

Pop it

Full screen advertisement that allows the user to interact through points of interest and learn more detailed information about each product.

DEVELOPMENT

Requirements

- Please send the detailed information for each product to highlight, along with its respective image and purchase link.

Specs for Logan’s development:

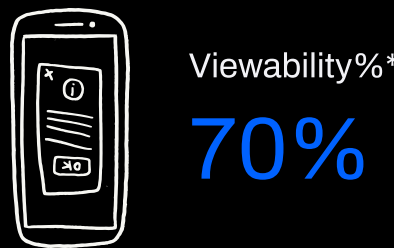
- Editable KV in .PSD or .AI format with embedded links or images, preferably vertical, greater than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Links or HTMLs as references for animation.

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.