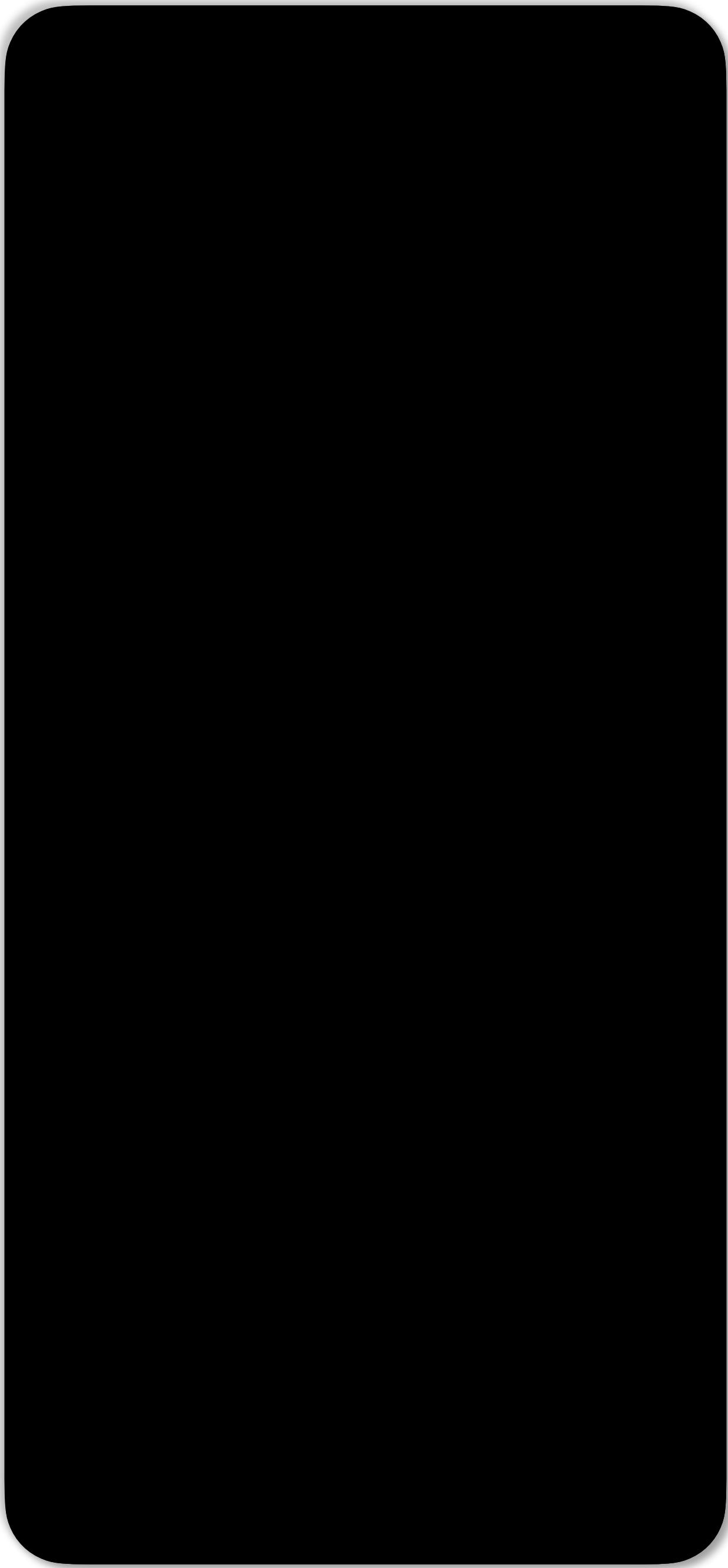


What are interactive ads?





