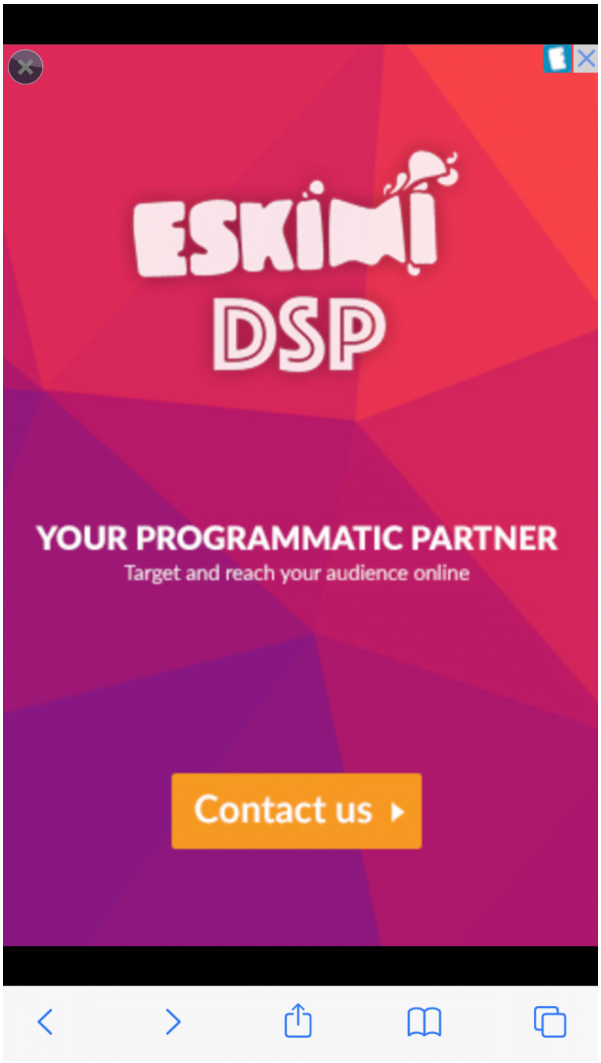
Full Screen

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%

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