Waze Ads
Format Specifications

wazeads

Waze Ads Spec Sheet
Waze Local
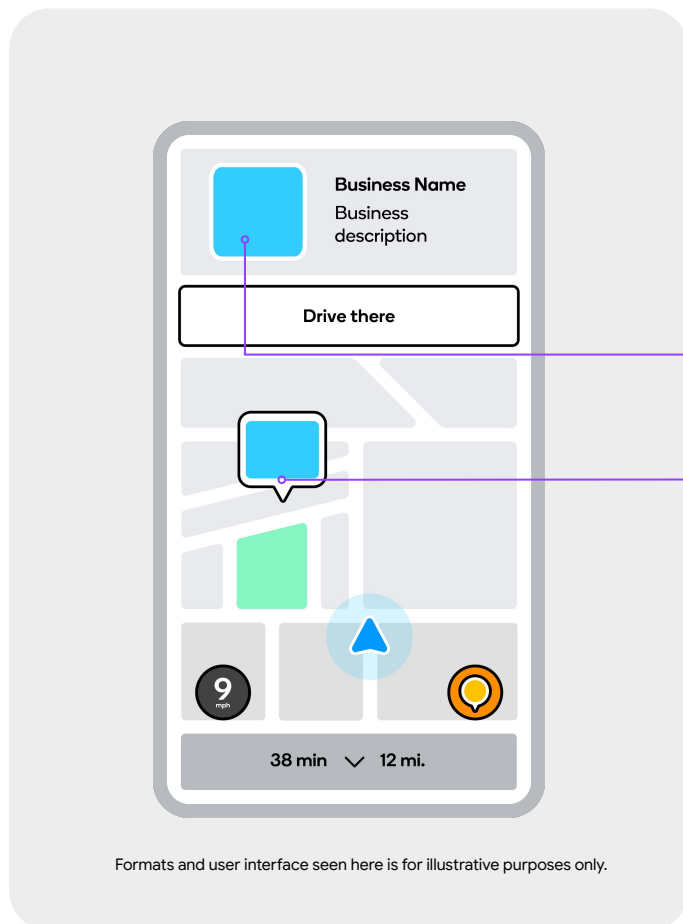
Business Name
Business description

Drive there

9 mph

38 min ⌄ 12 mi.

Formats and user interface seen here is for illustrative purposes only.

Pin

Like a store sign, Pins inform and remind customers that your business is on or near their route.

Creative specs

Banner
200 x 200 px

Icon
152 x 112 px

Approved file types: **JPG, PNG**

How it works

Drivers can see up to four Pins at a time, indicating nearby businesses along their route. As a user zooms in and out, different Pins are eligible to show based on the coverage area; Pins that are shown are determined based on the following criteria:

Targeting: Day-parting is common; other targeting may limit reach and frequency

Budget: Our algorithm ensures that the necessary impressions delivered across all locations
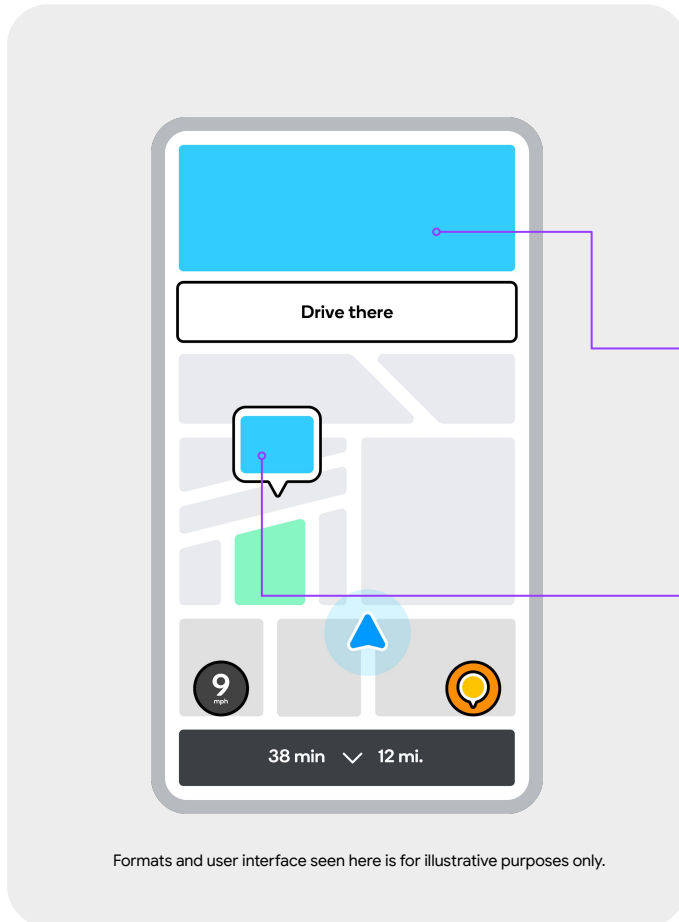
Context: Ad serving optimizes for times when user engagement is most likely to happen

Default radius: **10km** (max varies by CTA)
Recommended CTAs: **Drive There, Save Location**

Waze Ads Spec Sheet
Waze for Brands

Drive there

9
mph

38 min ⌄ 12 mi.

