



VIDEO

Dynamic Video

Video ad of the 'Focus Group' format. They allow advertisers to run a variety of creatives simultaneously and identify in real time the most efficient ones, optimizing automatically the campaigns through an automated decision motor.

Recommended for always on, multiple product and performance campaigns.

AVERAGE CTR: 1,5%

VR: 40%

BUYING MODEL: CPM/CPV

DAILY MINIMUM: 10.000 impressions/8.000 views

FINAL DIMENSION OF THE CONTENT:

- Smartphone: 300x250px, 320x480px
- Tablet: 768x1024px

SPECS:

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

VIDEO:

- Format: video .MP4
- Compression: MPEG-5, H.264 Audio Codec
.MP4 - AAC or YouTube/Vimeo Link

REQUIREMENTS:

- Multiple rotating videos with their corresponding destination URL

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

- Tag Javascript MRAID compliant

