

Interstitial Video

Full screen ad that includes a video player. Content can be hosted on any supported video platform, such as YouTube and Vimeo. Views impact YouTube channel metrics. Recommended for building awareness and driving traffic to YouTube and Vimeo channels.

DEVELOPMENT

Requirements

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

Specs for Logan’s development

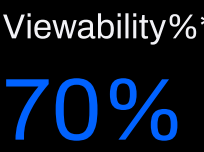
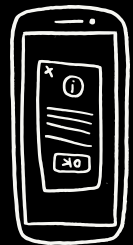
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation references: links or HTML files.

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.