

Instream Video

Video ads that play within traditional video players, typically before, during, or after video content (pre-roll, mid-roll, or post-roll).
High engagement: Reaches users in a focused environment while they actively consume video content.
Flexible formats: Options such as skippable, non-skippable, or bumper ads to suit campaign objectives.
Ideal for: Brands looking to deliver impactful messages in environments where users are highly engaged with video content.

DEVELOPMENT

Requerimientos

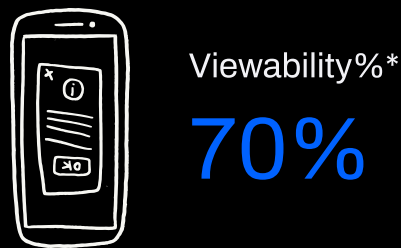
- If the creative is developed by Logan, a VAST Tag will be generated and sent for implementation.
- If the creative is already available, it will proceed directly to implementation in the corresponding DSP.

IMPLEMENTATION in the DSP

- We recommend creatives in VAST for their greater compatibility, faster load times, and better performance on devices.
Seconds: <15 (RECOMMENDED) | 15-30 | <30-60 | >60

PMP®

Benchmarks



*Viewability% depending on the measurement system and DSP configuration.