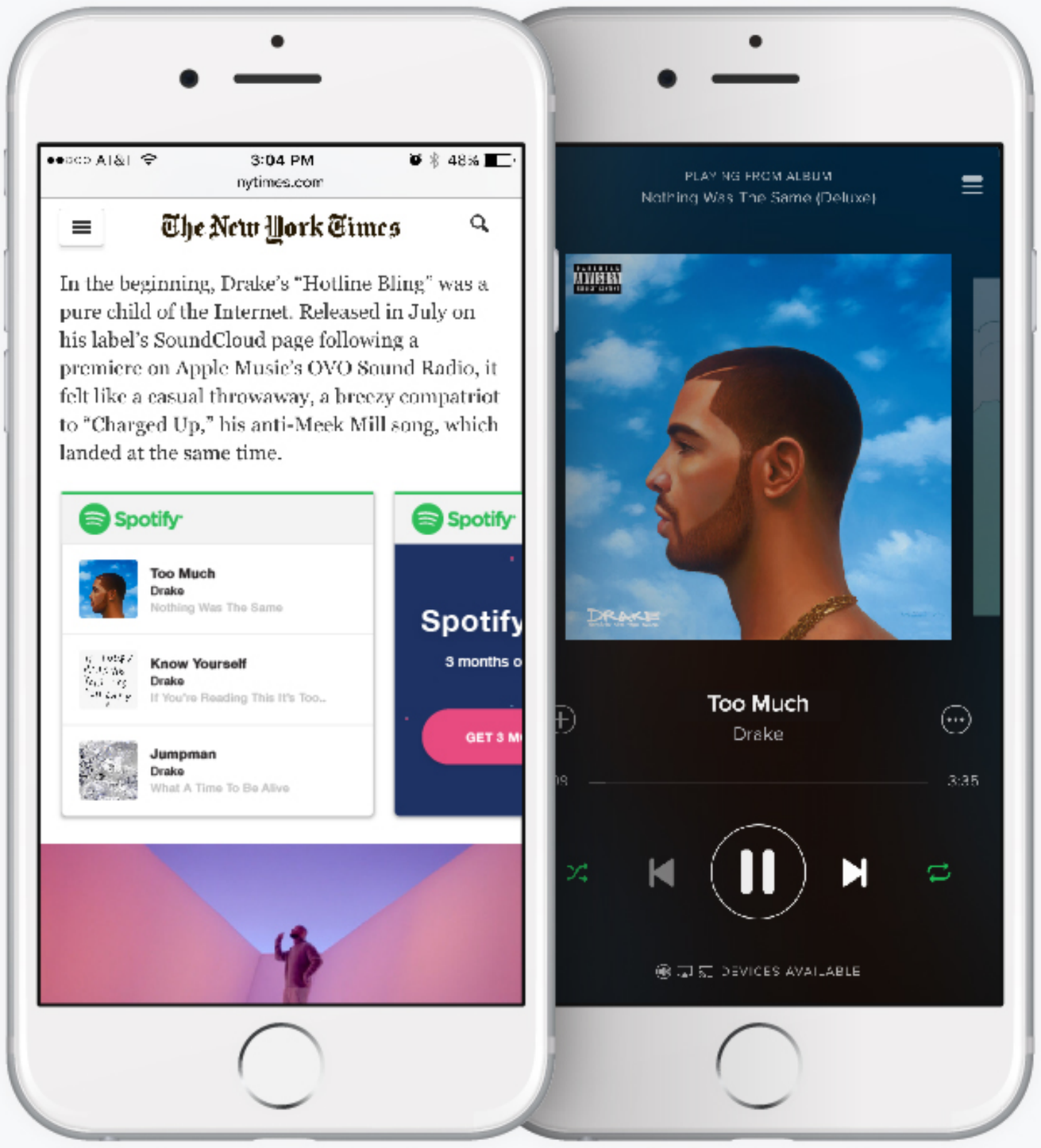
URX



(LEFT) SPOTIFY APPVIEW CAROUSEL / (RIGHT) APPVIEW RESOLUTION INTO SPOTIFY APP

APPVIEWS CREATIVE GUIDE

AppViews help advertisers drive mobile engagement by connecting in-market users directly to their favorite sites and apps.

