Mediaplex

Achieve Greater Audience Engagement and Interaction

Mediaplex's MOJO Rich Media solution enables marketers to serve visually engaging advertisements for greater impact and interactivity, all through a single platform. Our team of Rich Media specialists works with you every step of the way to ensure easy execution and optimal campaign performance.

Using the Mediaplex MOJO Adserver platform, advertisers can take advantage of advanced features such as dynamic messaging, behavioral targeting, and optimization, as well as benefit from Mediaplex's deep data and reporting metrics that drive decisions to further improve performance.

Advertising Formats

- Floating ads
- Expandable ads
- Tandem ads
- In banner video
- Google Maps integration
- Data collection ads
- Page peel-down ads
- Polite ads
- Social media

Reporting suite with tracked interactions including:

- Average time before first interaction
- Number of expands and collapses
- Time duration on expanded panel
- Number of failover impressions
- Impressions with at least one interaction
- Total interactions
- Custom metrics (quizzes, polls, games, etc.)

Service and Support

Our full-service team of experienced rich media support technicians save you time and relieve administrative burdens associated with getting campaigns live.

- Ad server support for expandable and floating templates, including video
- Full-service setup, configuration, testing and troubleshooting
- Technical specifications and guidelines to help creative teams build MOJO Rich Media units
- Accommodate requests for custom configurations
- Robust reporting of rich media performance, including interactions