

Interactive Video

Instream or outstream video ad with an additional layer of interactivity that transforms the traditional way of viewing a monologue into a dialogue. While the video is running, the user can interact with animated elements to learn more, make a purchase, or play a game. Recommended to generate more interaction in your content experiences.

DEVELOPMENT

Requirements

- Send brief indicating the desired interaction and the minute/second in which it starts.
Send video: .MP4 / .MOV or link to YouTube/Vimeo/Website.

Video format: preferably vertical, 1080x1920 px

Specs for Logan’s development

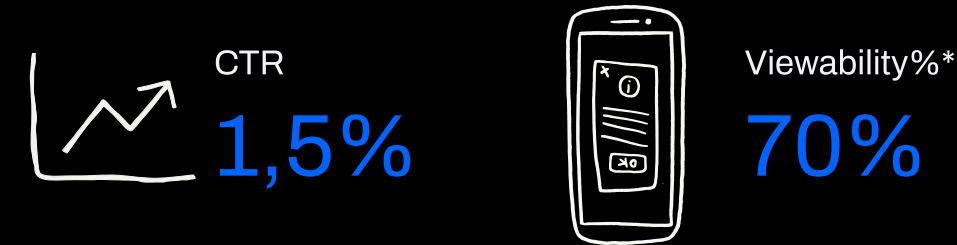
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Links or HTML references for animation.

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.