

Native Ads

Ads that do not appear as such since they adapt to the design of each app in which they are displayed. Consumers then view Native Ads as if they were part of editorial content, allowing advertisers to reach users without being considered intrusive. Recommended for performance campaigns.

DESARROLLO

Specs for Logan’s development

- Editable KVs in .PSD or .AI format with embedded links or images, preferably larger than 800x1280 px or 1280x800 px.
- Fonts used.

High-resolution images, videos, logos.

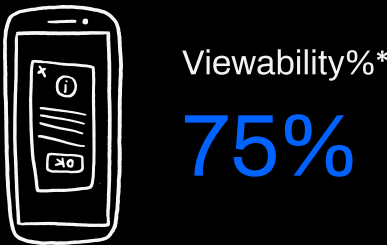
Reference links or HTML files.

IMPLEMENTATION in the DSP

- Recommended size: 1200x627 pixels, this format adapts correctly to all available placements on publishers compatible with this inventory.
File type: .JPG, .GIF, .PNG
Maximum file size: 150 KB
Creative Sizes by Device
Adaptability
- The platform automatically adjusts images and text to the required format for each placement. This ensures compatibility and proper presentation across all publishers.
Design Considerations
- Composition: Ensure key elements (logos, main text, etc.) are centered to avoid cropping.
4o mini

PMP®

Benchmarks



*Viewability% depending on the measurement system and DSP configuration.