

Location-based popup

Location-based popup is a unique ad inventory slot, designed specifically for location-based advertising.

In this slot, if there are any ads that are within the location radius of the user, a full-screen modal popup appears, with the ad.

This popup fires at the beginning of the user's journey, and allows for popups once every 10 minutes per session.

This ad slot is considered a premium location, given how much attention it commands, and the favourable clickthrough rate it subsequently stimulates.

Supported media types

- Video (any dimensions)
- Fullpage / Interstitial

Location

The popup appears automatically, without any input or direction from the user.

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