

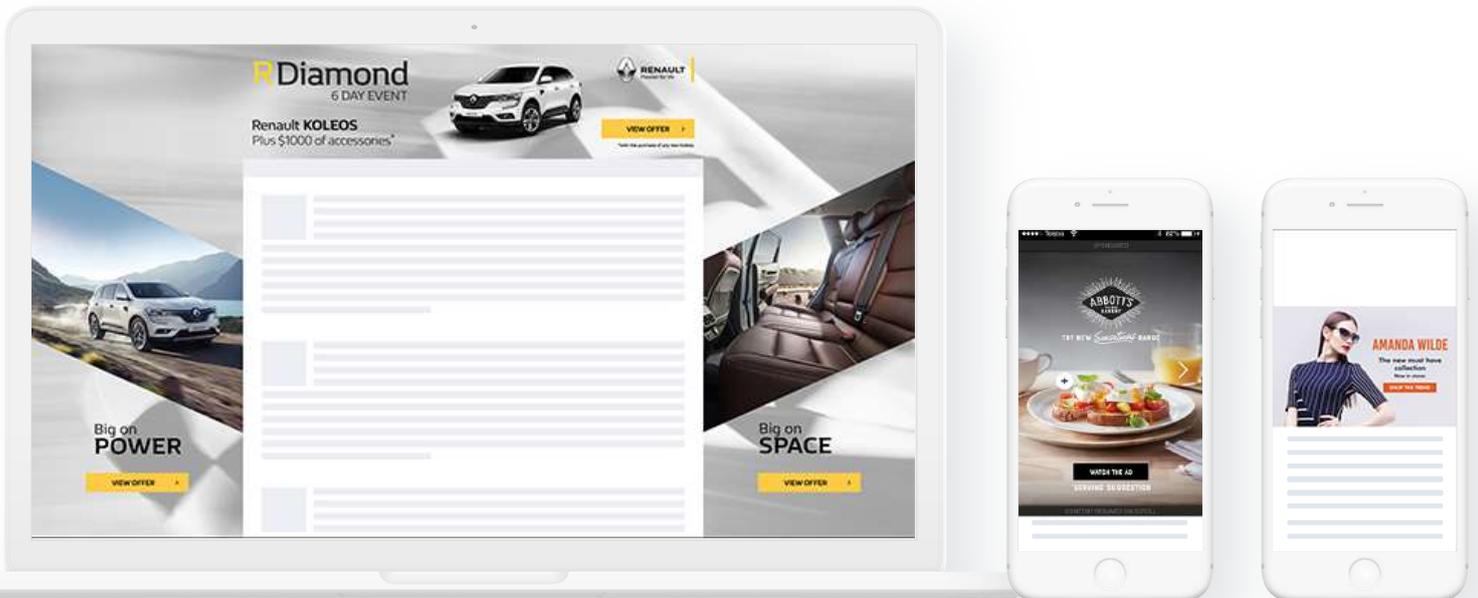
# Programmatic High Impact Formats

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TruSkin | ScrollIX | Portal



Take your digital campaigns a notch above with our High Impact products - TruSkin, Scrollix, Portal. Perfect for large format storytelling and increased engagement, your display campaign will never be the same again. Our High Impact Suite is both Programmatic and Direct buy compatible and is CBA compliant.



## Power of the High Impact Suite



Highly viewable and engaging creatives



Integrated with premium publishers



Brand safe environments



5X to 30X more engaging than standard banner formats



Non intrusive UX



Compliant with Coalition for Better Ads

## Strong global and local integrations



# 1. TruSkin

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TruSkin is a responsive full-skin unit featuring a large billboard, side skins and a footer. It is used by brands for large format story telling and enhanced interactivity and engagement.



