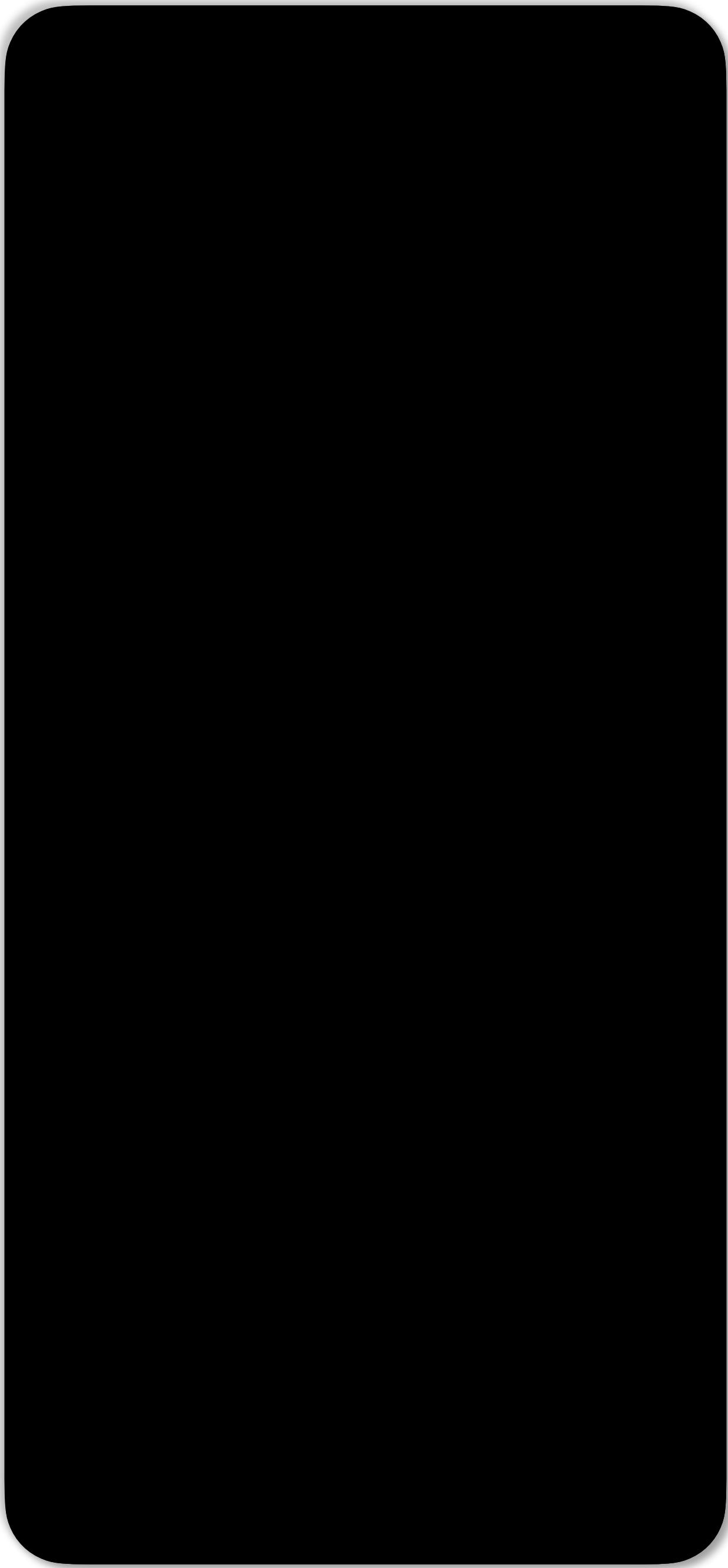


What are interactive ads?





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.