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DYNAMIC APPVIEWS

/CARDS 01

/BUTTONS 02

FIXED APPVIEWS

/CARDS 03

/BUTTONS 04

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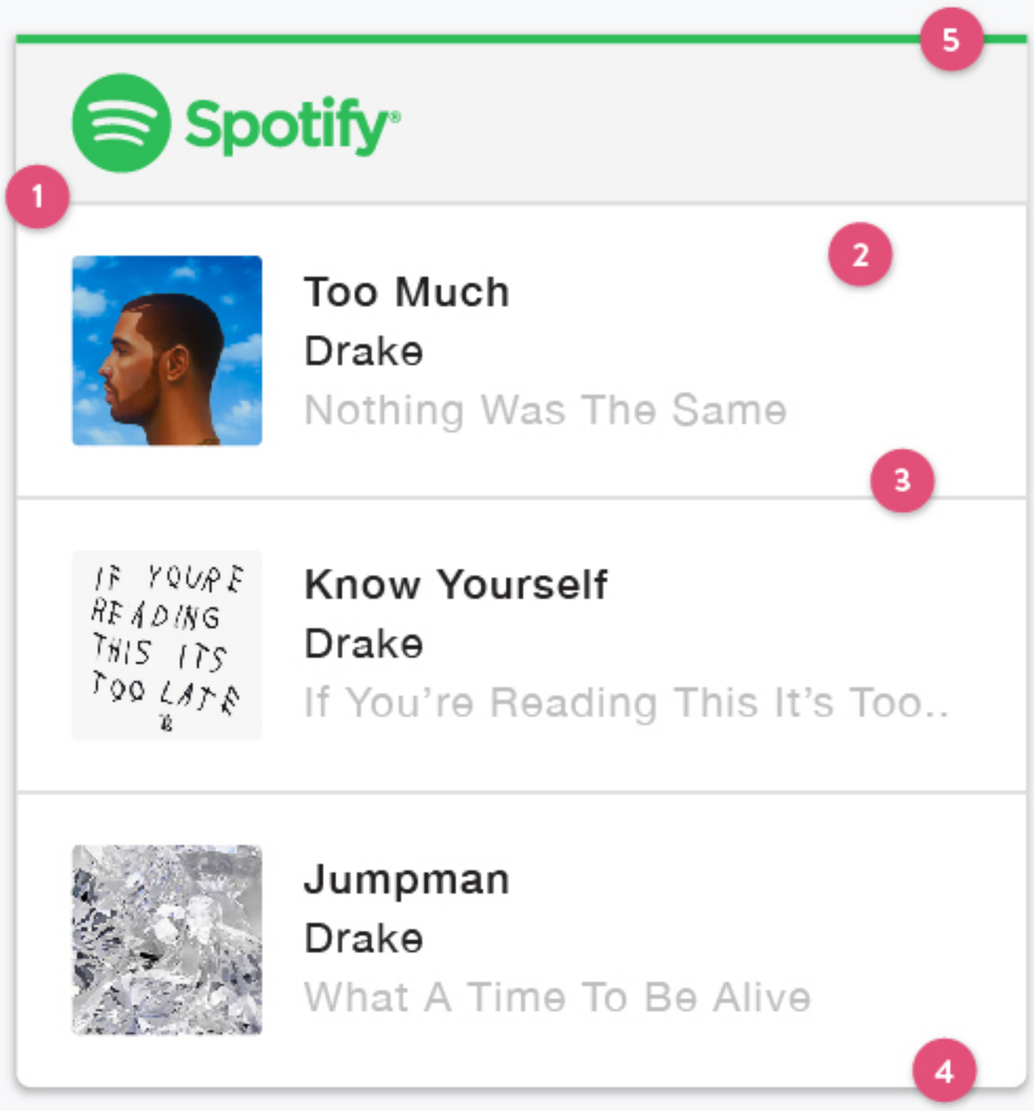

WIDTH: VARIABLE / HEIGHT: 300PX

DESIGN RECOMMENDATIONS

URX dynamically determines and displays the three best actions a user can take within your domain based on the publisher page content. Once the user takes action, URX deep links her/him directly into your mobile site or application.

1. Logo: 600 x 150px (PNG format)
2. Title & Description
3. Border: #B2B2B2
4. Background: #FFFFFF
5. Top Border: Automatically matches Logo color

ADDITIONAL DETAILS

Take advantage of URX's ability to dynamically show the most relevant content by ensuring URX has access to your product metadata.

