FiveStones

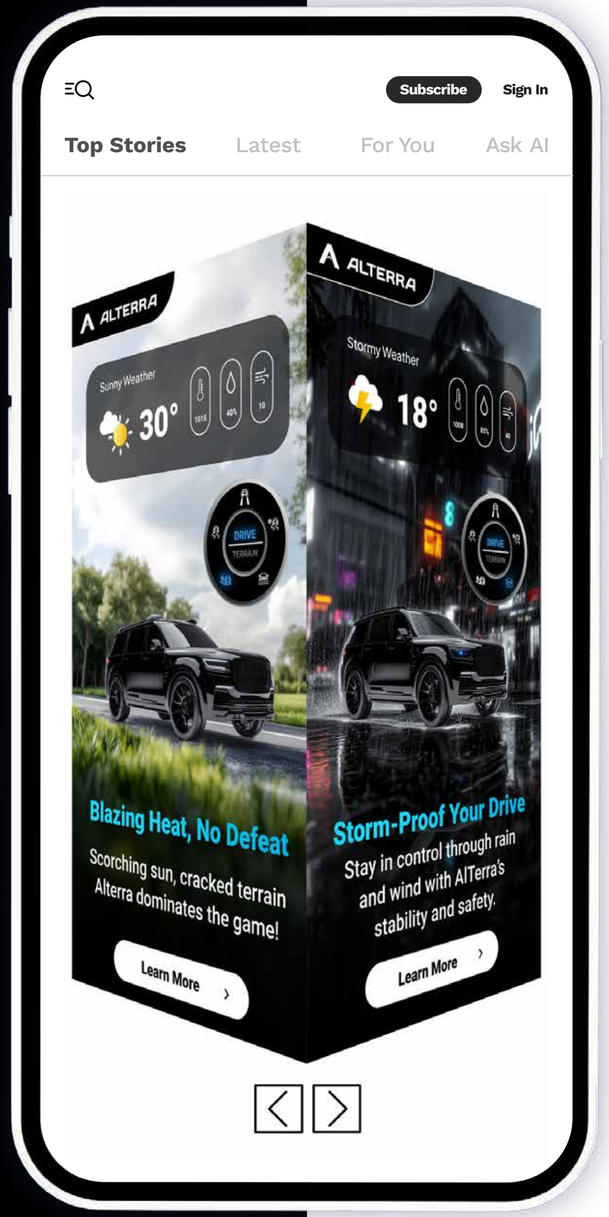
CUBE 360

Discover All Sides

HIGH IMPACT DISPLAY VIDEO

CUBE 360

Discover All Sides



This dynamic format allows users to explore multiple facets of a product or brand by rotating and interacting with the 3D Cube directly within the ad unit.

Best for: Consideration, Conversion

Sizes: 300x600, 320x480, 970x250

Devices: Mobile Web, Desktop

Platform: Studio, CM360, DV360

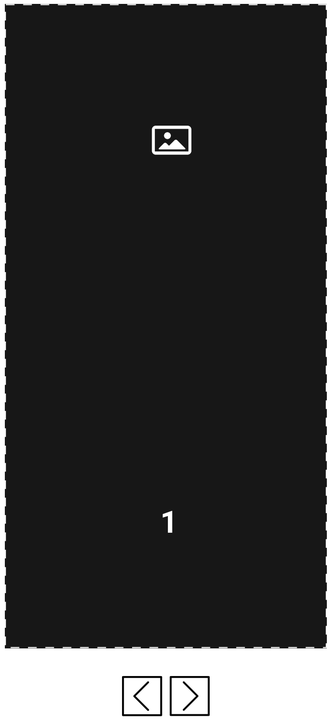
Ad Type: Rich Media

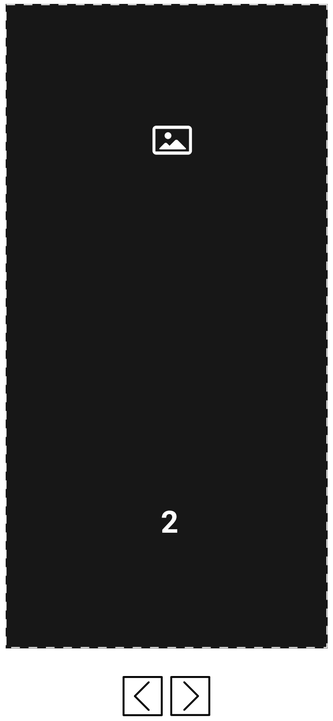
Assets: Video, Images, Text, Style Settings

