

Mobile Scroller

An interactive ad that is revealed on-screen as the user scrolls down the page.

HIGHLIGHTS

- A nonintrusive, automatically responsive, in-feed unit which scrolls into view as a user scrolls through the page content, delivering rich, highly-impactful brand experiences.

HOW IT WORKS

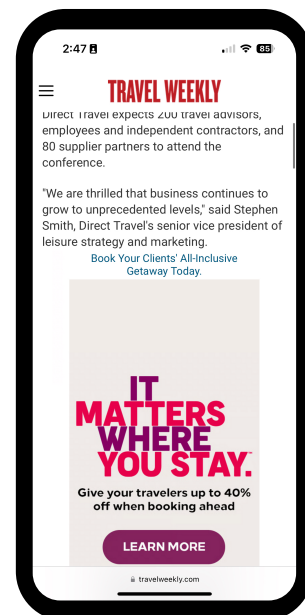
- Available on mobile only, the scroller is a rich experience where the ad is revealed then disappears as the user scrolls down the page
- Once the viewer clicks on the ad unit, it will direct them to the client’s CTA of choice.

PERFORMANCE INDICATORS

- Impressions, Clicks, CTR, Viewability, AVG View Rate

TECHNICAL SPECIFICATIONS

- Accepted video file types: JPEG, PNG, &
- Click, impressions, engagement and viewability third-party tracking are also accepted.
- Files larger than 100 KB are not accepted.



Ad Type	File Format	Resolution	Max File Size	Unit Dimensions
Mobile Scroller	GIF, JPEG, JPG, PNG (Flash not supported)	72 DPI	100 KB	300x600