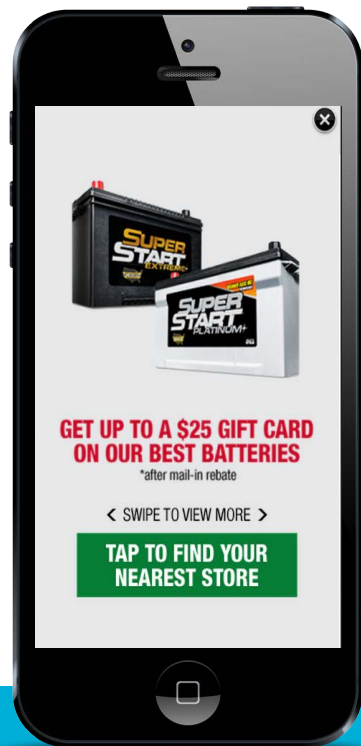


RICH MEDIA SOLUTIONS



PRODUCT SHOWCASE



WHAT IS IT?

- Users may browse product images by swiping
- Tap on images or CTA to view or learn more
- Showcase multiple products, deals, or events
- Size and placement are flexible to your needs
- Image gallery can be either automatic or manual
- Swipe horizontally or vertically

VERTICALS



RETAIL



TRAVEL



HOTEL



AUTO

SUGGESTED USE

This feature can showcase multiple products or promotions. It is recommended to show no more than 5 images. Thinknear tracks user swipe activity. This unit is extensively used to highlight product offers in CPG, Hotel, Travel, and Auto verticals. The entertainment vertical can also leverage this feature for movie stills and banners.

REQUIRED ASSETS

AD COMPONENTS

Static Images

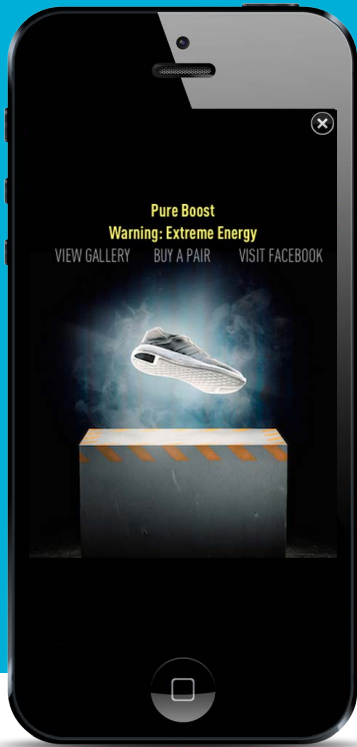
FILE TYPE

GIF, JPEG, PNG, PSD

DIMENSIONS

Up to 320x480

SOCIAL INTEGRATION



WHAT IS IT?

- Quickly share branded content on Facebook and Twitter
- Share links, images, videos or URLs
- Call-to-Action button will open to a browser window in which users can access their social media profile to preview the link, add their own comments, and share

VERTICALS



QSR/FSR



RETAIL



AUTO



HOTEL



CPG



ENTERTAINMENT



GAS



TRAVEL

SUGGESTED USE

Integrating social media into ad units allows brands to share content with a greater audience while achieving social amplification goals.

The unit may be combined with other features to share videos, links, product release announcements, contests, and more.

DELIVERABLES

AD COMPONENTS

Static Image, Video or Link

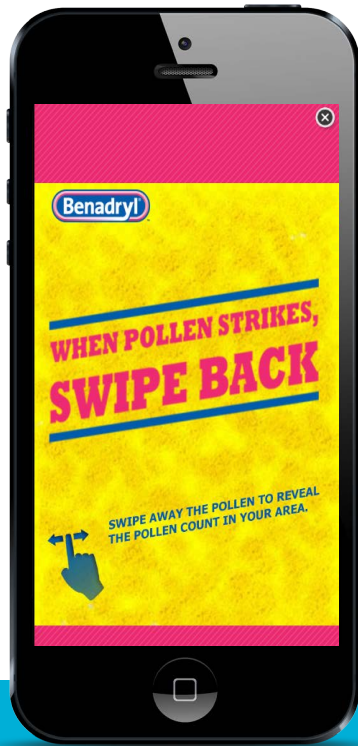
FILE TYPE

Image: PNG, JPEG, GIF
Movie: MP4

DIMENSIONS

Twitter: 140 Character Limit
Facebook: Standard Facebook post limitations

WIPEABLE



WHAT IS IT?