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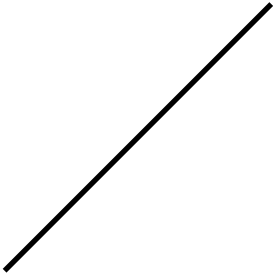
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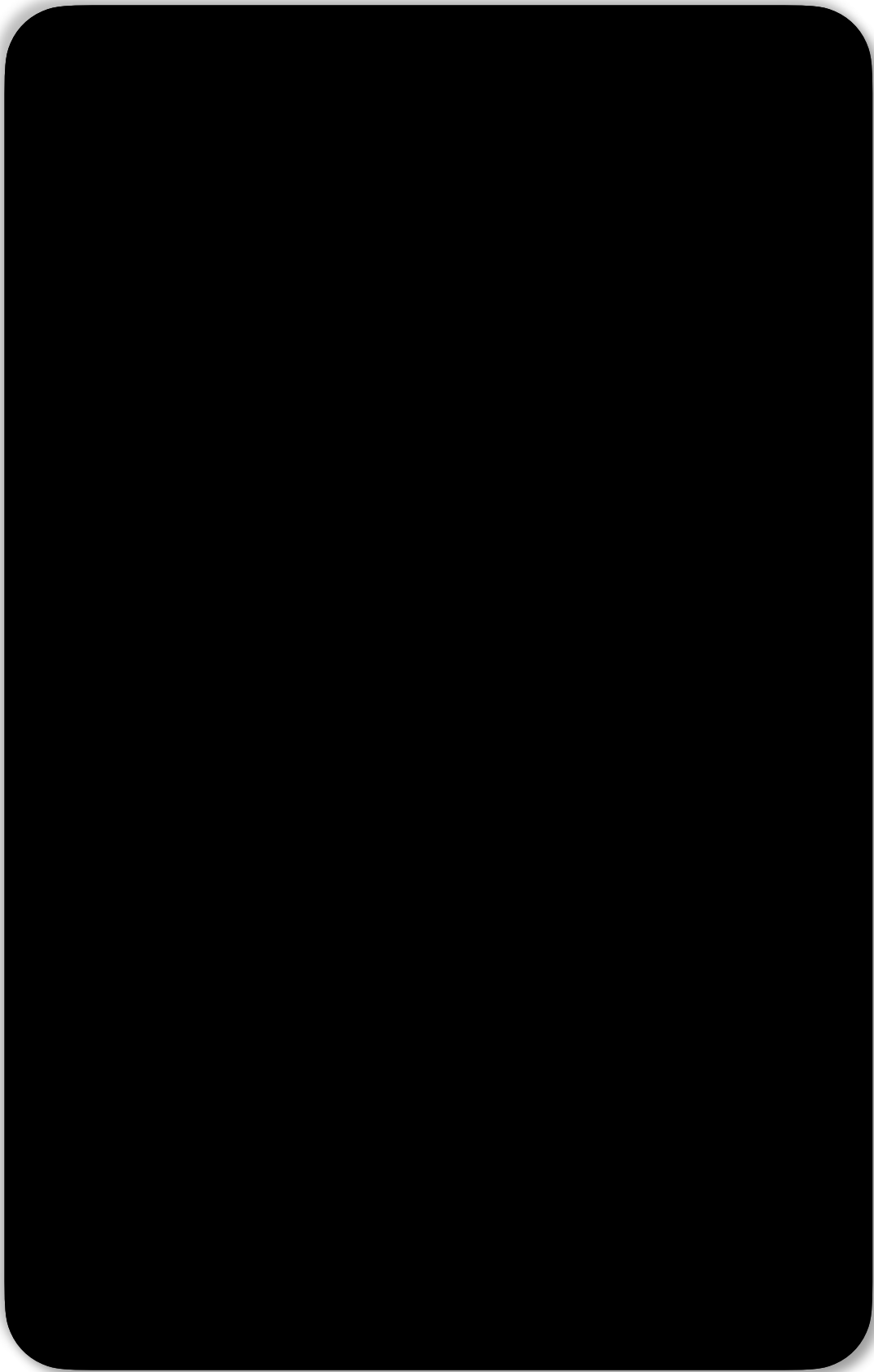
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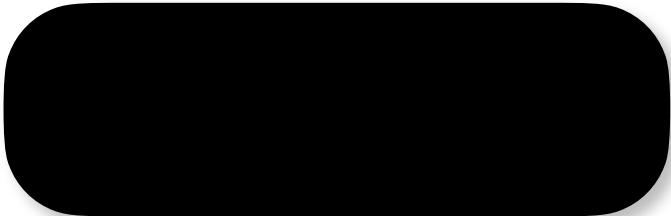
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Interactivity improves campaign performance

