Creative Types

Standard Image/ .GIF

Standard image ads have the lowest CPM from all formats and that allows us to maximize impressions and reach within the given budget.

Moreover, standard ads can be served to feature phones and proxy browsers. This expands the potential to reach up to a maximum.

.GIF formats can be used instead of simple images.

Recommended formats: 320x50, 300x50, 300x100, 300x250.

AWARENESS/ MAX REACH/ LOW CPM/ HIGH COVERAGE

Interactive Banners

Interactive banners are best for attracting attention, impressing your audience with the creative solution, and driving engagement with your brand.

Rich media lets to create complex ads that elicit strong user response.

Using HTML5 technology, the ads can include scratch, swipe, drag&drop, shake, and other interactions.

Events on the banner are tracked and different engagement levels are reported on your dashboard.

ENGAGEMENT/ INTERACTION/ MEMORABLE/ HTML5

Dynamic/ Mood Banners

Dynamic banners allow serving different messages depending on some external data such as weather, time, game score, and etc.

This solution allows serving your audience the right message at the right time, in the right context. Your brand message becomes more relevant to the people you’re targeting, so they can relate and connect with the brand more easily.

RELEVANT/ MAX REACH/ CONTEXTUAL

Video Ads

Video entertains, educates, and inspires. Video is a great storyteller and keeps users glued to your content.

Video ads are served on in-banner and VAST placements.

Video ads are highly measurable with the detailed video metrics of watched length, view-through-rate, cost-per-view.

VAST videos are skippable after 5 seconds by default; the skip point can be changed or removed when the creative is uploaded. Shorter videos get higher completion rates.

REACH/ GOOD CTR/ STORY-TELLING

Native Ads

Native ads are based on flexible components that are inserted into different layouts, depending on the type of device the ad is served, how the content on the page appears, and more.

They are less intrusive and produces better results in terms of CTR.

IMPRESSIONS/ LESS INTRUSIVE/ SELECTIVE INVENTORY

Revision #10
Created 13 January 2021 13:31:56
Updated 8 November 2026 14:37:44 by Roberta Karpoviciute