## Power of TruSkin



A large and adaptive canvas



High viewability (91.41% according to IAS)



Single tag adapts to all pages



Compatible with desktop, tablet and mobile



Exceptional CTR (up to 2%)



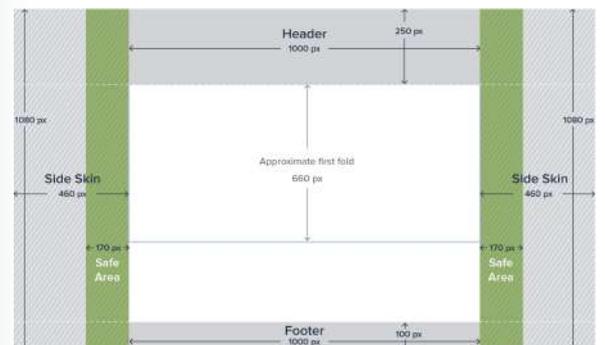
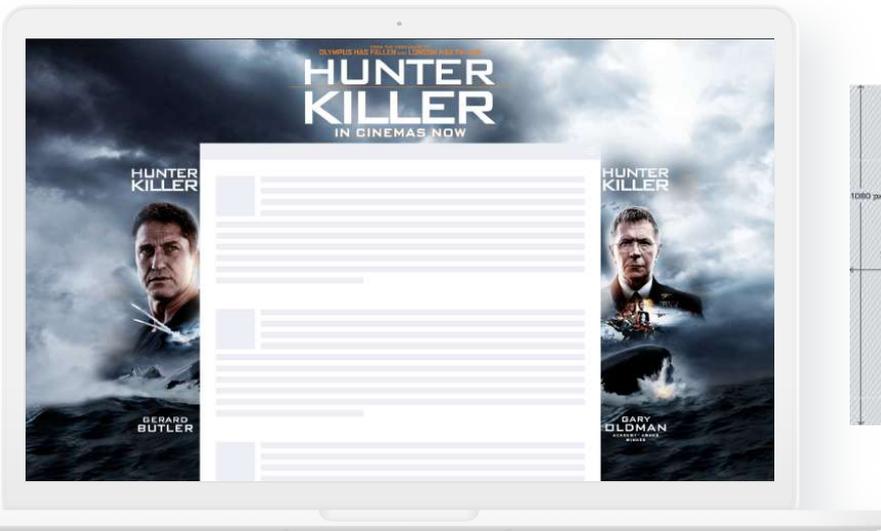
Compliant with Coalition for Better Ads

# TruSkin Variants

TruSkin suite has products crafted for desktop and mobile to add variety to your brand's display campaign.

## 1.A TruSkin Classic

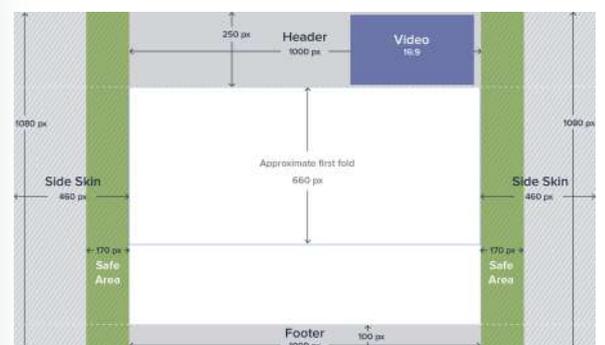
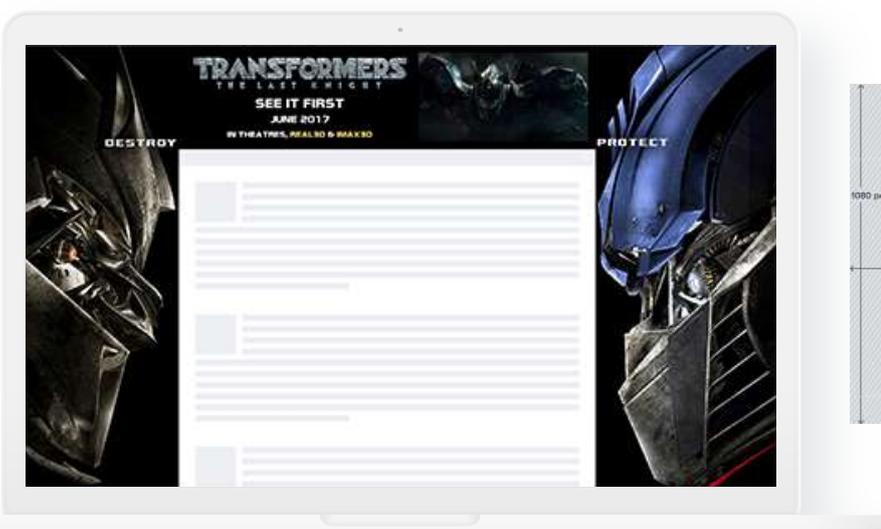
In TruSkin Classic the skin wraps around the entire site content giving you a large canvas for brand storytelling.