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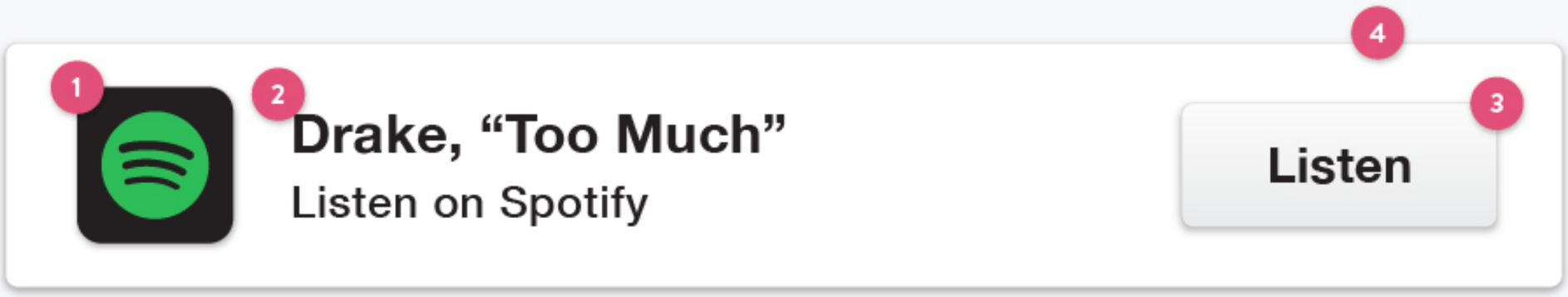


WIDTH: 320PX / HEIGHT: 50PX

DESIGN RECOMMENDATIONS

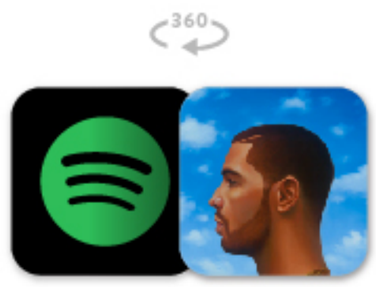
URX dynamically determines the single best action a user can take within your domain based on the publisher page content. Once the user takes action, URX deep links her/him into the most relevant page within your app or site.

1. Icon: 32 x 32px (JPG or PNG format)
2. Title, Description, & Action
3. Call-To-Action Button
4. Background: #FFFFFF

ADDITIONAL DETAILS

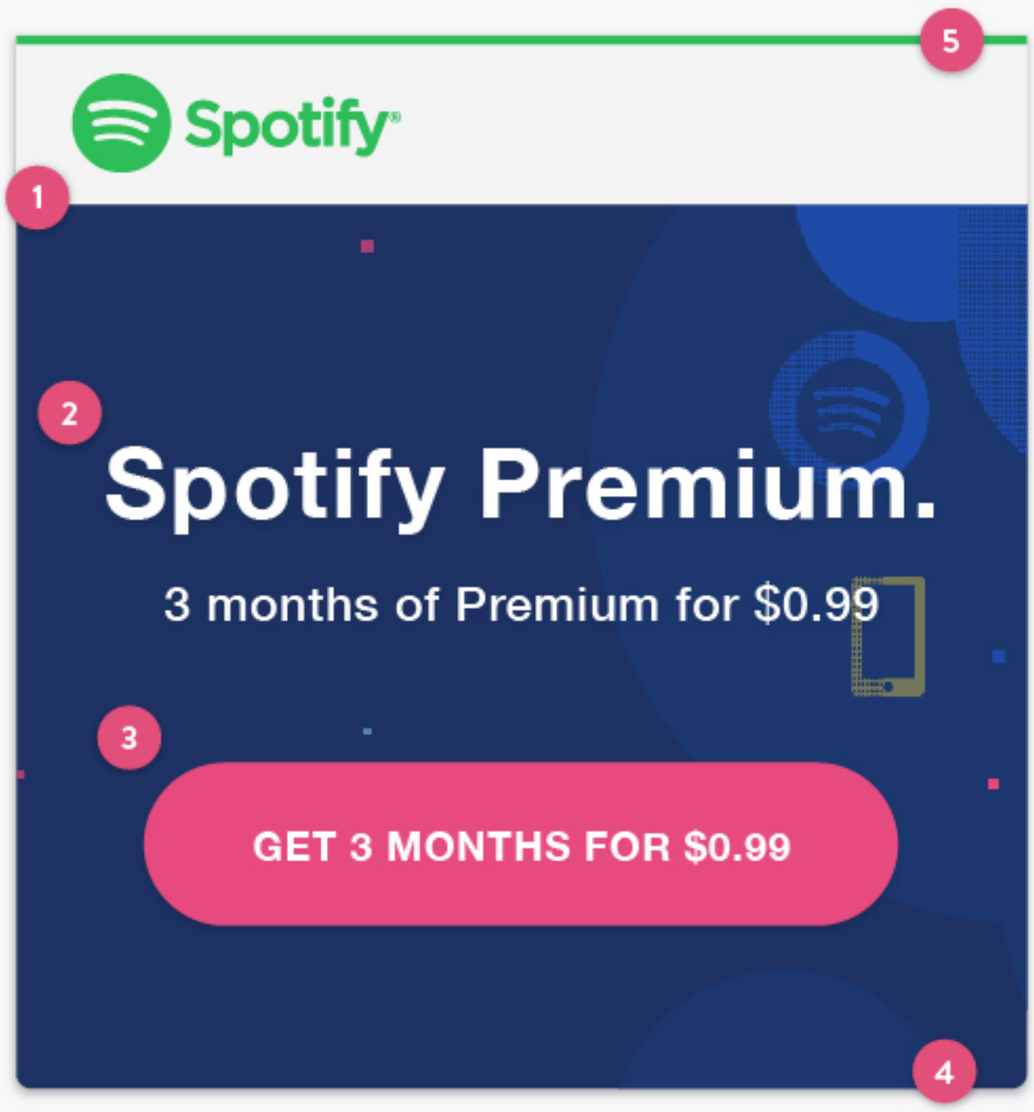
Take advantage of URX's ability to dynamically show the most relevant content by ensuring URX has access to your product metadata.

