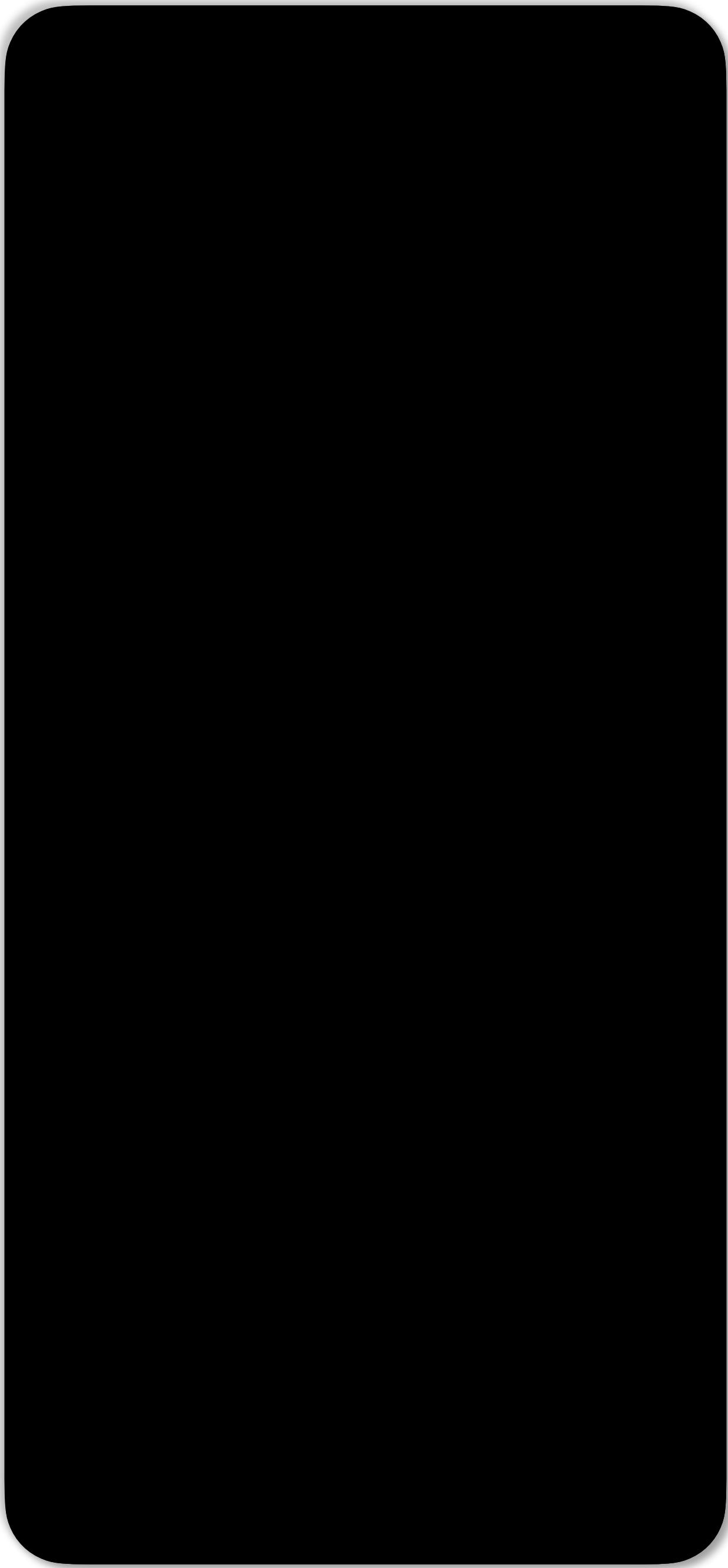


What are interactive ads?





ekalediido

Mobile display & video ads where

viewers “interact” with your brand’s creatives.

Interactive ads transform traditional digital
advertising into a fun & informative activity
for viewers.



