

360° Video Ads Work

360 vs. Traditional

35X more effective
than traditional display

4.51% CTR

Lower CPV when combined
with organic & paid views

Click Through Rate
Ad Interactions
Conversions

360° ad drove 41% more earned
actions than standard video

360° videos motivate viewers
to watch and interact more

✓ Views
✓ Shares
✓ Subscribers

7X Higher
Interaction Rate

2X Higher
RPM

9X Longer Spent
Exploring Content

360°
More effective
&
More engaging

Start running 360° ads with VR
mode today on all platforms!

VISIT [ADVRTAS.COM](http://advrtas.com)

Sources:

<http://bit.ly/29001yB>

<http://bit.ly/2a9baj2>

<http://bit.ly/2av4ZDC>

ADVVRTAS
MOVE YOUR DEVICE