Engaging
Mobile Audiences
with Interactive Video

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What We Offer

Video Ad
Builder
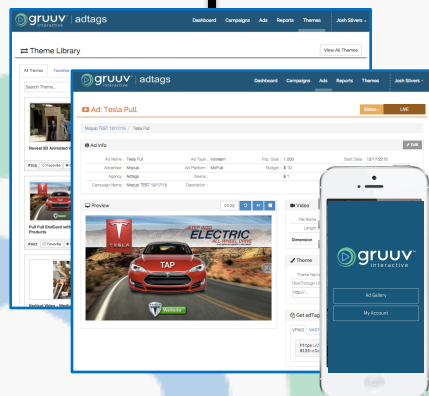
Custom
Ad Units

Adtech
Consulting

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Video Ad Builder

Photoshop experience (prohibited symbol)

- Easy-to-build interactive video ads
- Auto-generate VAST/VPAID/MRAID tags
- Rich user engagement reporting
- Add & automate your custom units
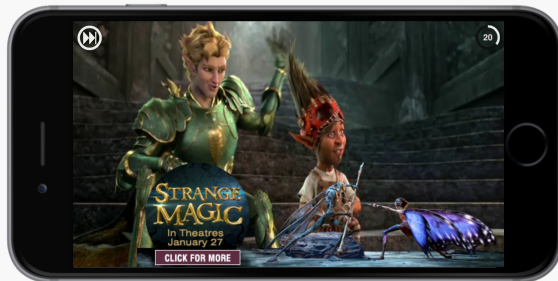- Embeds into ad trafficking consoles
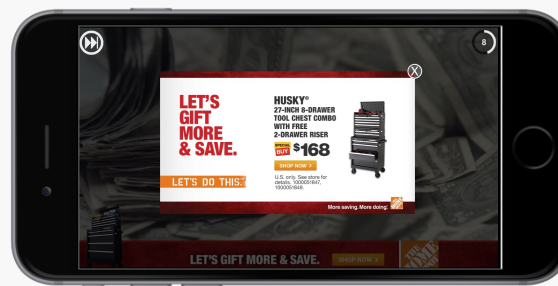
gruuv mobile app
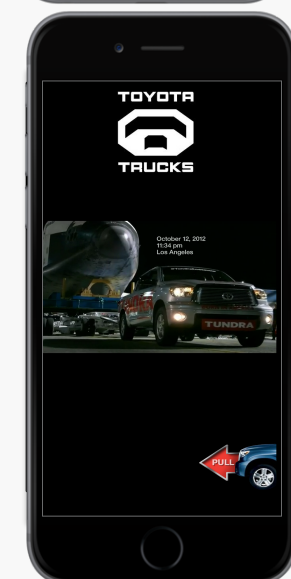See ads working in your own live app.

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Video Ad Formats
Fully Responsive & Interactive

Video Overlays

Interactive End Cards

Interstitial

All available in MRAID, VPAID, VAST formats
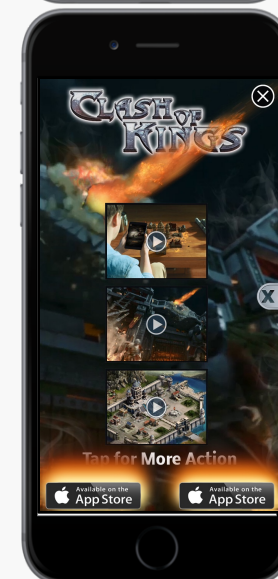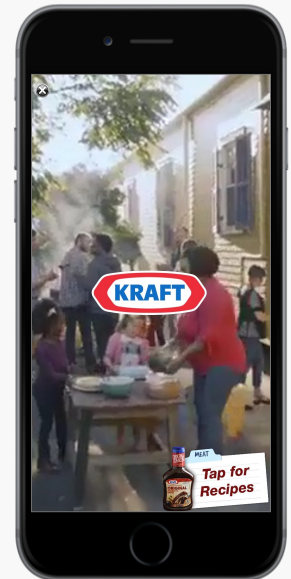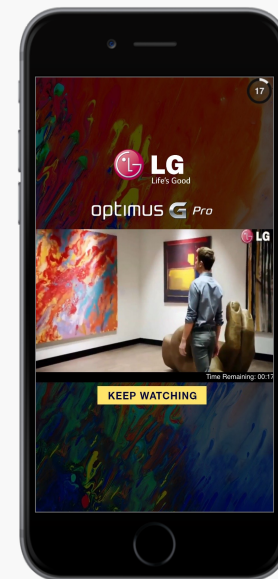
Custom Brand Ad Executions
Gruuv developed high-impact creative

