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)
**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 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)
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)

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)

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

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.