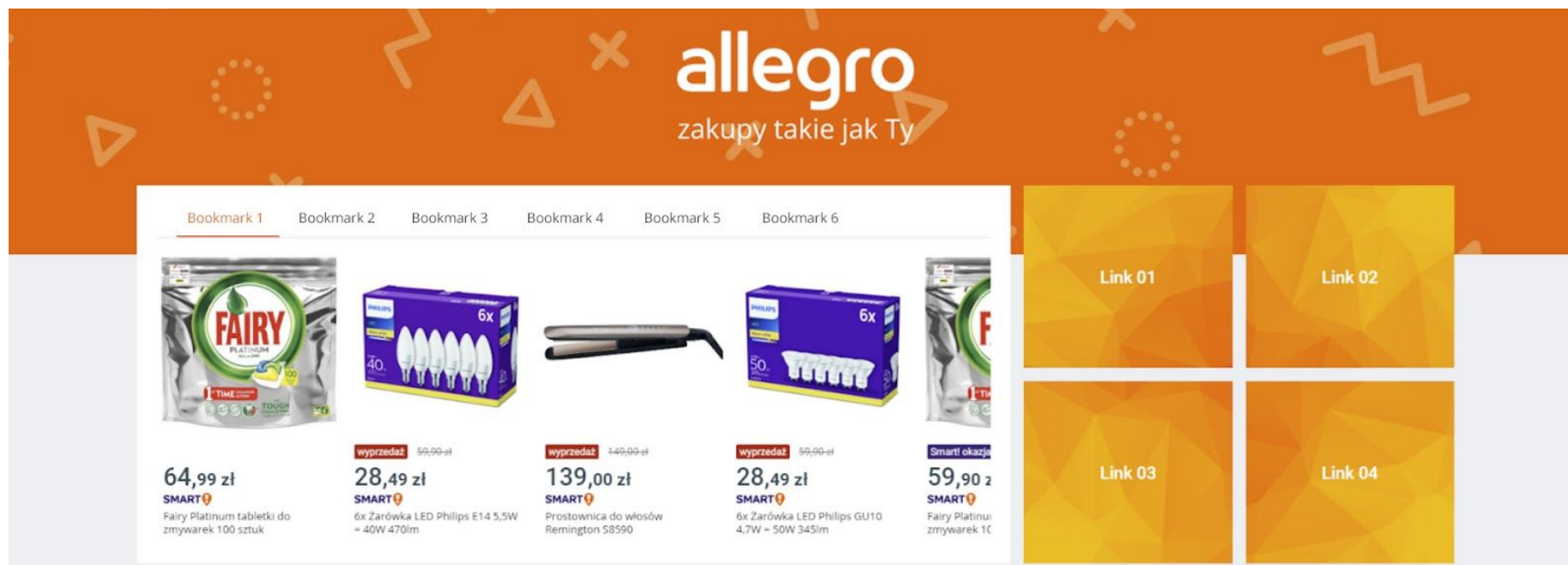
The screenshot displays the Allegro Branded Shop interface. The header features the Allegro logo and the tagline "zakupy takie jak Ty" on an orange background. Below the header, the main content area is divided into two sections. The left section, titled "Text sample / title over a carousel with offers", contains a carousel of six product listings, each with a "Bookmark" tab above it. The right section, titled "Top Offers", features a single featured listing for a Reebok sneaker. The carousel listings include:

- Bookmark 1:** Fairy Platinum tabletki do zmywarek 100 sztuk, 64,99 zł, SMART.
- Bookmark 2:** 6x Żarówka LED Philips E14 5,5W ~ 40W 470lm, 28,49 zł, SMART, wyprzedaż 59,99 zł.
- Bookmark 3:** Prostownica do włosów Remington S8590, 139,00 zł, SMART, wyprzedaż 149,99 zł.
- Bookmark 4:** 6x Żarówka LED Philips GU10 4,7W ~ 50W 345lm, 28,49 zł, SMART, wyprzedaż 59,99 zł.
- Bookmark 5:** (Empty)
- Bookmark 6:** Fairy Platinum tabletki do zmywarek 100 sztuk, 59,90 zł, SMART, Smart okazja 104,99 zł.

A "ZOBACZ WIĘCEJ" link is located at the bottom of the carousel. The "Top Offers" section shows a Reebok sneaker with a bidding price of 177,50 zł, a "SMART" badge, and a delivery price of 185,49 zł.

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

1.4.1.5. 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

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

allegro

zakupy takie jak Ty

Text sample / title over a carousel with offers



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

ZOBACZ WIĘCEJ

Text sample / title over a carousel with offers



wyprzedaż 149,00 zł 139,00 zł SMART Prostownica do włosów Remington S8590 darmowa dostawa	99,99 zł SMART Suszarka do włosów Remington Pro-Air Turbo D5220 darmowa dostawa	wyprzedaż 89,00 zł 85,00 zł SMART Blender do koktajli Russell Hobbs 21350-56 darmowa dostawa	96,00 zł SMART Trymer do włosów Remington darmowa dostawa
--	--	---	--

ZOBACZ WIĘCEJ

1.4.2. 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. This can be done in several ways:

1.4.2.1. Defining a product list on the basis of listing IDs:

A separate list of listing IDs should be provided 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 of the module to be displayed on the page:

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

The above list for a Branded Shop will result in displaying TV set listings with the following Allegro URLs:

```
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
```

IMPORTANT – within a given group, listing IDs must not be repeated.

Allegro uses such lists to create product groups, which can be attributed one of the following sorting methods, the most important of which are:

- No sorting – listings will be displayed in the order given in the list;
- In an order optimised for CTR by Allegro's internal algorithm;
- In random order for each visit;

Other available sorting methods:

- By price (highest first / lowest first);
- By price + shipping (highest first / lowest first);
- By popularity;
- By closing date;
- Newest listings first.

1.4.2.2. Defining a product list on the basis of listing URL:

No specific product IDs are provided, but the Allegro search and filter mechanisms are used instead. The product list is generated automatically using the selected Allegro **listing URL**.

Where can you find this URL?

Use the website navigation / search engine + filters on the listing and after obtaining the required content of the listing, save the URL and then attach it to the insertion order.

An example path to get such an address - let's assume that you want to create a carousel displaying all listings for **Samsung** TV sets with a screen diagonal **from 40 to 60 inches**, located in **Warsaw**, which are additionally rewarded with **Coins**.

From the Allegro home page go to the **Electronics** category and immediately to the **TV sets** category, then using the search engine enter the phrase **Samsung**, and in this way you get the following URL:

<https://allegro.pl/kategoria/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318&string=Samsung>

Then, using the filters in the left column, select the location – **Warsaw** and the screen diagonal from **40" to 60"** + **Allegro Coins**, the result will be the following URL:

<https://allegro.pl/kategoria/tv-i-video-telewizory-257732?string=Samsung&bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318&city=Warszawa&state=7&przekatna-ekranu-od=40&przekatna-ekranu-do=60&money=1>

Defining such a list resulted in populating the Branded Shop product module with the exact products displayed in the listing, but not always in the same order.

Such product list can be sorted according to the same parameters as the one based on product ID:

- In an order optimised for CTR by Allegro's internal algorithm;
- In random order for each visit;

Other available sorting methods:

- By price (highest first / lowest first);
- By price + shipping (highest first / lowest first);
- By popularity;
- By closing date;
- Newest listings first.

1.4.2.3. Specifying the number of items on a product list

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 in the first view (before scrolling the carousel), 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 expire in the course of a Branded Shop promotion.

Consequently, for each full-page-width module you should prepare a list of products containing at least two times the number of displayed products – in this case 14 listings. **A single list for a Branded Shop module may contain a maximum of 15 listings.**

There are two types of limits on the number of listings:

1. The size of the group, resulting either from the number of listing IDs provided or from the maximum number of listings which can be set manually.
2. The number of listings **displayed within a given module.**

The first number can be significantly higher than the second number, which gives you a margin of listings, in case the initially displayed ones sell out.

For example, there are 15 products displayed within the carousel module in the Branded Shop, but the list of products to be featured in this module includes 40 listings – initially, the first 15 listings will be displayed, but after one of these 15 listings is sold out or expires, the next one from the list of 40 will be drawn into the carousel.

In addition, to prevent shortages in the product carousel resulting from individual listings having sold out or expired, you can combine both methods of defining the product list so that the products defined by listing ID are displayed first but they are supplemented with a backup list created on the basis of the listing URL. This was explained below.

1.4.2.4 Combining both methods

Both methods of defining product lists can be combined to create groups using both product IDs and listing URLs.

For example, you have selected 3 products to be displayed as the first items of the carousel:

<https://allegro.pl/oferta/telewizor-thomson-55ud6306-8255142963>;

<https://allegro.pl/oferta/telewizor-50-lg-50um7500-led-4k-uhd-hdr-smart-tv-9128481035>;

<https://allegro.pl/oferta/telewizor-lg-led-55um7510-4k-uhd-smart-hdr-8499871917>.

And you want them to be followed by products from the listing below, sorted by price (lowest first):

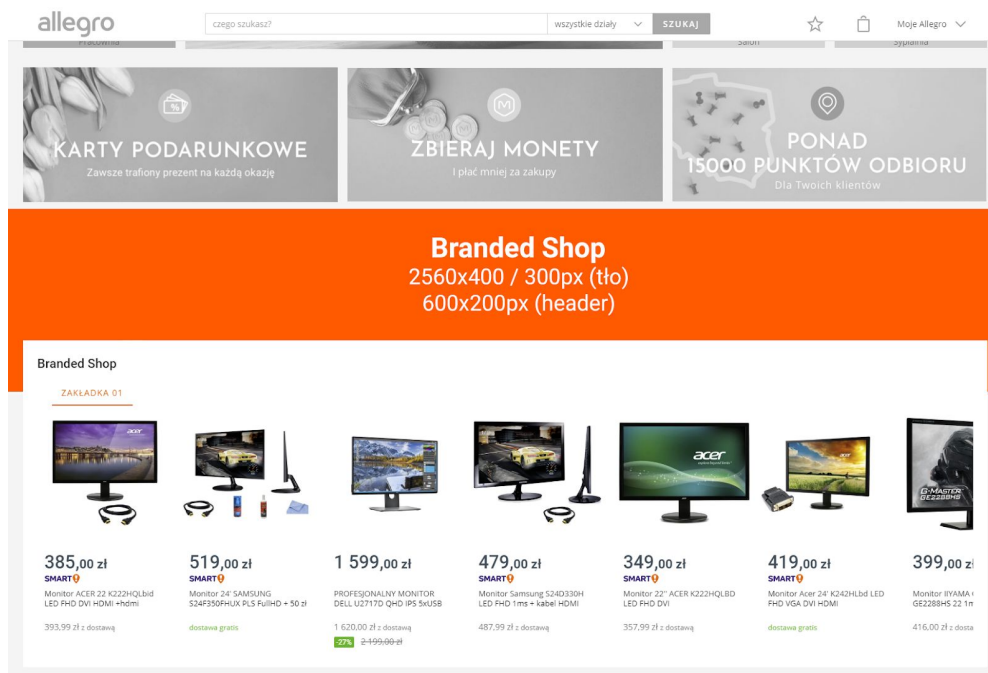
<https://allegro.pl/uzytkownik/Allegro/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyes2-dict43-ele-1-4-0318>

Your insertion order should include these 3 selected listing IDs: **8255142963, 9128481035, 8499871917**

and the listing URL: <https://allegro.pl/uzytkownik/Allegro/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyes2-dict43-ele-1-4-0318>

with a note that the listings defined by their IDs are to be displayed in the given order, and the next items, taken from the list, should be sorted by price (lowest first).

The result will be a carousel with the first 3 positions occupied by listings defined by their IDs, and the remaining items taken from the list, using the selected sorting method.



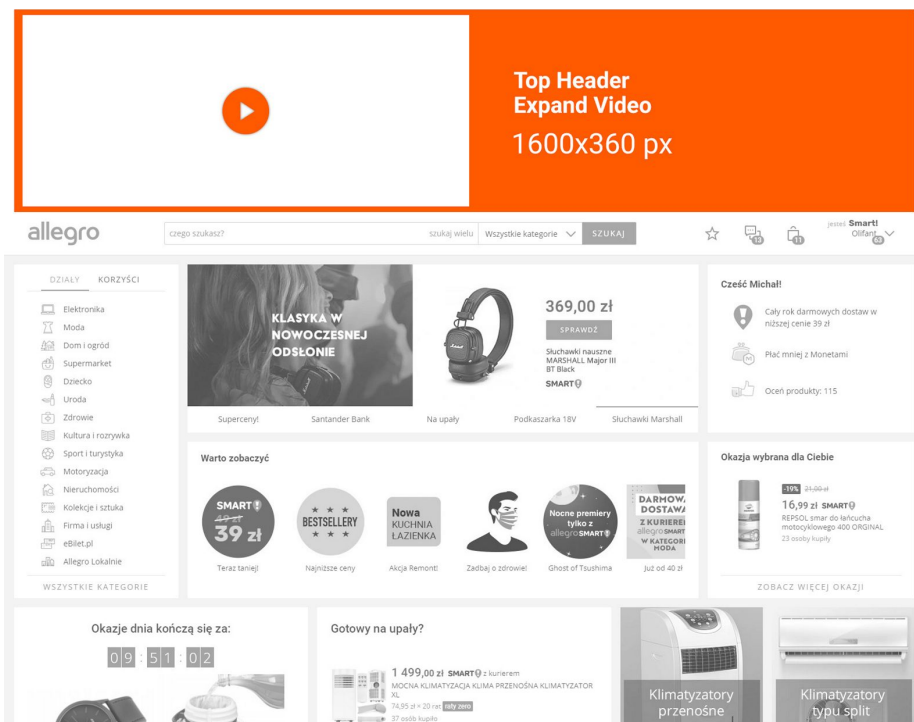
1.5. Category Branded shop (Health and Child categories)

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
--	---	---

2. Video Premium Formats



2.1. Video top header expand - Main page

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

Video top header expand



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;**
Background: 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

