

Frisky

It's the Rich Media format par excellence. This full-screen ad appears in an app between two screens of content. It can be used to display microsites, interactive videos, small video games and any other development created in HTML5.

DEVELOPMENT

Requirements

- Detail the element(s) that will stand out from the ad and send them in editable format, separated from the background.

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 HTMLs for animation reference.

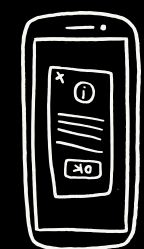
IMPLEMENTATION in the DSP

- Tags HTML5 y MRAID
Mobile: 320x480px,
Tablet: 768x1024px
- DV360:
We recommend disabling open measurement to access in-app traffic (higher CTR).

PMP®

Benchmarks

CTR
4,5%



Viewability%*
60%

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