

# Viral

Full screen ad specially designed to create viral marketing campaigns. It gives the user the opportunity to share an event, promotion and/or information with image, video and text on all social networks including Facebook, Twitter, Whatsapp and Instagram. Recommended to generate content viralization.



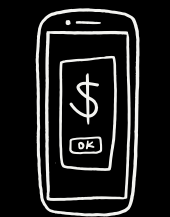
Average CTR

1%



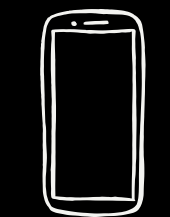
IR

1,5%



Purchase Mode

CPM



Daily Min

10.000  
Impressions

**Format dimensions**

- 384x615 px.

**Requirements**

- Send materials according to the social networks you want to use:  
Twitter/Facebook: Message + Image / Message + Video.  
Whatsapp: Message + Image / Message + Video

**Specs for Logans development**

- KV editable in .PSD or .AI format with links or embedded images preferably vertically larger than 384x615 px.
- Fonts used.
- High quality images, videos and logos.
- Animation reference on links or HTMLS.