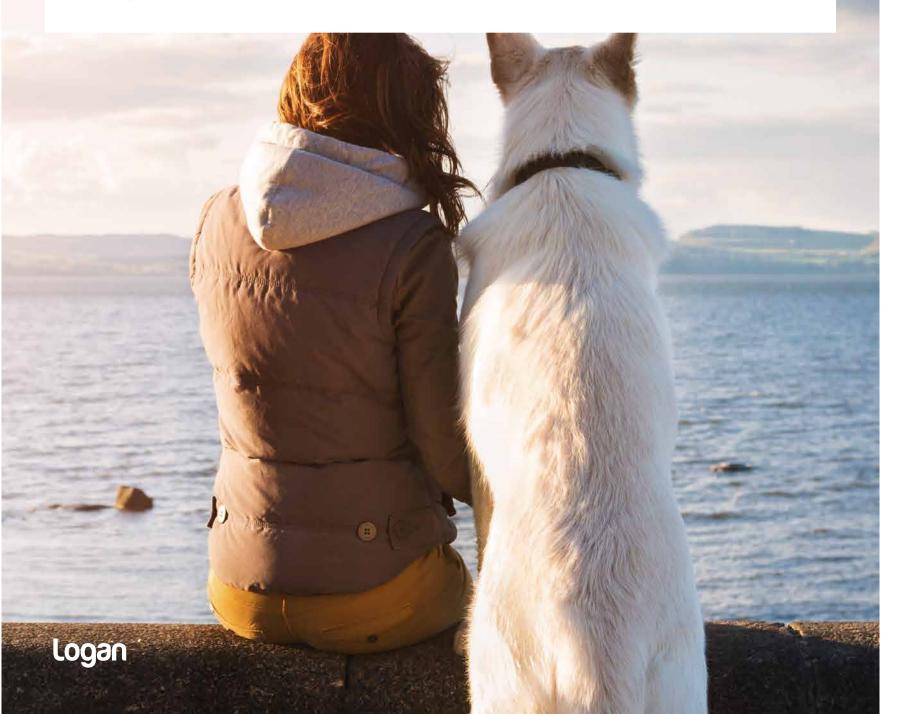


Video ad of the 'Focus Group' format. They allow advertisers to run a variety of creatives simultaneously simultaneously and identify in real time the most efficient ones, optimizing automatically the campaigns through an automated decision motor.

Recommended for always on, multiple product and performance campaigns.



**AVERAGE CTR:** 1,5%

**VR:** 40%

**BUYING MODEL: CPM/CPV** 

DAILY MINIMUM: 10.000 impressions/8.000 views

## FINAL DIMENSION OF THE CONTENT:

- Smartphone: 300x250px, 320x480px
- Tablet: 768x1024px

## **SPECS:**

- Editable Files .PSD or .AI
- Texts
- Logotypes
- Typographies
- Images, videos, HTML or reference links
- Avoid .FLA, .SWF and .ID files

## VIDEO:

- Format: video .MP4
- Compression: MPEG-5, H.264 Audio Codec
  .MP4 AAC or YouTube/Vimeo Link

## **REQUIREMENTS:**

• Multiple rotating videos with their corresponding destination URL

If the client designs the banners, send us:

• Tag Javascript MRAID compliant

