

In Read Expandable

Expandable ad displayed within native content.

DEVELOPMENT

Requirements

- Send a brief or reference for the content to be displayed in each stage of the ad: contracted, collapsed, and expanded.

Specs for Logan’s development

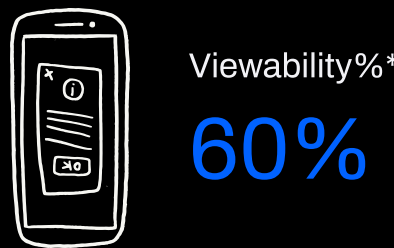
- Editable KVs in .PSD or .AI format with embedded links or images, preferably in vertical orientation, larger than 384x615 px.
- Fonts used.
- High-quality images, videos, logos.
- Links or HTML references for animation.

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.