

Gps Ads

Full screen ad that incorporates an embedded map into its design. The user can see their current location on the map along with the points that the advertiser wishes to highlight, indicating ways to approach and the distance to travel. Recommended for geolocalized campaigns that seek to bring traffic to the point of sale.

DEVELOPMENT

Requirements

- Send the spreadsheet with the required fields completed to place the locations on the map: name, address, city, zip, state, country, etc. (required). Download.

Specs for Logan’s development

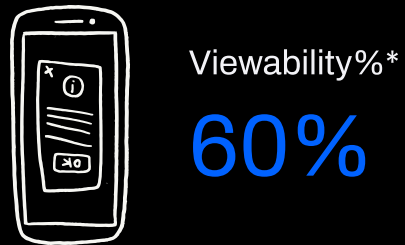
- Editable KVs in .PSD or .AI format with links or embedded images, preferably in vertical format, larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation reference links or HTMLs.

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.