



# RICH MEDIA Dynamic 2.0

Our technology allow us to combine real-time data of collected user IDs in each campaign with context information (weather, location, time) to optimize the message and creativity of the banners. In this way, every impression delivered speaks in the most relevant way to each person.

**Recommended for multiple product, multiple target and e-commerce campaigns.**

**AVERAGE CTR:** 1,5%

**BUYING MODEL:** CPM

**DAILY MINIMUM:** 10.000 impressions

**FINAL DIMENSION OF THE CONTENT:**

- Smartphone: 320x480px
- Tablet: 768x1024px

**SPECS:**

- Editable Files .PSD or .AI
- Texts
- Logotypes
- Typographies
- Images, videos, HTML or reference links
- Avoid .FLA, .SWF and .ID files

**REQUIREMENTS:**

- Complete excel file with the different conditions you would like to show:  
Audience - Age - Temperature - Location  
and their own variables:  
Product - Image - URL - Price  
(Ask for more information)

If the **client designs** the banners, send us:

- Tag Javascript MRAID compliant

