

Viral

Full screen ad specially designed to create viral marketing campaigns. It gives the user the opportunity to share an event, promotion and/or information with image, video and text on all social networks including Facebook, Twitter, Whatsapp and Instagram. Recommended to generate content viralization.

DEVELOPMENT

Requirements

- Send materials according to the social media platforms you want to use: Twitter/Facebook: Message + image / Message + video. WhatsApp: Message + image / Message + video

Specs for Logan’s development

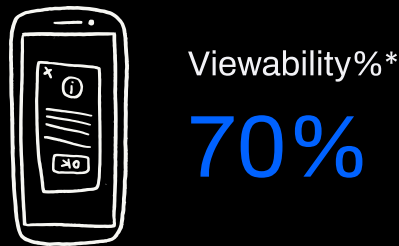
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

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.