

Interactive Ads

Create Deeper Engagement Across the Customer Journey

Interactive ads transform standard digital placements into immersive, on-page experiences that **keep users engaged** without leaving their current digital environment. By using formats including Responsive Display, Interactive Display, Dynamic Standard Display, Interactive Video, and Shoppable Video, brands **tailor each ad experience to specific campaign goals throughout the sales funnel**.

Go Beyond Static Creative

To capture attention and invite exploration, these interactive ads use video, product galleries, quizzes, games, calculators, store locators, and 360° imagery. This **generates more meaningful interactions**, allows for data collection, increases time spent with brand messaging, and guides consumers through the decision-making process.

Drive Measurable Engagement and Lift

56% Average brand awareness lift with interactive ads, 3.7X higher than the Nielsen average

42% Average purchase intent lift, 10X higher than the Nielsen average

70% Engaged users' likelihood of visiting a brand's website after seeing rich-media ads

72%
of engaged users are
more likely to share
brand messages

Personalize Creative and Align to Campaign Goals

Real-time data, product feeds, and audience signals **dynamically tailor ad messaging** based on location, behavior, inventory, pricing, and other triggers. Ad formats support specific campaign objectives, from Interactive Video, Shoppable Video, and Responsive Display, which increase awareness, to Interactive Display, optimized to drive conversions by leveraging our proprietary True Intent retargeting technology.

Built for Better Outcomes

Q1Media approaches interactive ads with a focus on data quality, strategic alignment, and continuous optimization. By **combining creative innovation with audience intelligence and performance insights**, Q1Media designs campaigns to deliver stronger engagement, more qualified traffic, and measurable business impact.