

Hammer Video

Medium screen video ad that plays with the weight of one or more elements that make up the creative. Recommended to generate high impact and brand recall.

DEVELOPMENT

Requirements

- Send a brief detailing the moments in the video where the ad ascends or descends.
Send a horizontal video of 1920x1080 px.

Specs for Logan’s development

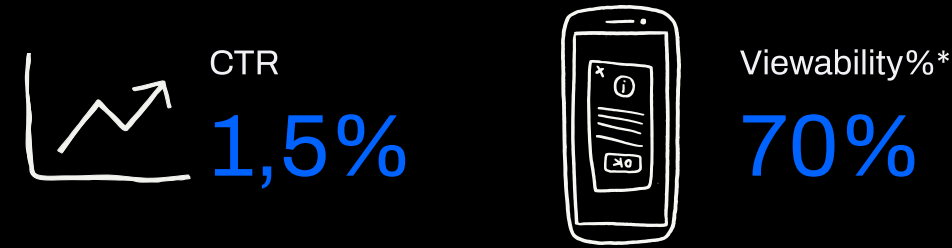
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

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.