

OrbitSoft Mobile Ad Formats

OrbitSoft Mobile Platform supports the most well known ads formats, like text, banners, rich media, video, mobile, as well as IAB formats

Content

- [Mobile Ads](#)
- [In-App Ads](#)

Ad Formats

OrbitSoft Mobile Platform supports all popular ads formats including: Text, Banners, Rich Media, Video, Mobile, IAB formats and more.

Mobile Ads

Mobile Ads include full screen, partial screen and locational ads that utilize the display area of the device in a variety of ways. With OrbitSoft you can monetize every pixel available.



Text

Text ads on mobile devices contain three lines of text and links to the advertiser's website.



Image

Banners can be static or animated image banners for all mobile devices, including smart phones, tablets and traditional cellphones. OrbitSoft works on iOS, Android and other operating systems.



Native

Native ads offer an opportunity to monetize any App more effectively by matching the original content's look and feel, while expanding the user experience in ways you can monetize easily.



Interstitial

Fullscreen is the most widespread image format. Usually displayed during the first few seconds while an App is launched. HTML5 can also be entirely interactive because it allows active links, videos, audio, and more.



Rich Media

As a mobile advertiser, you can use rich media ads as a highly customizable mobile creative designed in whatever way works best for your audience. The appearance, shape, and size of the creative can be formatted to your exact specifications without concern for design limitations.



Video

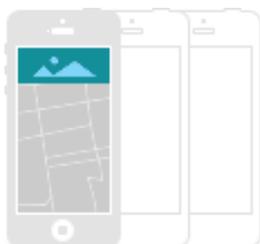
Video on smartphones and tablets is one of the fastest growing subcategories of mobile advertising. Due to the interactive nature of mobile and the fact that video is an intuitive medium for advertisers, video empowers you to tell a simple and effective brand story in just 10 to 15 seconds.



Wap

A WAP mobile ad appears on mobile WAP websites and can be displayed with text or images. Users that click on your WAP mobile ad are sent to your mobile webpage. WAP ads also allow your users to make calls, which can be very effective for service based offers.

In-App Ads



Banner

Banner ads are the main type of In App Ads as well, allowing Advertisers to reach an audience In-App where ad blockers and other inhibitors do not exist.



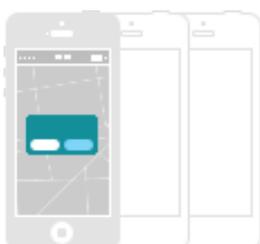
Push notifications

Push notifications are ads appearing in the notification tray of a mobile device. This type of ad displays outside the app and does not affect app usage.



AppWall Ads

AppWall Ads take up the entire App screen, usually when an application first starts. Often these include advertising displays with small images and a brief description of each item in a list.



Dialog Ads

A dialog ad is text rich and may display outside the App itself. Dialog ads in mobile perform up to 2X better than traditional banner ads according to recent analysis.



Icon Ads on Mobile Desktops

Icon Ads on Mobile Desktops Icon ads appear on the mobile desktop and look the same as the icons of installed applications. Icons allow advertisers to engage users in a foundational way rather than requiring them to first open an App to see the underlying ad inside it.



Video Ads

Video Ads are optimized by device type and connection speed, enabling dramatically higher conversions and an improved consumer experience.



Rich Media Ads

Rich Media Ads enable advertisers to deliver interactive content that drives more engagement and user response than traditional static ads.



Full Screen Ads

Full Screen Ads allow you to create cohesive cross-channel campaigns for perfect organizational branding.



Custom Ads

Since OrbitSoft is custom software designed, coded and published by our team of expert developers, we can make changes to the platform or custom code virtually any kind of ad concept you create. Contact us with your ideas for details about the best way to move forward as we work together to combine your vision and our technical expertise for the best ROI anywhere!