

The Real Thing

Full-screen ad that goes from being flat to life. The elements break the limit of the cell phone and interact with users in a spectacular three-dimensional environment. Recommended for campaigns with high visual impact.

DEVELOPMENT

Requirements

- Send editable files with each element separated into different layers to create depth between the various layers.

Specs for Logan’s development

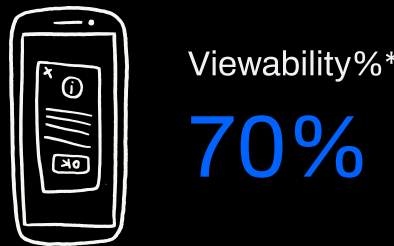
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

IMPLEMENTATION in the DSP

- HTML5 tags and 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.