Demo

## 1.B TruSkin Sticky Video

TruSkin Sticky Video has a video in the header which moves to the side skin when scrolling down, leading to higher video completion rates.

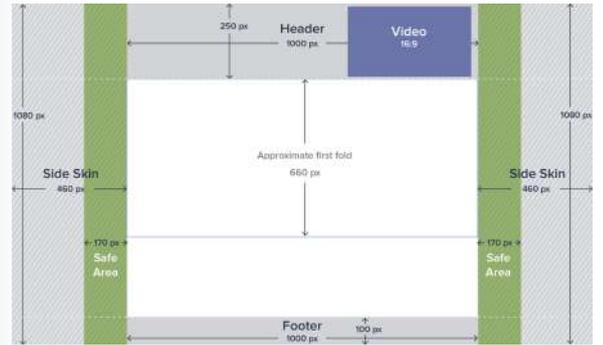
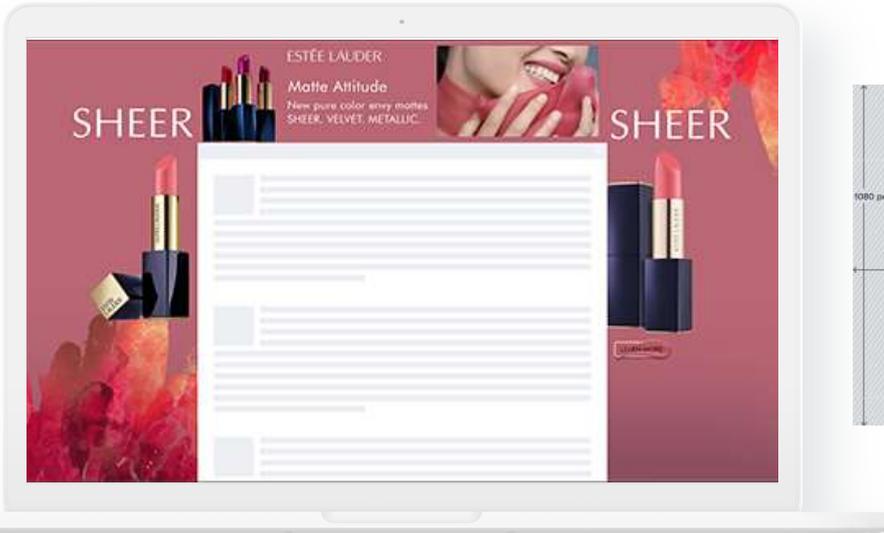


Demo

Demo creatives, not released brand work

## 1.C TruSkin In-Sync

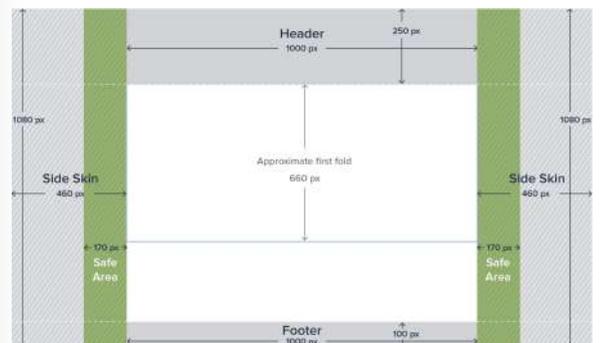
With TruSkin In-Sync, you can embed a video in the header and sync rest of the skin to chosen frames of the video so that the skins display different content as the video progresses.



