

Switch Video

Full-screen video ad in which the user changes the video according to the orientation of their device.



Average CTR
0,5%

VR
40%

Purchase Mode
CPM

Daily Min
10.000
Impressions

Format dimensions

- 384x615 px en vertical y 615x384 px en horizontal

Requirements

- Send two videos in mp4 format with a maximum duration of 30 seconds:
 - Vertical format: ratio 9:16.
 - Horizontal format: ratio 16:9.

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.