## yıeldmo

## **BROWSE FORMATS**

by marketing objectives:

High Impact Display Hyperscroller

Window

Pull

Switch

Carousel Mainstage

Zine

High Impact Video Megashopper

Windowplay

Outstream Video Flexplay

Standard Display Flexbanner

Native Display Flexcard

Minicard



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).

## WINDOWPLAY

Start building Demos Spec sheet

Windowplay packs a powerful brand punch. Give your vertical, horizontal, or square video assets the added bonus of complementary brand imagery and CTA overlay. Taking inspiration from our Window format, your surrounding brand imagery is revealed bit by bit as customers scroll the page, creating the simulation of an image "behind" the page. This eye-catching effect increases engagement with your campaign, making sure your brand leaves a lasting impression.

This premium outstream format is always respectful of your customer's experience. Page content is never pushed aside and audio is only played when the user initiates the full-screen view. Prepare for your brand campaigns to become turbocharged.





Need Help? Feel free to contact us for assistance support@yieldmo.com

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