Demo

## 1.D TruSkin Reveal

TruSkin Reveal recreates the effect of a curtain raising. Multiple layers of the skin slide up on scroll to reveal the messaging underneath.

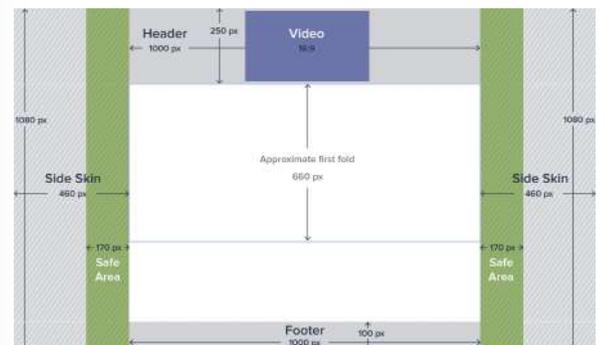


Demo

Demo creatives, not released brand work

## 1.E TruSkin Backstage

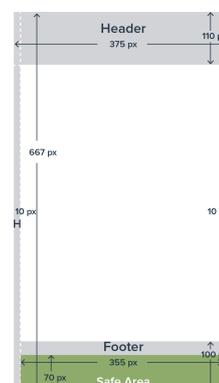
TruSkin Backstage has the video playing in the header, when simultaneously it also takes up the entire background with a frosted effect.



Demo

## 1.F Mobile TruSkin Classic

Mobile TruSkin is the variant of TruSkin Classic designed for the mobile environment. It comes with a header, slim side skins and a footer that encases the entire site content.

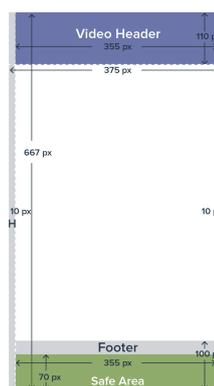


Demo

Demo creatives, not released brand work

## 1.G Mobile TruSkin Video

This version of the Mobile TruSkin has a video in the header instead of static content.



Demo

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## Analytics for TruSkin campaigns



Track user engagement to evaluate and optimise campaign performance in near-real time



Gain deeper insights with 50+ standard and element-based metrics across campaigns and creatives



Analyse video strategies better with extensive video performance metrics

Demo creatives, not released brand work

## Master TruSkin creative builds



Choose the right file format for images - JPG, PNG, GIF



Upload custom fonts to follow brand guidelines



Keep image size to maximum 500 KB



Always design twice the size for retina displays



Ensure your video file format is MP4



Pick a suitable aspect ratio for the video, either 4:3 or 16:9



For programmatic creatives, the maximum video file size allowed on DSPs is 5MB



Trim the video to keep the duration between 6 to 30 seconds



Browser compatibility- Win 10, 8.1, 8 | Chrome 55+ | Safari 10+ | Edge 14+ | IE 9+



Select 'Save for web' settings in Photoshop



Encode the video file in the H.264 codec



Ensure the CTA has enough clickable space for mobile devices



Sentences with five words stand out best



Use web-safe WOFF font format



Make sure the font size for key messaging is not less than 14px

## TruSkin Success Stories



How Bonzai's TruSkin ad format helped deliver Mercedes-Benz' highly interactive and engaging creative ad campaign

[Read case study](#)



