



# NATIVE DOCUMENTATION

## IN-FEED

This product is implemented in homepage or category section and made up by an image + title + description. It is rendered between the list of internal articles, shown as a sponsored content. Clicking or tapping on it, users will be redirected to the landing page.

**LIVE DEMO:** <http://chameleon.ad/demo/native/InFeed>

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## Technical Specifications

### Image

Proportion: 16:9 (preferred)

Minimum Resolution: 500x280

Format: JPG, PNG

- Static image
- Do not use words in the image like 'Click Here'
- Use relevant and clear image

### Title

Maximum number of characters: 55 (including spaces)

Format: Text

- Tempt the user to read more about
- Ask a question, offer a solution

### Description

Maximum number of characters: 220 (including spaces)

Format: text

- Start the description of your product, service or story that will continue in the landing

### Tracking

- Redirect URL
- We can set up your impression pixel
- We can set up our pixels to track actions (leads, sales, etc..)

