

Hammer

Medium screen ad that plays with the weight of one or more elements that make up the creative. Recommended to generate high impact and brand recall.

DEVELOPMENT

Requirements

- Send a brief detailing the elements that make the ad rise or fall.

Specs for Logan’s development

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

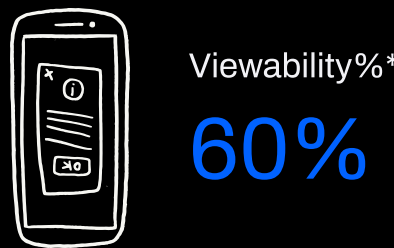
IMPLEMENTATION in the DSP

- 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.