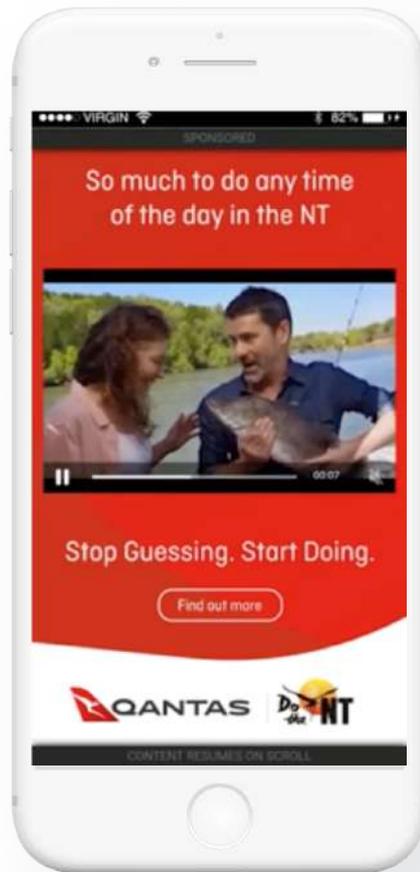
How Bonzai's TruSkin allowed News Corp to launch a first-in-market, programmatic high impact campaign for STAN's Wolf Creek

[Read case study](#)

## 2. ScrollX

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ScrollX is an in-line mobile format that uses the natural mobile scrolling motion to create a fresh, engaging and highly interactive user experience.



### Power of ScrollX



Responsive Format



High viewability  
(65.2% according to IAS)



Single tag adapts  
to all pages



Non-intrusive UX



Compliant with CBA

# ScrollX Variants

ScrollX format from our Programmatic High Impact Suite allows for multiple combinations of features enabling you to build highly engaging creatives.

## 2.A ScrollX Classic

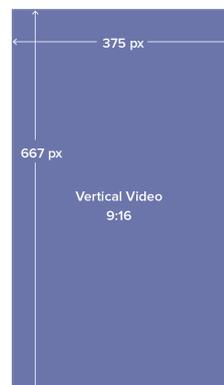
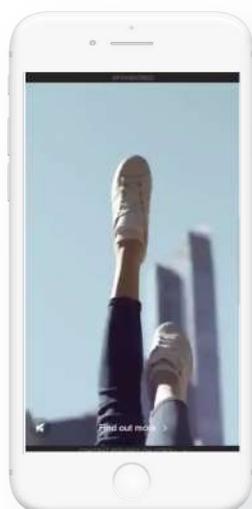
ScrollX Classic gives you a large canvas to combine images and image gallery to drive your brand message.



Demo

## 2.B ScrollX Video

ScrollX Video enables you to utilise the entire screen of the device to play an engaging vertical video.

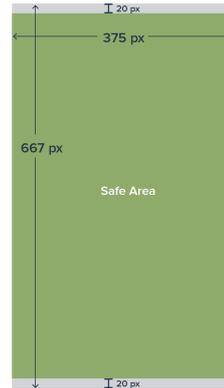


Demo

Demo creatives, not released brand work

## 2.C ScrollIX Interactive

With ScrollIX Interactive you can combine a host of features– 360 degree, photosphere, animation, etc.– readily available on the Bonzai platform to make your creative engaging.



Demo

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## Analytics for ScrollIX campaigns



Track user engagement to evaluate and optimise campaign performance in near-real time



Gain deeper insights with 50+ standard and element-based metrics across campaigns and creatives