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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DELHI NEWS

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

UPDATED ON SEP 05, 2021 12:36 PM IST

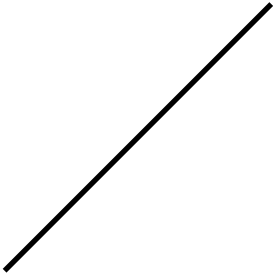
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GURUGRAM NEWS

Constructions choking Gurugram, say experts

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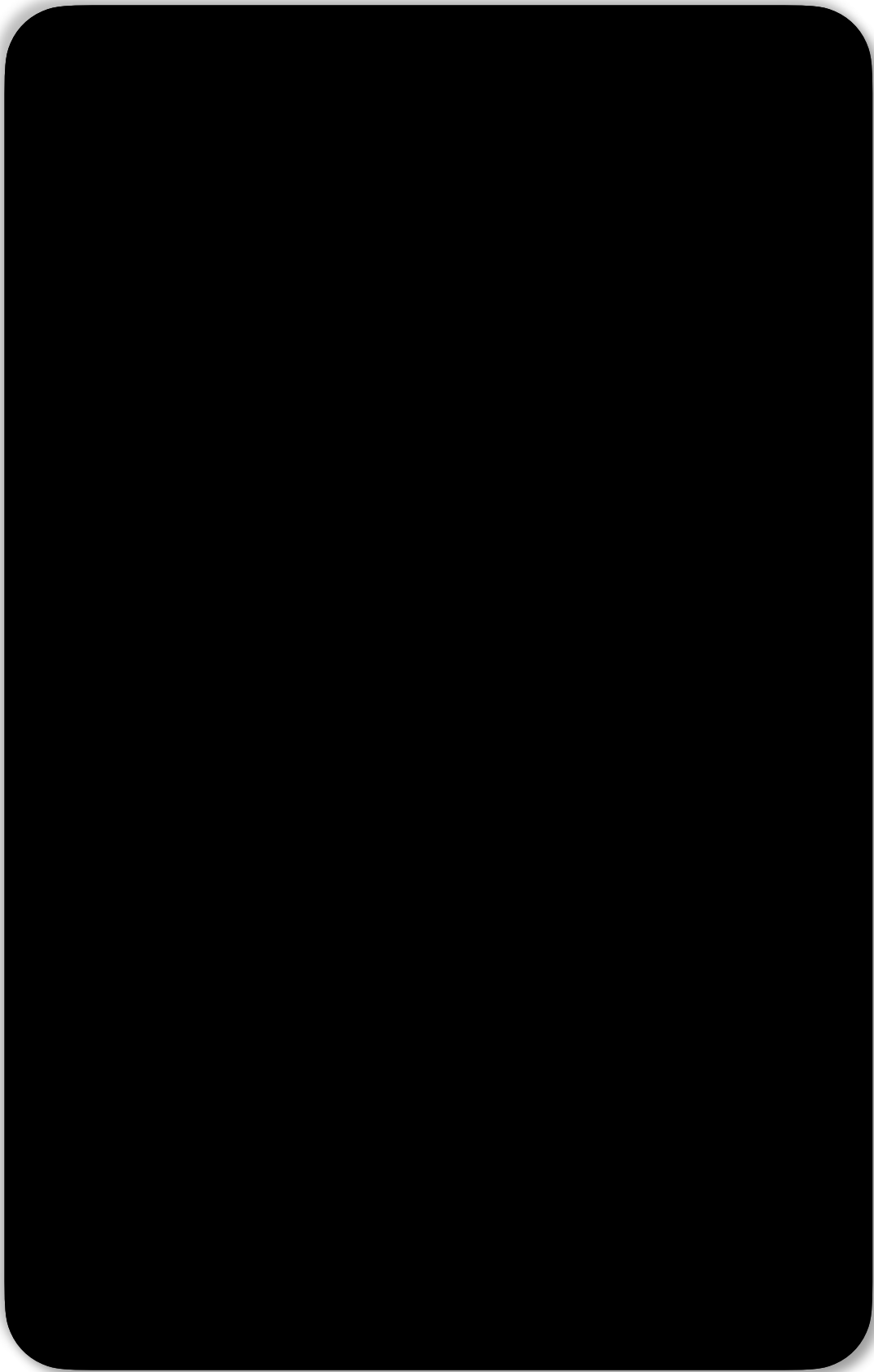
GURUGRAM NEWS