Animated, full screen video overlay

Haptic overlay w/touch vibration

Full page adventure selector w/tap to video.

Banner overlay w/tap to store locator
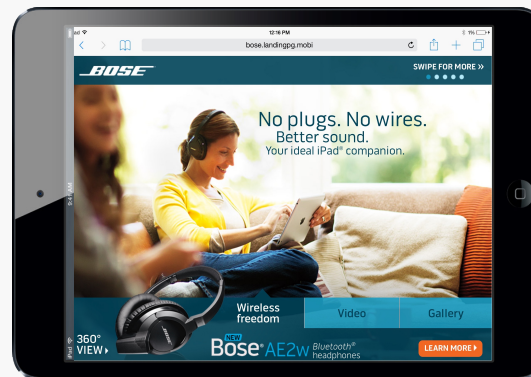
Full page tablet web Interactive w/360 product view

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Popular Video Ad Formats
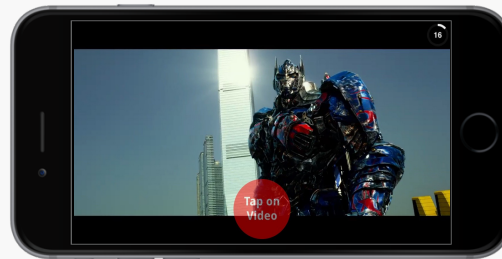
Interactive Video Pull-Card

Features:

• End Card "bounces" into user view

• Can be pulled in-view from any side

• Video pauses until user closes card

• Fully responsive: landscape or portrait, in stream or interstitial

Interactive Vertical Video

Features:

• 3 CTA positions: top, middle, bottom

• Use standard mobile banner or custom asset

• Asset time delay to simulate animation

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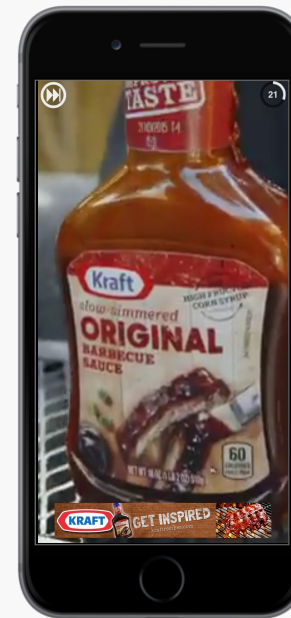# Mobile Adtech Consulting

Trusted, highly experienced adtech resources to accelerate your mobile capabilities

We Offer:

- Custom built ad creative & ad units

- Mobile App & Ad SDK development

- Creative QA & troubleshooting

- Inventory testing & certification

- Outsourced ad product development

- JavaScript, iOS, Android developers

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Ad Specifications

Placements

- In Stream, Pre-roll, Interstitial

Industry Formats

- MRAID, MRAID+VPAID, VPAID-JS, VAST, HTML5

Video Formats

- MP4, MOV, FLV, 3GP, WMV, AVI

Environments

- iOS, Android, WebKit, HTML5, CSS3, Desktop, OTT

Networks

mopub AERSERV TubeMogul Vungle spotXchange Google rhythm {□}pocketmath

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Benefits

- ✓ Easy, self-serve builder
- ✓ Multi-format video support
- ✓ Standards-based + VPAID support
- ✓ Scalable across networks, SDKs
- ✓ Ready-to-sell video ad products
- ✓ Console embeddable
- ✓ Cost effective, saves time

Thank You

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