

Whatsapp Engage CTV

Video ads that are displayed on Connected TV while the user consumes content and can be redirected, through a QR code, to a conversation on WhatsApp with your brand.





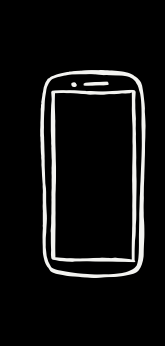
VR

80%



Purchase Mode

CPCV/CPM



Daily Min

10.000 Impressions or

5.000 Impressions

Format dimensions

- Video aspect ratio: 16:9/1:1. Recommended: 1920x1080 px / 1080x1080 px

Requirements

- Send video in .mp4 format. Recommended duration: 30 seconds.
- Send link to WhatsApp conversation or cell phone number, area code and default message

Specs for Logans development

- Editable KV files in .PSD or .AI format with embedded links or images preferably vertically larger than 1920x1080 px.
- Fonts used.
- High images, logos.
- Animation reference links or HTMLS.