Icon (below) animates to show brand icon and relevant image result.



FRONT / BACK

© URX 2015



WIDTH: VARIABLE / HEIGHT: 300PX

DESIGN RECOMMENDATIONS

URX displays your custom static creative, and resolves users directly to the predefined location in your site or app once s/he decides to take action.

1. Logo: 32 x 32px (JPG or PNG format)
2. Title & Description
3. Call-To-Action: 20 character limit
4. Background: #FFFFFF
5. Top Border: Automatically matches Logo color

ADDITIONAL DETAILS

Send your URX representative a Destination URL (i.e., app deep link, link to mobile web location).

Make use of the larger card size to communicate why a mobile user should engage with your brand. Use the Call-To-Action to communicate what you want users to do when they take action.

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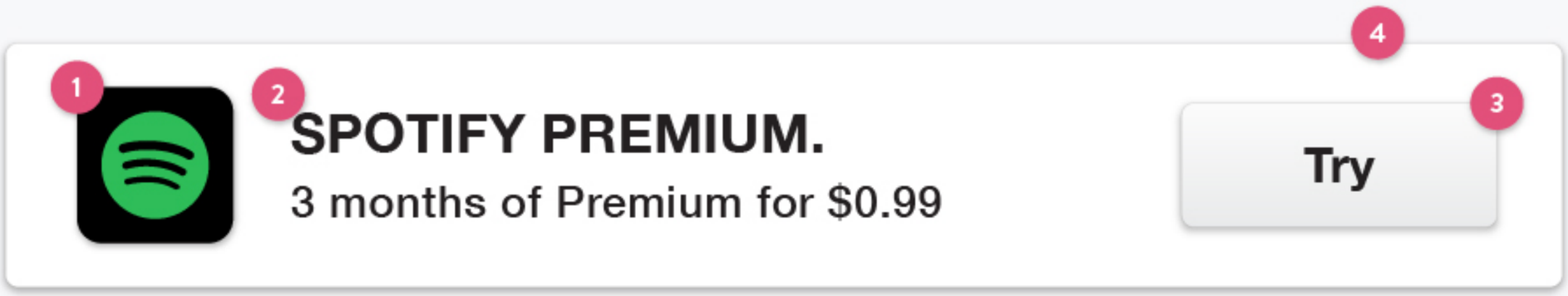


WIDTH: 320PX / HEIGHT: 50PX

DESIGN RECOMMENDATIONS

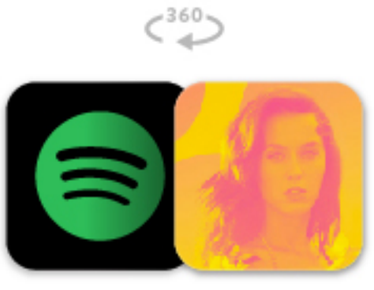
URX displays your custom static creative, and resolves users directly to the predefined location in your site or app once s/he decides to take action.

1. Icon: 32 x 32px (JPG or PNG format)
2. Title & Description
3. Call-To-Action Button
4. Background: #FFFFFF

ADDITIONAL DETAILS

Send your URX representative a Destination URL (i.e., app deep link, link to mobile web location).

Use the Call-To-Action to communicate what you want users to do when they engage with your ad. Use the front image for branding and the back image to show content within your app or site.



FRONT / BACK

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