

# Dynamic Ads

Full-screen ad that varies its content depending on the climate of the place where the campaign is run. Your message may depend on the general state of the weather, wind or temperature.

## DEVELOPMENT

### Requirements

- Send the artwork corresponding to each chosen variable:  
Weather: sun/clouds/rain/snow/fog/hail. Temperature: cold/hot/mild. Wind: windy/no wind

### Specs for Logan’s development

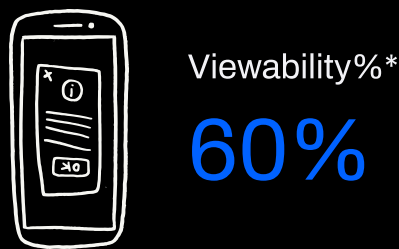
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

## 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.