

Switch Video

Full-screen video ad in which the user changes the video according to the orientation of their device.

DEVELOPMENT

Requirements:

- Send two videos in .MP4 format with a maximum duration of 30 seconds:
 - Vertical format: ratio 9:16
 - Horizontal format: ratio 16:9

Specs for Logan's development

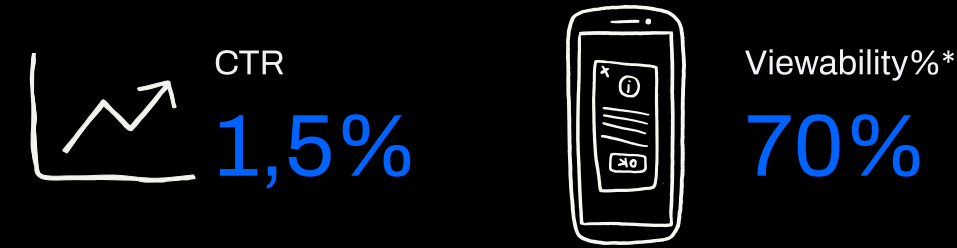
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Animation references: links or HTML files.

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.