

Save the Date

Full screen ad that allows the user to save a reminder within your calendar, sending an alert when the event approximates. Recommended for launches and special dates.

DEVELOPMENT

Requirements

- You need to send: Event start date: dd/mm/aa, hh/mm
Event end date: dd/mm/aa, hh/mm. Event name: maximum 40 characters. Location: maximum 60 characters
Description: maximum 250 characters

Specs for Logan’s development

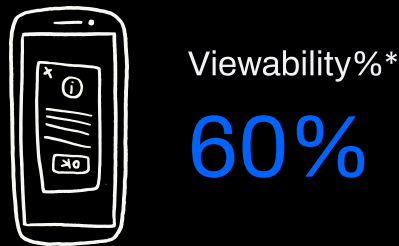
- Editable KV in .PSD or .AI format with links or embedded images, preferably vertical, larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation reference links or HTMLs.

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.