



NON MEDIA

Notification Ads

Most efficient ad in terms of range, price and performance, achieving higher average CTRs while engaging more intimately with the user since he receives a text ad in the notification area of his device. Available for smartphones and android tablets.

Recommended for live events, always on and product launching campaigns.



AVERAGE CTR: 2%

BUYING MODEL: CPC

DAILY MINIMUM: 400 daily clicks

SPECS:

- Editable Files .PSD or .AI
- Texts
- Logotypes
- Typographies
- Images, videos, HTML or reference links
- Avoid .FLA, .SWF and .ID files

Type of campaign PUSH
(destination URL, Click to call, click to message)

TEXT NOTIFICATION ADS

- Format: .PNG, .JPG
 - Icon: 72x72px, 50kb max
- Title: maximum 25 characters
- Text: maximum 40 characters

BANNER NOTIFICATION ADS

- Format: .PNG, .JPG
 - Banner: 320x50px, 50KB max (Smartphone)
 - Banner: 728x90px, 50KB max (Tablet)

BIG PICTURE NOTIFICATION ADS

- Format: .PNG, .JPG
 - Icon: 96x96px, 50kb max
 - Banner: 400x250px, 150kb max, with a margin of 30px around the image
- Title: maximum 25 characters
- Text: maximum 40 characters

*Only available for android



BIG PICTURE NOTIFICATION ADS