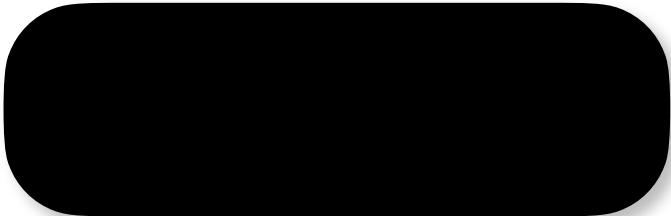
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Interactivity improves campaign performance

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

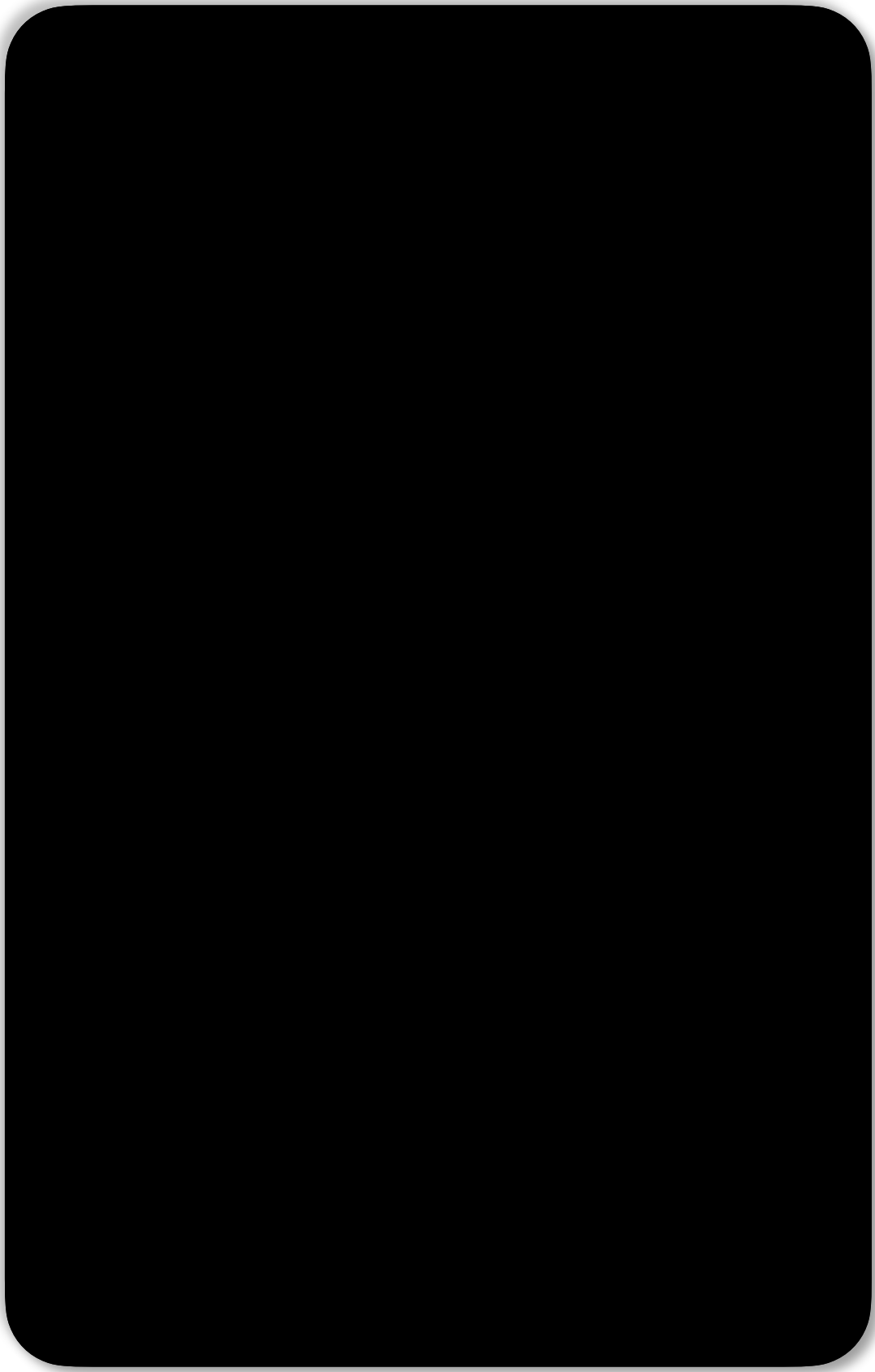




