

# Which preset for which platform

The image each platform needs, its size, and the Marketing Studio preset that makes it — for TikTok Shop, Instagram, Meta ads, your own website, Amazon, eBay, Etsy and Shopify.



Review



UGC



Unboxing



Product shot

## Platform by platform

| PLATFORM     | IMAGE IT NEEDS                                                                                                       | SIZE                                                    | PRESET TO USE                                                                                                                                       |
|--------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| TikTok Shop  | Main image: clean white or neutral background, no text or stickers                                                   | 1:1, at least 600px; 800px+ recommended                 | <a href="#">White background</a>                                                                                                                    |
|              | Up to 9 images in all                                                                                                | 1:1                                                     | <a href="#">Lifestyle</a> , <a href="#">Scale</a> , <a href="#">In the box</a>                                                                      |
| Instagram    | Feed post                                                                                                            | 4:5, 1080 × 1350                                        | <a href="#">Flat lay</a> , <a href="#">Unboxing</a> , <a href="#">Review</a>                                                                        |
|              | Story or Reel cover                                                                                                  | 9:16, 1080 × 1920                                       | <a href="#">UGC</a>                                                                                                                                 |
| Meta ads     | Feed ad                                                                                                              | 4:5, 1440 × 1800                                        | <a href="#">Review</a> , <a href="#">Lifestyle</a>                                                                                                  |
|              | Stories and Reels ad                                                                                                 | 9:16, 1080 × 1920                                       | <a href="#">UGC</a>                                                                                                                                 |
| Your website | Home page hero, with room for a headline                                                                             | 16:9, about 1920 × 1080                                 | <a href="#">Banner</a>                                                                                                                              |
|              | Collection or category header — a thin strip above the product grid                                                  | 21:9, about 2400 × 1000                                 | <a href="#">Collection header</a>                                                                                                                   |
|              | Product page images                                                                                                  | 1:1, 2048 × 2048                                        | <a href="#">White background</a> , <a href="#">Lifestyle</a> , <a href="#">Detail close-up</a>                                                      |
|              | About or brand story                                                                                                 | 3:2 landscape                                           | <a href="#">Lifestyle</a> , with the ratio set to 3:2                                                                                               |
|              | Blog post image and the preview when a link is shared                                                                | 1.91:1, 1200 × 630                                      | <a href="#">Banner</a> , cropped to 1.91:1                                                                                                          |
| Amazon       | Main image: pure white background (RGB 255, 255, 255), product fills about 85% of the frame, no text, logos or props | 1:1, at least 1000px on the long side; 1600px+ for zoom | <a href="#">White background</a>                                                                                                                    |
|              | Images 2–9: lifestyle, detail and infographics are allowed                                                           | 1:1                                                     | <a href="#">Lifestyle</a> , <a href="#">Detail close-up</a> , <a href="#">Feature callouts</a> , <a href="#">Scale</a> , <a href="#">In the box</a> |
| eBay         | Main photo: plain background, no added text, borders or watermarks                                                   | At least 500px; 800–1600px for zoom                     | <a href="#">White background</a>                                                                                                                    |
| Etsy         | Listing photos                                                                                                       | 4:3 landscape recommended, at least 2000px              | <a href="#">Lifestyle</a> or <a href="#">Detail close-up</a> , with the ratio set to 4:3                                                            |
| Shopify      | Product images, one ratio across the whole catalogue                                                                 | 1:1, 2048 × 2048                                        | <a href="#">White background</a> , <a href="#">Lifestyle</a>                                                                                        |

Amazon, TikTok Shop and Instagram keep their rules behind a seller login or pages that could not be read, so those rows come from seller-tool sources that agree with each other — check them in your own seller dashboard before a big upload. Website sizes are common practice rather than rules; the link-preview size is the Open Graph standard most sites use.

## How it works

### 1 Add your product

One photo of the product, in the Product tile. It stays identical in every image.

### 2 Pick the preset

Find your platform in the table and choose its preset — the size is set for you.

### 3 Download the set

Every image lands in one project folder in Assets, ready to upload.

## Make every image in this table from one product photo.

Every preset name above is a link — it opens Marketing Studio with that preset ready.

[clear-cortex.com/marketing](https://clear-cortex.com/marketing)