

Expandable Video

Full screen ad with a video player that expands when clicking on a standard banner. These videos can be hosted on YouTube or Vimeo. Recommended for generating awareness and driving traffic to YouTube or Vimeo channels.

DEVELOPMENT

Requirements

- Send video: .MP4 / .MOV or YouTube/Vimeo/Website link. Video format: horizontal 1920x1080 px or vertical 1080x1920 px

Specs for Logan’s development

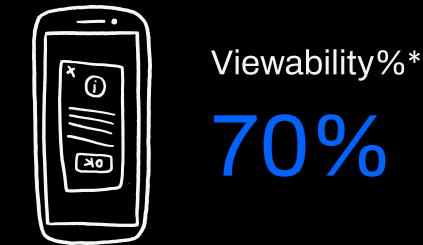
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

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.