

Social Profile Window

Full screen ad that has embedded the contents of the brand's social networks. You can include a feed of photos and/or videos from Facebook or Instagram, as well as content and/or hashtags from Twitter. Additionally, a tweet button with a predefined message or redirect users to a specific Instagram, Facebook or Twitter profile can be added within the native app. Recommended for campaigns based on social media.

DEVELOPMENT

Requirements

- Social media profile to be embedded in the piece or post from Facebook/Twitter/Instagram.

Specs for Logan’s development

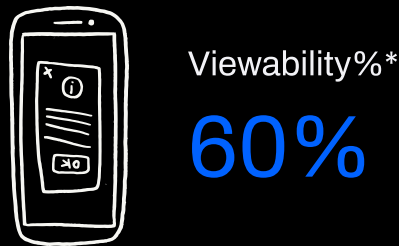
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

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).

PMP®

Benchmarks



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