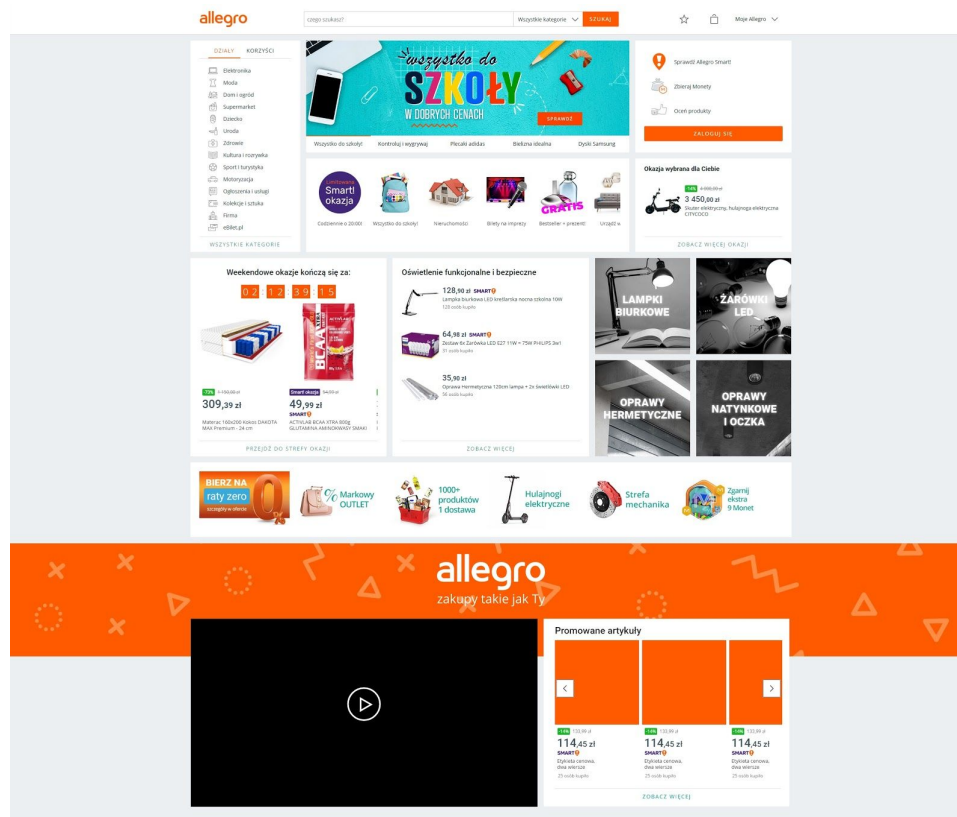
If the creative links to an external website:

“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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

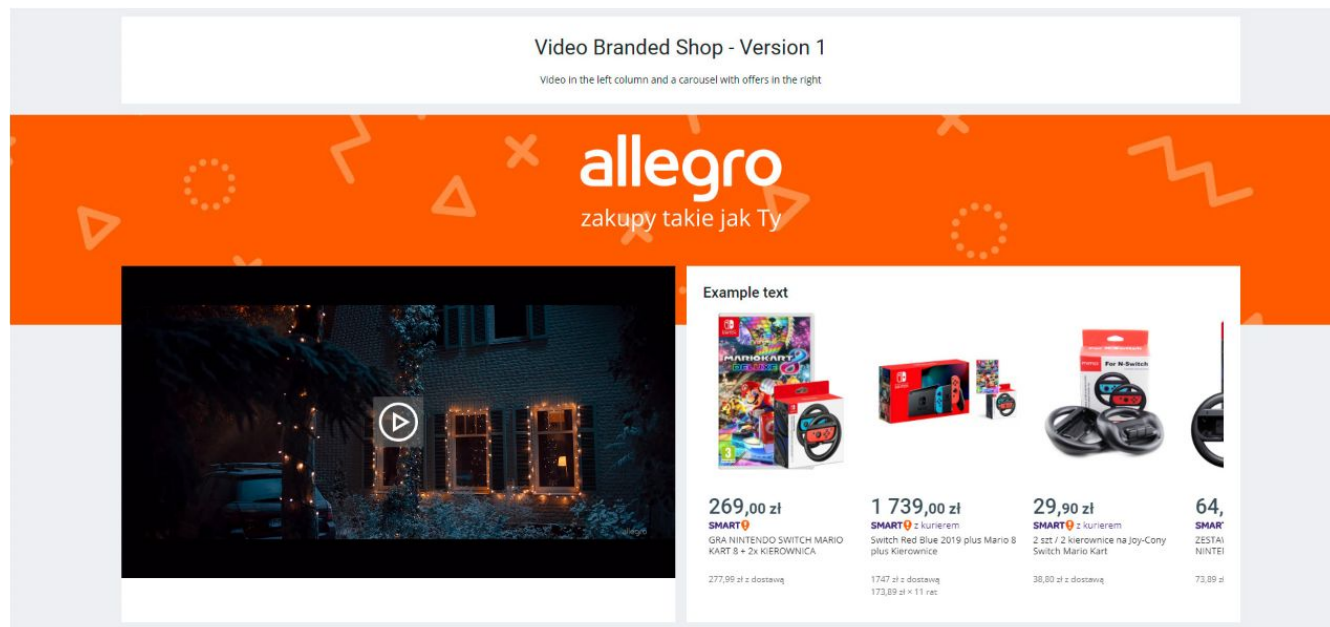


2.2. Video Branded Shop

2.2.1. Video Branded Shop v.1

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

Video Branded Shop v.1- [Live preview](#)



Location: home page

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);**

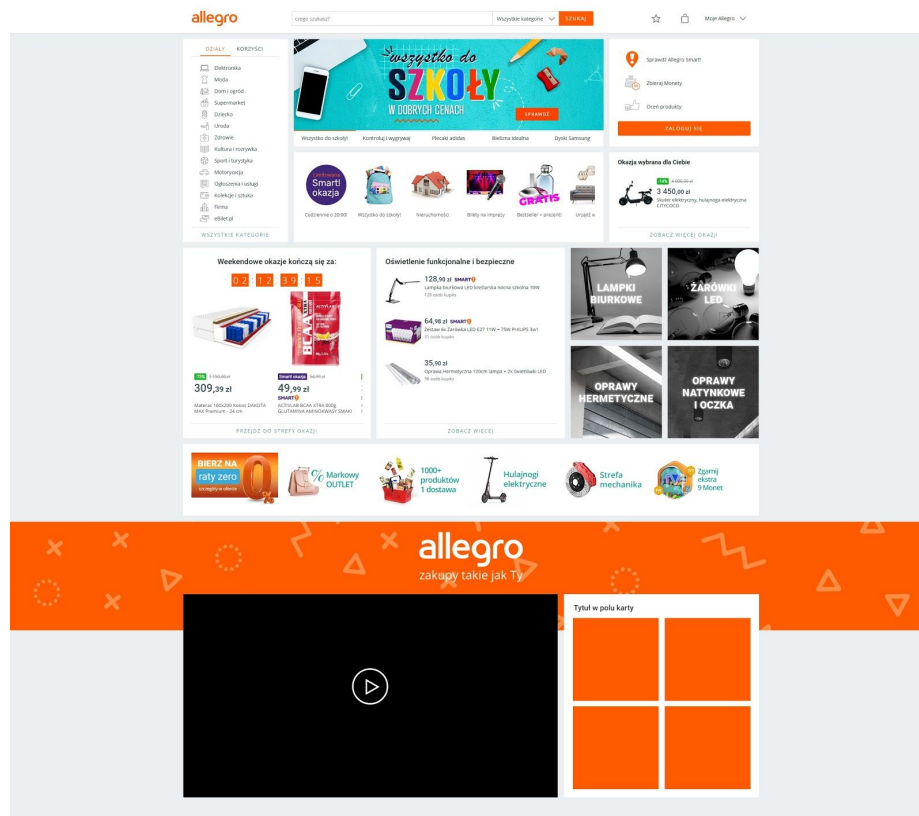
Background: jpg, png, gif (no animation);

Logo: transparent png

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

No possibility to add codes

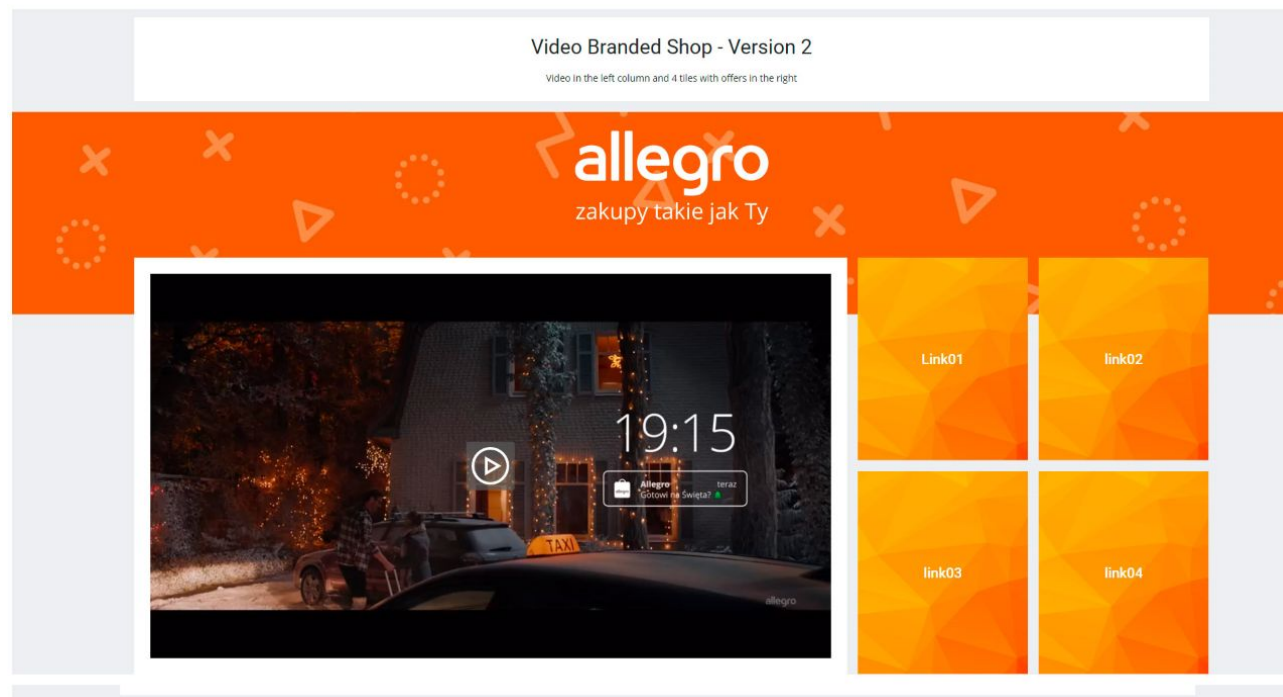
The video file must comply with the [guidelines](#) for video files.



2.2.2. Video Branded Shop v.2

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

Video Branded Shop v.2 - [Live preview](#)



Location: home page

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);**

Background: jpg, png, gif (no animation);

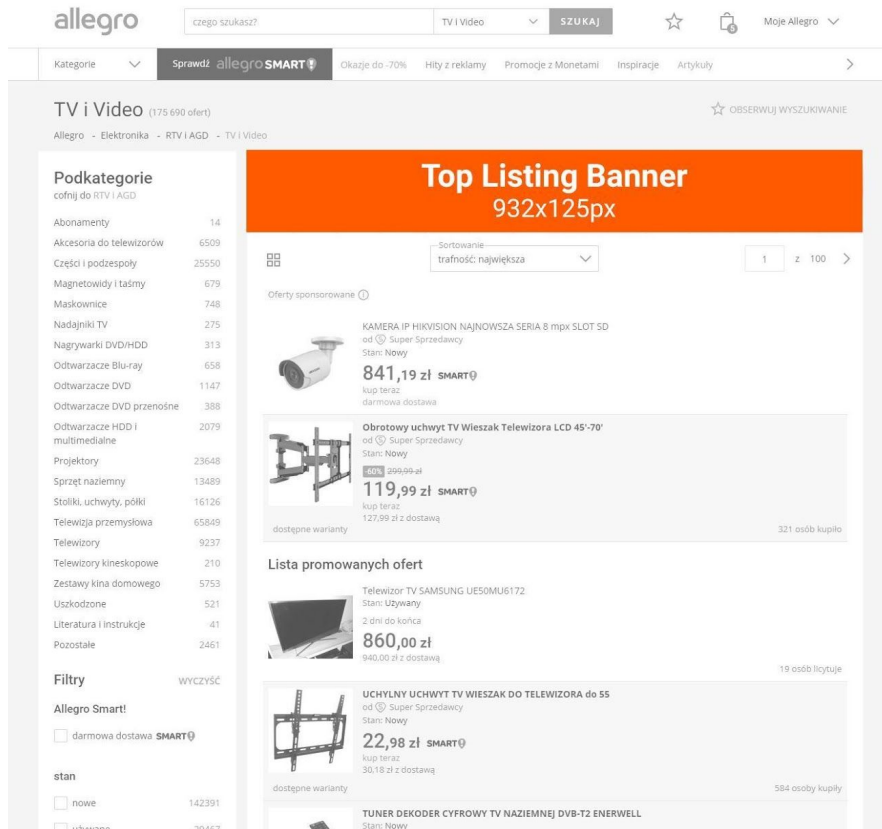
Logo: transparent png

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

No possibility to add codes

The video file must comply with the [guidelines](#) for video files.

3. Standard formats - product lists



3.1. Top Listing Banner

3.1.1. Top listing banner - desktop

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.



Targeting – behavioral, context, category tree



Links to external websites allowed in the Motors and Ads categories



Settlement model – CPM

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.

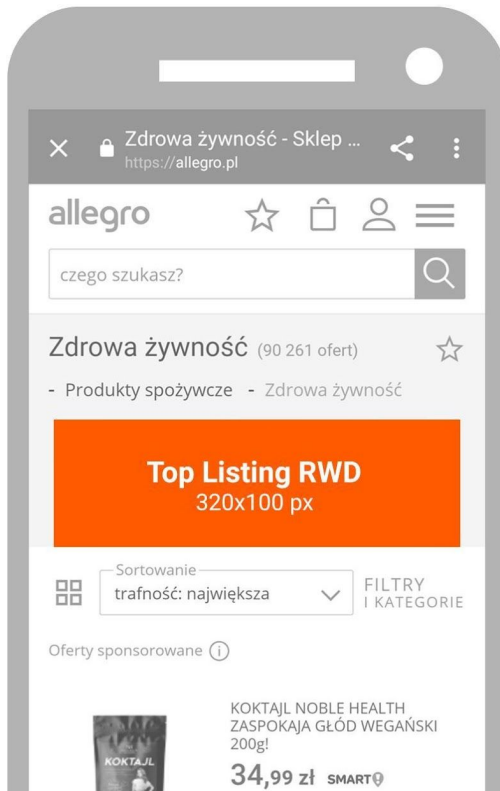
If the creative links to an external website:

“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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)



3.1.2. Top listing banner - Mobile Web (RWD)

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
---	--	--

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).