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

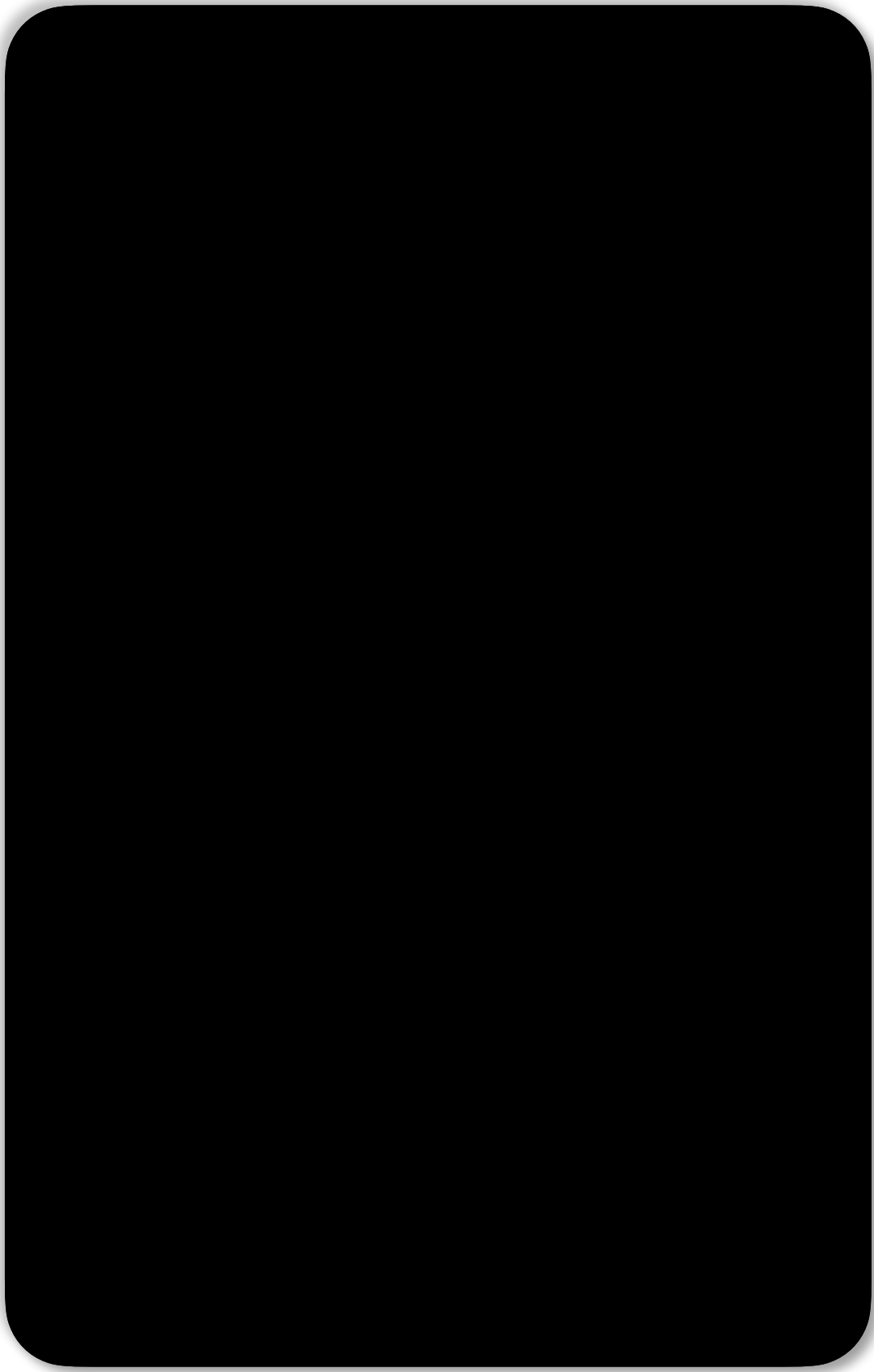




47%

Increase in time
spent on
interactive
creatives



