

Expandable

Full screen ad that expands when clicking on a standard banner. Once expanded, this format allows the display of interactive videos, a photo gallery, microsites, and even mini-games. Recommended to generate impact and high interaction.

DEVELOPMENT

Requirements

- Indicate materials to be used in both the contracted and expanded banners.

Specs for Logan’s development

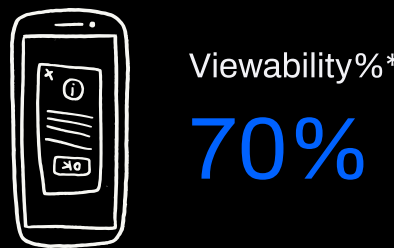
- Editable KVs in .PSD or .AI format with embedded links or images, preferably in vertical orientation larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Links or HTMLs for animation reference.

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.