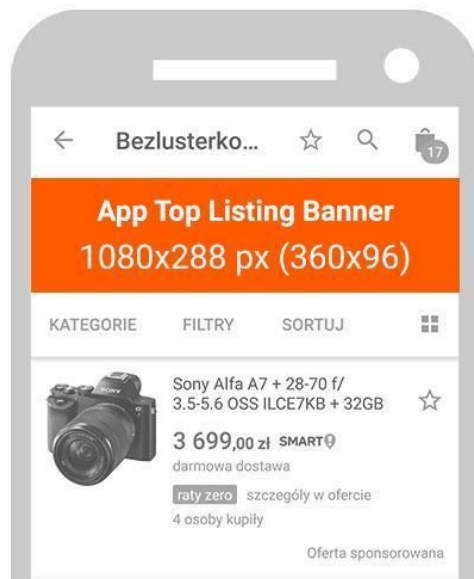
If the creative links to an external website:

“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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)



3.1.3. Top listing banner - Allegro mobile app

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
--	---	---

Top 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**

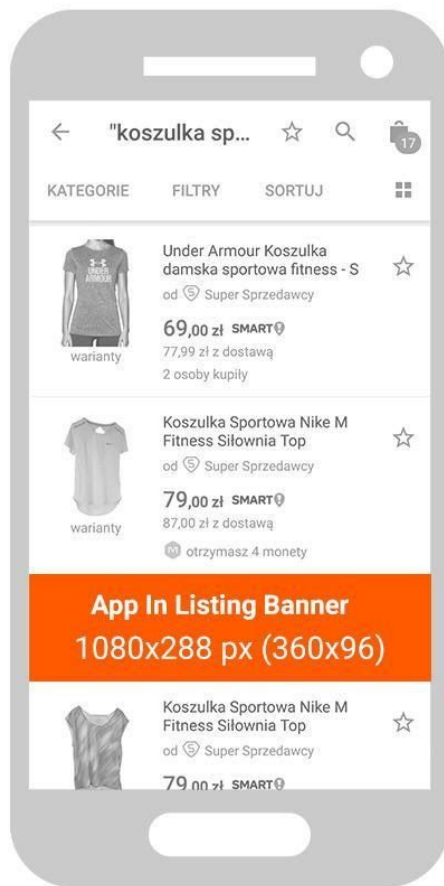
The creative links to Allegro:

Button, price label and product label: standard.

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

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

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)



3.2. In listing banner - Allegro mobile app

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
---	--	--

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**

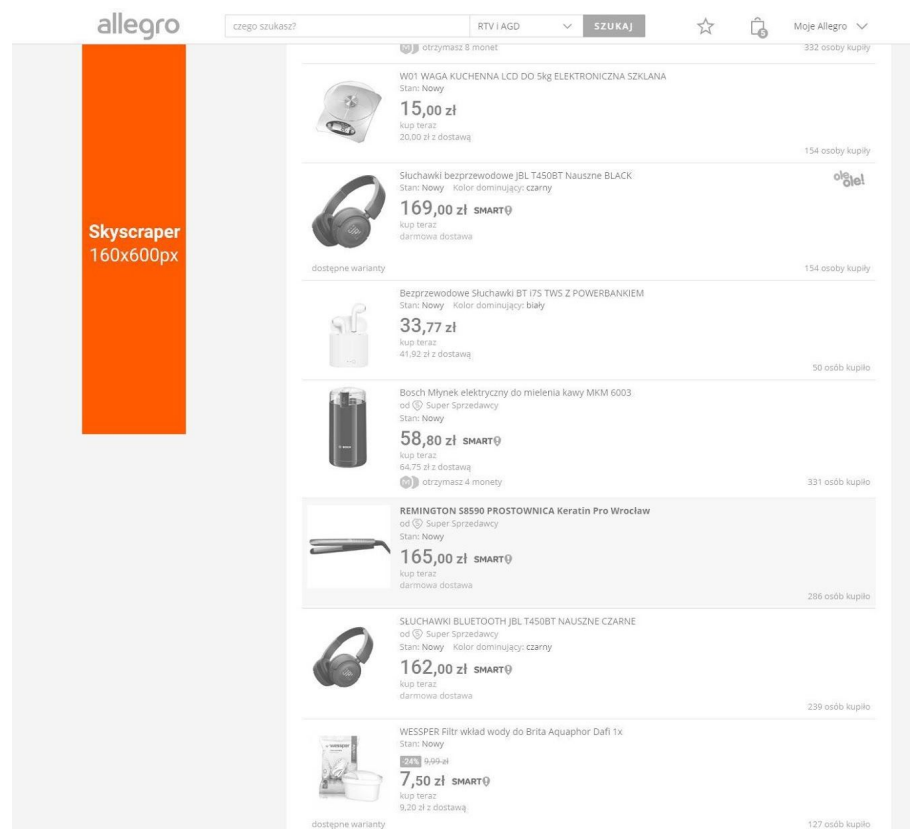
The creative links to Allegro:

Button, price label and product label: standard.

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

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

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)



3.3. Skyscraper - desktop

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



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.

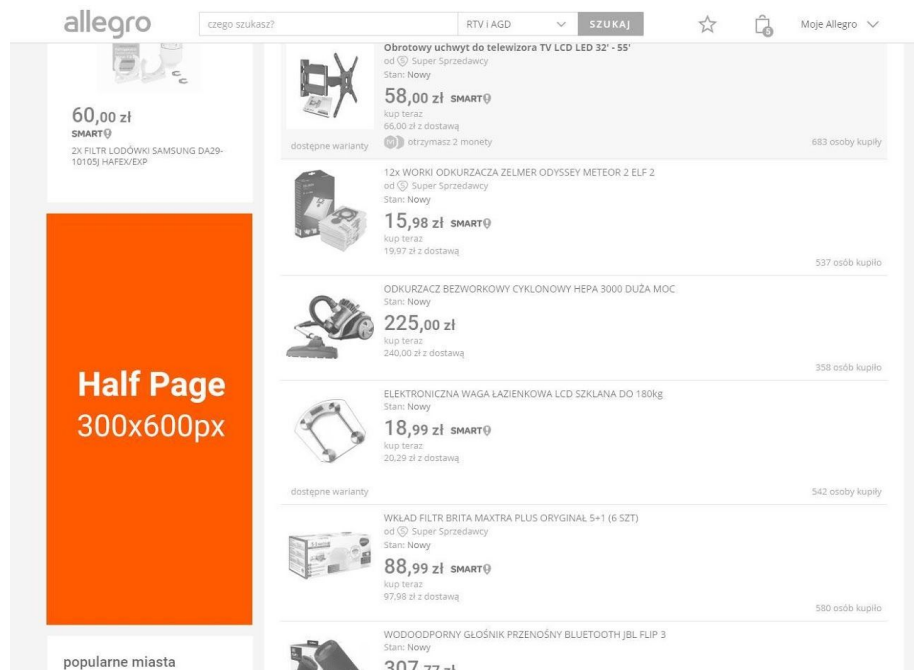
If the creative links to an external website:

no requirements.

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

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

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)



3.4. Half Page - desktop

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.



Targeting – behavioral, context, category tree



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



Settlement model – CPM

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.

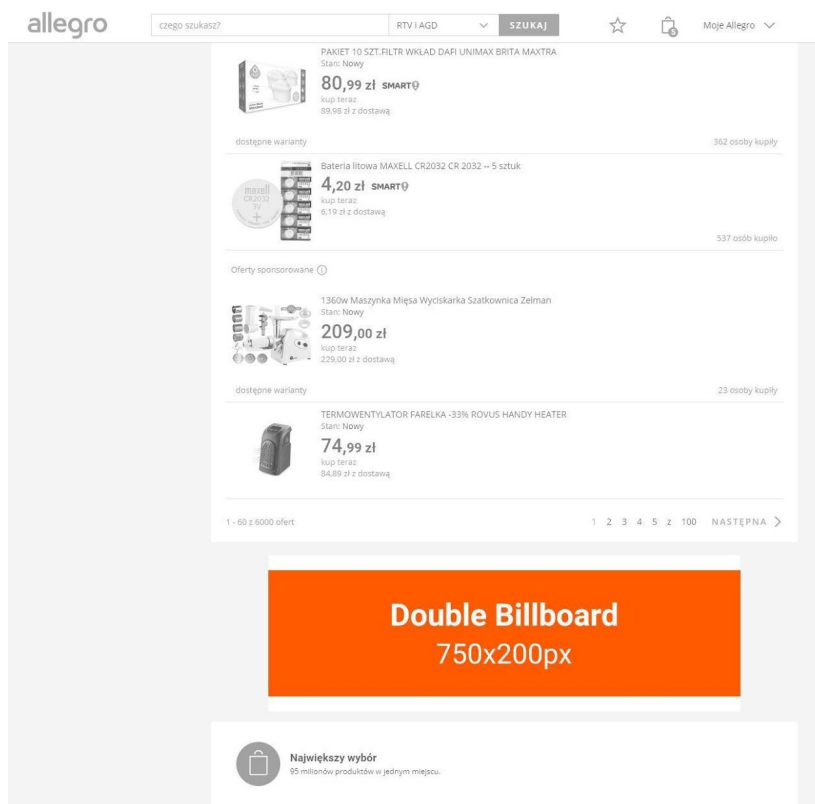
If the creative links to an external website:

no requirements.

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

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

[**DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE**](#)



3.5. Double Billboard - desktop

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

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.

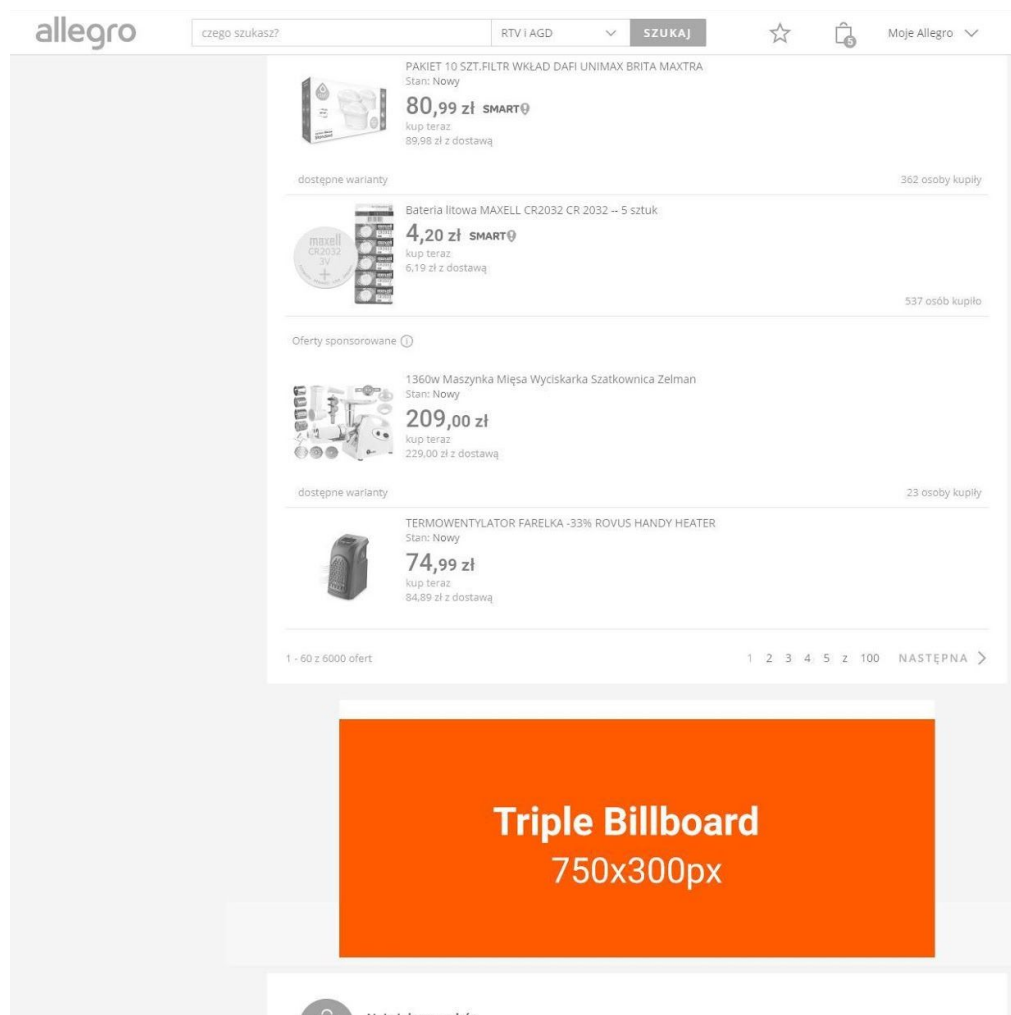
If the creative links to an external website:

no requirements.

