



VIDEO

360 Degrees Video

Video ad that allows an interactive experience in all possible directions of a product or place, changing the view angle by swiping or moving the mobile.

Recommended to create real and immersive engagement with the brand.



Logan

AVERAGE CTR: 1,5%

VR: 40%

BUYING MODEL: CPM/CPV

DAILY MINIMUM: 10.000 impressions/8.000 views

FINAL DIMENSION OF THE CONTENT:

9:16 o 3:4

SPECS:

- CTA: text and final URL
- Editable Files .PSD or .AI
- Logotypes
- Typographies

VIDEO

- Format: video .MOV, .AVI, .MPG, .MPEG, .M4V, .WMV, .WMA, .OGV
- Compression: .MPG, .MP4, .WMV, H.264, .DIVX or YouTube Link or Vimeo Link
- Frames per second: minimum 16fps
- Weight: 60mb max.
- Duration: recommended between 10 and 15 seconds maximum for a better conversion

REQUIREMENTS:

- 360° video



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