

360 Degrees

Full-screen ad that allows you to navigate in all possible directions of a product or place, changing the viewing angle by swiping or moving the mobile device. Recommended to generate real and immersive interactions with the brand.

DEVELOPMENT

Requirements

- Send 360° Image (mandatory). Indicate in which element/s of the 360° image the information is going to be displayed. Ex: price, description, etc.

Specs for Logan’s development

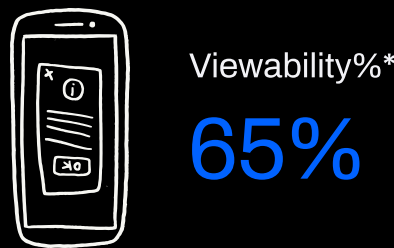
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference animation links or HTML files..

IMPLEMENTATION in the DSP

- Tags HTML5 y MRAID
Mobile: 320x480px,
Tablet: 768x1024px
- DV360:
We recommend disabling open measurement to access in-app traffic (higher CTR).

PMP®

Benchmarks



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