

Infinite Swipe

Full screen ad based on an image carousel that allows you to add particular information to each image with a vertical swipe.

DEVELOPMENT

Requirements

- Send a clear brief detailing all the products, services, or content to be displayed in the ad, along with the corresponding graphic and/or audiovisual materials for each, and their respective order. Send the information and materials in an organized and structured manner to help users easily find what they're looking for.

Specs for Logan’s development

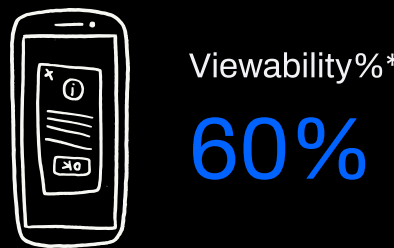
- Editable KVs in .PSD or .AI format with links or embedded images, preferably in vertical format larger than 384x615 px.
- Fonts used.
- High-quality images, videos, logos.
- Links or HTML references for animation.

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.