



SOCIAL Social Video

Full screen Videos and interactive videos executed from Facebook and/or Twitter Apps. By clicking on the traditional format a new banner expands containing these videos.

Recommended to generate impact on social media.

AVERAGE CTR: 8%

BUYING MODEL: CPM

SPECS:

FACEBOOK POST

- Title: maximum of 70 characters
- Description: maximum of 200 characters
- Recommended image resolution 560x292px

VIDEO SOCIAL RICH MEDIA

- Allowed maximum weight: 200kb
- Allowed image formats: JPG, PNG and GIF

REQUERIMENTOS

- Admin access to Facebook's profile
- Hosted video in Youtube or Vimeo
- Implementation in 24 hours after having all the creativities

DAILY MINIMUM: 10.000 impressions

