

360 Degrees Video

Full screen video ad that allows you to take a tour in all possible directions of a product or place, changing the viewing angle by swiping or moving your mobile device. Recommended to generate real and immersive interactions with the brand.

DEVELOPMENT

Requirements

- Send 360° image (mandatory). Specify if any interaction should be added and the information or image to be displayed in that interaction.

Specs for Logan’s development

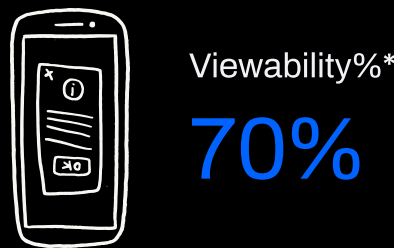
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

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.