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Ad Products 2023

The premium platform to win attention

Sensory Engagement (CPE)

FS (320×480), MPU (300×250), Sticky Silhouette (320×100)

User Flow

- Pre-Interaction: Looping animation to trigger user
- Post-Interaction: Quick animation that provides pay-off image/copy
- End Frame: CTA and final message

KPI

Upper Funnel / Engagement, ER, eCTR

Interaction Types

Swipe (directional), Tap, Tap & Hold, Scrub, Drag & Drop

Demos

- [United Airlines \(Tap & Hold\)](#)
- [Lincoln \(Tap\)](#)
- [Western Union \(Scrub\)](#)
- [APN Lodge \(Swipe Left\)](#)
- [Western Union \(Swipe Right Cube Flip\)](#)



Sensory Video (CPE)

FS (320×480), MPU (300×250)

User Flow

- Pre-Interaction: Looping animation to trigger user
- Post-Interaction: Quick animation that provides pay-off image/copy (not necessary for this unit type)
- Video: 6-15 second video with CTA overlay
- End Frame: CTA and final message

KPI

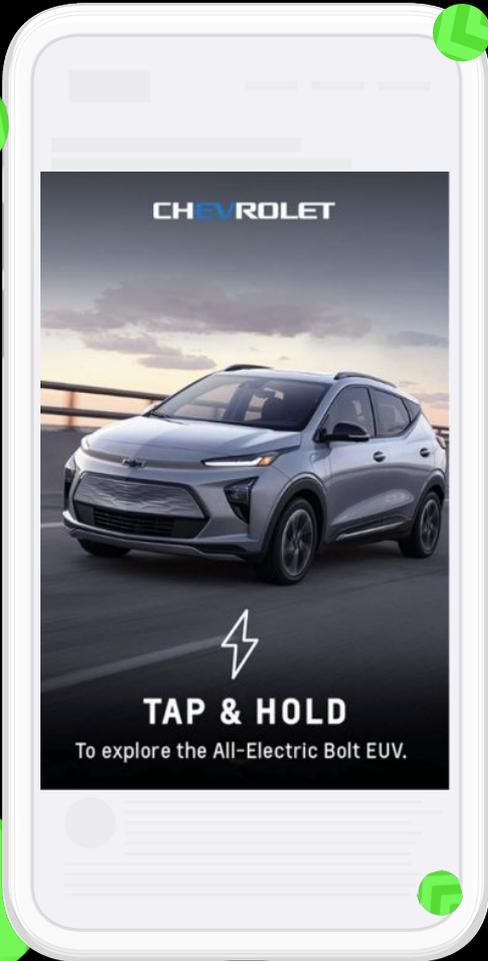
Upper Funnel / Engagement, ER, VCR, eCTR,

Interaction Types

Swipe (directional), Tap, Tap & Hold, Scrub, Drag & Drop

Demos

- [Chevy Bolt \(Tap & Hold\)](#)
- [United Airlines \(Tap & Hold\)](#)
- [IWC \(Swipe Left\)](#)
- [Playstation the Show \(Scrub\)](#)



User Choice

FS (320×480), MPU (300×250)



User Flow

- Pre-Interaction: User presented with 2 or more choices
- Post-Interaction: Depending on user's choice, a resulting frame will animate in
- Video: available in the post-interaction phase
- End Frame: CTA and final message

KPI

Upper Funnel / Engagement, ER, VCR, eCTR

Interaction Types

Tap or swipe on choice

Demos

- [Bungie Destiny 2 \(3 User Choice\)](#)
- [Amazon Outer Range \(User Slider\)](#)
- [Mouser EIT \(3 User Choice\)](#)
- [Moen \(4 User Choice\)](#)



Gamification

FS (320×480), MPU (300×250)

User Flow

- Pre-Interaction: User presented with initial interaction to launch the game
- Game: Game commences
- End Frame: CTA and final message