- Engages users by instructing them to wipe away an image to reveal content below
- Image may appear as a static or animated image
- Examples of swipeable imagery include pollen, snowflakes, pixie dust, and rain

VERTICALS



QSR/FSR



RETAIL



AUTO



HOTEL



CPG



ENTERTAINMENT



GAS



TRAVEL

SUGGESTED USE

The Wipeable interactive feature helps create more engaging products by offer reveals. The feature can be applied creatively to all verticals and combined with other rich media features. Some wipeable features include wiping away snow to reveal snow tires, rain to reveal a sunny hotel, or chocolate chips to reveal recipes.

DELIVERABLES

AD COMPONENTS

Static or Animated Images

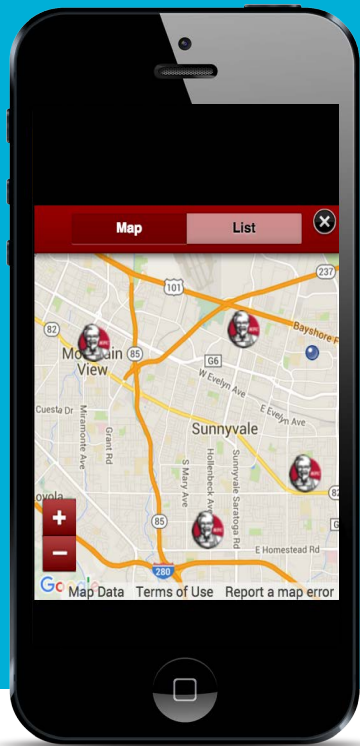
FILE TYPE

GIF, JPG, PNG

DIMENSIONS

Up to 320x480

STORE LOCATOR



WHAT IS IT?

- Store location is visualized on Google Maps
- Locations are viewable as a map or list
- Displays nearby locations
- Customized interface to match creative branding
- Drive-to functionality is not available in this unit

VERTICALS



QSR/FSR



RETAIL



AUTO

SUGGESTED USE

This unit is primarily leveraged to drive traffic to brick-and-mortar locations. The unit may be customized with a brand's colors and logo. The Retail, QSR/FSR, and Auto verticals use Store Locator to map out their retail or dealer locations to compel customers to visit.

DELIVERABLES

AD COMPONENTS

Location List, Branding materials

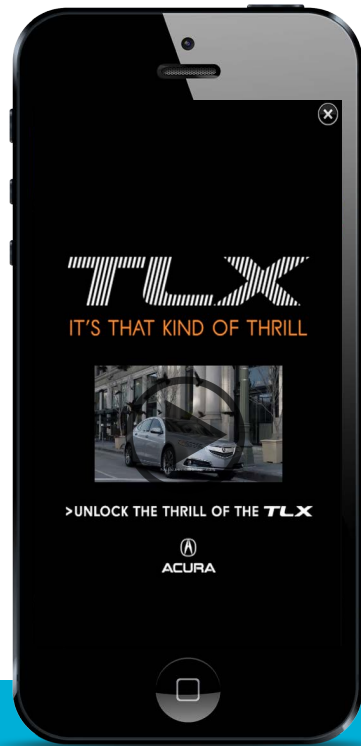
FILE TYPE

CSV or XLS, JPG, PNG

MAX FILE SIZE

10,000 locations in XLS file
or 100,000 in CSV file

INLINE VIDEO



WHAT IS IT?

- Video embedded into the ad creative page
- Video playback can either be automatic or initiated by a user
- Auto video play requires a user to tap the video for audio
- Quartile tracking is available to better understand a user's engagement

VERTICALS



QSR/FSR



RETAIL



AUTO



HOTEL



CPG



ENTERTAINMENT



GAS



TRAVEL

SUGGESTED USE

Marketers are increasing their focus on mobile video ads to drive audience engagement and brand awareness. Video is effectively used across all verticals that leverage commercials to feature their products. Inline video can be used to bring products to life and draw attention to upcoming entertainment releases with commercials.

DELIVERABLES

AD COMPONENTS

Video Assets, Static images

FILE TYPE

MP4, MOV or AVI, JPG, PNG, PSD

DIMENSIONS

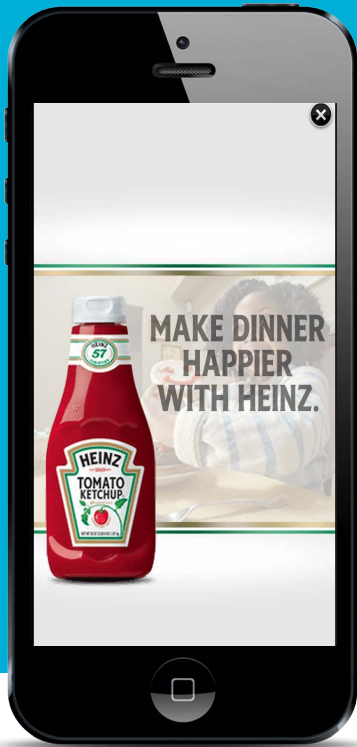
Phone: 210x480, 480x320, 320x320

Tablet: Up to 640x480

MAX FILE SIZE

50 MB

ANIMATION



WHAT IS IT?