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Pin

Like a store sign, Pins inform and remind customers that your business is on or near their route.

Creative specs

Premium Standard
608 x 240 px

Premium Wide
788 x 240 px

Icon
152 x 112 px

Approved file types: **JPG, PNG**

How it works

Drivers can see up to four Pins at a time, indicating nearby businesses along their route. As a user zooms in and out, different Pins are eligible to show based on the coverage area; Pins that are shown are determined based on the following criteria:

Targeting: Day-parting is common; other targeting may limit reach and frequency

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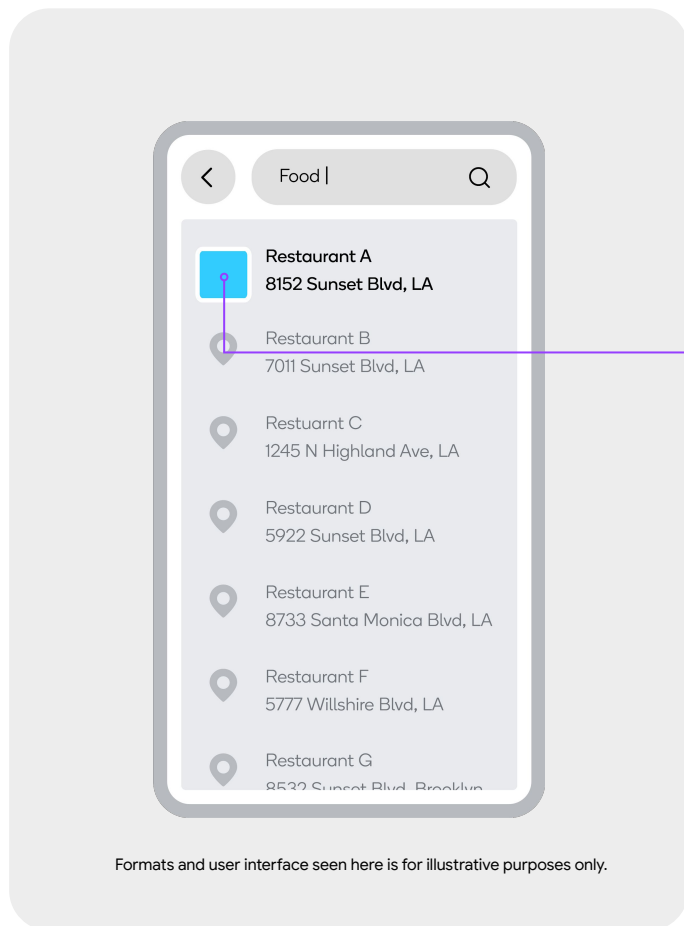
Context: Ad serving optimizes for times when clicks are most likely to occur

Default radius: **10km** (max varies by CTA)
Recommended CTAs: **Drive There, Save Location, Remind Me**

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Waze Ads Spec Sheet
Waze Local & Waze for Brands

Food |

Restaurant A
8152 Sunset Blvd, LA

Restaurant B
7011 Sunset Blvd, LA

Restuarnt C
1245 N Highland Ave, LA

Restaurant D
5922 Sunset Blvd, LA

Restaurant E
8733 Santa Monica Blvd, LA

Restaurant F
5777 Willshire Blvd, LA

Restaurant G
8532 Sunset Blvd, Brooklyn

Formats and user interface seen here is for illustrative purposes only.

Search

Search helps you be top of mind when customers look for businesses like yours on Waze.

Creative specs

Search Icon
152 x 112 px

Approved file types: **JPG, PNG**

Note: Search and Pins are packaged together as an always-on tactic for location awareness.

How it works

Most navigations on Waze start with a user's search so Search ads ensure your business is top of mind. Tapping the Search listing reveals your creative and more information about the location; one more tap initiates a drive to your location. Types of Search include:

**Autocomplete:** Results suggested after a user types 3 letters

Line Search: Results triggered after a user clicks on "search"

Category Search: Results triggered after user clicks "search" clicking on a category button

Keys to search visibility: **relevance** (search terms), **proximity** (closest locations to the user), **advertiser** (advertised locations are prioritized), **Pin spend per location** (ranking of search is dependent on Pin investment).

