

What You Need To Know About Sprout Engage Ads

WHAT IS AN ENGAGE AD?

Engage Ads bring rich, interactive, and socially connected experiences into standard IAB ad units. These next generation ads offer improved performance and endless possibility, think of them as everything from standard rich-media ads to custom apps that can sit within a display ad. Because they can access social APIs they will allow you to integrate personally relevant data and bring branded experiences off social networks. Finally, they can be served everywhere you place your current ads.

HOW IS A SPROUT AD UNIT DIFFERENT FROM OTHER AD UNITS (AND WHY DOES IT LOOK DIFFERENT WHEN I INSPECT THE SWF)?

Sprout platform has a distributed architecture such that ads published from the platform are compiled for optimal performance. Unlike typical Flash ads that are fully compiled into a SWF file, Sprout's SWF output consists of a lighter weight SWF and an XML file that pulls components on an as needed basis from Sprout's CDN infrastructure. This means complex ad units load quickly and efficiently and support a great user experience.

DOES SPROUT PROVIDE AN AD TAG FOR THE AD UNIT?

No, Sprout is an ad creation platform and does not serve ads. Thus, Sprout does not generate ad tags. Sprout does, however, provide clients with the SWF and image file

outputs associated with the ad unit. The image file acts as the ad campaign backup in situations where the end-user does not have the necessary Flash plug-in installed on their web browser. Clients will upload the Sprout SWF and image files as a standard rich media ad campaign into their ad server of their choice.

WHAT ARE THE REQUIREMENTS FOR SPROUT EXPANDABLE ADS?

Sprout supports expandable ads, but currently requires that the publishers' websites support JavaScript ad tags to work properly.

DO YOU SUPPORT DOUBLECLICK DART AD SERVING SOLUTIONS?

Yes. Sprout is integrated with DART via the DoubleClick Studio creative workflow tool. The platform offers the ability to push the Sprout ad unit directly into the creative library of either DFP or DFA via DoubleClick Studio.

WHAT IS SPROUT ENGAGE PLATFORM?

The Engage Platform is a unique cloud based ad creation solution with an easy-to-use visual authoring interface that eliminates the need for expensive development resources and has all the most popular social APIs built in.

If you have any further questions, please email Sprout at info@sproutinc.com

