

INTERACTIVE PRE-ROLL (IPR)

ENTICING USERS TO ENGAGE

Do more with your VOD campaign by layering in extra, interactive content.



Interact with engaging content.

Pre-Engagement

The pre-roll video plays and an animated banner appears, usually at the bottom of the player. When the user engages with this unit, the overlay creative is launched.

Features

- An animated overlay appears to trigger engagement
- The pre-roll video is paused once the overlay is engaged

Engaged

The overlay is launched and can be engaged with as a fully functioning rich media unit. Additional content can be included within this format.

Features

- Video and animation
- Images, additional videos, product carousels
- Downloads
- Social media links
- Custom features, such as feeds, maps or games are also possible