

TECHNICAL SPECIFICATIONS

Shake me!

Seite
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Version
November 2023

How it works:

1. Audio spot with Call to action
2. Shake your smartphone
3. Receive a discount, voucher etc.

Necessary elements:

- Audio Ad
- URL or phone number (Call to action)

Briefing requirements:

Audio Ad

- Length: max. 30.000 milliseconds
- Format: MP3
- Bitrate: min. 128 Kbit, max. 44,1 kHz, min. 32 kHz
- Volume: -6db (below digital 0)

Call to Action

- *Download voucher:* Specify voucher URL
- *Open URL:* Specify destination URL
- *Place a call:* Specify phone number (Call is never started automatically.
The user has the option to call or cancel.)

Important to know:

- Shake me! is exclusively available as mobile campaign, only in apps
- Only limited availability on tablets
- Not feasible for programmatic bookings

Important:

Please send the adverts to werbemitteldigital@rms.de at least two working days prior to the start of the campaign.

