

Swap

Full-screen interactive ad format that invites the user to interact with a switch control located at the bottom of the screen. When tapped, new images, products, or messages are revealed.

Format dimensions

- 384x615 px.

Requirements

- Provide editable files for both images to be displayed in high resolution and/or both key visuals (KVs) to be animated

Development specs for Logan

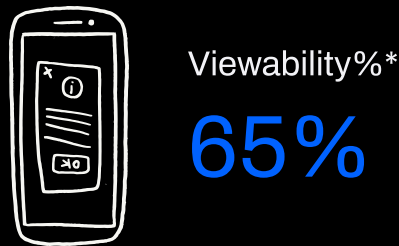
- Editable KVs in .PSD / .AI format, with linked or embedded images, preferably vertical and larger than 384 x 615 px.
- Fonts used.
- High-resolution images, videos, and logos.
- Reference links or HTML files for animation.

IMPLEMENTATION in the DSP

- HTML5 and MRAID tags Mobile: 320 x 480 px
Tablet: 768 x 1024 px
- DV360:
We recommend disabling Open Measurement to enable in-app traffic (higher CTR).

PMP®

Benchmarks



Viewability % depends on the measurement system and DSP configuration.