* Brand Name - Max 20 characters (including space)
* Campaign Title - Max 24 characters (including space)
* Call to Action (CTA) - Max 10 characters (including space) [like Learn now/Buy Now/ Install/ Apply Now
* Campaign Description - Optional - Max 80 Characters (including space)
* Creative characters- Max 40
* Minimum Font Pixel on creatives- 30
* Third party tracking links (Click and Impression trackers)
* Hotstar's Conversion Pixel to be placed on website
* Mandatory Submit button on lead form enabled with tracking pixel