

Reactive Scroller Features



Transition

Select from various animated transitions between images or videos that are scroll- or time- based.

[See Demo](#)



Parallax

Create the illusion of depth & perspective by manipulating a flat image and/or text.

[See Demo](#)



Hue

Create a colour changing effect as the user scrolls down the page.

[See Demo](#)



Zooming

Zoom in on an image as the user scrolls down the page.

[See Demo](#)

Creative Features

Standard Engagement



360 View

Build an animated 360 degree view of an object, composed through a series of images.

[See Demo](#)



360 Video

Bring your creative to life with an immersive VR-like ad experience using the new 360° video component.

[See Demo](#)



Swipecy Gallery

An animated two-dimensional user interface that allows browsing through or interacting with a set of items by a swiping gesture.

[See Demo](#)



Flippy

An animated component that allows the presentation of items in a "card" that can be flipped back and forth.

[See Demo](#)



Shaky

Enables the user to shake their device to perform an action.

[See Demo](#)



Inline Video

Enables playback of video content directly in the creative.

[See Demo](#)



Image

This component lets you place an image in your creative.

[See Demo](#)



Pannable

An interactive component that lets users pan or scroll across a larger, masked item or group of item.

[See Demo](#)



Stack

An interactive three-dimensional user interfaces that lets users browse and interact with grouped items presented as a stack of cards.

[See Demo](#)



Creative Features

Standard Engagement – Location



Locator

Adds a customisable, responsive map that lets you search, display and manage a list of locations.

[See Demo](#)



Nearby

Display location information based on user's current location data published through AdServer.

[See Demo](#)

Creative Features

High Engagement



Basket

A user interactive gaming component that allows for a drag and drop behaviour for items on the screen.

[See Demo](#)



Puzzle

Gaming component that allows for deep engagement directly in the creative through puzzle mechanics.

[See Demo](#)



Draggy

Turn static elements into draggable elements that users can drag around a specified area.

[See Demo](#)



Gyro

This component takes advantage of a device's gyroscope hardware. Gyro tracks the axis perpendicular to the device screen.

[See Demo](#)



Countdown

Add a dynamic countdown to your creative.

[See Demo](#)



Painty

Allow users to draw an image directly in the creative, which they can submit.

[See Demo](#)



Take Photo

Let users take or select a photo for use in an interactive creative's content.

[See Demo](#)



Wipeable

A user-interactive gaming component that allows users to wipe away a layered image to reveal content that is underneath.

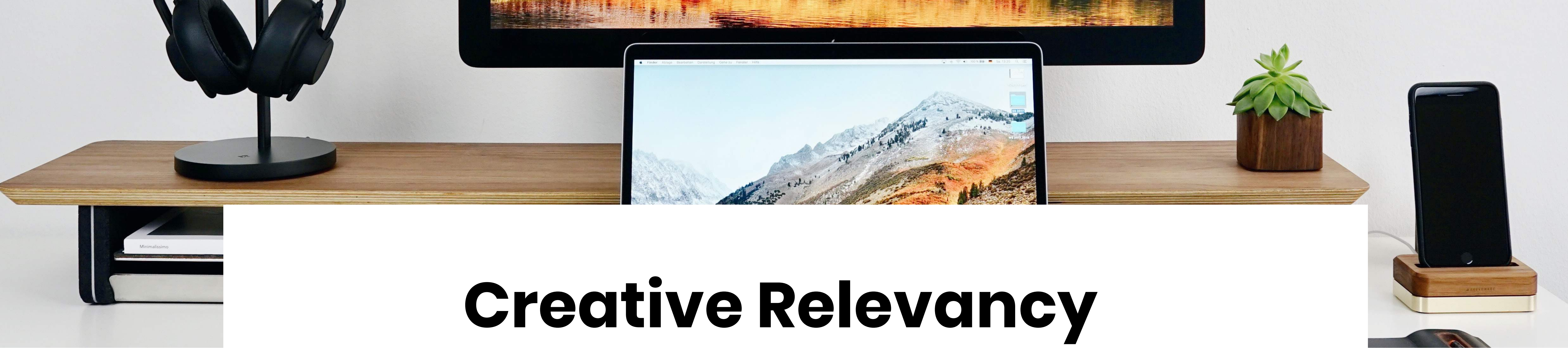
[See Demo](#)



Stopwatch

Presents a timer that counts up from 0. It can be triggered automatically or by an event.

[See Demo](#)



Creative Relevancy

Bespoke Engagement



Weather

Show a different variation of the creative depending on the weather at the user's current location. In addition you can specify temperatures in °C or °F.

Rainy Weather

Sunny Weather



Time

Modify content based on the time of day, day of week, or any other custom time span.

Breakfast

Lunch

Dinner



Location

Customise content based on city, state, or country.

Manchester

London

Default