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

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

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

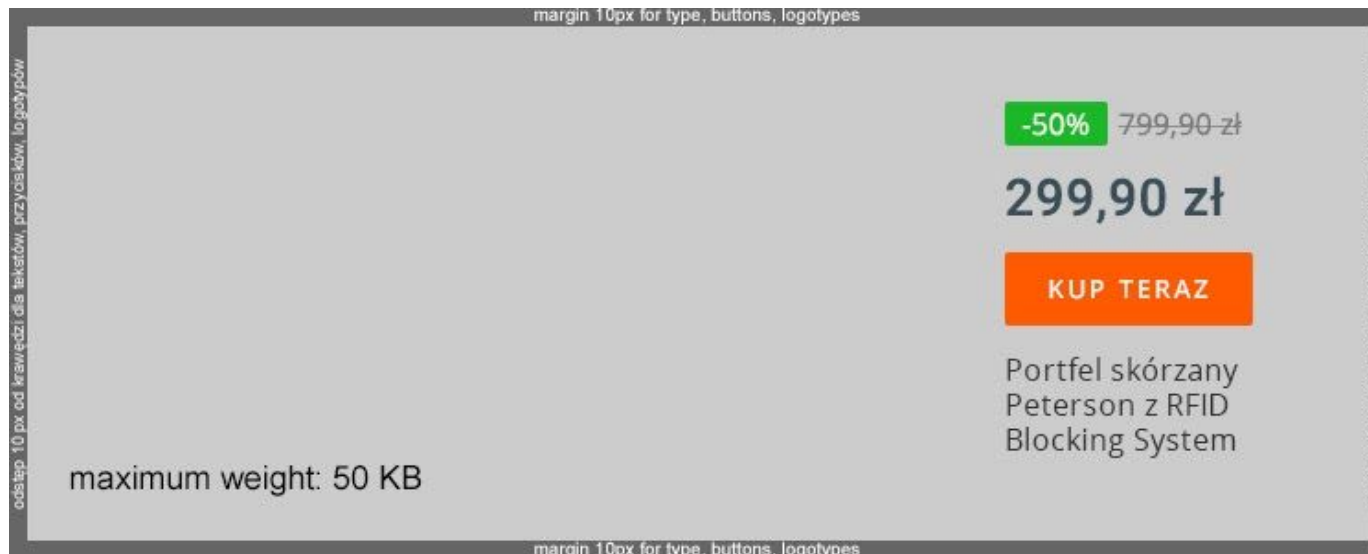


3.6. Triple Billboard - desktop

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.

 Targeting – behavioral, context, category tree	 Links to external websites allowed for selected advertiser categories, based on individual arrangements	 Settlement model – CPM
---	--	---

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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

The screenshot shows the Allegro website interface. At the top, there is a search bar and navigation links. The main content area displays a list of products with their images, names, and prices. The products are:

- PAKIEŃ 10 SZT. FILTR WKŁAD DAFI UNIMAX BRITA MAXTRA (Price: 80,99 zł)
- Bateria litowa MAXELL CR2032 CR 2032 – 5 sztuk (Price: 4,20 zł)
- 1360w Maszynka Mięsa Wyciskarka Szatkownica Zelman (Price: 209,00 zł)
- TERMOWENTYLATOR FARELKA -33% ROVUS HANDY HEATER (Price: 74,99 zł)

Below the product list, there is a large orange banner with the text "Wide Board 932x250 px". At the bottom of the page, there is a section titled "Największy wybór" (Largest selection) with 95 million products.

3.7. 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



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:

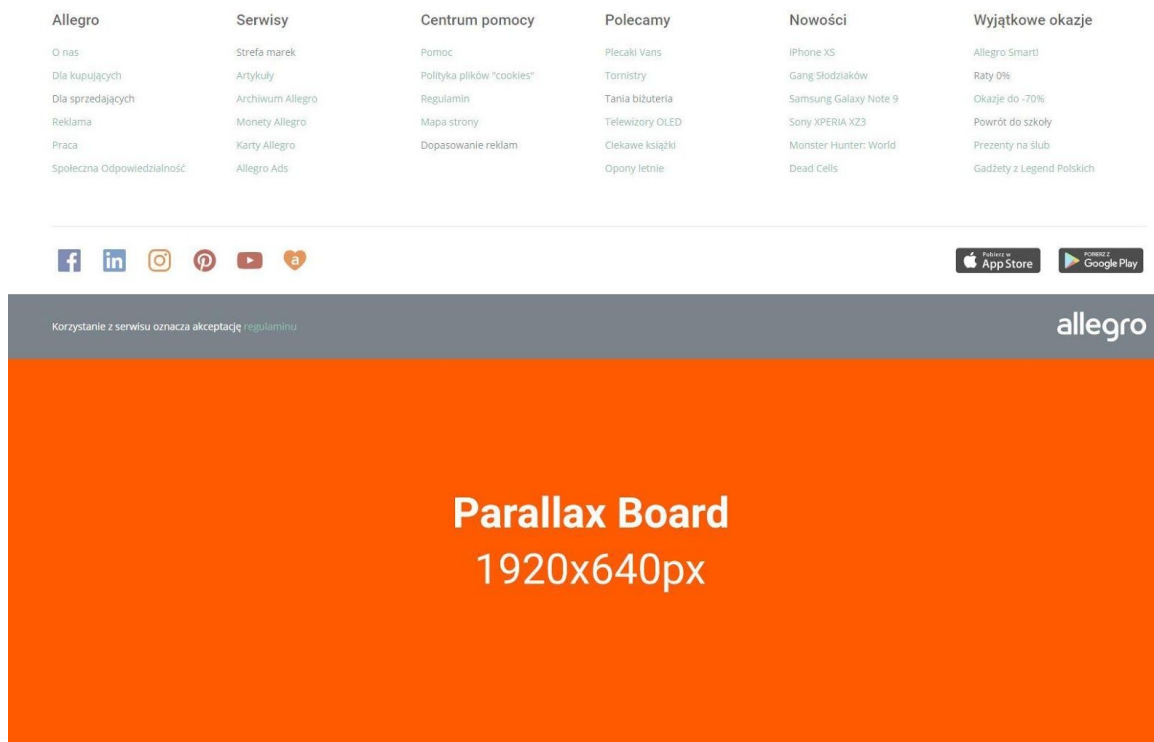
no requirements.

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

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

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

3.8. Parallax Board



 Targeting – behavioral, context, category tree	 Links to external websites allowed for selected advertiser categories, based on individual arrangements	 Settlement model – CPM
---	--	---

3.8.1. Parallax Board - desktop

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.

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:

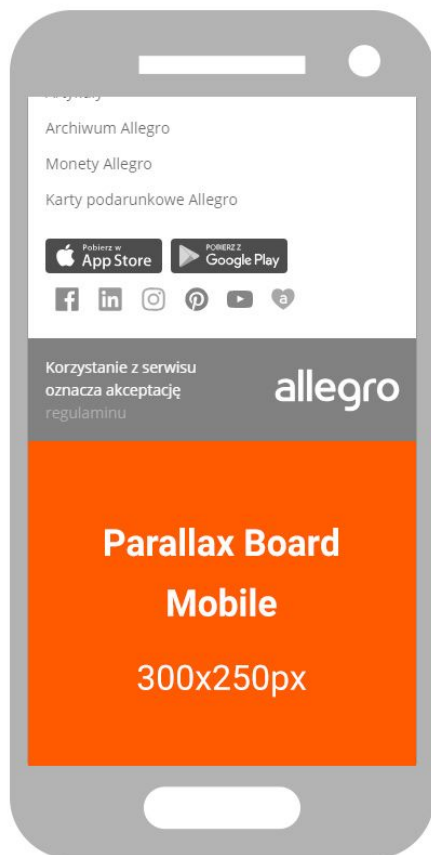
“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed).

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

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

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

3.8.2.. Parallax Board - mobile web (RWD)



Targeting – behavioral, keywords, category tree



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



Settlement model – CPM

Parallax Board - mobile web (RWD)



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: **300x250 px;**
Maximum file size: **40 KB;**
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.

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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

The screenshot shows the Allegro website interface. On the left, there is a sidebar with a search bar and a list of popular cities. The main content area displays a list of smartphones for sale. An orange rectangle is overlaid on the left side of the page, indicating a specific advertising format. The text 'Rectangle 300x250px' is written inside this rectangle. The list of products includes various models like Xiaomi Mi A2 Lite, Apple iPhone 5s, Microsoft Lumia 650, and iPhone XR.

3.9. Rectangle

3.9.1. Rectangle - desktop

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.



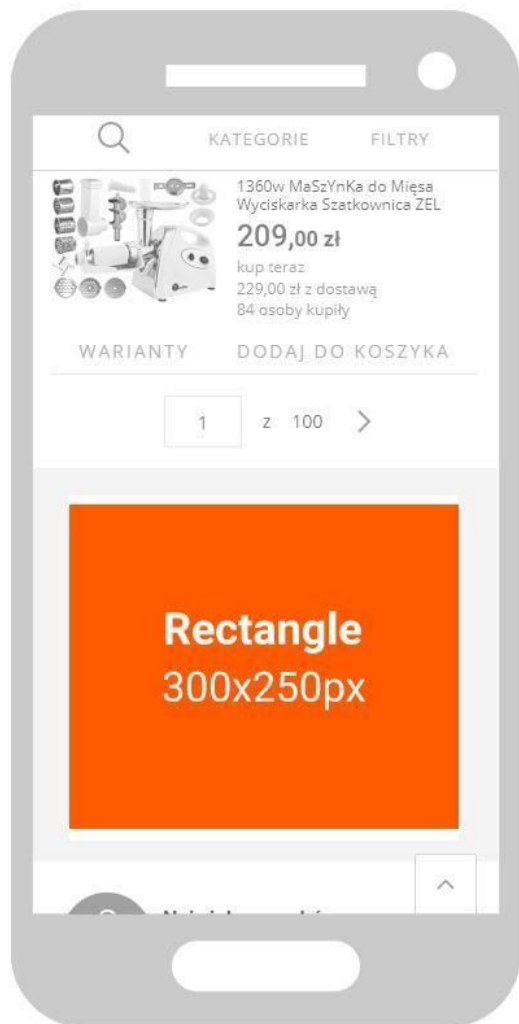
Targeting – behavioral, context, category tree



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



Settlement model – CPM



3.9.2. Rectangle - mobile web

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

Rectangle - desktop, mobile (RWD), search, product lists



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

Technical specification:

Dimensions: **300x250 px;**

Maximum file size: **40 KB;**

File type: jpg, png, gif (no animation) / 75KB (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:

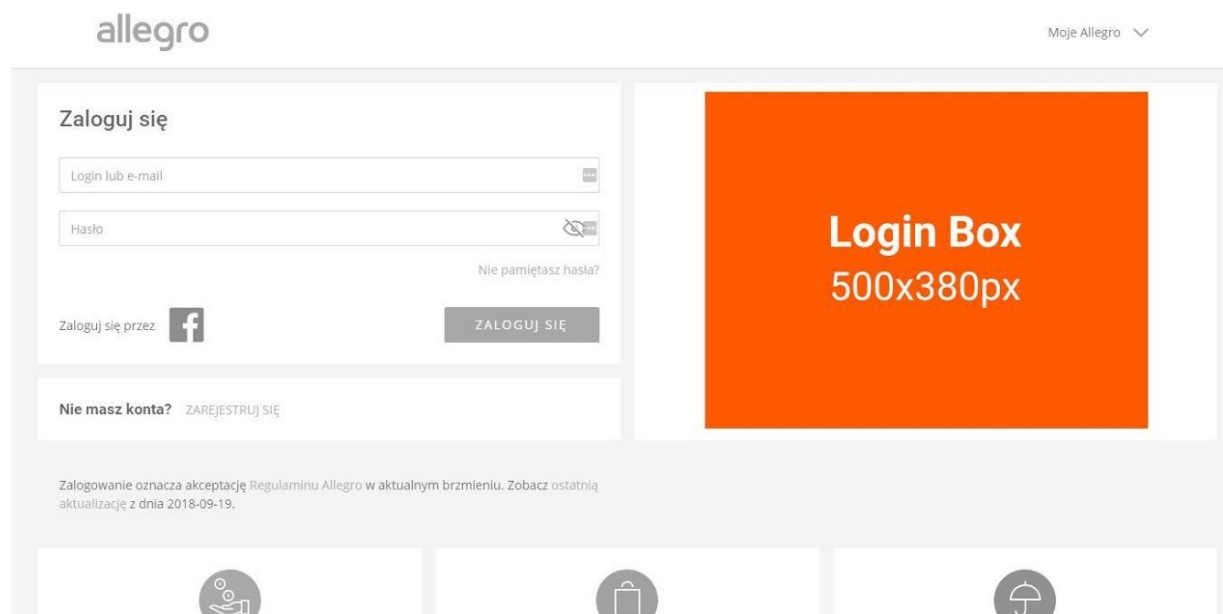
“REKLAMA” [advertisement] caption, as in the template (its appearance or location must not be changed).

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

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

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

4. Other formats



4.1. Login Box - desktop

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
---	---	--

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.

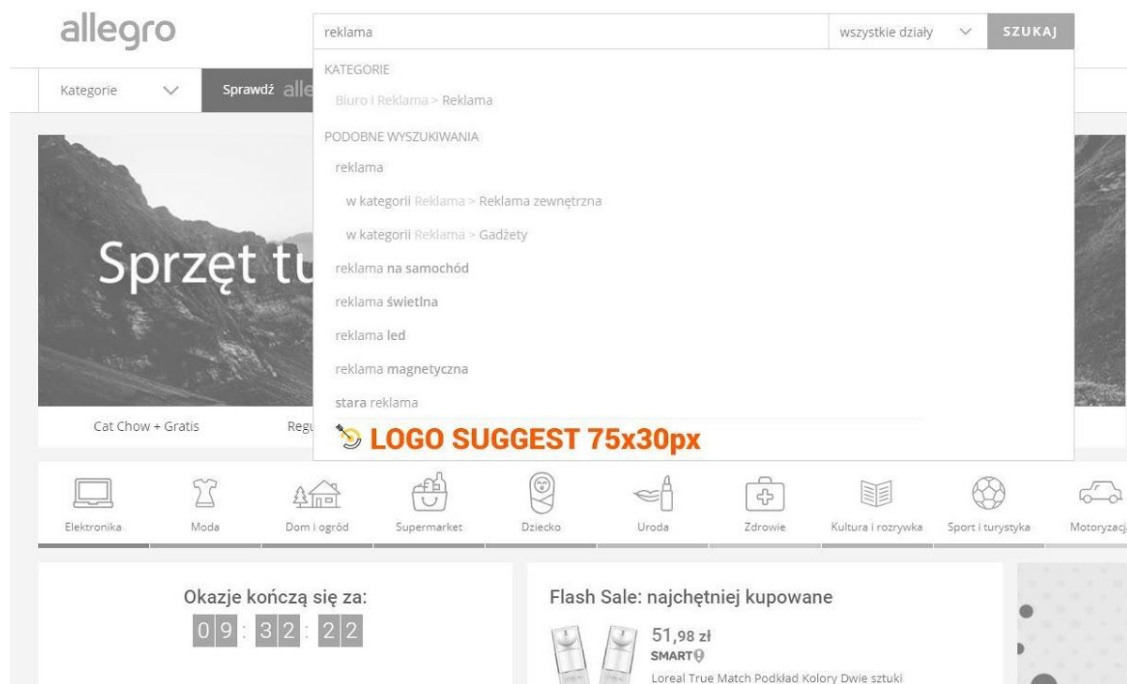
If the creative links to an external website:

