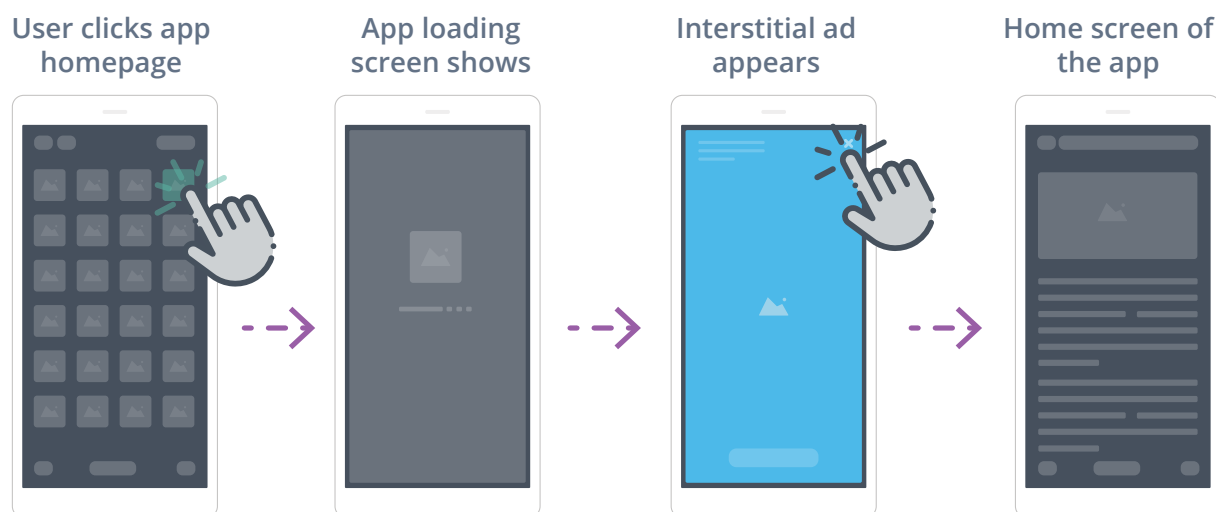


Making a Splash with Splash Ads

Splash ads offer a key first impression for users every time they launch an app. Especially popular in China, these ads deliver high engagement with easy-to-measure viewability.

What are splash ads?

Splash ads are a unique, full-screen interstitial format for mobile apps. When a user launches an app, the splash ad appears as the content loads. Because these ads are typically full-screen video ads or rich media units, they offer an opportunity to deliver captivating content. And, because they are the first thing a user sees when launching the app, they are more likely to reach an attentive audience.



Splash ads typically play for about five seconds, and must include a close/skip button after the first three seconds, to deliver an unobtrusive user experience.

Splash ad requirements

Splash ads must:

- Be full screen (common sizes include 320x480, 640x960, and 1182x1620).
- Appear for 5 seconds or fewer.
- Have an option to close (for display) or skip (for video) after 3 seconds.
- Appear immediately after the launch screen (this is also called the Splash Screen).



At Smaato, we offer support for both iOS and Android. They can be video or display creative, and can run horizontally or vertically. There's plenty of flexibility and customization options to help deliver engaging experiences for users.

Advanced reporting for splash ads

The Splash Ad format makes it easy to measure viewability. We offer in-depth reporting so you can measure by whichever KPIs you want to track. Publishers and marketers can filter by ad format in the ad request, as well as which ad formats won. This is especially useful for comparing splash ad performance against more standard creative.

Our platform makes it easy for marketers to use a deep link URL template to pass the primary and fallback deep links back to us. With deep linking, built-in tracking URLs trigger based on which link activated, so marketers get easy insights into whether new or existing users clicked through.

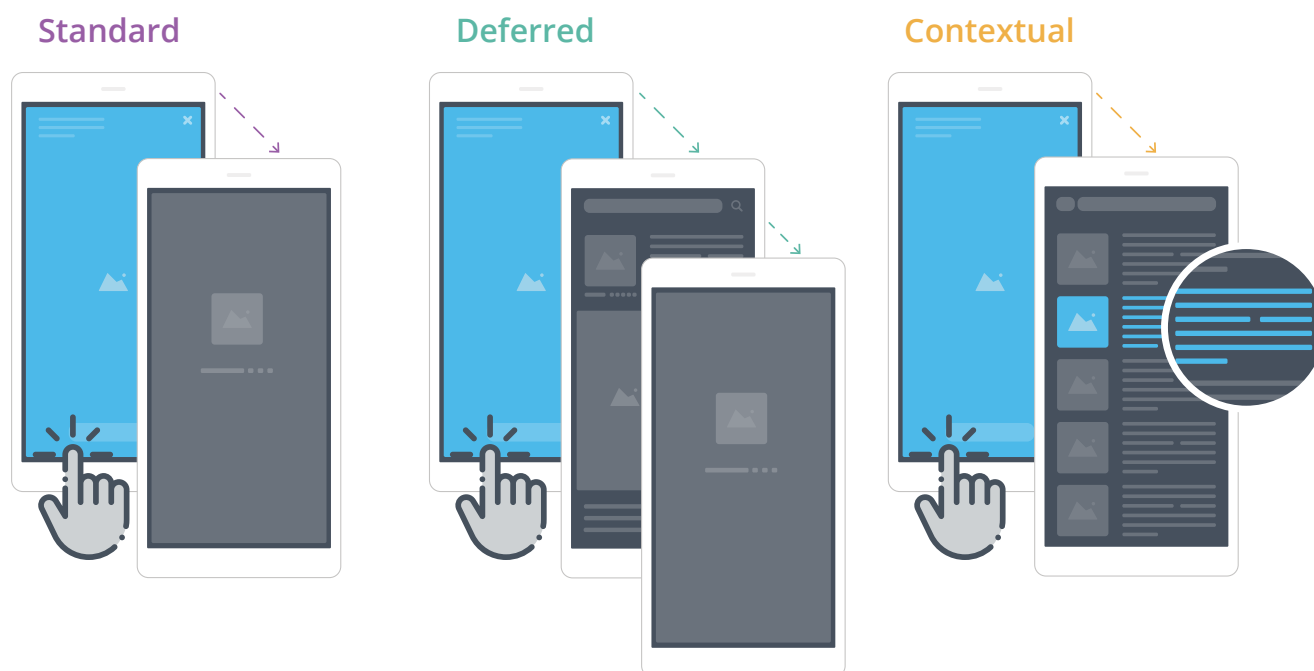


Deep linking for an in-depth UX

Splash ads deliver a captivating experience for users when they launch an app. They also come with a huge opportunity to deliver engaging content.

At Smaato, we include deep linking support for splash ad placements. When a user clicks the ad, deep linking ensures that they're brought to a hyper-specific piece of content.

There are three main types of deep links:



- **Standard** deep links take the user from an ad to an (installed) app.
- **Deferred** links come up when a user doesn't have the app installed. These links take the user from the ad to the download page (whether the App Store or Google Play Store), and, once installed, the new app.
- **Contextual** deep links are either standard or deferred links which take the user directly to a specific section, search, or piece of content within an app.

■ We support all three. [Learn more about deep linking support.](#)

We offer standard reporting to Deep Linking now, but we're excited to share that **custom event management and attribution** is coming soon with our new UI. Stay tuned!

Get in touch

Or, visit www.smaato.com to learn more about our omnichannel platform.