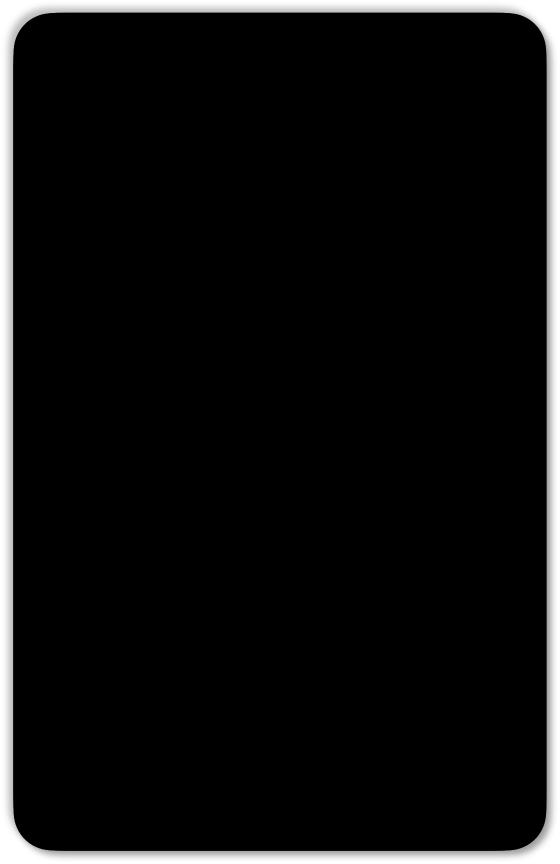
# Interactivity improves campaign performance



Every \$ spent on interactive ads  $\mathsf{yields}$   $\mathsf{higher}$   $\mathsf{ROI}$  than that on linear display & video ads



