Form

It is an interactive Rich Media format that allows users to fill out forms directly within the ad. It can be used to collect information such as name, age, email address, phone number, and other customized data. Recommended for registrations, information requests, promotional participation, and lead generation.

DEVELOPMENT

Requirements

- Define which information will be requested from the user (first name, last name, age, email address, phone number, etc.) and specify which fields will be required or optional.

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



CTR
4,5%



Viewability%*
60%

*Viewability% depending on the measurement system and DSP configuration.