https://formats.yieldmo.com/app-front/

10/02/2020

yıeldmo

AD BUILDER



by marketing objectives:

High Impact Display Hyperscroller

Window

Pull

Switch Lookboo

Carousel Mainstage

Zine

Ticker

High Impact Video Megashopper Windowplay

Outstream Video

Flexplay

Standard Display Flexbanner

Native Display Flexcard Minicard ਗੀ ≎ 9:41 AM ⊕ 100% **=** +

Analysis of this data informs ad format designs, ad server algorithms, and campaign optimizations, all of which enable more effective mobile advertising.

YOU MAY ALSO LIKE



With 141 million monthly unique visitors, Yieldmo operates one of the world's largest private digital ad marketplaces. Yieldmo is the fifth largest mobile marketplace in the U.S. overall, behind Google, Facebook, Amazon and Yahoo (verified by comScore).

Its inventory is comprised exclusively

## **TICKER**

Start build

Demos Spec sheet

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





Need Help?
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