Analyse video strategies better with extensive video performance metrics

Demo creatives, not released brand work

## Master ScrollX creative builds



Choose the right file format for images - JPG, PNG, GIF



Upload custom fonts to follow brand guidelines



Keep image size to maximum 500 KB

**2X**

Always design twice the size for retina displays



Ensure your video file format is MP4



Export your video file in 9:16 aspect ratio for vertical videos



For programmatic creatives, the maximum video file size allowed on DSPs is 5MB



Trim the video to keep the duration between 6 to 30 seconds



Browser compatibility-  
Chrome 61, 60, 59 | IE 11  
Safari 10+ | Firefox 54+



Select 'Save for web' settings in Photoshop



Encode the video file in the H.264 codec



Ensure the CTA has enough clickable space for mobile devices



Use web-safe WOFF font format



Make sure the font size for key messaging is not less than 14px

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## ScrollX Success Stories



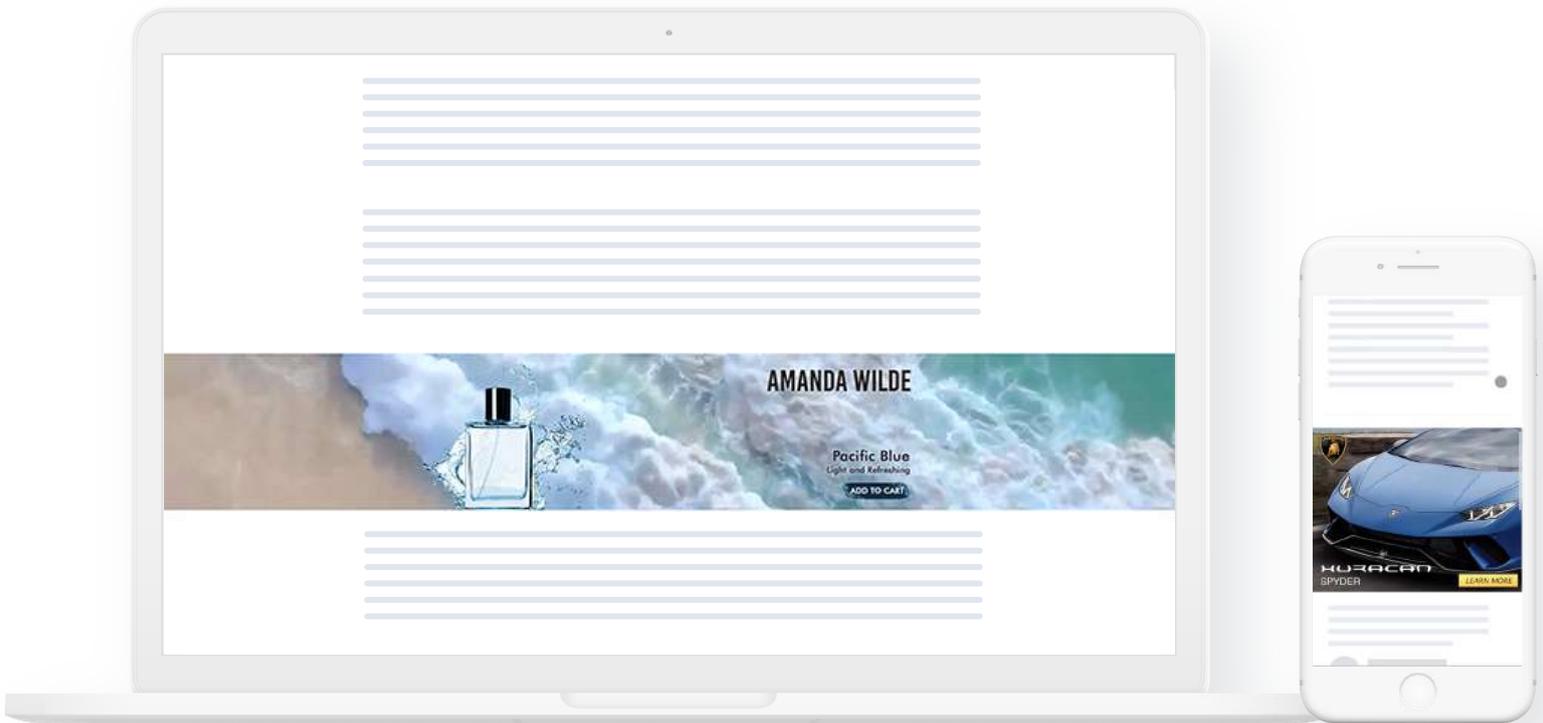
How Bonzai's ScrollX format helped News Corp win a leading food brand's ad campaign

[Read case study](#)

### 3. Portal

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Portal creates the illusion of content behind the page that the user is browsing. It constitutes of foreground and background units and mimics the parallax web effect.



