

Advertising on Allo

Allo is the generalist explorer for the Algorand blockchain — the place people go to understand what's happening on-chain, whether they're confirming a transaction, digging into on-chain activity, or showcasing a project they've built.

We keep our advertiser roster small and relevant on purpose. If you're reading this, it's because your product has a genuine connection to the Algorand ecosystem — that fit is what makes a placement on Allo valuable, for you and for our users.

Why Advertise Here

- **A qualified, engaged audience.** Our users are actively looking at on-chain activity — wallets, exchanges, and AI agents send people to Allo the moment they need to verify or understand something real.
- **Association with a trusted brand.** Allo doesn't display prices, doesn't chase hype, and is known for precision. That reputation extends to what we choose to place alongside our content.
- **Ecosystem-first placement.** We advertise to people who are already inside the Algorand ecosystem — not a generic crypto audience assembled through broad targeting.

Who We Work With

We accept advertising from organizations with a genuine connection to the Algorand ecosystem. This includes, without limitation:

- The Algorand Foundation and ecosystem grant programs
- Infrastructure and developer tooling built for Algorand (node providers, APIs, indexers, oracles, non-custodial wallets)
- Algorand-native protocols and applications, including DeFi and NFT platforms

We evaluate partners individually rather than through automated self-serve signup. This means every placement is reviewed by our team — it also means we can move quickly once we understand your product.

NOT A FIT

Products with no meaningful connection to Algorand or on-chain activity, and any custodial trading, margin, or leverage products, are outside what we accept. If you're not sure whether your product qualifies, reach out — we're happy to talk it through.

Creative Guidelines

These aren't red tape — they're the same principles that define Allo's own voice, and they're what keeps our placements worth paying for. Ads that don't meet these will be sent back for revision before anything goes live.

- **No prices or price-adjacent claims.** Allo does not display token prices anywhere on the platform, and this extends to advertising. No tickers, no charts, no price call-outs.
- **No yield, APY, or return figures.** We don't run ads that state or imply a rate of return, regardless of how it's sourced or caveated.
- **No urgency mechanics.** No countdowns, "limited time" framing, or artificial scarcity.
- **Claims should be accurate and specific.** We favor plain, confident statements of fact over superlatives ("fast, non-custodial staking" rather than "the best staking platform in crypto").
- **Say what it is.** Creative should make it clear what your product does and how it relates to Algorand — our users respond to clarity, not intrigue.

All creative is reviewed by our team before going live, and any change to a live creative requires re-approval.

Placement Specs

Allo currently offers two banner placements, shown across the explorer. Submit both sizes for full desktop and mobile coverage.

PLACEMENT	STANDARD SIZE	RECOMMENDED (2x)	FORMAT
Desktop banner	728 × 90 px	1456 × 180 px	PNG / JPG, static
Mobile banner	320 × 50 px	640 × 100 px	PNG / JPG, static

- **Recommended resolution:** supply creative at 2x the standard size for crisp rendering on high-density displays. We'll downscale as needed — please don't upscale from the 1x size.
 - **File format:** static PNG or JPG. No autoplay video, no animated GIFs with rapid flashing, no auto-expanding units.
 - **File size:** keep individual assets under 300KB where possible — explorer load speed is part of our product promise.
 - **Destination link:** required for every creative. We review landing pages as part of creative approval, not just the banner itself.
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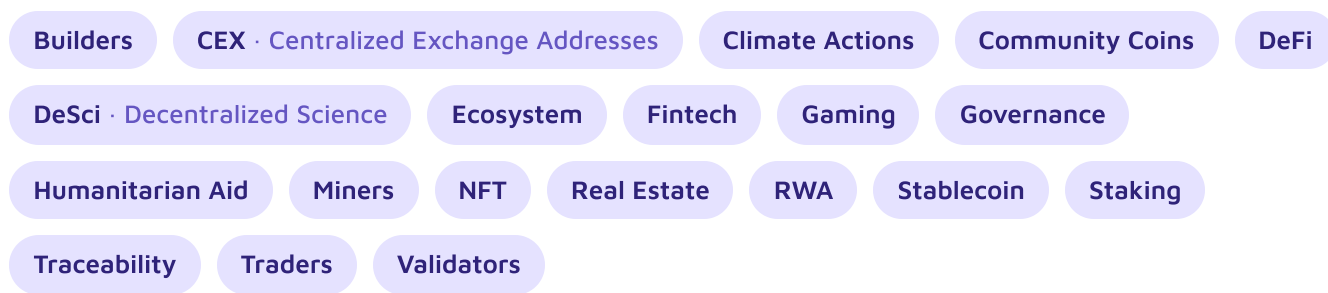
Targeting

Campaigns can be targeted to specific content segments (user interests), so your ad reaches the people most relevant to your product rather than running as a blanket placement.

HOW IT WORKS

- Where a piece of content (a page, an asset, an account) has been labeled with one or more segments, we serve an ad drawn from those matching segments.
- Where content hasn't been labeled yet, we fall back to a user's own recent interests — inferred from the segments of content they've previously viewed, weighted by how often they've viewed it.
- **This inference runs entirely client-side, in the browser.** We do not store a profile of user interests on our servers. Nothing here changes what we retain — it changes which ad is selected, locally, at the moment of a page load.
- Content labeling is an ongoing process — more pages are labeled every week, so segment coverage will keep improving.

AVAILABLE SEGMENTS



Segment availability is reviewed periodically and may change. Not all segments have listed advertisers at all times — talk to our team about current availability for your category.

Campaign Structure

A campaign on Allo can include:

- **Multiple creative assets.** You're not limited to a single banner — a campaign can run several assets (e.g. different messages, or variants per segment), which we can rotate or assign as makes sense for your goals.
- **A defined start and end date.** Campaigns run for a fixed flight window that you set in advance; there's no open-ended "run until cancelled" default.
- **UTM parameters on destination links.** We support the usual UTM values (`utm_source` , `utm_medium` , `utm_campaign` , `utm_content` , `utm_term`) on your landing URL, so you can track performance in your own analytics alongside whatever reporting we provide.

Campaign Terms

- **No minimum commitment.** We want ecosystem projects to get reach on Allo without a heavy up-front commitment.
- **Payment:** preferably by credit card via Stripe. Campaigns activate once payment is received.

How It Works

- 1 Reach out to our partnerships team with a brief description of your product and its connection to Algorand.
- 2 We'll confirm fit and share available inventory, segments, and terms — this is a direct, human-reviewed process rather than a self-serve platform.
- 3 Submit creative at the specs above; we typically turn around review within a few business days.
- 4 Once approved, we schedule your placement and confirm the live date.

Questions before you get started? Reach out — we'd rather have a conversation up front than send creative back and forth after the fact.

partnerships@allo.info