47%

Increase in time
spent on
interactive
creatives



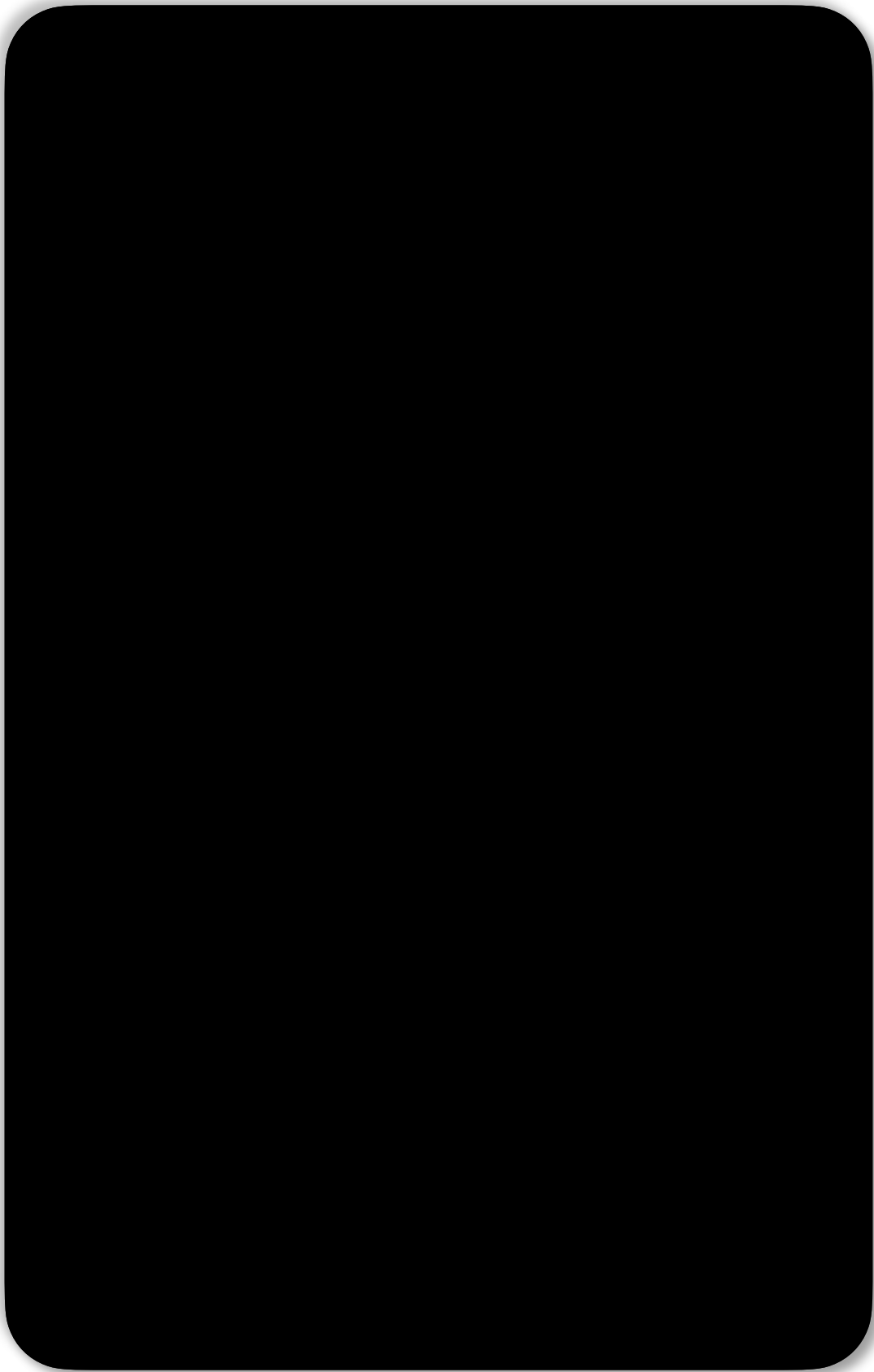


9x

Higher purchase
intent by viewers



BUY



32%

Interactive
content is more
memorable than
linear content