"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 \(PSD file\)](#)

[DOWNLOAD ALL TEMPLATES IN SINGLE PSD FILE](#)

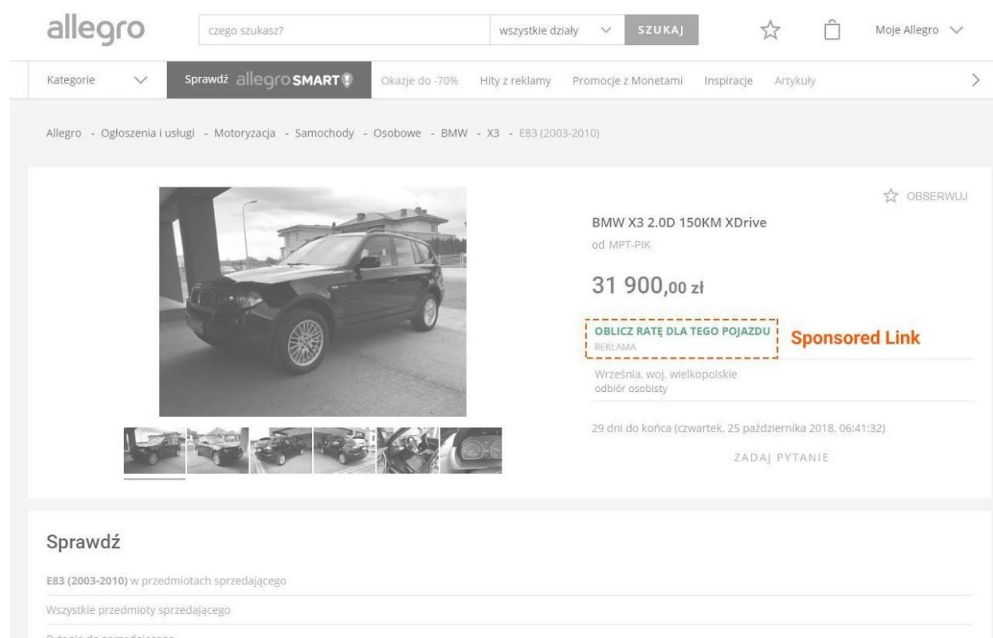


4.2. Logo Suggest - desktop

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
--	---	---

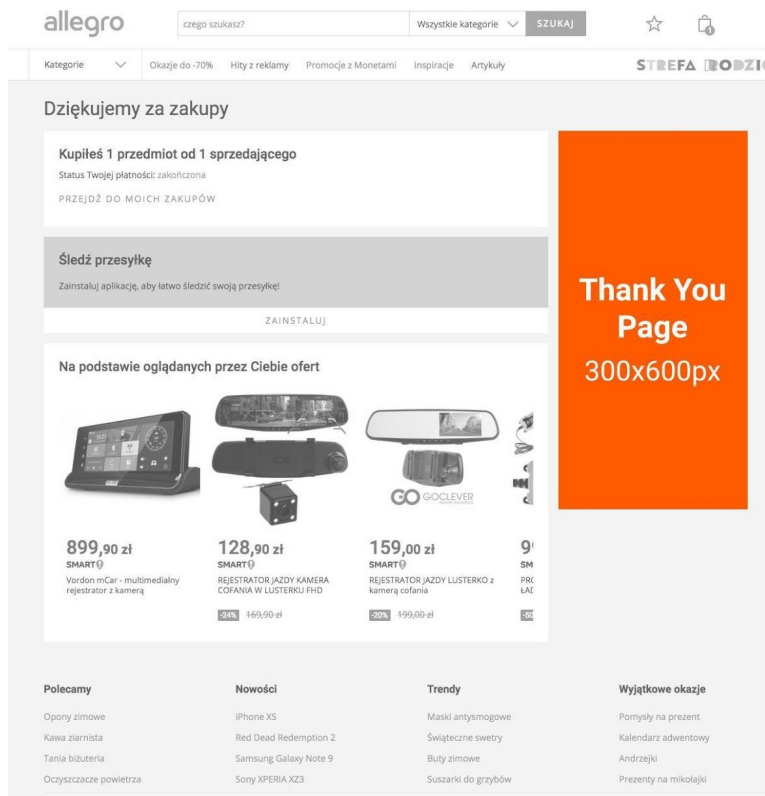


4.3. Sponsored Links - desktop

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.

 Targeting – by Motors category or subcategory	 Links to external websites allowed	 Settlement model – FF
--	---	--



4.4. Thank you page - desktop

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.

