Hyperscroller specs

The Hyperscroller is the perfect balance of engaging visuals for advertisers and respect for user experience. Unlike a disruptive pop-up or frustrating find-the-x-quick-to-close format, which often harm brands not help them, the Hyperscroller leverages the natural behavior of a user scrolling down a mobile webpage. This format uses a patent-pending technology called "position aware" to detect where it is on the page and deliver 20 frames of animation.

Better than a looping GIF, which is automatic and can be easily screened out by viewers, the Hyperscroller is actually fun to play with. You can make a Hyperscroller with any existing video assets you have. Typically, video with a call-to-action in it performs best.

Hyperscroller Settings

Add a video to create a Hyperscroller, and add an action URL.

Hyperscroller Image

Hyperscroller Image **required**
Allowed video formats: MP4, M4V, MOV
Video resolution: <720p
Video ratio: 16:9 ratio
Max video file size: 10MB

CTA Destination URL

CTA Destination URL **required**

Overlay Image

Add an Overlay Image, with dimensions 540px x 304px.

Overlay Image

Overlay Image
Allowed image formats: GIF, PNG
Image width: 540 pixels
Max image file size: 200KB
Image height: 304 pixels

Hyperscroller Options

Choose to add a Color-to-Grayscale effect. If you enable this effect, the Hyperscroller will ease into greyscale depending on the selected trigger.

Color-to-Grayscale effect

Color-to-Grayscale effect

Add instructional overlay

Add instructional overlay

Additional CTA

Would you like to add an additional CTA to the Hyperscroller?

Additional CTA

Additional CTA

CTA Text

CTA Text
Limit: 15 characters

Hide text-protection on CTA Pop

Hide text-protection on CTA Pop

CTA Text
Limit: 15 characters

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