

Interactive Sound

Full screen ad that allows you to play a playlist within it.

DEVELOPMENT

Requirements

- Send a song or playlist from any music or podcast service to embed in the ad.

Specs for Logan’s development

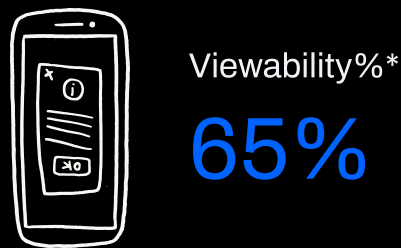
- Editable KV in .PSD or .AI format with links or images embedded, preferably vertical, larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Links or HTML references for animation."

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.