Waze Ads Spec Sheet
Waze for Brands

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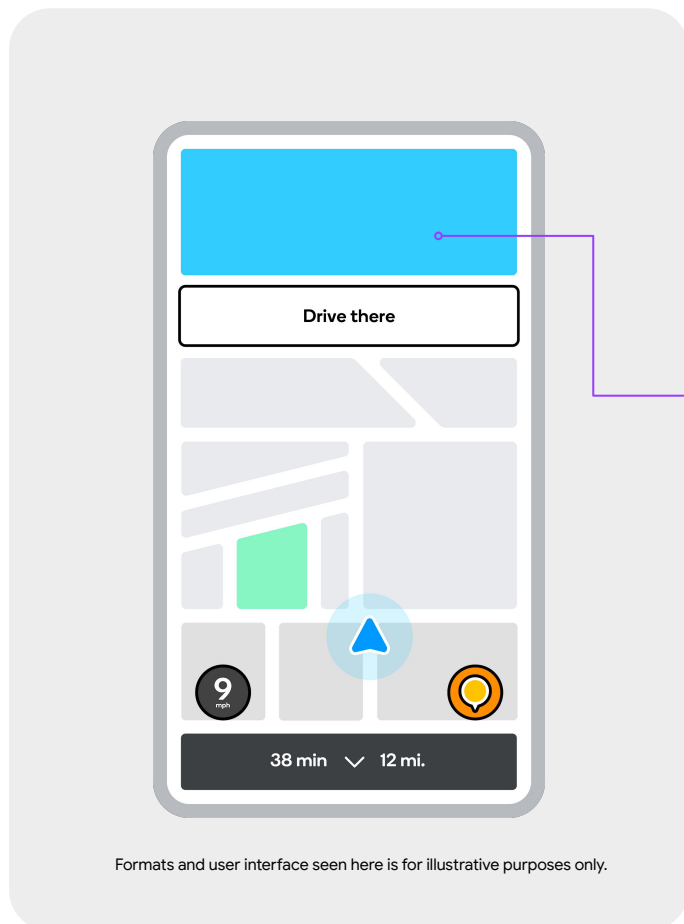
Zero-Speed Takeover

The Zero-Speed Takeover is a digital billboard. It is shown when vehicles are at a complete stop to prompt awareness and action at key moments.

Creative specs

Premium Standard
608 x 240 px

Premium Wide
788 x 240 px

Push Notification Icon
690 x 550 px

Approved file types: **JPG, PNG**

How it works

When a user has been at a complete stop for at least four seconds, a Zero-Speed Takeover may appear (capped at six per session); this ad unit remains on-screen for up to 20 seconds or until the user begins moving again. Zero-Speed Takeovers only appear for users whose routes will pass through the set radius around the store location.
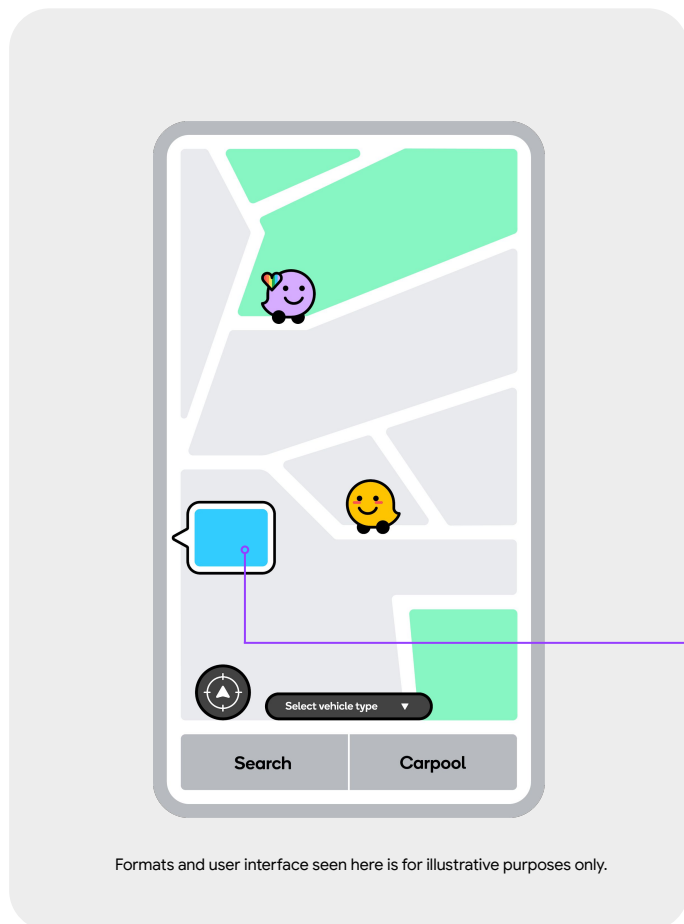
Default radius: **10km** (max varies by CTA)

Default frequency cap: **2 per day, 4 per week**

Recommended CTAs: **Drive There, Save Offer, Save For Later**

Waze Ads Spec Sheet
Waze for Brands

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Arrow

Arrows indicate that your business is nearby, helping customers increase the association between a given location and your brand.

Creative specs

Premium Standard
608 x 240 px

Premium Wide
788 x 240 px

Icon
152 x 112 px

Approved file types: **JPG, PNG**

How it works

When a user opens the Waze app, an Arrow may appear pointing to your nearby location just off-screen. A tap on the Arrow moves the user's view to your advertised location and automatically reveals your expanded ad creative with a CTA to encourage real time action.

Exclusivity: One arrow per session, shown only at the start of the user's journey

Timing: Shown for a max of two minutes while the user is completely stopped

Reach: A radius determines how far away a user can be from your location to be eligible

Default radius: **1km** (max 5km)

Recommended CTAs: **Drive There, Save Location**

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