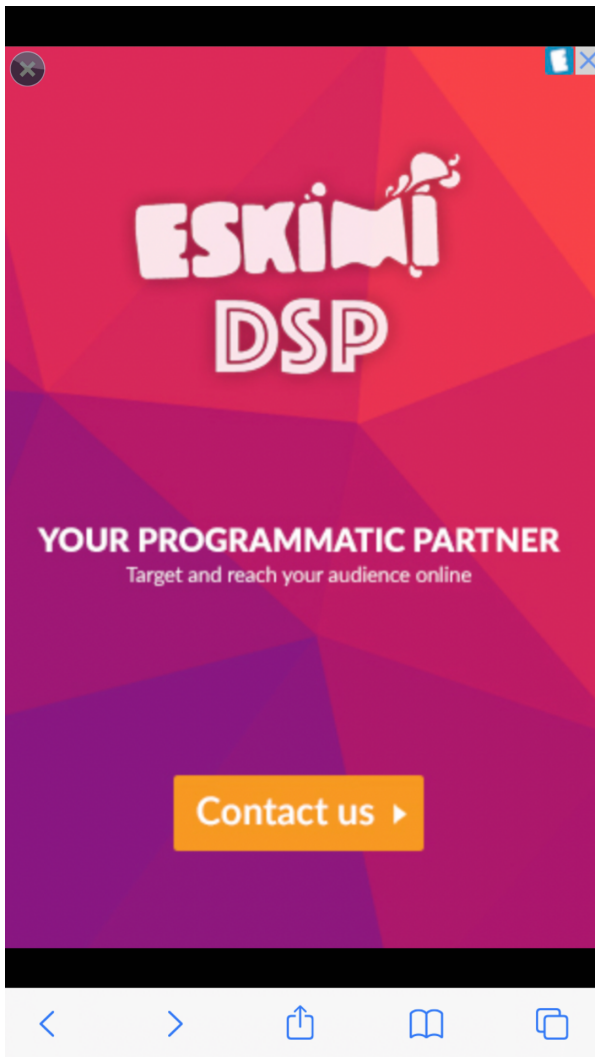


Full Screen

Full-screen ads that cover the interface of their host app or site. These ads appear between content, so they place at natural transition points or breaks, such as in between activities or game levels. Their full-coverage is what differentiates them from other ad types, like pop-up, native, and banner ads.



Why prefer Interstitial ads:

- Larger sizes leave **larger impressions** on users
- Higher impression rates mean **higher click-through rates**

Full Screen ads mostly consists of these ad sizes. Indicating that creative size will be large. Therefore, there is more space to share your message.

| Creative Size | Impressions |
|---------------|-------------|
|---------------|-------------|

| | |
|----------|----------------|
| 320x480 | 37,449,043,850 |
| 480x320 | 3,328,270,323 |
| 768x1024 | 524,727,237 |
| 1024x768 | 158,021,896 |
| 720x1280 | 138,618,425 |

While when it comes to banner and video split for full screen ads, video takes the lead. Over **50% of all possible ad impressions** are video ads.

| Creative Type | Impressions |
|---------------|----------------|
| Video | 22,016,059,674 |
| Banner | 19,610,650,876 |

Additionally, over **90% of all Full Screen ad** traffic comes from apps.

| Types | Impressions |
|-------|----------------|
| App | 41,608,923,201 |
| Site | 17,787,349 |

While, when it comes to countries these are the **leading markets with the most traffic** for Full Screen ad.

| Country | Impressions |
|-------------|---------------|
| India | 9,241,284,965 |
| Indonesia | 6,272,050,526 |
| Philippines | 3,907,130,477 |
| Japan | 3,253,082,857 |
| South Korea | 2,458,822,998 |
| Ukraine | 1,567,795,346 |
| Bangladesh | 1,550,722,932 |
| Vietnam | 1,500,487,479 |
| Thailand | 1,329,995,310 |

| | |
|----------------------|-----------------------|
| Malaysia | 1,280,880,294 |
| South Africa | 1,018,355,166 |
| Nigeria | 981,184,264 |
| Australia | 799,043,298 |
| Kazakhstan | 671,379,040 |
| United Arab Emirates | 483,921,886 |
| Saudi Arabia | 393,945,262 |
| Azerbaijan | 390,343,624 |
| Belarus | 377,894,809 |
| Ghana | 314,179,732 |
| Nepal | 300,340,792 |
| Global | 42,973,062,771 |

| Country | Viewability | CTR |
|---------------|---------------|--------------|
| Nigeria | 83.06% | 2.58% |
| Kazakhstan | 88.88% | 2.87% |
| Kenya | 73.44% | 2.88% |
| Indonesia | 85.81% | 3.67% |
| Bangladesh | 87.91% | 6.00% |
| Total: | 82.10% | 3.41% |

Apps were dominating when it came down to placement performance.

| Apps | Sites |
|--------|-------|
| 99.58% | 0.42% |

