

Menu Video

Full screen ad that includes a menu with a variety of videos where the user can choose what content to watch. Recommended for campaigns with many videos available.

DEVELOPMENT

Requirements

- Send videos for the carousel: .MP4 / .MOV or YouTube/ Vimeo/Website link
- Video dimensions: horizontal 1920x1080 px or vertical 1080x1920 px

Specs for Logan’s development

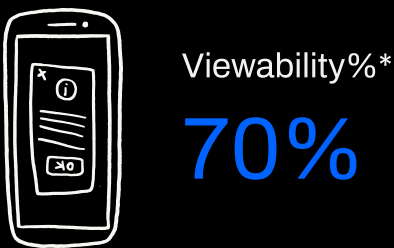
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation references: links or HTML files.

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.