

Sticky Theatre

An ad displayed at the bottom of the screen, displaying a video player that the user can pause, fast forward, or mute without interrupting what they are doing within an app. Recommended to generate impact and awareness.

DEVELOPMENT

Requirements:

- Send video: .MP4 / .MOV or YouTube/Vimeo/Website link in horizontal format 1920x1080 px. Ratio 16:9

Specs for Logan’s development

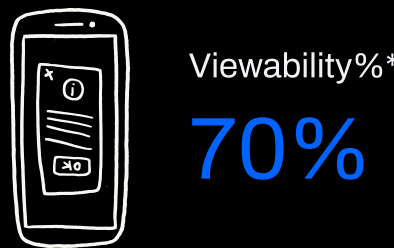
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation references: links or HTML files.

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.