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

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Targeting – behavioral

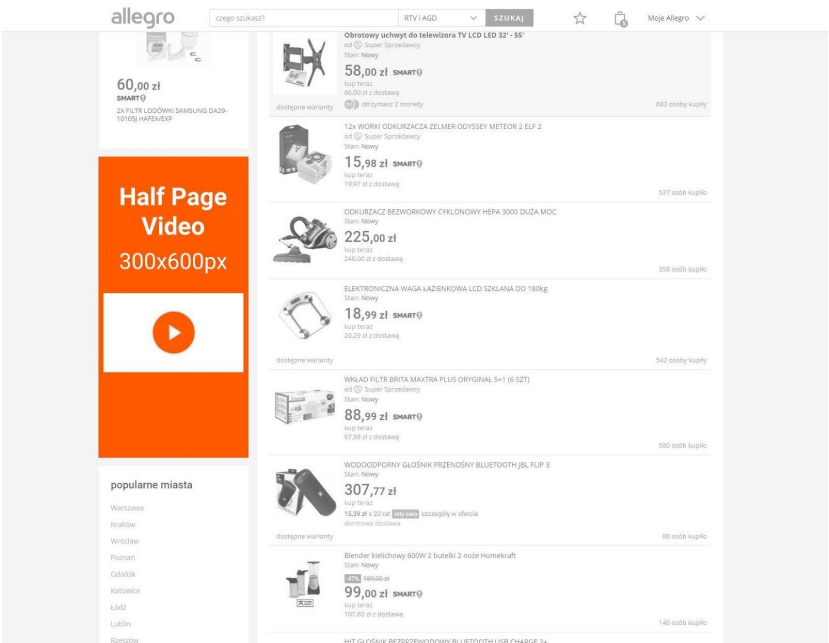


Links to external websites allowed



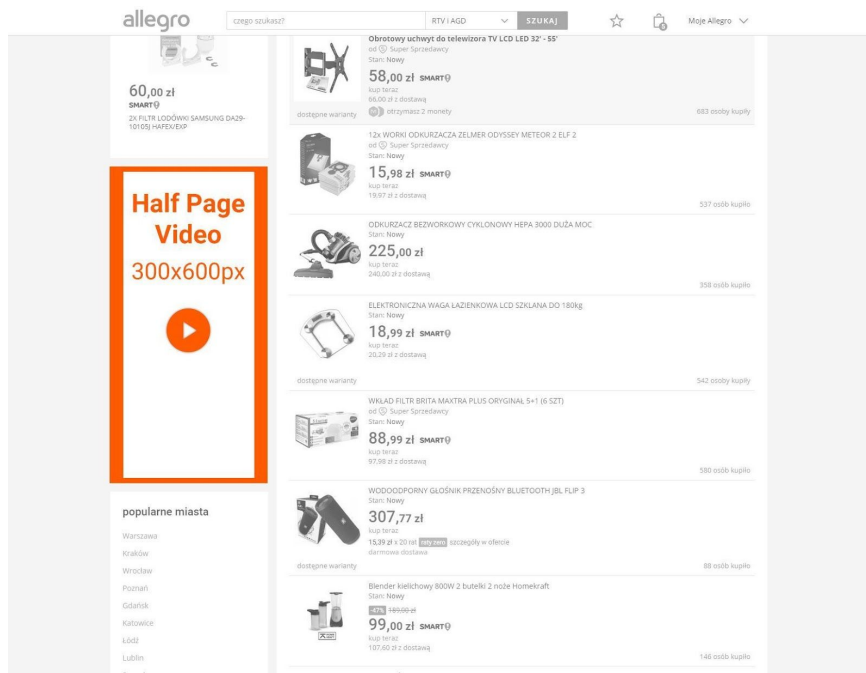
Settlement model – FF

5. Standard Video formats



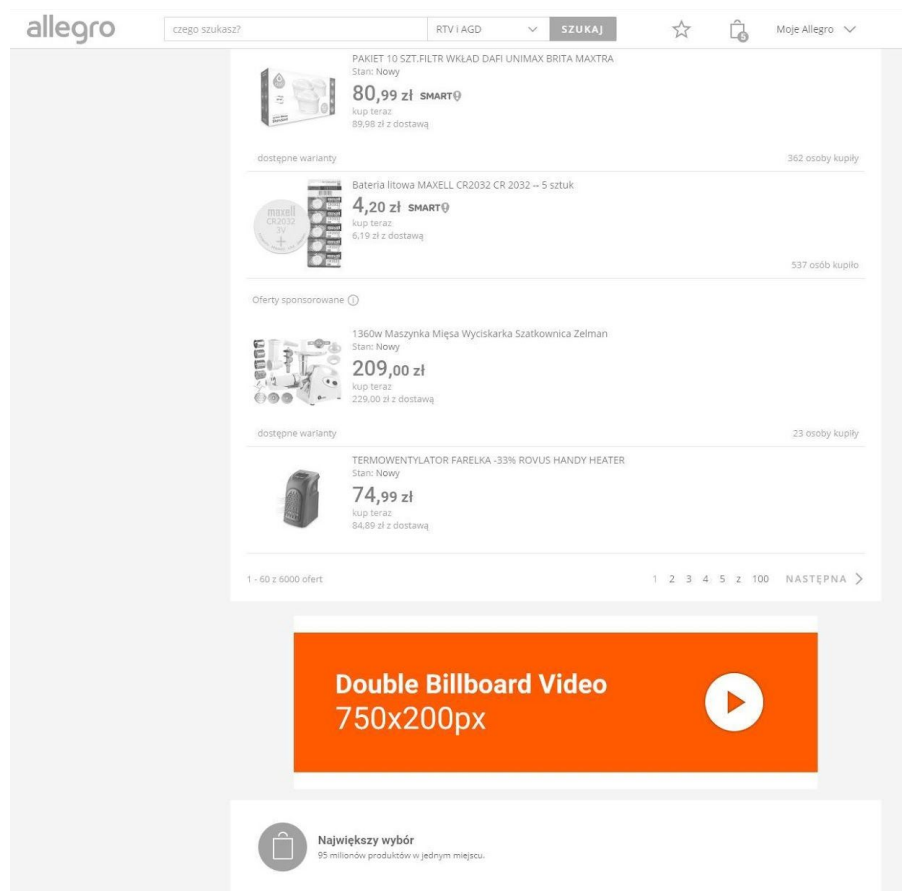
5.1. Half Page Video 16:9 - desktop

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



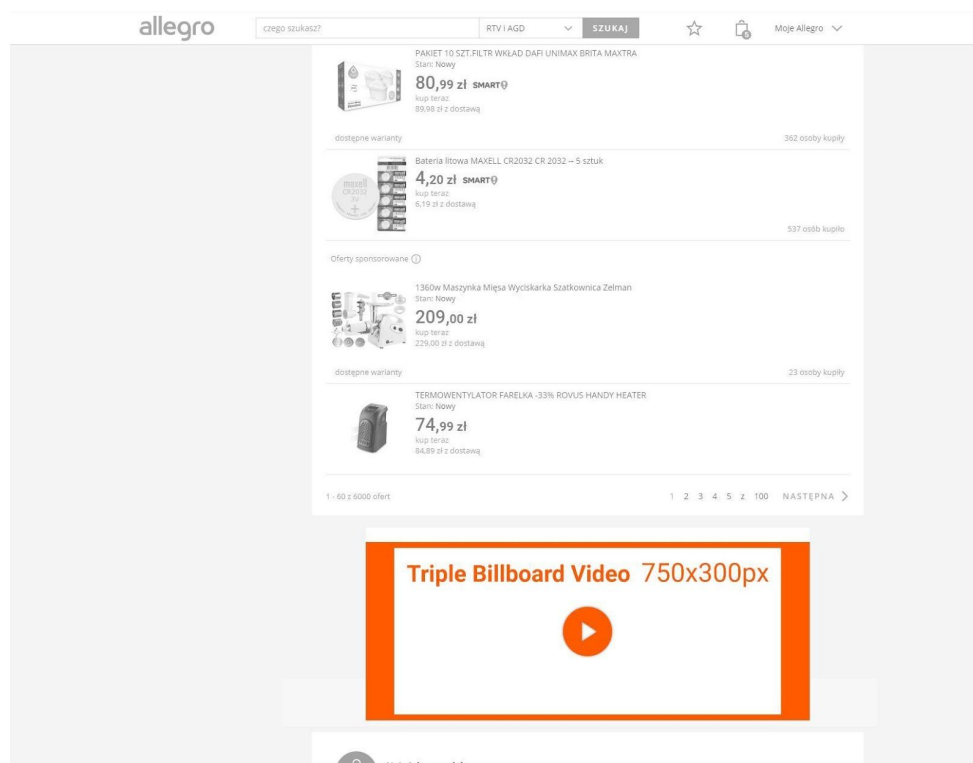
5.2. Half Page Video 9:21- desktop

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



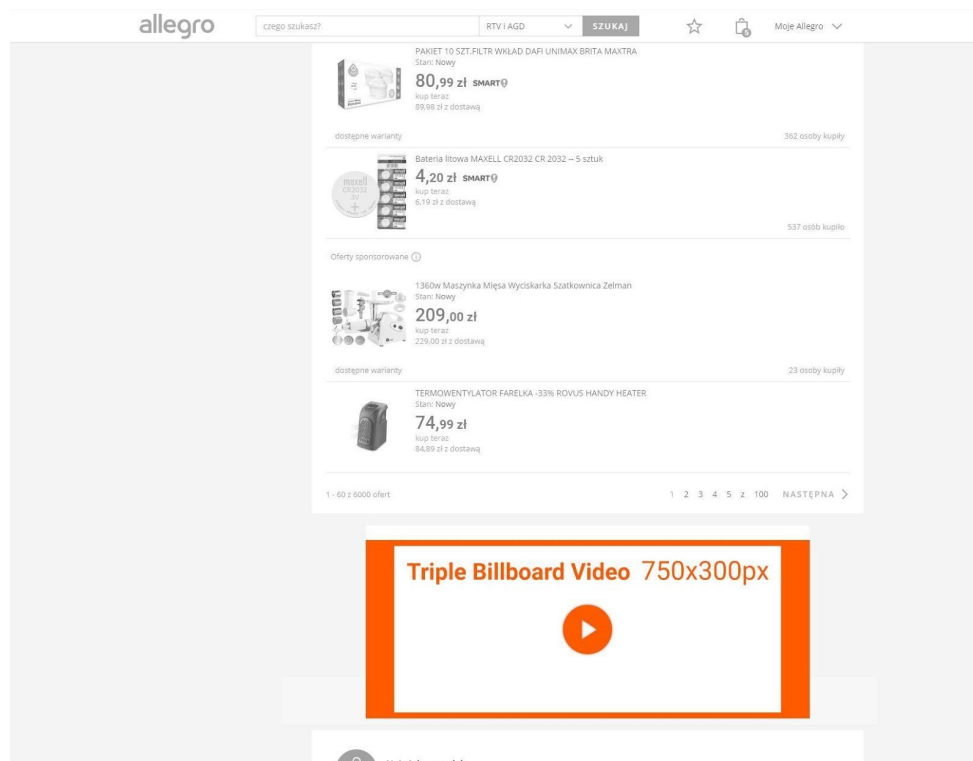
5.3. Double Billboard Video - desktop

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



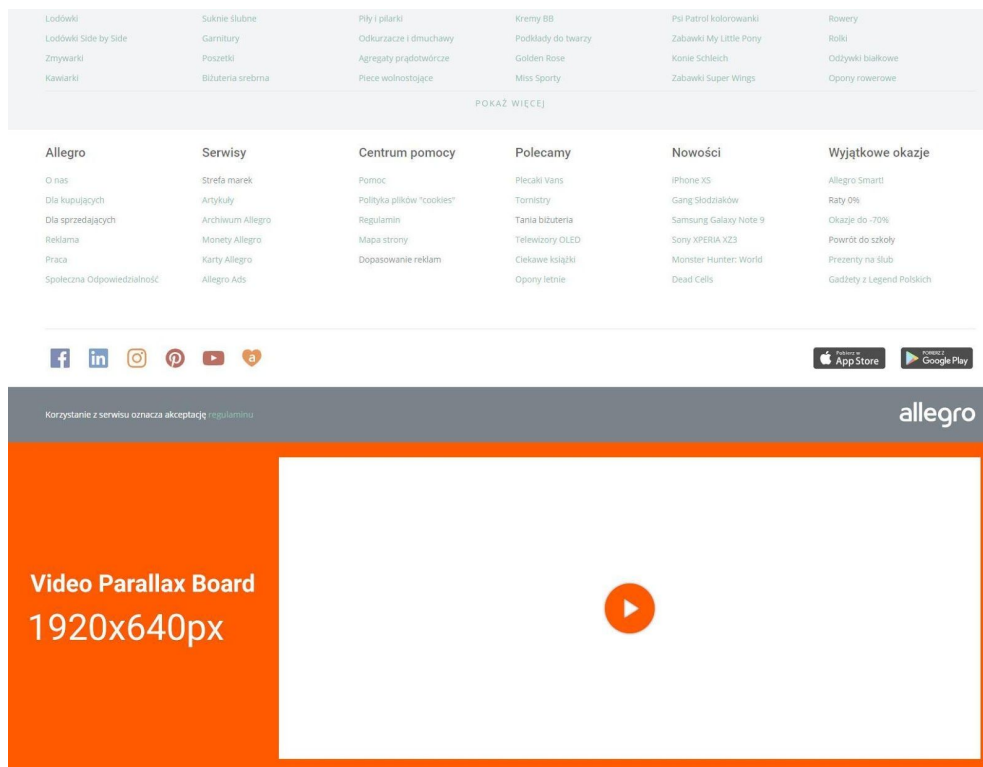
5.4. Triple Billboard Video -desktop

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



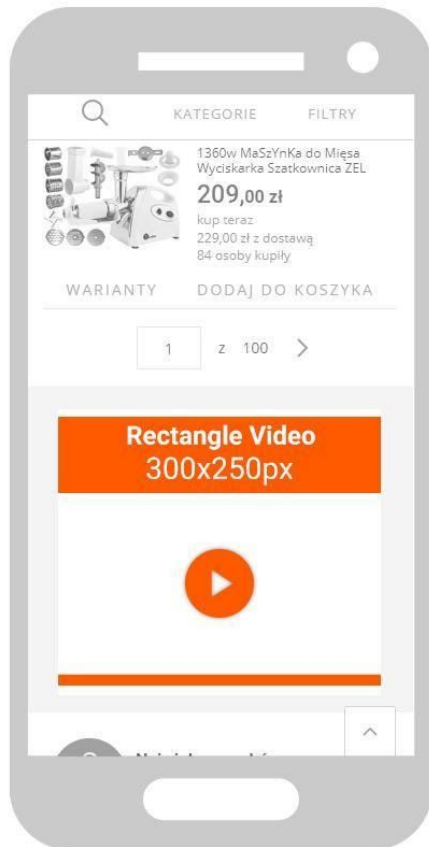
5.5 Wide Board Video - desktop

 Targeting – behavioral, context and category tree	 Links to external websites allowed	 Settlement model – CPM	 Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute
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5.6. Parallax Board Video - desktop

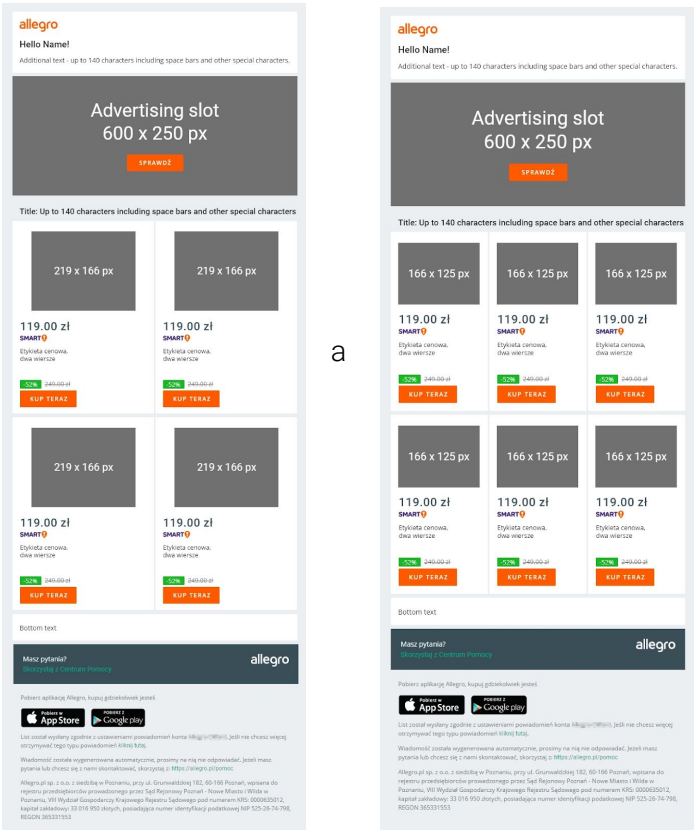
 Targeting – behavioral, context and category tree	 Links to external websites allowed	 Settlement model – CPM	 Video events – Start, First quartile, Midpoint, Third quartile, Complete, Play, Pause, Resume, Mute, UnMute
--	---	---	--



5.7. Rectangle Video - mobile web (RWD)

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

6. Mailing, Adslot, Push



a

6.1. Internal mailing

Emails with links to the Allegro website, 2 templates available

You’ve got mail from Allegro!

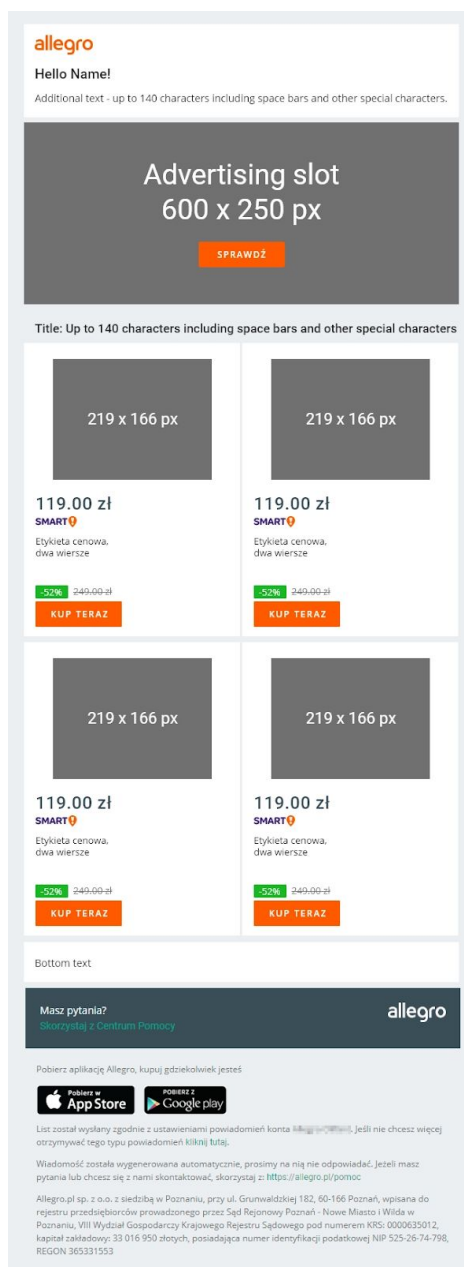
Comfort and safety of Allegro Users’ shopping is a goal that defines the paths to reach precisely targeted group of users with the right advertising message.

Purchasing data are processed 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) to allow accurate targeting of email messages.

The base of active recipients of Allegro advertising emails is 4.2 million people. With a personalised message, the Users’ involvement in a given shopping category and the mailing form of communication, Allegro reaches the most relevant target group.

With Allegro, the chance of making a purchase is higher

 Targeting – behavioral	 Links to Allegro pages	 Settlement model – CPM
--	--	--



6.1.1. Template 1 - main banner with listings displayed in two columns

Main banner

Dimensions of the top banner: 600x250 px;

CTA button:

complying with the [guidelines](#), located at the bottom centre of the banner or in the right bottom corner.

Alternatively, it is possible to upload a banner image without CTA. Allegro will place a button on the creation;

File type:

jpg, png, gif;

Maximum file size:

up to 100 kB for html;

Links:

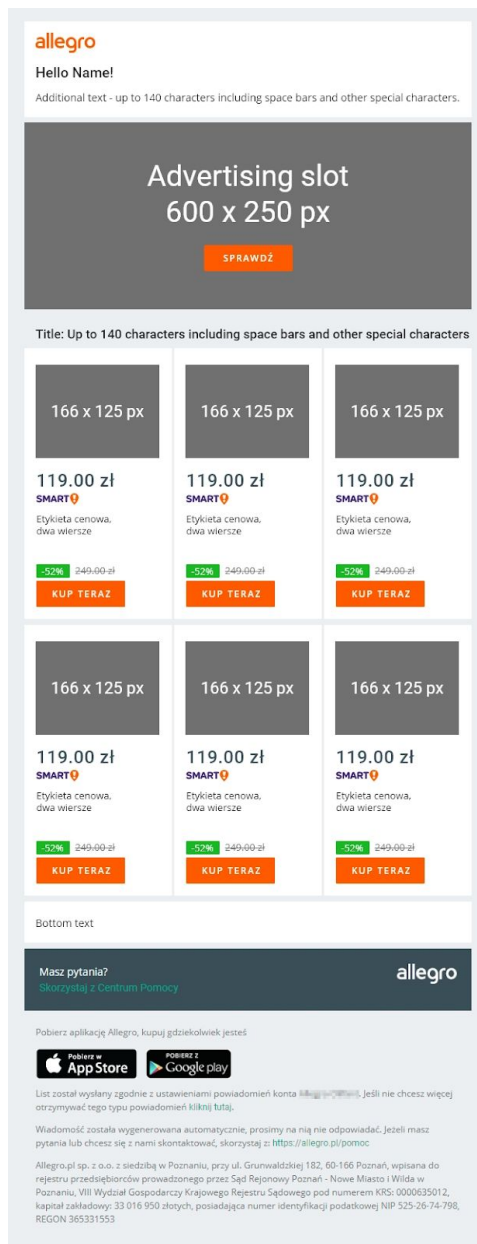
The creative may be linked only to Allegro

Listings

Product ID list

Listings should be up to date throughout the duration of the planned campaign

All the emails are sent with Allegro header and footer



6.1.2. Template 2 - main banner with listings displayed in three columns

Main banner

Dimensions of the top banner: 600x250 px;

CTA button:

complying with the [guidelines](#), located at the bottom centre of the banner or in the right bottom corner.

Alternatively, it is possible to upload a banner image without CTA. Allegro will place a button on the creation;

File type:

jpg, png, gif;

Maximum file size:

up to 100 kB for html;

Links:

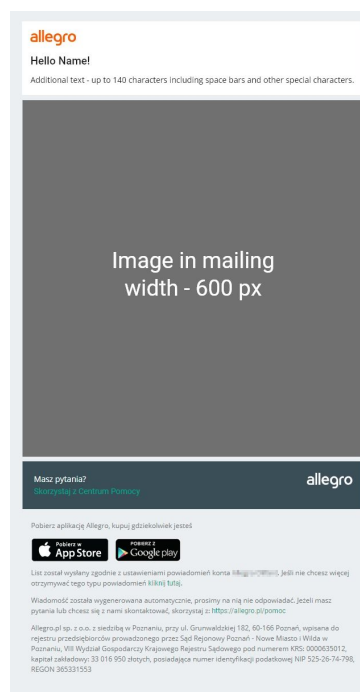
The creative may be linked only to Allegro

Listings

Product ID list

Listings should be up to date throughout the duration of the planned campaign

All the emails are sent with Allegro header and footer



6.2. External mailing

Emails with links to external websites

We have found an interesting offer for you!