KPI

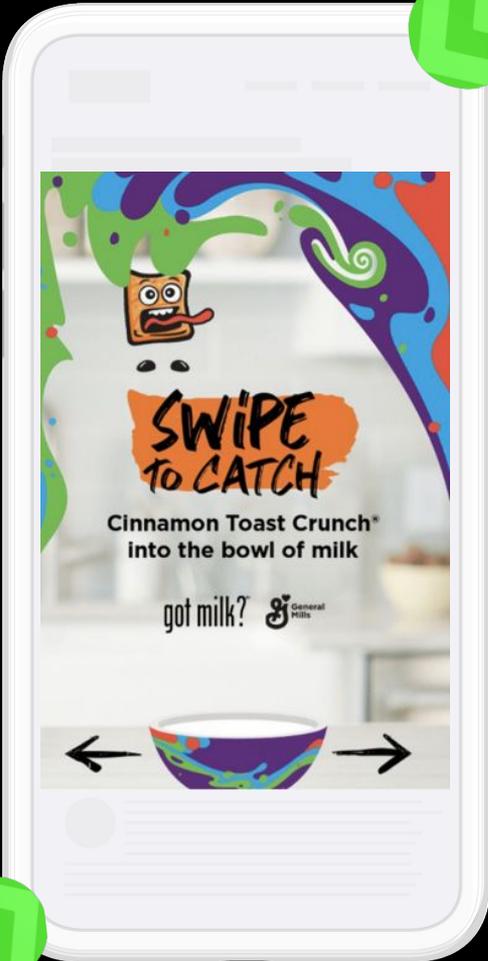
Upper Funnel / Engagement, ER

Interaction Types

Swipe to catch/avoid, Puzzle rotator, Memory Match, Tap to Shoot, Word Finder

Demos

- [Milk It! \(Swipe to Catch\)](#)
- [Prototype \(Memory Match\)](#)
- [Jeal Paul Gaultier \(Puzzle Rotator\)](#)
- [Angry Orchard \(Tap to Shoot\)](#)



Physics Engine

FS (320×480), MPU (300×250)

User Flow

- Pre-Interaction: Looping animation to trigger user interaction
- Interaction: User interacts with the unit
- End Frame: CTA and final message

KPI

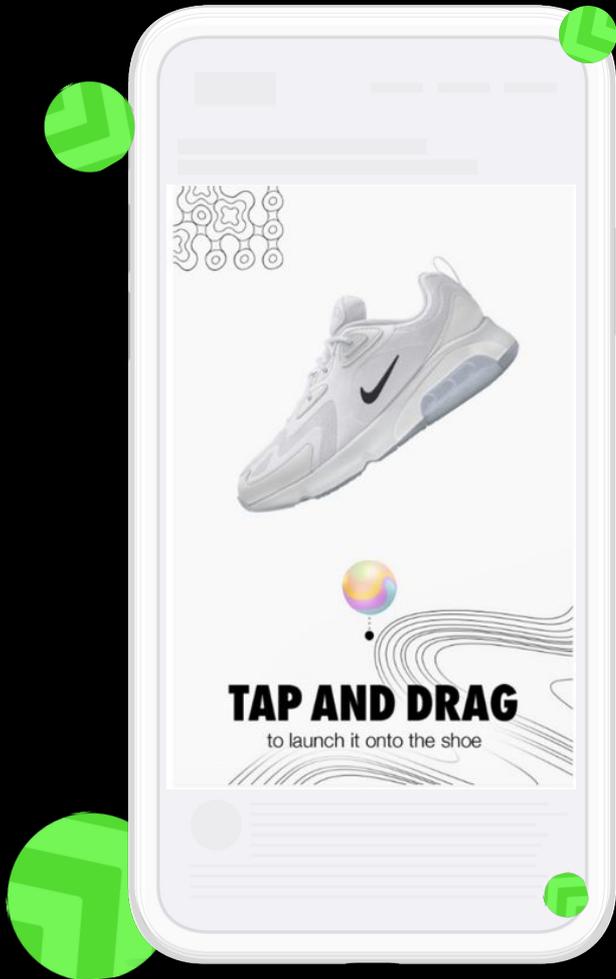
Upper Funnel / Engagement, ER

Interaction Types

Swipe to catch/avoid, Puzzle rotator, Memory Match, Tap to Shoot

Demos

- [Nike AirMax 270 \(Pinball\)](#)
- [NatureMade \(Particle Swipe\)](#)
- [IWC \(Particle Swipe\)](#)





