

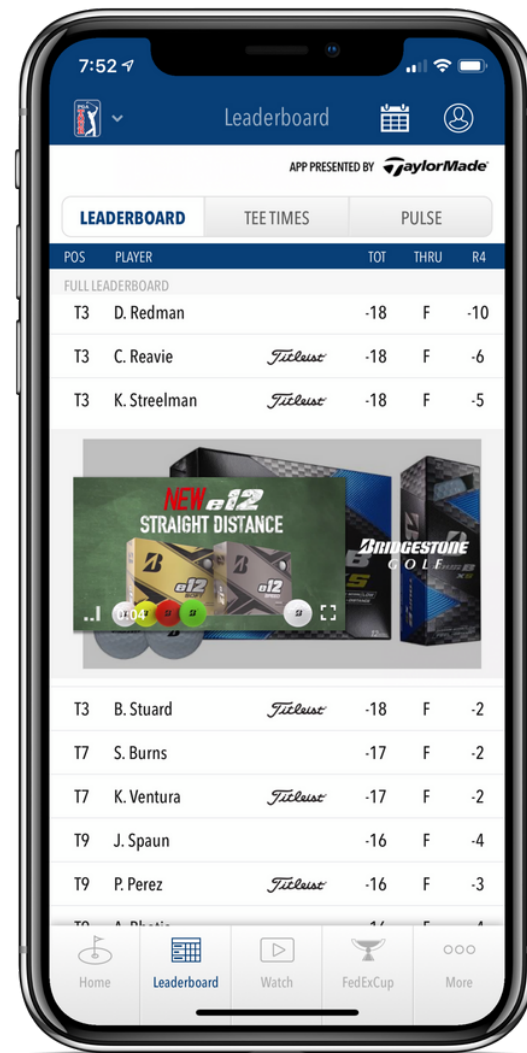


WINDOWPLAY

Specifications & Style Guide

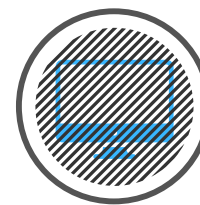


CLICK [HERE](#) TO SEE IT IN ACTION

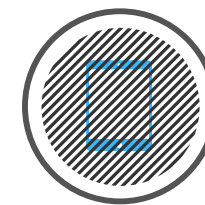


WHAT ARE YOU GETTING?

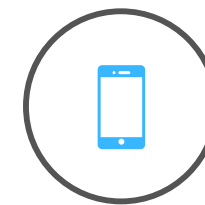
Windowplay packs a powerful brand punch. Give your vertical, horizontal, or square video assets the added bonus of complementary brand imagery and CTA overlay. Taking inspiration from our Window format, your surrounding brand imagery is revealed bit by bit as customers scroll the page, creating the simulation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



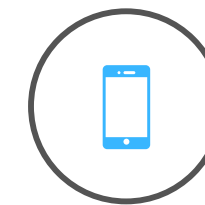
Desktop



Tablet



Mobile
Web



Mobile
App

WINDOW IMAGE

Image width: 540 pixels

Image height: 608 pixels

Allowed image formats: JPG, JPEG, PNG, GIF

Max image file size: 200KB

OVERLAY IMAGE

Logo Image required

Image width: 252 pixels

Max image file size: 150KB

Allowed image formats: JPG, JPEG, GIF, PNG

Image height: 240 pixels

VIDEO

Video ratio: (flexible)

Max video file size: 6MB

Allowed video formats: MP4, MOV

CTA Destination URL - required

WINDOWPLAY SPECS

3RD PARTY TRACKING

URLs for interactions: Auto play, User initiated play, Pause, Replay

Autoplay Quartiles Reached: Optional, 1st-4th quartiles

User Initiated Quartiles: Optional, 1st-4th quartiles

[CLICK HERE TO SEE
PRODUCT OVERVIEW](#)