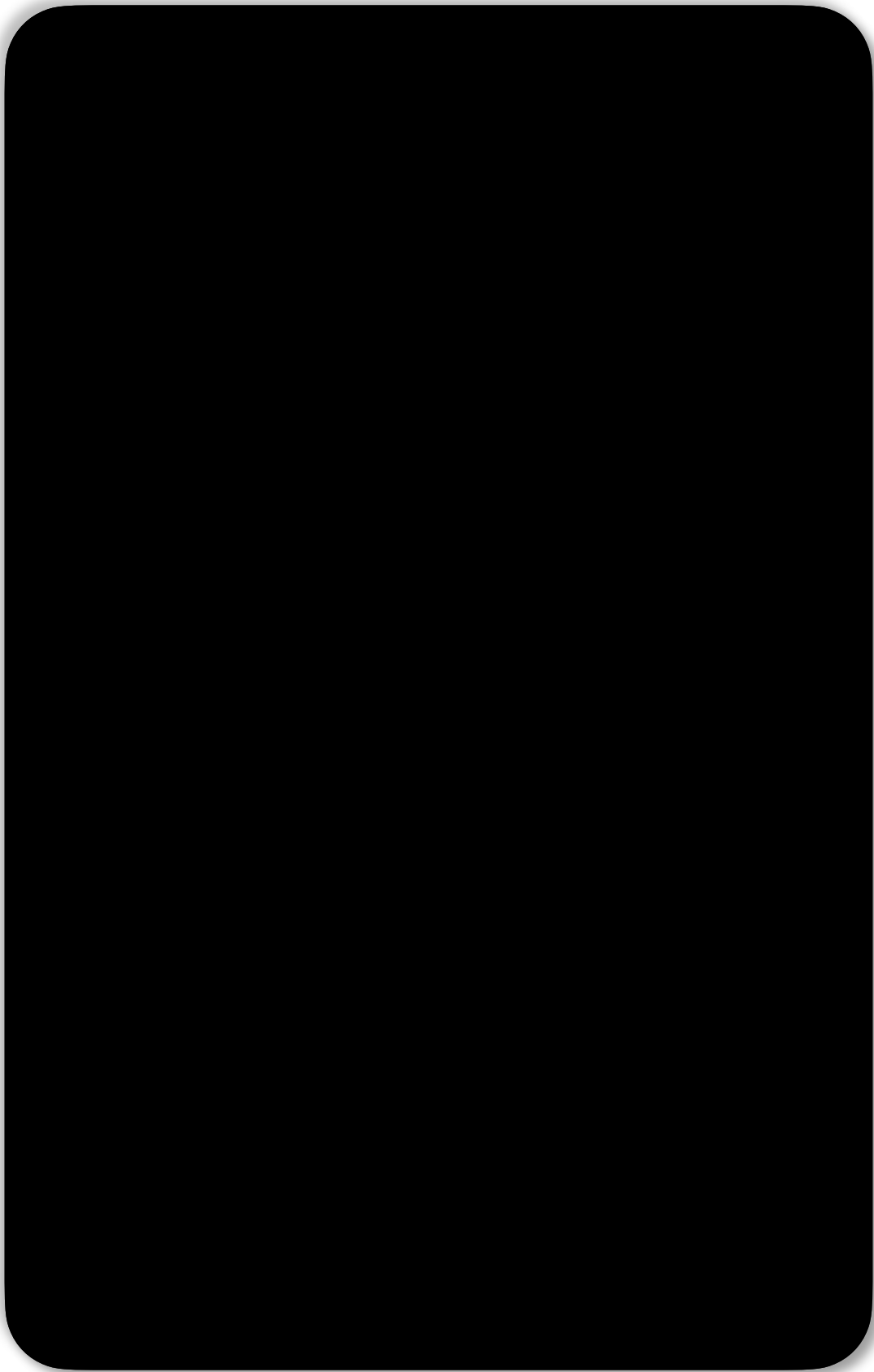


9x

Higher purchase
intent by viewers



BUY



32%

Interactive
content is more
memorable than
linear content