#### Power of Portal



Compatible with desktop, tablet and mobile



Responsive Format



Single tag adapts to all pages



Non-intrusive UX



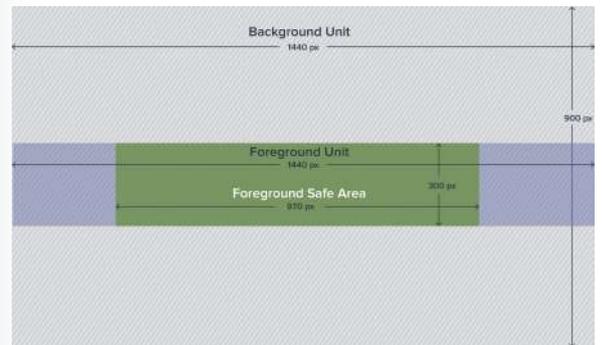
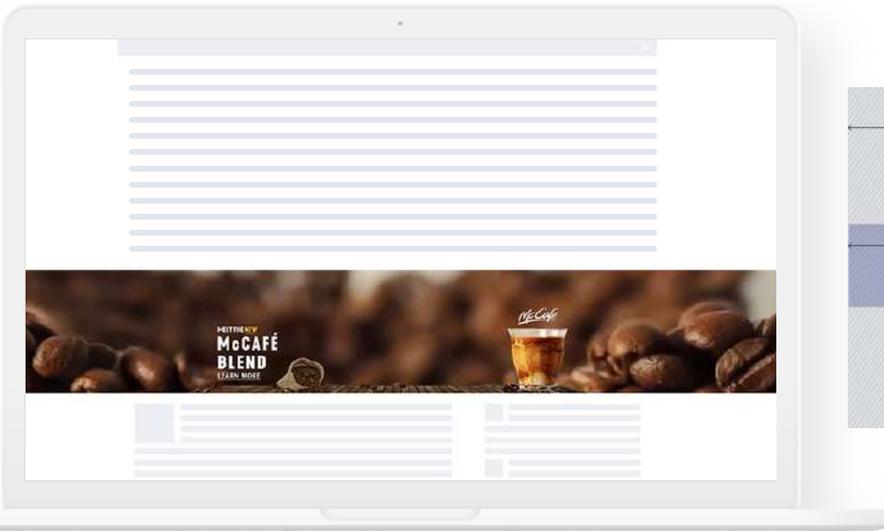
Compliant with CBA

# Portal Variants

Our Portal suite has two of variants to boost your display campaigns.

