

Match Tracker

Combines the information from the RM Match Tracker and RM Group Tracker, showing the live score along with group information, statistics, and upcoming matches within the same Rich Media unit. The creative automatically changes based on relevant plays such as goals, fouls/penalties, yellow cards, or red cards.



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Average CTR
1%
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IR
1,5%
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Purchase Mode
CPM
- 

Daily Min
10.000
Impressions

Format dimensions

- 384x500 px. / Widget: 384x100px

Widget Requirements

Choose one of the two options:

- **Option 1: Follow a specific team**
Define one main team to display its information in real time, including the current match if it is playing, the previous match if applicable, and the next match with date and time.
- **Option 2: Follow live matches**
Define the match or matches that will be shown in real time during the active campaign period, without being limited to a specific team.

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.