

Outstream Video

Video ads that are displayed outside traditional video players, such as within articles, social feeds, or native ad formats.

Increased visibility: Captures audience attention in high-engagement environments like articles or feeds.

Viewability optimization: Ads only play when they are in view, ensuring higher interaction rates.

Seamless user experience: Naturally integrates with the content, reducing disruption.

Ideal for: Brands looking to expand the reach and engagement of their videos beyond standard platforms.

DEVELOPMENT

Requirements

- 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 be directly implemented in the corresponding DSP.

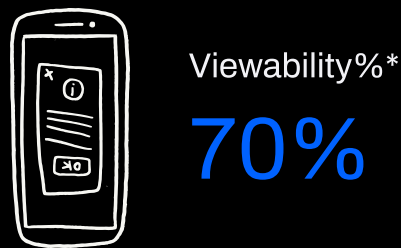
IMPLEMENTATION in the DSP

- 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.