

DT Creative Labs

NA Brand Creative Features & Tiers

Creative Tiers



Creative Tiers | **Managed Service**

Tiers correlate with pricing and complexity of creative builds

 DT Creative Labs

Tier 1

- **Rich Media Unit = \$25k+** of spend
- **Standard Video + Rich Media Unit = \$50k+** of spend

Tier 2

- **Rich Media Unit = \$50K+** of spend
- **Standard or Interactive Video + Rich Media Unit = \$100K+** of spend

Tier 3

- **Rich Media Unit = \$75K+** of spend
- **Standard or Interactive Video + Rich Media Unit = \$150K+** of spend

Creative Tiers | Programmatic

Tiers correlate with pricing and complexity of creative builds

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Tier 1

- **Rich Media Unit = \$20k+** of spend
- **Standard Video + Rich Media Unit = \$40k+** of spend

Tier 2

- **Rich Media Unit = \$40K+** of spend
- **Standard or Interactive Video + Rich Media Unit = \$80K+** of spend

Tier 3

- **Rich Media Unit = \$60K+** of spend
- **Standard or Interactive Video + Rich Media Unit = \$120K+** of spend

Creative Formats



Creative Formats

Our award-winning creatives turn the standard ad experience into something extraordinary. Mix and match features within a combination of **Standard or Interactive Video + Rich Media Unit** or serve a **standalone Rich Media Unit** without video. Regardless, these will serve in-app in video inventory on our SDK in both orientations, providing opportunities for high impact.

Standard Video

Pre-roll video up to 30s that either plays standalone or with a simple overlay with the objective of clicking out to learn more. The video can also be followed by a Rich Media Unit for added engagement opportunities

Interactive (formerly Aurora) Video

Elevate ad experiences by adding a layer of interaction on top of video using touch, vibration, etc.; allowing for gamification, product exploration, hot spots, filters and more!

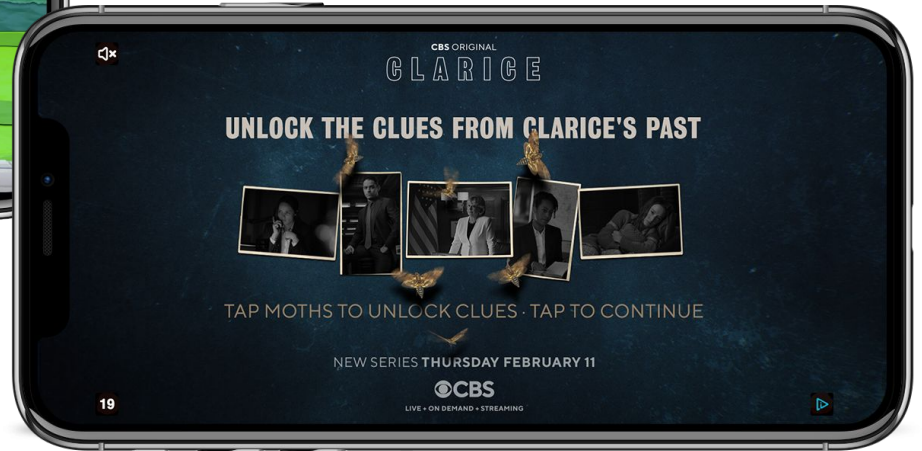
Rich Media Unit

Invite users to engage in a variety of ways with captivating features and experiences that can **either** follow a video or serve as standalone units.

* Some Interactive Video executions cannot be served programmatically or through VAST

App Demos

A list a demos and links to examples sorted by name, region, and date can be found [here](#).



