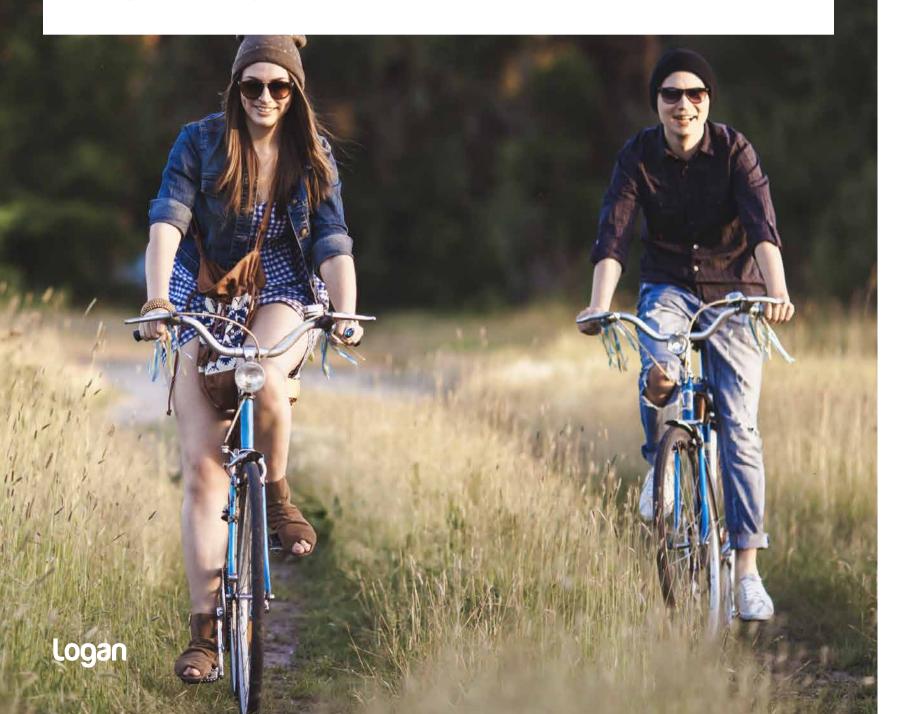# RICH MEDIA
Dynamic Ads

Known as "Focus Group", these ads allow advertisers to run a variety of creatives simultaneously and identify in real time the most efficient ones, optimizing automatically the campaigns through an automated decision motor.

Recommended for always on, multiple product and performance campaigns, mainly for e-commerce.

AVERAGE CTR: 1,5%

BUYING MODEL: CPM

DAILY MINIMUM: 10.000 impressions

FINAL DIMENSION OF THE CONTENT:
- Smartphone: 300x250px, 320x480px
- Tablet: 768x1024px

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

REQUIREMENTS:
- Multiple rotating images with their respective destionation URL.

If the **client designs** the banners, send us:
- Tag Javascript MRAID compliant
- Multiple rotating images. Format: .PNG, .JPG

Logan