

4D

This full-screen ad is ideal for providing an experience that includes vibration. This stimulates emotions, generating a more memorable and attractive interaction with the consumer. Recommended to generate real and immersive interactions with the brand.

DEVELOPMENT

Requirements

- Specify the moment(s) of vibration.

Specs for Logan’s development:

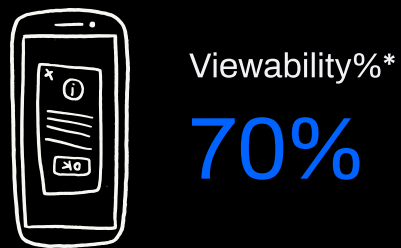
- Editable KVs in .PSD or .AI format with links or embedded images, preferably in vertical format larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference animation links or HTML files.

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.