

Cards

Medium screen ad that allows you to slide overlay images with a transition effect that simulates cards.

DEVELOPMENT

Requirements

- Send a brief detailing the images to be shown on each of the cards. Number of cards: Maximum 10

Specs for Logan’s development

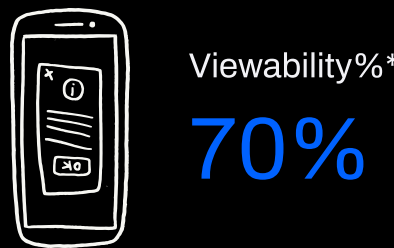
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Used fonts.
- High-resolution images, videos, logos.
- Animation reference links or HTMLs.

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.