Likethis



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At 365, Delhi's air quality still in 'very poor' zone

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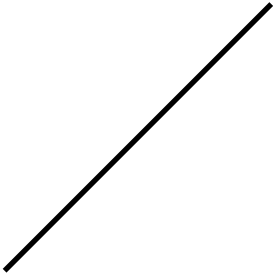
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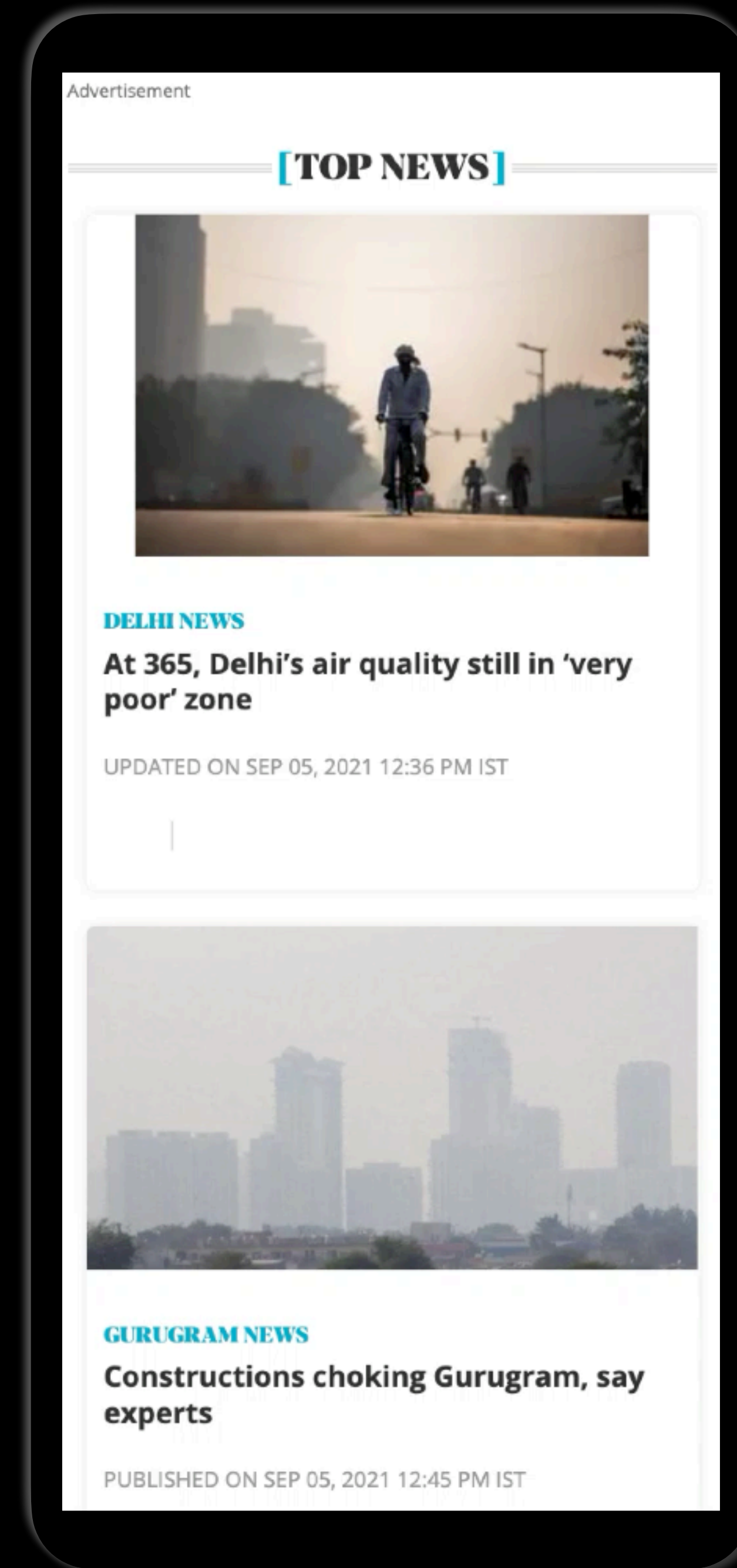
What are interactive ads?

Mobile display & video ad campaigns where viewers “interact” with your brand’s creatives.

Like this



Interactive ads transform traditional digital advertising into a fun & informative activity for viewers.



Interactivity improves campaign performance

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

Audience
Retention



47%

Increase in time
spent on
interactive
creatives

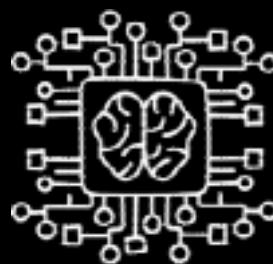
Improved
Conversions



9X

Higher purchase
intent by viewers

Brand Awareness &
Recall



32%

Interactive
content is more
memorable than
linear content