

# Group Tracker

An ad that integrates a group standings table in real time, showing scores and group evolution.

The creative automatically changes based on relevant plays such as goals, fouls/penalties, yellow cards, or red cards.



Average CTR

**1%**



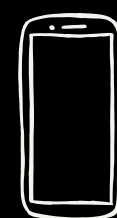
IR

**1,5%**



Purchase Mode

**CPM**



Daily Min

**10.000**  
Impressions

## Format dimensions

- 384x315 px. / Widget: 384x300px

## Widget Requirements

Elegir una de las dos opciones:

- **Option 1: Follow a specific group**  
Define one main group to display its information in real time.
- **Option 2: Follow all groups**  
Dynamic gallery with all World Cup groups and real-time information organized across different panels.

## Specs for Logan development

- Editable KV in .PSD or .AI format with linked or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation reference links or HTMLs.
- Indicate which mode will be used: by country or by specific match.
- If specific animations are required for goals/fouls/penalties, send the editable KV.