

inRead Social Format Details

Repurpose your social assets for Teads premium inventory in just minutes

Formats

Video and Single Image Display

Not supported: Carousel, DCO, IGTV, Stories

Post-type support

Public posts (must be live and must be a live post with no age-gated targeting)

Permalink of live, single image or video ads from Facebook Ads Manager

Tracking & Clickthrough URL

Tracking pixels available for Impressions, Video Start, Billable event, and video completion progress events

Clickthrough URL: **One per creative**

Devices

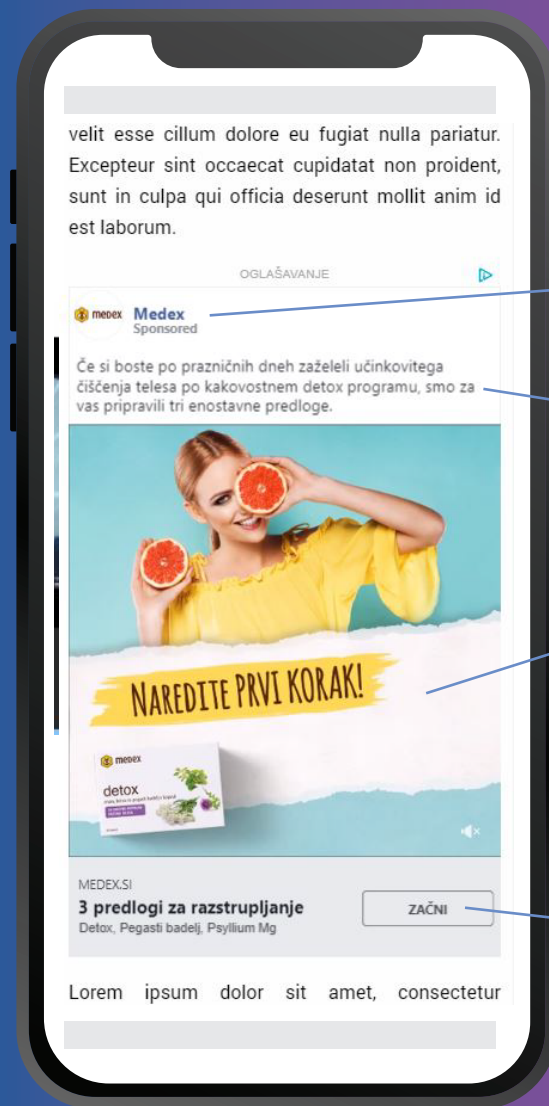
Mobile Only

Platforms

Facebook and Instagram

Text Content (varies by platform)

- Title
- Brand Name
- Primary Text (*up to 125 characters recommended*)
- Website display link (*up to 25 characters recommended*)
- Headline (*up to 40 characters recommended*)
- Description (*up to 25 characters recommended*)
- Call-To-Action: choose from predefined list



BRAND NAME

PRIMARY TEXT

VIDEO

CTA