- Series of still images to create units similar to animated GIFs that allow more customization in terms of positioning and opacity
- Animation may start up as soon as the page loads or via a play button
- Post-animation actions may be triggered upon completion
- Most effective when combined with other rich media features

VERTICALS



QSR/FSR



RETAIL



AUTO



HOTEL



CPG



ENTERTAINMENT



GAS



TRAVEL

SUGGESTED USE

Animation integrates well with any vertical to capture the audience's attention. Banners and the following expandable pages may feature animation. Common uses for Animation include a car driving across a banner, food being prepared, adding items to a shopping bag, and showcasing product features.

DELIVERABLES

AD COMPONENTS

Static Image

FILE TYPE

PNG/JPG images or MP4/AVI/MOV/
WMV video file

DIMENSIONS

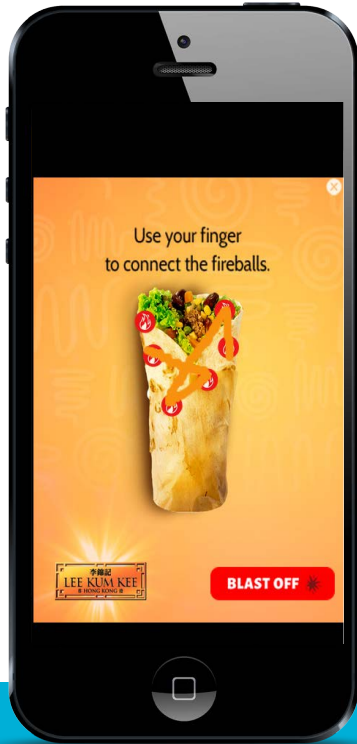
Max Frame Size: 1024x1024

Max FPS: 30

MAX FILE SIZE

100 KB

GAMIFICATION



WHAT IS IT?

- Move different puzzle pieces around to complete the puzzle image
- Configure unit to different levels of difficulty
- Number of pieces and image size is customizable
- Different actions may be triggered to further engage the audience

VERTICALS



QSR/FSR



RETAIL



AUTO



CPG



ENTERTAINMENT

SUGGESTED USE

This unit is primarily leveraged to drive traffic to brick and mortar locations. The unit may be customized with a brand's branding colors and logo. The Retail, QSR/FSR, and Auto verticals use Store Locator to map out their retail or dealer locations to compel customers to visit.

ASSETS

AD COMPONENTS

Static image

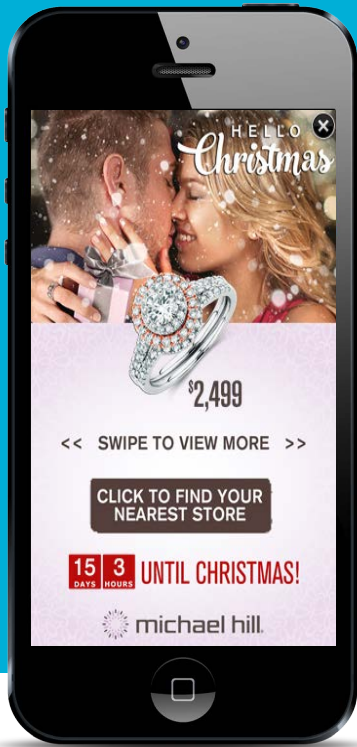
FILE TYPE

GIF, JPG, PNG, PSD

DIMENSIONS

Up to 320x480

COUNTDOWN



WHAT IS IT?

- Dynamic timer that helps communicate an important date or enhance a gaming experience
- Set a limited timeframe in which a mini-game must be completed
- Increase sense of urgency by showing time left before a specific event takes place
- Units display in days, hours, minutes, and seconds
- Time left is dynamic to reflect timezone differences

VERTICALS



QSR/FSR



RETAIL



AUTO



HOTEL



CPG



ENTERTAINMENT



GAS



TRAVEL

SUGGESTED USE

The Countdown feature translates to all verticals. It is primarily used to express urgency for upcoming product or movie releases, Black Friday shopping, holidays, and describe products (adding shock value with how long it takes to complete something). The unit may be combined with other rich media features to gamify the user experience.

DELIVERABLES

AD COMPONENTS

Text implementation

DIMENSIONS

Optimized to creative content