

WhatsApp Engage

Full screen ad that includes videos, photos, text or all of the above where users, with a simple click, will be redirected to an opt-in conversation with the brand's communication channel. Connect with your audience through WhatsApp Engage.

DEVELOPMENT

Requirements

- Send the link to the WhatsApp conversation or the phone number, area code, and predefined message.

Specs for Logan’s development

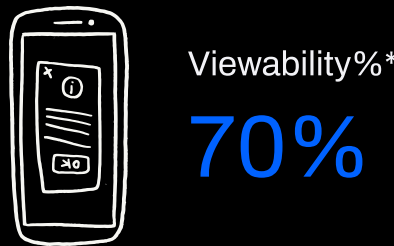
- Editable KVs in .PSD or .AI format with links or embedded images, preferably vertical and larger than 384x615 px.
- Fonts used.
- High-resolution images, videos, logos.
- Reference links or HTMLs for animation.

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.