3D Parallax

FS (320×480), MPU (300×250)

User Flow

- Pre-Interaction: Looping animation to trigger user interaction
- Interaction: User swipes left and right to reveal elements of the image/artwork
- End Frame: CTA and final message

KPI

Upper Funnel / Engagement, ER, eCTR

Interaction Types

Directional swipes only

Demos

- [Lionsgate Moonfall \(3D Parallax Video\)](#)



Explorer/Video Explorer

FS (320×480), MPU (300×250)

User Flow

- Pre-Interaction: Looping animation to trigger user interaction
- Video: video launches upon interaction. User can then interact with hotspots throughout the video to reveal further information
- End Frame: CTA and final message

KPI

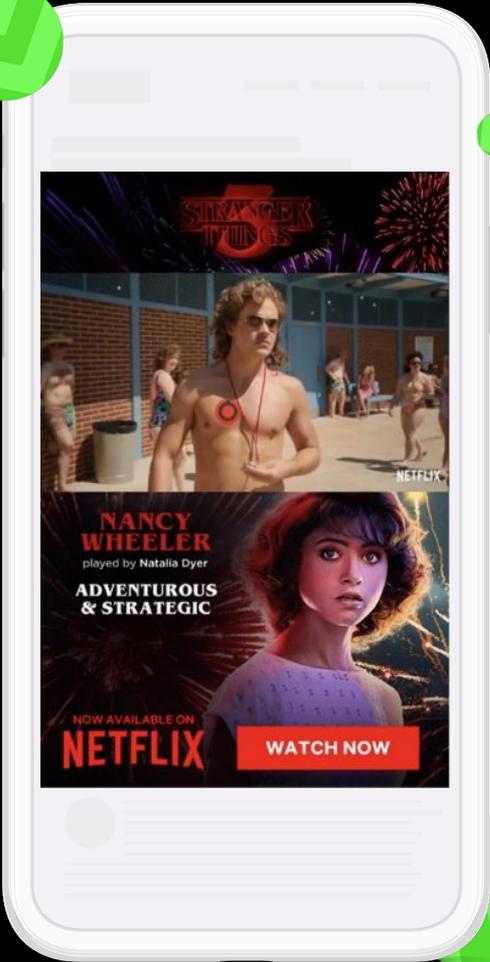
Upper Funnel / Engagement, ER, eCTR, VCR

Interaction Types

Tap, Tap & Hold, Swipe, Scrub, Drag & Drop

Demos

- [Netflix Stranger Things \(Character Explorer\)](#)
- [Chevy Bolt \(Explorer\)](#)
- [Chanel \(Video Hotspot Explorer\)](#)
- [Lexus \(Video Carousel\)](#)