Working with a wide range of business partners, Allegro recommends the most attractive offers on the market, tailored to the needs of its Users.

Email messages with links to external websites may be sent to Users with a specific frequency, not more than once every 2 weeks, and relate to non-transactional categories such as finances, motors or announcements.

 Targeting – behavioral	 Links to external websites allowed	 Settlement model – CPM
---	---	---



6.2.1. Emails with one column layout

Emails with one column layout containing text and images

Desktop version:

Creation width: 600 px;

CTA button: must not be an Allegro button or any confusingly similar element

File type: jpg, png, gif;

Maximum file size: up to 400 kB;;

Links/Tracking codes

RWD version:

The components of a mailing creation should maintain the same quality and readability on mobile devices

and in the desktop version

The presented desktop and RWD templates are examples and constitute a recommendation for one column layout emails

All the emails are sent with Allegro header and footer

Note!

Mailing creations sent by the Ordering Party that do not meet the above requirements may be sent back for correction by the Ordering Party



6.2.2. Emails in the form of an image

Desktop version:

Creation width: 600 px;

CTA button: must not be an Allegro button or any confusingly similar element

File type: jpg, png, gif;

Maximum file size: up to 400 kB;;

Links/Tracking codes

RWD version:

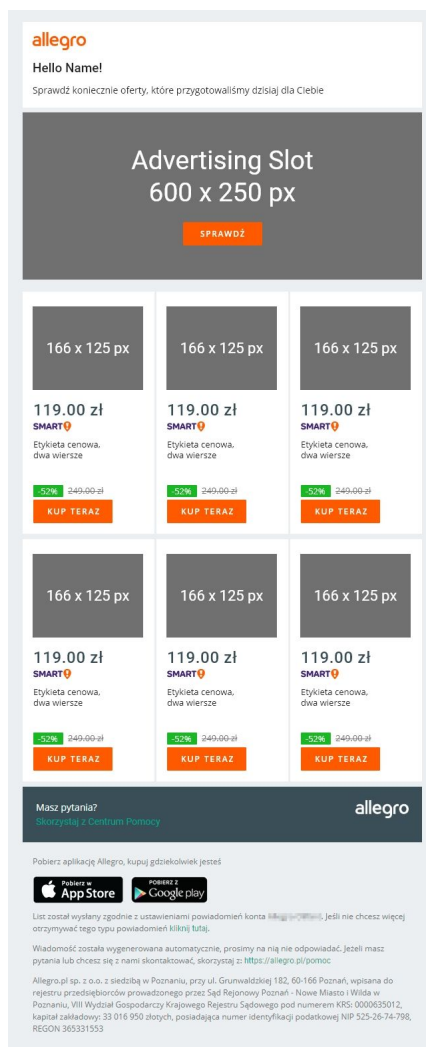
The components of a mailing creation should maintain the same quality and readability on mobile devices and in the desktop version

The presented desktop and RWD templates are examples and constitute a recommendation for one column layout emails

All the emails are sent with Allegro header and footer

Note!

Mailing creations sent by the Ordering Party that do not meet the above requirements may be sent back for correction by the Ordering Party



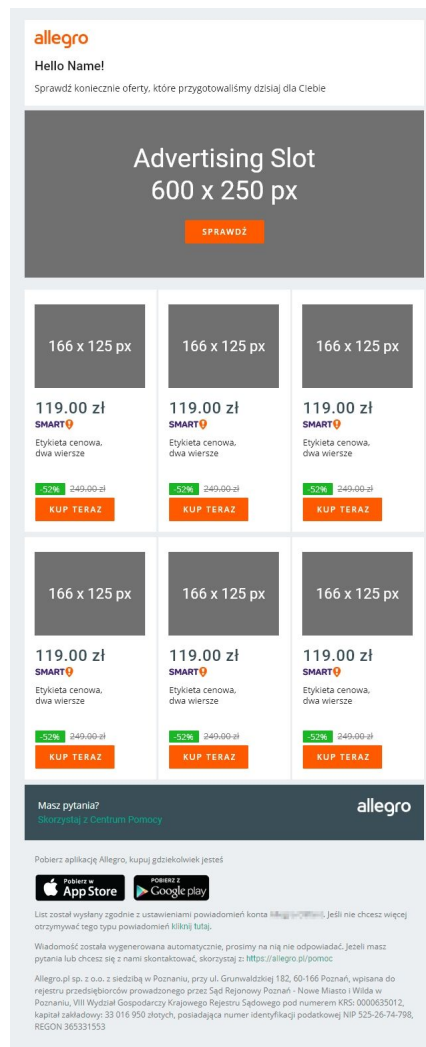
6.3. Ad slots in category newsletters

Reaching active users in the category

The ad slot in the weekly newsletter is directed to the most active recipients in a given category. The target group is created before the dispatch using Allegro's original machine learning method. The slot is adapted to the Newsletter's content. The ad slot may be placed at the very top of the email.

Ad slots in category newsletters generate the Open rate of at least 15%.

 Targeting – behavioral	 Links to Allegro pages	 Settlement model – FF
---	---	--



Ad slots in category newsletters

Main banner

Dimensions of the top banner: 600x250 px;

CTA button:

complying with the [guidelines](#), located at the bottom centre of the banner or in the right bottom corner.

Alternatively, it is possible to upload a banner image without CTA. Allegro will place a button on the creation;

File type:

jpg, png, gif;

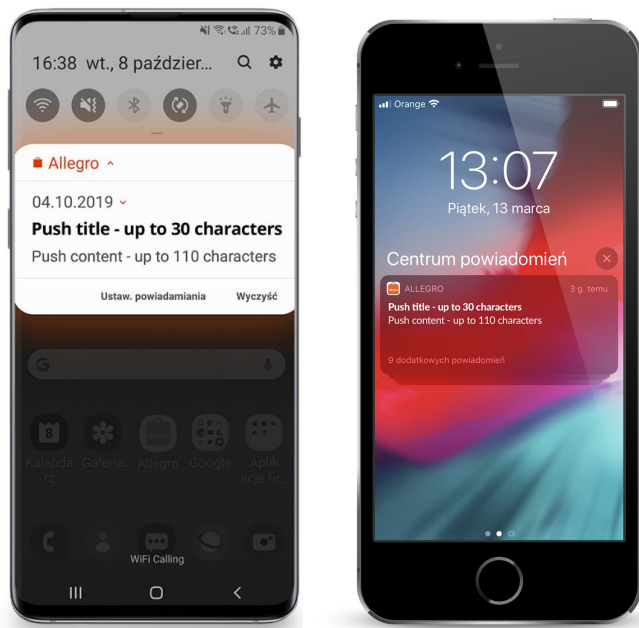
Maximum file size:

up to 100 kB;

Links:

The creative may be linked only to Allegro

All the emails are sent with Allegro header and footer



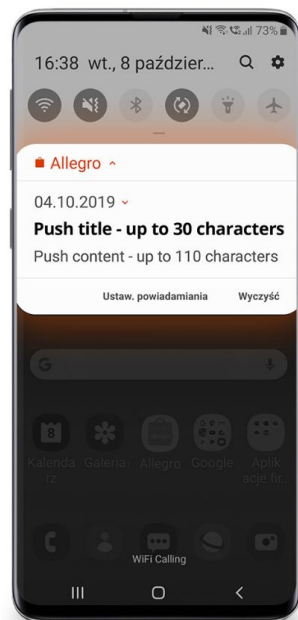
6.4. Push notifications

Push notifications in Allegro mobile app

A quick and effective element of the User communication – it guarantees that the ad reaches the user here and now. The message is displayed on the smartphone; it catches the recipient's attention, but no interaction is needed.

Push notifications are targeted at carefully selected and narrow groups of recipients, which is why Allegro reaches an average Open rate of 6.5%. Push notifications may be sent to more than 1.3 million recipients.

 Targeting – behavioral	 Links to Allegro pages	 Settlement model – CPM
---	---	---



Title length:

max. 30 characters;

Push notification length:

max. 110 characters;

File type:

text;

Emoji:

max. 2 characters

Links:

only links to Allegro are allowed in push notifications.

6.5. Display conditions for emails, ad slots and push notifications

All advertisements to be displayed on Allegro's pages have to meet the conditions specified in the ad display regulations, available at <https://allegro.pl/reklama>, 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.

Sending/displaying an advertisement on the website and in Allegro mobile app does not automatically mean that Allegro has confirmed the advertisement's compliance with the advertising specification.

Allegro cares about the functionality of individual pages, apps and advertising messages 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, misleading or harmful to the website's users.

6.5.1. General requirements

6.5.1.1. 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_600x250_v2.jpg)

6.5.1.2. 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.

6.5.1.3. URLs should refer to pages with an SSL certificate (they should start with https)

6.5.1.4. 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.

6.5.1.5. Linking requirements

Allegro carries out advertising campaigns using internal or external links.

- Internal links may direct to a listing, a Landing Page with listings or to a specific listing available on Allegro. Internal links are used in emails, push notifications and ad slots in the category newsletter.
- External links may direct to a Landing Page with listings available outside of Allegro and may only apply to non-transactional categories, such as finance, motors or announcements. Also, external links must not direct to any sensitive products. External links are only used in emails.

6.5.2. Targeting requirements

Allegro's User insight allows for directing advertising campaigns to the right recipients. Allegro reaches individuals who are interested in making a purchase here and now. This is done with insight obtained from data analysis. The targeting mechanism uses demographic data, category-related interests and purchasing intentions of users. In the case of non-standard advertising messages, Allegro has the ability to create a dedicated profile for campaigns, as well as creates and develops machine learning methods to achieve even higher levels of campaign effectiveness through automation and targeting.

6.5.3. Mailing materials

6.5.3.1. 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 or 5 (five) Business Days for emails with links to external websites. 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 document attached to the order and the graphic and technical guidelines specified later in this document.

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

6.5.3.2. Materials for email delivery orders

Each email delivery order placed with Allegro must include an attachment with a list of materials that should be provided before delivery date.

- Mandatory materials for emails with links to Allegro:
 - Planned campaign dates
 - Name of the sender
 - Full name of the sender (footer)

- Email subject line (up to 80 characters with spaces and special characters without a preheader, or up to 40 characters with spaces and special characters with a preheader)
 - Preheader content (up to 40 characters with spaces and special characters)
 - Salutation content (up to 140 characters with spaces and special characters)
 - Creation in jpg/gif format
 - Links to/IDs of listings featured on the main banner (recommended list of listings) as well as links to/IDs of individual product listings
 - Target group - quantity and description
 - Email addresses of the Ordering Party for testing purposes
- Optional materials for emails with links to Allegro:
 - Subject line under the main banner (up to 140 characters with spaces and special characters)
 - Additional body of text to be placed under the module with individual listings (without major character limits)
- Mandatory materials for emails with links to external websites:
 - Planned campaign dates
 - Name of the sender
 - Full name of the sender (footer)
 - Email subject line (up to 80 characters with spaces and special characters without a preheader, or up to 40 characters with spaces and special characters with a preheader)
 - Preheader content (up to 40 characters with spaces and special characters)
 - Salutation content (up to 140 characters with spaces and special characters)
 - Creation in jpg/gif format
 - Links
 - Target group - quantity and description
 - Email addresses of the Ordering Party for testing purposes

6.5.4. Additional requirements

- Materials intended for display should be high quality. The readability of details on RWD email creations cannot differ from the quality of creations displayed on the desktop.
- Tracking codes such as click tag and pixel can be used.

7. 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 below.

7. Allegro advertising formats – Landing Page

7.1. 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.

7.2. 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

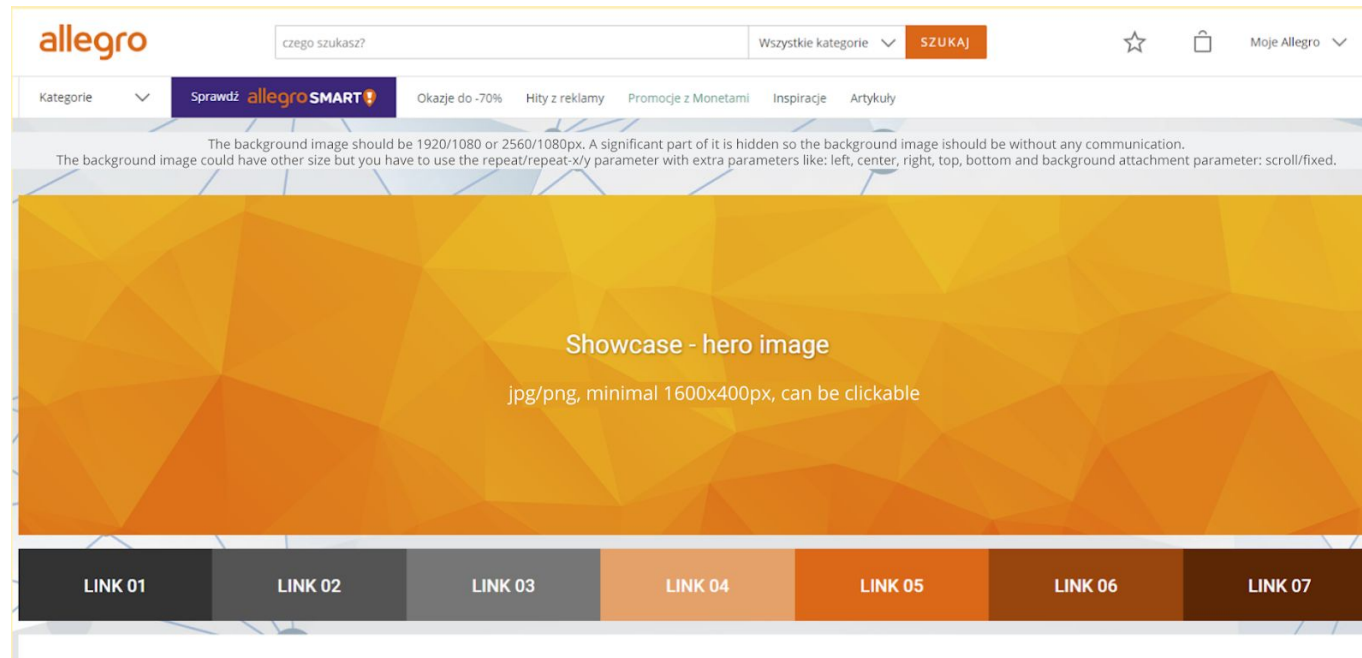
The wallpaper file size cannot exceed 300 KB.

