



BROWSE FORMATS

by marketing objectives:

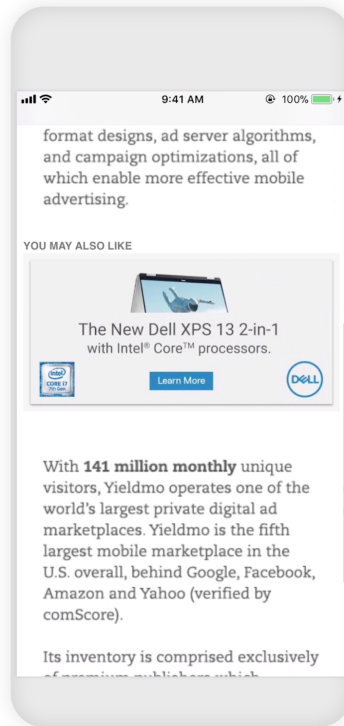
- High Impact Display
- Hyperscroller
- Window
- Pull**
- Switch
- Lookbook
- Carousel
- Mainstage
- Zine
- Ticker

- High Impact Video
- Megashopper
- Windowplay

- Outstream Video
- Flexplay

- Standard Display
- Flexbanner

- Native Display
- Flexcard
- Minicard



PULL

- Start building**
- Demos
- Spec sheet

The Pull format is an in-content placement and part of our patent-pending position aware formats. This means that the ad format actually knows where it is at on the page and can deliver different images at different points: a first image when its at the bottom third of your view, a middle image at the center, and a final image at the top. Brands often use this to establish basic narrative and deliver their messaging in a before-and-after or beginning, middle, end format.

You can also add an overlay image like a logo that is persistent throughout the ad experience, ensuring you maximize the impression.