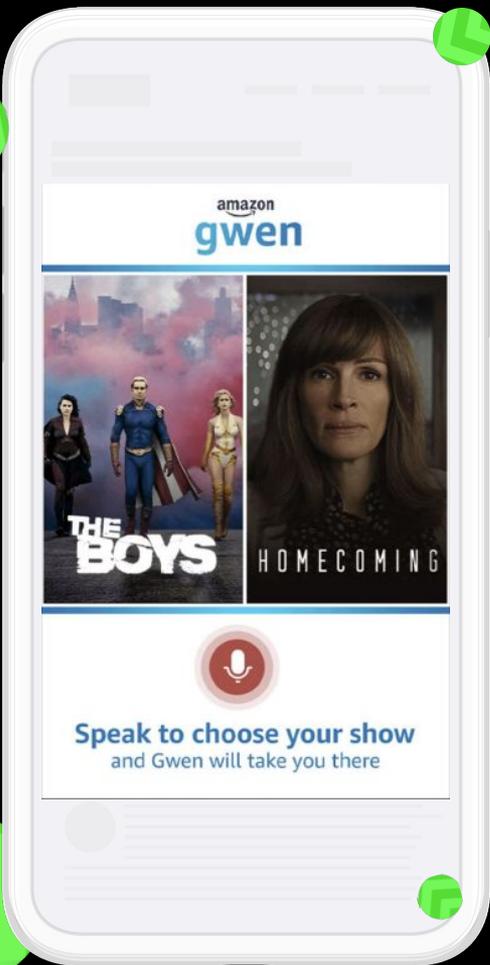


Voice Activation

FS, MPU (Currently only for User Choice)



Click/Scan
for Demo



User Flow

- User must make an initial engagement AND accept a microphone opt-in, prior to the microphone being engaged
- User can then speak into the phone's microphone to make a choice and control the ad unit

Key Benefits

- Delivering key message at height of user engagement
- Taps into a unique phone capability





Memory Match (Game)

FS (320×480), MPU (300×250)



Click/Scan
for Demo

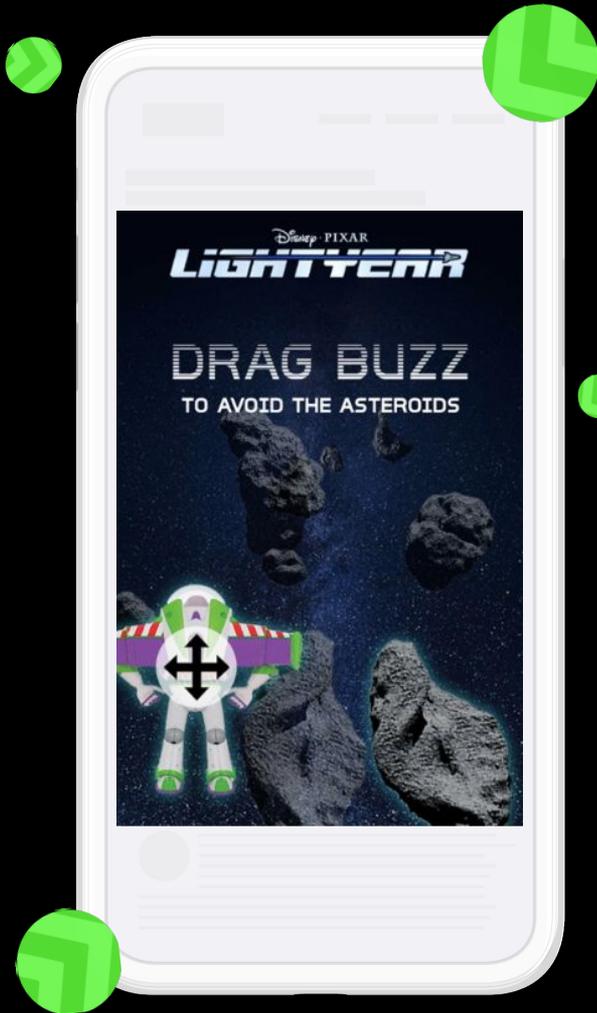
User Flow

- User is prompted to tap on various cards to create matches in order to proceed
- Once all matches are made, user proceeds to end frame
- Limit to 4 pairs of matches (8 total cards)

Key Benefits

- Engaging gamification experience that can tie in visual cues that tie directly into building brand and message awareness





Swipe to Catch 2.0

FS (320×480), MPU (300×250)



Click/Scan
for Demo

User Flow

- User can drag around their character in any direction to avoid or catch projectiles.
- Previously limited to horizontal movement, but we were able to unlock the capability to drag and move in any direction

Key Benefits

- Engaging gamification execution that allows for a high-impact branding experience

