

Charlie

Full screen ad split in two. Each side can show opposite images, or a before and after of a product.

DEVELOPMENT

Requirements

- Send both high-resolution images to be displayed.

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.
- Animation reference links or HTMLs.

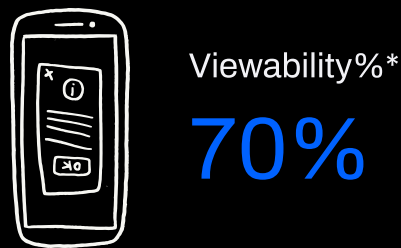
IMPLEMENTATION in the DSP

- Tag universal
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.