

Shopify Creative Specifications

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Shopify

Commerce surface. Cphere-authored guidance based on Shopify's storefront product-media requirements; Shopify publishes no ad-creative specifications.

Last verified: 2026-08-02

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Product Media / COMMERCE

Storefront

[CPHERE BEST PRACTICE] Product images: Up to 5000x5000 pixels (25 megapixels), under 20 MB; PNG, JPEG, WebP, HEIC, GIF, SVG and other formats accepted; 2048x2048 square recommended - Values from the Shopify Help Center product-media documentation; verify the current page before delivery.

[CPHERE BEST PRACTICE] Product video: Up to 10 minutes, 1 GB, and 4K (4096x2160); MP4, MOV, or WebM; delivered as MP4/HLS - Values from the Shopify Help Center product-media documentation; verify the current page before delivery.

[CPHERE BEST PRACTICE] 3D models: GLB or USDZ, up to 500 MB - Values from the Shopify Help Center product-media documentation; verify the current page before delivery.

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

