

Minigames

Horizontal or vertical full screen ad where the user can play with a brand in an interactive environment. Create a greater connection with the user by increasing brand recall and inviting consumers to have fun. Recommended to increase the interaction rate and time spent on the ad.

DEVELOPMENT

Requierments

- Send a detailed brief of the mini-game to be developed, including visual and animation references, and a clear explanation of the mini-game's concept.

Specs for Logan’s development

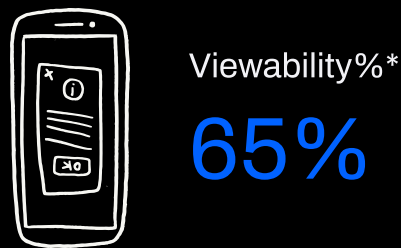
- Editable KVs in .PSD or .AI format with links or embedded images, preferably in vertical orientation, larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation reference links or HTMLs.

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.