

Flappy Taylor

Transparent, multiform full screen ads. They allow you to include interaction and animations without obstructing the content of the site on which they are displayed. Recommended to generate impact and high interaction in pieces that play with transparency.

DEVELOPMENT

Requirements

- Send the editable file with the background separated from the rest of the layers.

Specs for Logan’s development

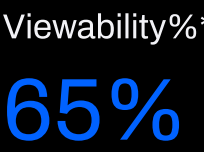
- Editable KVs in .PSD or .AI format with links or embedded images, preferably in vertical format larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Links or HTML references for animation.

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.