

Sticker Ads

Traditional ads were stuck in a box for a long time. The Stickers Ads allow you to expand multiform animations on the screen including movement, videos and animated slides. Recommended for campaigns seeking high impact and visibility.

DEVELOPMENT

Requirements

- Send editable files with the background separated from the rest of the layers.

Specs for Logan’s development

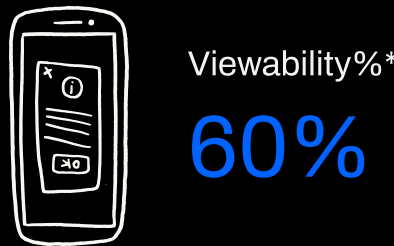
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

IMPLEMENTACION 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.