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| | MiQ | | | | | | | | | |
| | Shoppable | | | | | | | | | |
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| | | If MiQ Hosts Audio | | | | If 3rd Party Hosts Audio | | | | |
| | | Length Accepted | File Types Accepted | Max File Size | 3rd Party Pixels | Length Accepted | File Type Accepted | Max File Size | 3rd Party Pixels | Secure (https) |
| | | :15, :30s recommended | MP3 | 1 MB | Impression tracker only | :15, :30s recommended | MP3 and OGG must be included | 1 MB | Impression tracker only | All elements must be SSL compliant. This includes tracking pixels, ad responses, and fourth-party calls. Note that the landing page does not need to be secure. |
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| | Companion Banner | Dimensions Accepted | File Type | Max File Size | 3rd Party Pixels | Click Tracker Pixel | Landing Page URL | | | |
| | | 300x250 | JPG only | 30KB | None | Not Available, not measured | Required | | | |
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| | Spotify Companion Banner | Dimensions Accepted | File Type | Max File Size | 3rd Party Pixels | Click Tracker Pixel | Landing Page URL | | | |
| | | 640x640, 300x250 | JPG only | 200KB | None | Not Available, not measured | Required | | | |
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| | Notes: | Audio is a leaned back experience and often users are not in the platform when the ad is playing. | | | | | | | | |
| | | The main KPI for audio spots are impressions and completion rates on the audio portion which are tracked via the VAST tag along with event quartiles. Companion banners are considered added value and we do not fire an impression pixel across all inventories nor do we append click trackers. | | | | | | | | |
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