

Nextdoor Specs

Best practices

Sound like a member of the neighborhood. Write the way you'd talk to a neighbor. Use casual language. Keep it positive.

Localize your post subject, copy, URL, offer and / or image. Click through rate (CTR) increases by 15% when the creative is personalized with a location.

Add a location such as `{{neighborhood}}` or `{{city}}` to dynamically populate the correct neighborhood or city in your ad copy. **Note:** Make sure to use *all lowercase* on city and neighborhood inclusions.

People want to see neighbors reflected on Nextdoor. Consider featuring less refined images for a native, social feel or:

- Local personas (bank agents, auto dealers, store managers, key employees)
- Image of specific store locations or local places for relevance
- Sections of local menus

Images matter. Use lifestyle imagery and *avoid white backgrounds* which blend into the page.

For Sale and Free ad placements, make sure your image features the product only. Product-only ad images in the Sale and Free area have almost double the CTR compared to ads that include both products and people.

CTRs are 10% higher when less than ¼ of the image contains text. Consider putting text details or taglines in the post header or body copy instead. Right-hand rail ads especially should contain no text for best visibility

Leverage the power of social proof. Tell neighbors what's popular in their neighborhood by sharing the number of local neighbors who rely on your products and services

Use a call-to-action button. And for Sale & Free ad placements, consider testing a button that says either "Free," "Learn More," or "Shop Now," instead of a "Discount" Button. Share discount codes or other promotional details in the header or body copy instead.

Image Ad

File Size	up to 150 MB
Resolution	1200 x 628 px
Aspect ratio	16:9 rectangle
Format	JPEG or PNG

Video Ad

File Size	Up to 500 MB 2-120 seconds Recommended under 30 sec with subtitles
Aspect ratio	16:9 rectangle
Format	MOV or MP4
Thumbnail	Will be auto-generated

Carousel Ad

File Size	Images only Minimum of 2 images and max 10 images 150 MB
Resolution	1200 X 1200 px minimum
Aspect Ratio	1:1 square
Format	JPG or PNG
Multi-destination	Offer text, CTA, and URLs can be customized for each card

Lead Gen Ad

File Size	Images only up to 150 MB
Resolution	1200 x 628 px
Aspect ratio	16:9 rectangle
Format	JPEG or PNG
Form Fields	<p>Minimum 2 required, maximum 8 Choose from prefilled questions:</p> <ul style="list-style-type: none"> - Full Name - Phone Number - Email - Address - Zipcode <p>Or add up to 3 custom questions. Can select which responses are required</p>
Privacy Policy Link	Advertiser URL required
Success (confirmation) Page	Can add an optional success message and CTA

Character Limits (all ad types)

Logo	100 X 100 px, will be cropped circular
Advertiser Name	70 characters
Headline	70 characters
Description	1200 characters
Offer Text	50 characters
CTA (custom option)	20 characters
Default CTA options	Buy now, Shop now, Get quote, Sign up, Book now, Apply now, Contact us, See menu, Get coupon, & Learn more