

Discovery Video

Full screen ad that is revealed as users scroll the content. The video can be displayed in front of the text, in the form of a "curtain" or behind it through a window, as a "background". Recommended to generate impact and awareness.

DEVELOPMENT

Requirements

- Send video: .MP4 / .MOV or YouTube/Vimeo/Website link. Video format: vertical 1080x1920 px

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.

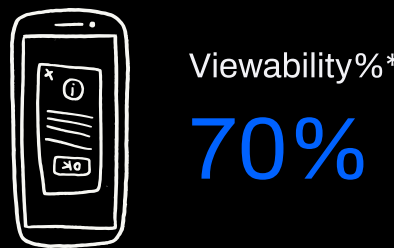
Format available only for Web Browser.

IMPLEMENTATION in the DSP

- Tag HTML5
Mobile: 320x480px,
Tablet: 768x1024px

PMP®

Benchmarks



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