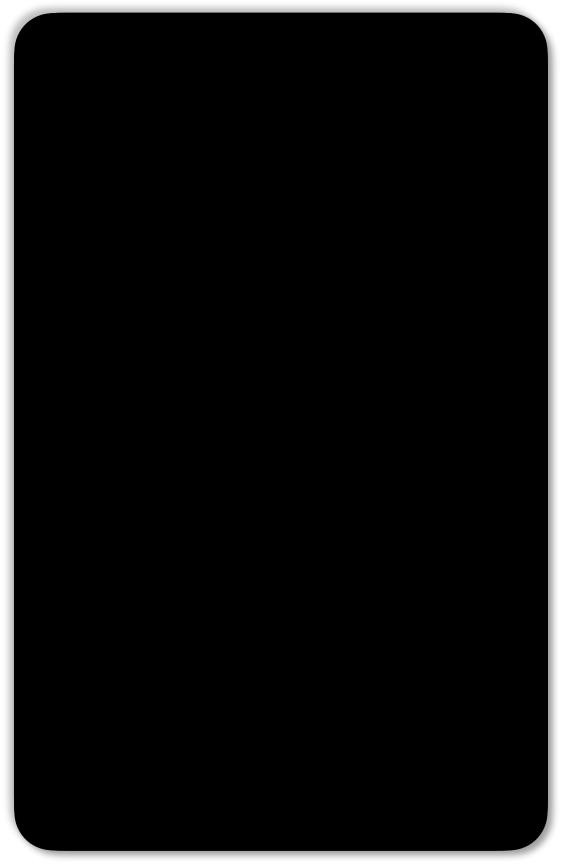




Increase in time spent on interactive creatives





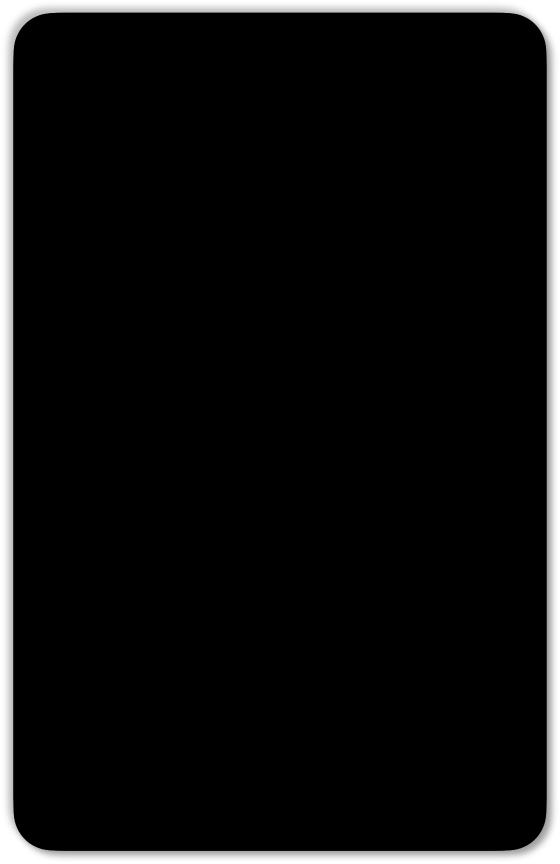




Higher purchase intent by viewers



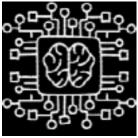






# Interactive content is more memorable than linear content

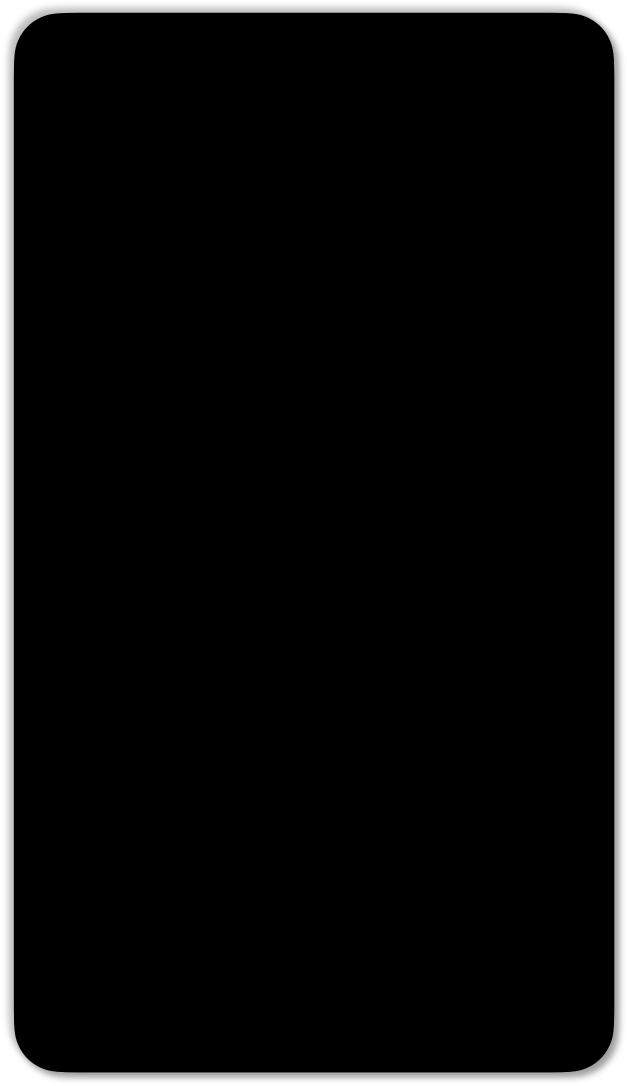




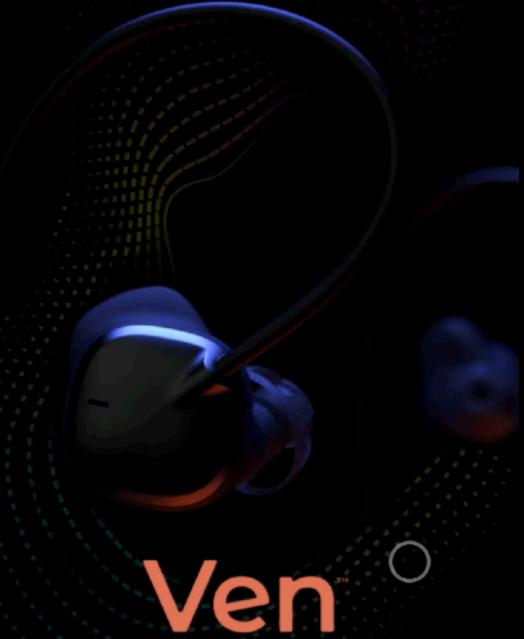


#### Personalised viewer journeys Unique brand stories

Interactive content helps create customised viewer journeys for your target audience. We have so many interactive options for you...



# Let the world in.



smart self-fitting hearing aid by Gudientes

TAP TO ENGAGE

# Mobile user actions available: Tap Swipe Rotate Shake Scratch Audio Command

more... and

### Product Descriptions

### Shoppable experiences

# Customer education/ Interactive FAQs

### Offers & Campaigns