## 3.A Portal Classic

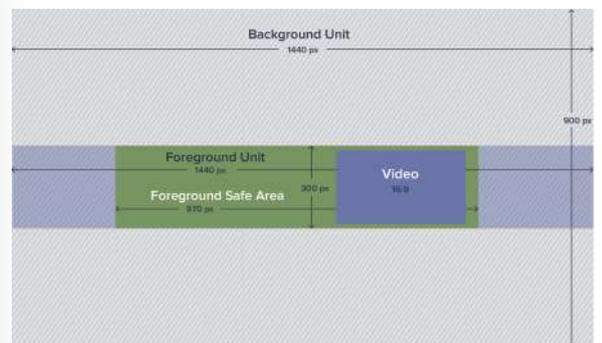
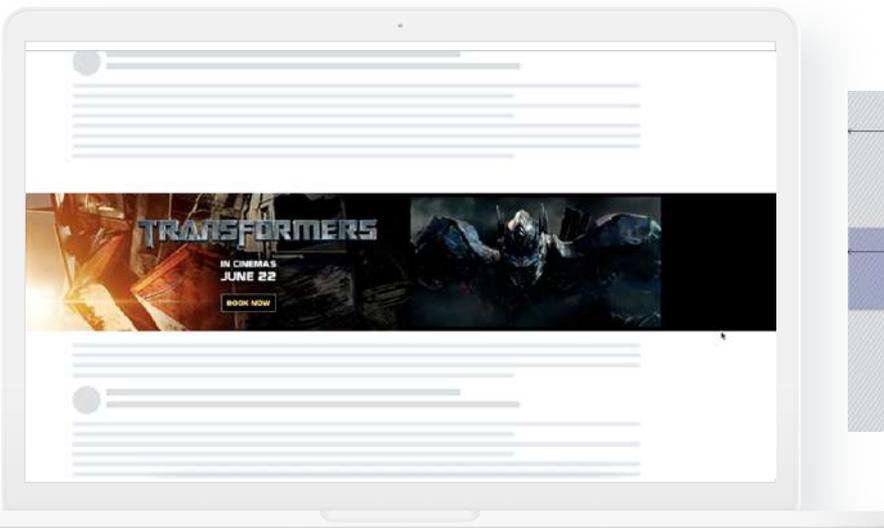
Portal Classic is made of two units – static foreground and a background that offers a choice of static image or an auto-play video.



Demo

## 3.B Portal Video-in-View

With Portal Video-in-View the foreground carries a video that stays in view while scrolling over the background that has a static image.

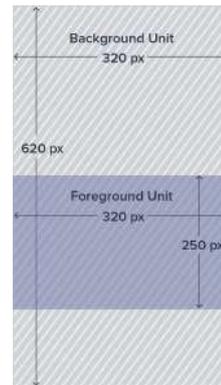
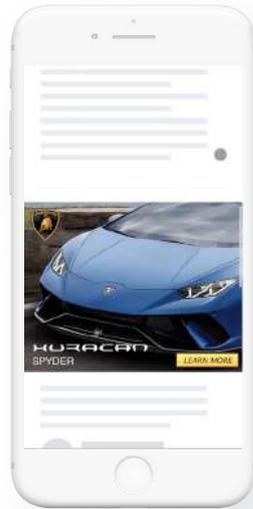


Demo

Demo creatives, not released brand work

### 3.C Mobile Portal Classic

Mobile variant of Portal Classic is made of two units – static foreground and a background that offers a choice of static image or an auto-play video.



Demo

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### Analytics for Portal campaigns



Track user engagement to evaluate and optimise campaign performance in near-real time



Gain deeper insights with 50+ standard and element-based metrics across campaigns and creatives



Analyse video strategies better with extensive video performance metrics

Demo creatives, not released brand work

## Master Portal creative builds



Choose the right file format for images - JPG, PNG, GIF



Upload custom fonts to follow brand guidelines



Keep image size to maximum 500 KB



Always design twice the size for retina displays



Ensure your video file format is MP4 and is encoded in H.264 codec



Pick a suitable aspect ratio for the video, either 4:3 or 16:9



For programmatic creatives, the maximum video file size allowed on DSPs is 5MB



Trim the video to keep the duration between 6 to 30 seconds



Browser compatibility- Chrome 55+ | Safari 10+ | Firefox 54+



Select 'Save for web' in Photoshop. You can also compress images online



Ensure the CTA has enough clickable space for mobile devices



Make sure the font size for key messaging is not less than 14px



Use web-safe WOFF font format

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**We hope you found the information in this document helpful and are excited about making our Programmatic High Impact Suite a part of your campaign plan.**

To brainstorm or book your Programmatic High Impact campaign get in touch with us here: [www.bonzai.co/contact/](http://www.bonzai.co/contact/)

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