

**Daily Newsletter**  
**TEXT ADVERT**  
With Lead Generation  
landing page



**WilliamReed.**



### Image

Dimensions: 75 x 75 pixels (width x height)

File size: 20 KB max

File Type: .PNG/ .JPG (static image only)



### Copy

Title: 50 characters maximum (including spacing and punctuation)

Text: 100 characters minimum, 250 characters maximum (including spacing and punctuation)

Please note that a call to action «... **Click here** » will be added automatically and can not be amended



### Click URL

Lead Generation landing page – see next page for detailed specs



### Submission deadline

A minimum of 5 business days before the start of the campaign

Please send the finalised material to [adops@wrbm.com](mailto:adops@wrbm.com)



## Title

- 1 Copy: 75 characters maximum  
Your title should reflect the topic of your download and avoid use of your brand/product name

## Image

- 2 Dimensions: 780 x 520 pixels (width x height)  
File type: Static GIF or JPG - 1 MB max

## Text

- 3 Between 200 - 600 characters (maximum)  
Your copy should clearly communicate the value of your download and list any benefits for the reader e.g. access to exclusive data  
Do not include images, graphs, pictures, tables, links or email addresses within the text as these will not be visible to the user


## Lead Form Type

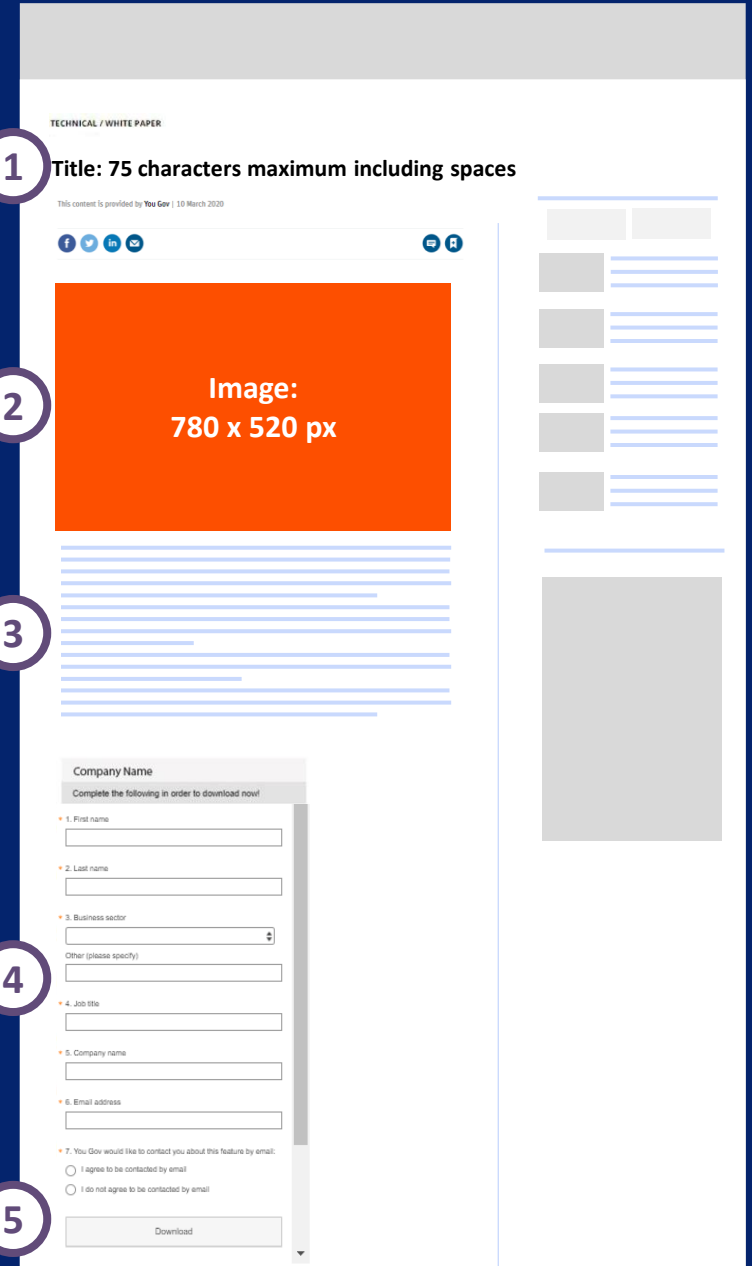
- 4 Select the lead form type, for more information see page 3

## PDF file

- 5 500 KB maximum – 2 pages minimum

## Submission deadline

-  A minimum of 5 business days before the start of the campaign  
Please send the finalised material to [adops@wrbm.com](mailto:adops@wrbm.com)



TECHNICAL / WHITE PAPER

This content is provided by You Gov | 10 March 2020

1 Title: 75 characters maximum including spaces

2 Image:  
780 x 520 px

3

4

5

Company Name

Complete the following in order to download now!

1. First name
2. Last name
3. Business sector
- Other (please specify)
4. Job title
5. Company name
6. Email address
7. You Gov would like to contact you about this feature by email:  
 I agree to be contacted by email  
 I do not agree to be contacted by email

Download

# Form type

- There are two options available to you: consent and legitimate interest
- You will need to specify which type of lead generation form you would like to have on your download page
- Please note that if you do not specify the form option alongside the material, the **Consent form will be applied by default**
- With both forms, you will have 2 years of access to the leads - after that period, they will be deleted

## ❑ Option 1: Consent form

The default form

Ask for 'granular consent'  
Email and phone consent asked separately

On the download form, the name of the advertiser is stated

An anonymised report captures those individuals not agreeing to be contacted

The screenshot shows a form titled "Company Name" with a grey header bar containing the text "Complete the following in order to download now!". Below the header are seven numbered fields, each with a red asterisk: 1. Title (dropdown menu), 2. First name (text input), 3. Last name (text input), 4. Company name (text input), 5. Email address (text input), 6. Job title (text input), and 7. A statement "7. Charpak would like to contact you about this feature by email:" followed by two radio button options: "I agree to be contacted by email" and "I do not agree to be contacted by email". At the bottom of the form is a grey "Download" button.

## ❑ Option 2: Legitimate interest form

The advertiser must confirm in writing that they want to collect data on the basis of legitimate interest

Consent is not required  
(no consent tick boxes)

On the download form, the name of the advertiser is stated

It is the advertiser's responsibility to make the assessment of how to use the leads

The screenshot shows a form titled "Company Name" with a grey header bar containing the text "Complete the following in order to download now!". Below the header are six numbered fields, each with a red asterisk: 1. Title (dropdown menu), 2. First name (text input), 3. Last name (text input), 4. Company name (text input), 5. Email address (text input), and 6. Job title (text input). Below these fields is a statement: "In order for you to receive this content, the above data is provided to Rapoor, the content producer." At the bottom of the form is a grey "Download" button.

# Best Practices

## **Title**

Your page title is shown on search engine results pages, browser tabs and when shared across social media platforms. The title is taken into consideration by search engines when determining your page ranking.

Consider the following best practices

- Ensure the title informs the user of what is on the page in a clear and concise manner
- Choose a main keyword that is relevant to your page
- Include your keyword at the beginning of your title
- Avoid repeating, listing or using different variations of your keyword

## **Description**

Your description should inform the user of what they are receiving in return for their data. This also gives your content more viewability in organic search rankings.

Consider the following best practices

- Include your keyword in the text
- Keep it short, sweet, and to the point
- Make your copy as relevant as possible