



### BROWSE FORMATS

by marketing objectives:

#### High Impact Display

- Hyperscroller
- Window
- Pull
- Switch
- Lookbook
- Carousel
- Mainstage
- Zine
- Ticker

#### High Impact Video

- Megashopper
- Windowplay

#### Outstream Video

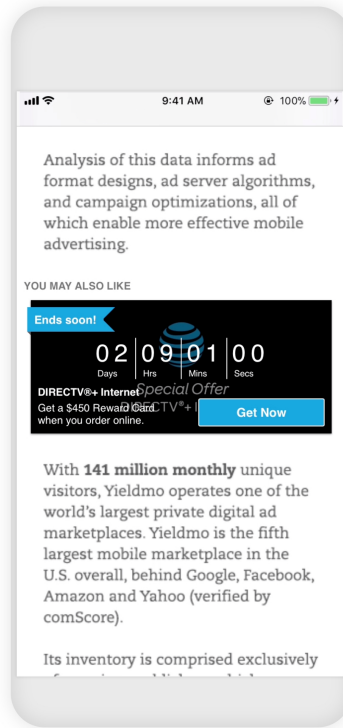
- Flexplay

#### Standard Display

- Flexbanner

#### Native Display

- Flexcard
- Minicard



### TICKER

- Start building
- Demos
- Spec sheet

The Ticker conveys a sense of urgency, counting down a sale or launch in real time. This in-content action format works best for bottom-of-the-funnel campaigns aimed at driving your audience to action. Combining time-based actions with plenty of inputs for text and images, the Ticker is a very popular format. Impulse buyers beware.