7.3. Modules

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

7.3.1. 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.

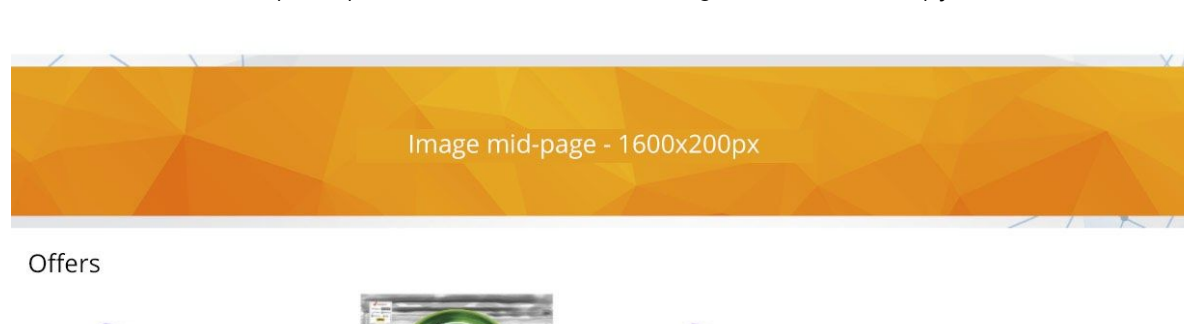
By default, images occupying the entire page width may be scaled or cropped. It is also possible to substitute an image for smaller resolutions, in particular mobile devices.

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

7.3.2. 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.

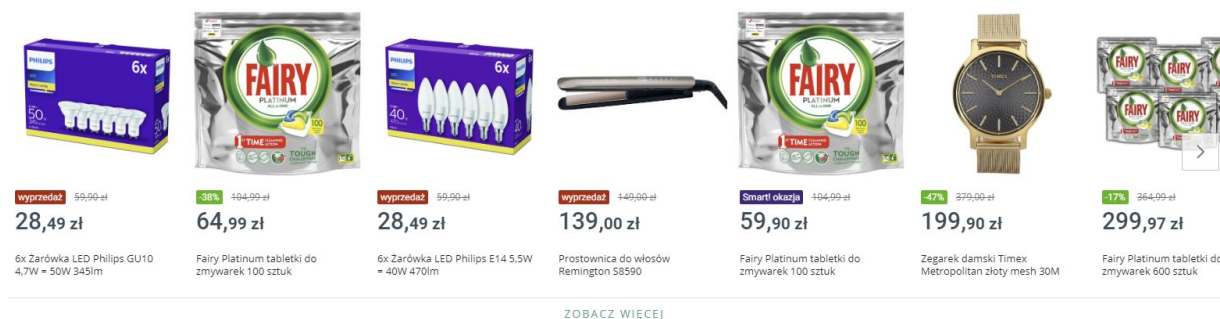
7.3.3. Listing presentation

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



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 59,00 zł 28,49 zł	-38% 104,99 zł 64,99 zł	wyprzedaż 59,00 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 szt

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 59,00 zł 28,49 zł SMART	-38% 104,99 zł 64,99 zł SMART	wyprzedaż 59,00 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:

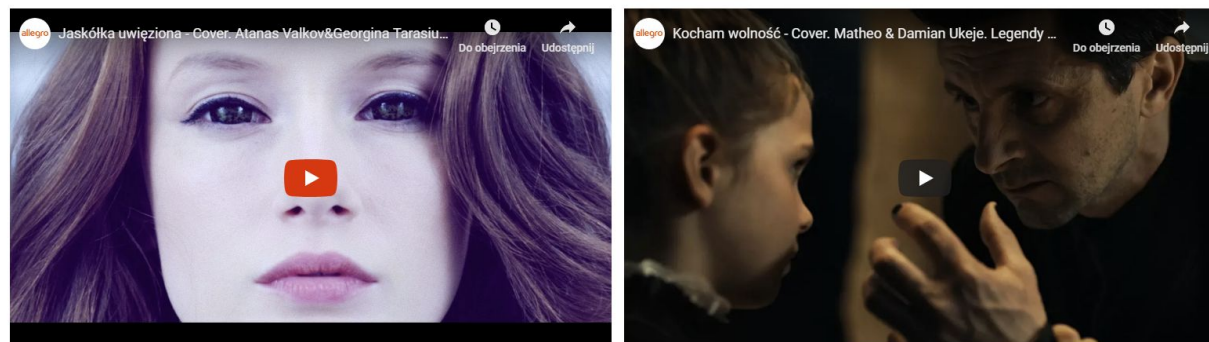
- Show / hide cost with shipping
- Show / hide how many people have bought / are bidding for the item
- Show / hide the price before reduction (if the price is reduced)
- Show / hide the seller's logo (only for the Allegro Brand Zone)
- Show / hide Allegro Smart logo for eligible listings
- Show / hide 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.

7.3.4. 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.

7.3.5. Articles

Artykuły

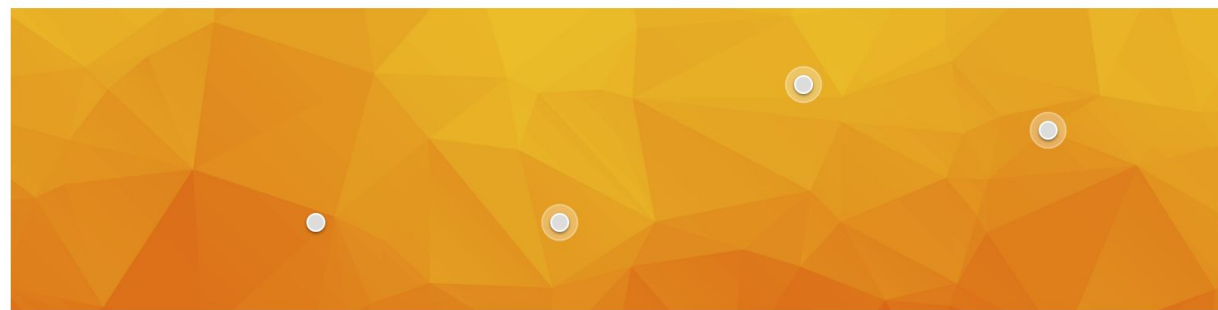
Artykuły mogą być osobnymi stronami, mogą też otwierać się w formie modala, jak poniżej:



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.

7.3.6. Pins

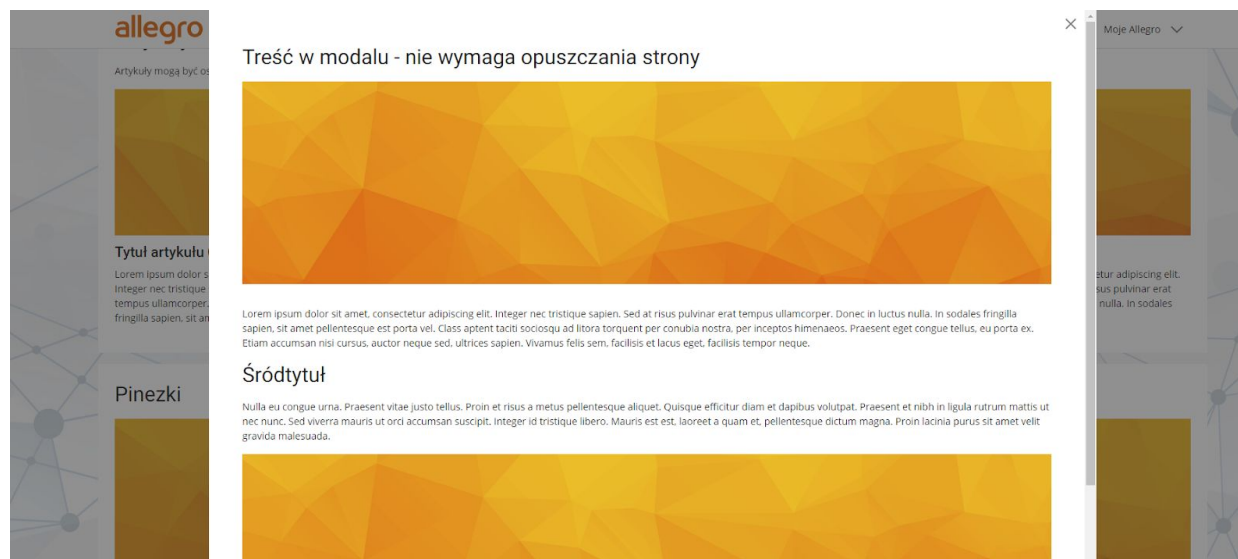
Pinezki



Moduł z pinezkami pozwala nałożyć na obraz (jak choćby zdjęcie aranżacyjne pomieszczenia), pinezki z opisem, linkującą 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.

7.3.7. 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.

7.3.8. Rich-text module

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



7.4. 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.

7.5. 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.

7.6. 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).

7.7. 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.

7.8. 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

7.9. 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. This can be done in several ways:

7.9.1. Defining a product list on the basis of listing IDs:

A separate list of listing IDs should be provided 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 of the module 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
```

IMPORTANT – within a given group, listing IDs must not be repeated.

Allegro uses such lists to create product groups, which can be attributed one of the following sorting methods, the most important of which are:

- No sorting – listings will be displayed in the order given in the list;
- In an order optimised for CTR by Allegro's internal algorithm;
- In random order for each visit;

Other available sorting methods:

- By price (highest first / lowest first);
- By price + shipping (highest first / lowest first);
- By popularity;
- By closing date;
- Newest listings first.

7.9.2. Defining a product list on the basis of listing URL:

No specific product IDs are provided, but the Allegro search and filter mechanisms are used instead. The product list is generated automatically using the selected Allegro **listing URL**.

Where can you find this URL?

Use the website navigation / search engine + filters on the listing and after obtaining the required content of the listing, save the URL and then attach it to the insertion order.

An example path to get such an address - let's assume that you want to create a carousel displaying all listings for **Samsung** TV sets with a screen diagonal **from 40 to 60 inches**, located in **Warsaw**, which are additionally rewarded with **Coins**.

From the Allegro home page go to the **Electronics** category and immediately to the **TV sets** category, then using the search engine enter the phrase **Samsung**, and in this way you get the following URL:

<https://allegro.pl/kategoria/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318&string=Samsung>

Then, using the filters in the left column, select the location – **Warsaw** and the screen diagonal from **40" to 60" + Allegro Coins**, the result will be the following URL:

<https://allegro.pl/kategoria/tv-i-video-telewizory-257732?string=Samsung&bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318&city=Warszawa&state=7&przekatna-ekranu-od=40&przekatna-ekranu-do=60&monety=1>

Defining such a list resulted in populating the Branded Shop product module with the exact products displayed in the listing, but not always in the same order.

Such product list can be sorted according to the same parameters as the one based on product ID:

- In an order optimised for CTR by Allegro's internal algorithm;
- In random order for each visit;

Other available sorting methods:

- By price (highest first / lowest first);
- By price + shipping (highest first / lowest first);
- By popularity;
- By closing date;
- Newest listings first.

7.9.3 Specifying the number of items on a product list

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 in the first view (before scrolling the carousel), 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 expire during the Landing Page life cycle.

Consequently, for each full-page-width module you should prepare a list of products containing at least two times the number of displayed products – in this case 14 listings. **A single list for a Landing Page module may contain a maximum of 40 listings.**

There are two types of limits on the number of listings:

- The size of the group, resulting either from the number of listing IDs provided or from the maximum number of listings which can be set manually.
- The number of listings **displayed within a given module.**

The first number can be significantly higher than the second number, which gives you a margin of listings, in case the initially displayed ones sell out.

For example, there are 30 products displayed within the carousel module on the Landing Page, but the list of products to be featured in this module includes 60 listings - initially, the first 30 listings will be displayed, but after one of these 30 listings is sold out or expires, the next one from the list of 60 will be drawn into the carousel.

In addition, to prevent shortages in the product carousel resulting from individual listings having sold out or expired, you can combine both methods of defining the product list so that the products defined by listing ID are displayed first but they are supplemented with a backup list created on the basis of the listing URL. This was explained below.

7.9.4 Combining both methods

Both methods of defining product lists can be combined to create groups using both product IDs and listing URLs.

For example, you have selected 3 products to be displayed as the first items of the carousel:

<https://allegro.pl/oferta/telewizor-thomson-55ud6306-8255142963>;

<https://allegro.pl/oferta/telewizor-50-lg-50um7500-led-4k-uhd-hdr-smart-tv-9128481035>;

<https://allegro.pl/oferta/telewizor-lg-led-55um7510-4k-uhd-smart-hdr-8499871917>.

And you want them to be followed by products from the listing below, sorted by price (lowest first):

<https://allegro.pl/uzytownik/Allegro/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318>

Your insertion order should include these 3 selected listing IDs: **8255142963, 9128481035, 8499871917**

and the listing URL: <https://allegro.pl/uzytownik/Allegro/tv-i-video-telewizory-257732?bmatch=baseline-product-cl-eyesa2-dict43-ele-1-4-0318>

with a note that the listings defined by their IDs are to be displayed in the given order, and the next items, taken from the list, should be sorted by price (lowest first).

The result will be a carousel with the first 3 positions occupied by listings defined by their IDs, and the remaining items taken from the list, using the selected sorting method.

7.10. Publishing Landing Pages

In order to publish a Landing Page in the Allegro domain, in addition to the materials and listings described above, you must provide information necessary to publish such page correctly. These include:

- **Title of the page** - which will appear as a tab title in the browser, always ending with the default phrase "Allegro.pl"
- **SEO description of the page**, which will appear in the search results, intended to encourage users to visit the page and inform them about its content. The description should have a maximum of **155 – 160 characters**. Recommended description length is **50 to 160 characters**.
- **URL for publication** - all advertising Landing Pages are published with the following address: **allegro.pl/campaign/page-address**. The page address following the phrase **campaign** is to be chosen by the partner ordering the creation of the page, it is necessary to confirm the availability of an address with the technical department on a case-by-case basis.

7.10.1 Landing Page address requirements

Addresses should contain only **small letters and no Polish characters**. **Spaces should be replaced with a hyphen (-)**, for example: allegro.pl/campaign/my-campaign-on-allegro is correct, while allegro.pl/campaign/My.Campaign!on_Allegro is not.