

Shopper

Interactive advertisement that allows you to know multiple products available and make the purchase in your store. Recommended for online stores and e-commerce.

DEVELOPMENT

Requirements

- Send six images in .png format for each product to be shown, with their corresponding links.

Specs for Logan’s development

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

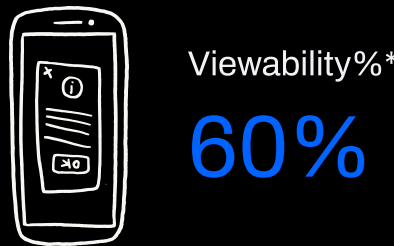
IMPLEMENTATION in the DSP

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

Format only available for Web Browser

PMP®

Benchmarks



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