Creative Features



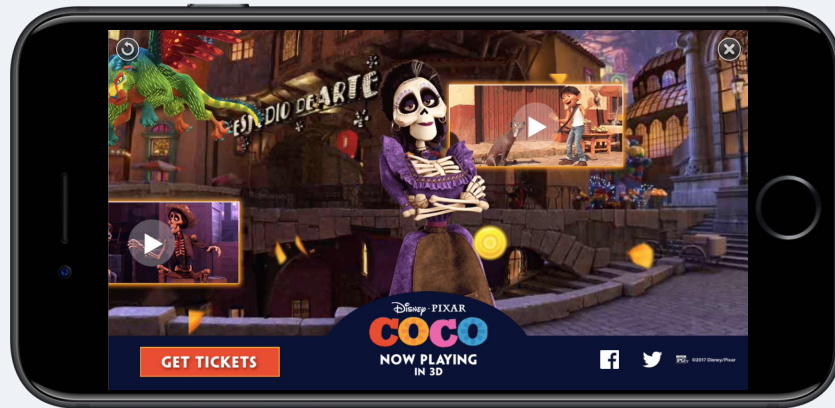
Panorama

Rich Media Unit

Creative Tier: 3

Description:

Swipe to explore the environment beyond the constraints of the screen size and reveal additional content and interactions. This is also great for hidden object games!



[Demo Video Link](#)

Gamification

Interactive Video & Rich Media Unit

Creative Tier: 3

Description:

Build excitement and awareness around a product or launch by turning the ad into a branded game experience. Drive high user engagement using common game mechanics similar to ones found in arcades and mobile games like Match-3, Pong, Galaga, Fruit Ninja, and more!



[Demo Video Link](#)

Tap to Collect

Interactive Video & Rich Media Unit

Creative Tier: 3

Description:

Tap to collect items throughout the video either as a gamified experience or as a means to educate the user as the video unfolds. Allow users to unlock additional content within the DEC as a payoff for collecting enough hotspots during the video.



[Demo Video Link](#)

Reactive Layers

Interactive Video & Rich Media Unit

Creative Tier: 3

Description:

Chip away at layers on top of a video or image in real-time to reveal what's hiding underneath. Similar to wipe aways, tap to shoot bullets, break away shards of glass, punch through walls, and watch the screen fall apart.



[Demo Video Link](#)

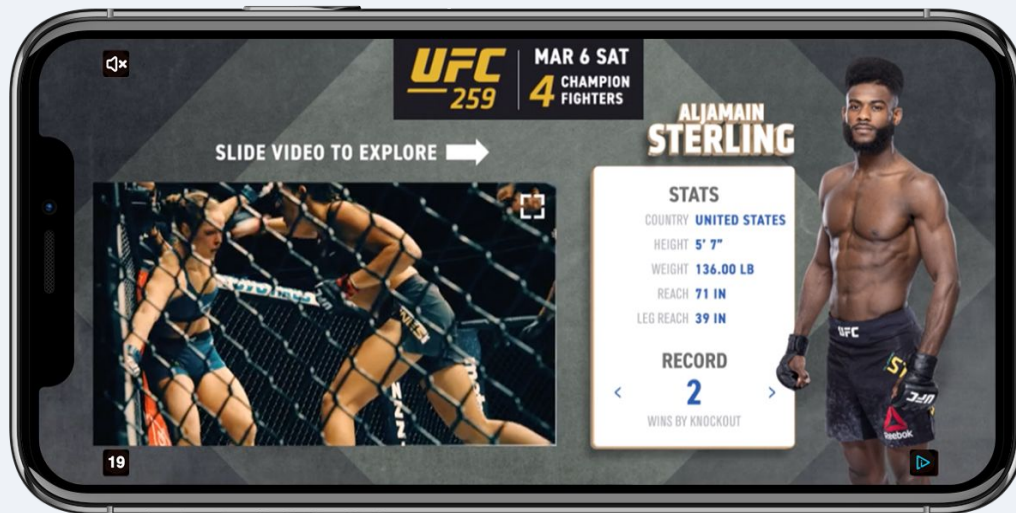
Split Screen Video

Interactive Video

Creative Tier: 3

Description:

Minimize, maximize, or slide over the video to allow for opportunities to engage with other features like stats and products.



[Demo Video Link](#)

Thank you!



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