

Rich Media Interstitial

The Rich Media format par excellence. This full-screen ad appears in an app between two screens of content. It can be used to display microsites, interactive videos, small video games and any other development created in HTML5.

DEVELOPMENT

Requirements

- Send editables with the background separated from the rest of the layers.

Specs for Logan's development

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

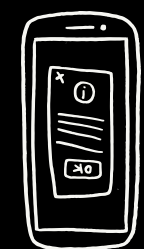
IMPLEMENTATION in the DSP

- Tags HTML5 y MRAID
Mobile: 320x480px,
Tablet: 768x1024px
- DV360:
We recommend disabling open measurement to access in-app traffic (higher CTR).

PMP®

Benchmarks

CTR
2,5%



Viewability%*
60%

*Viewability% depending on the measurement system and DSP configuration.