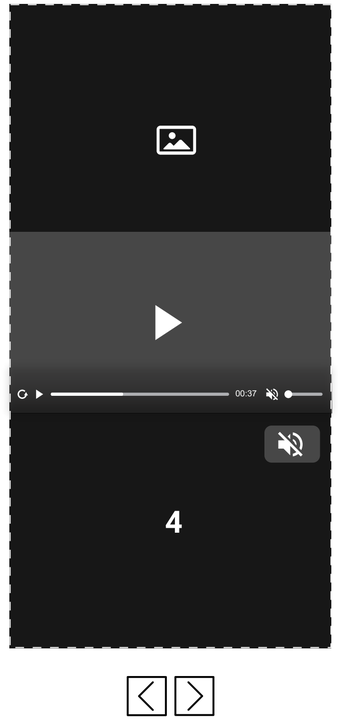
Preview Ad

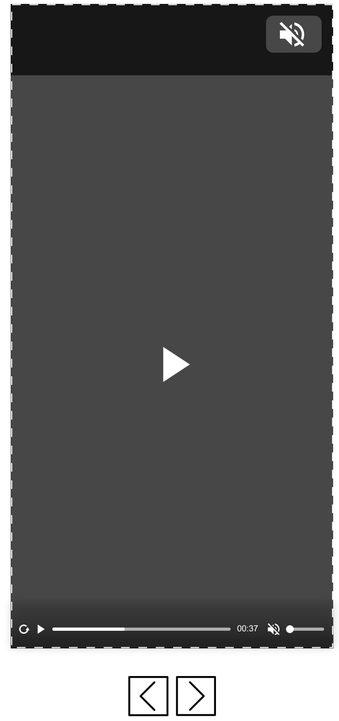
Download Artwork Templates

Cube 360 - 300x600 Wireframe









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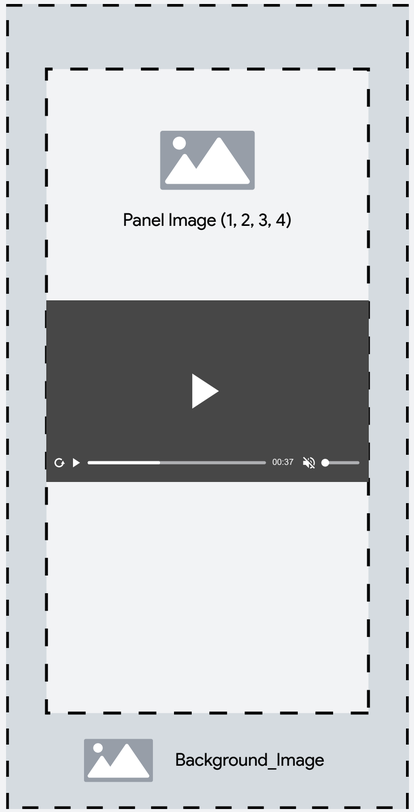
Cube 360 - 300x600 Asset Requirements



Panel Images		
Pixel dimension	Max size	Type support
480×960	100 KB	JPG, PNG

Background_Image		
Pixel dimension	Max size	Type support
600×1200	100 KB	JPG, PNG

Video		
Aspect_Ratio	Max size	Type support
16:9, 9:16, Full	2 MB	MP4

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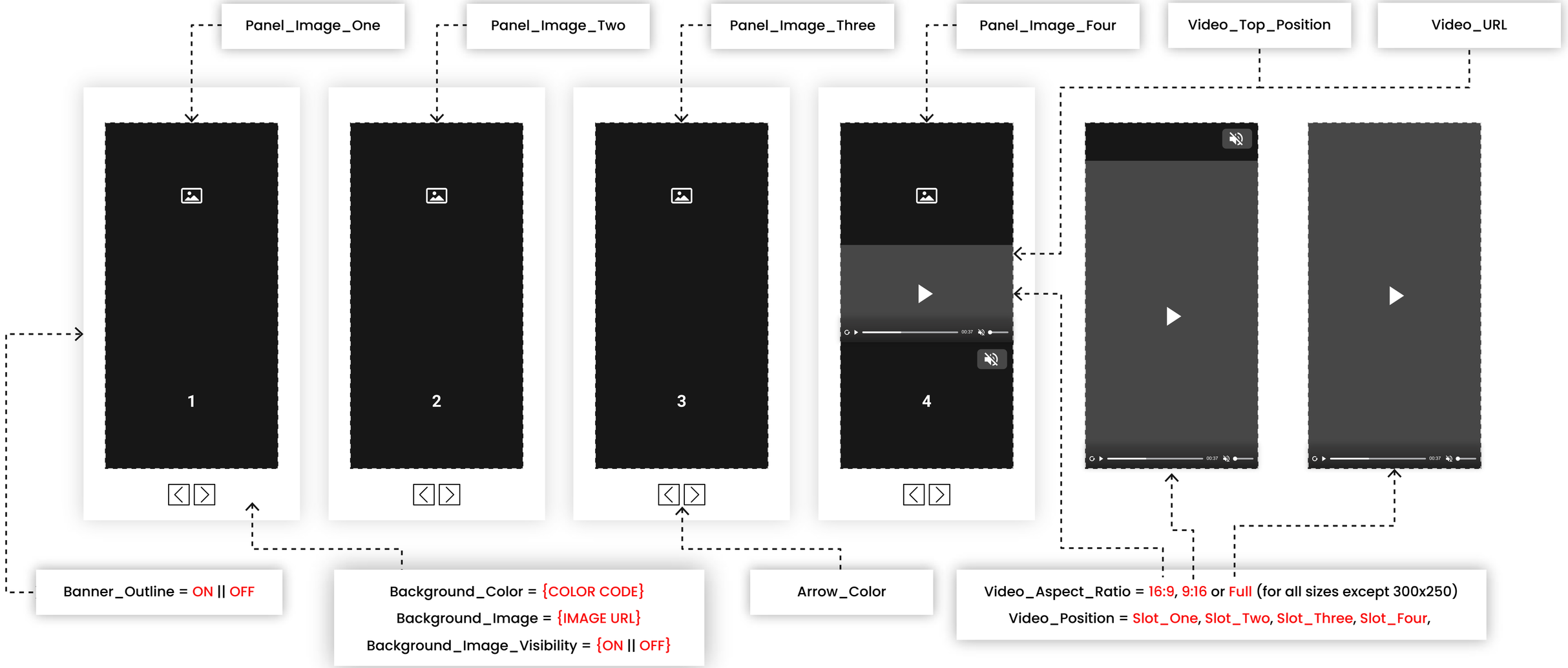
Cube 360 - 300x600 Data Binding Diagram



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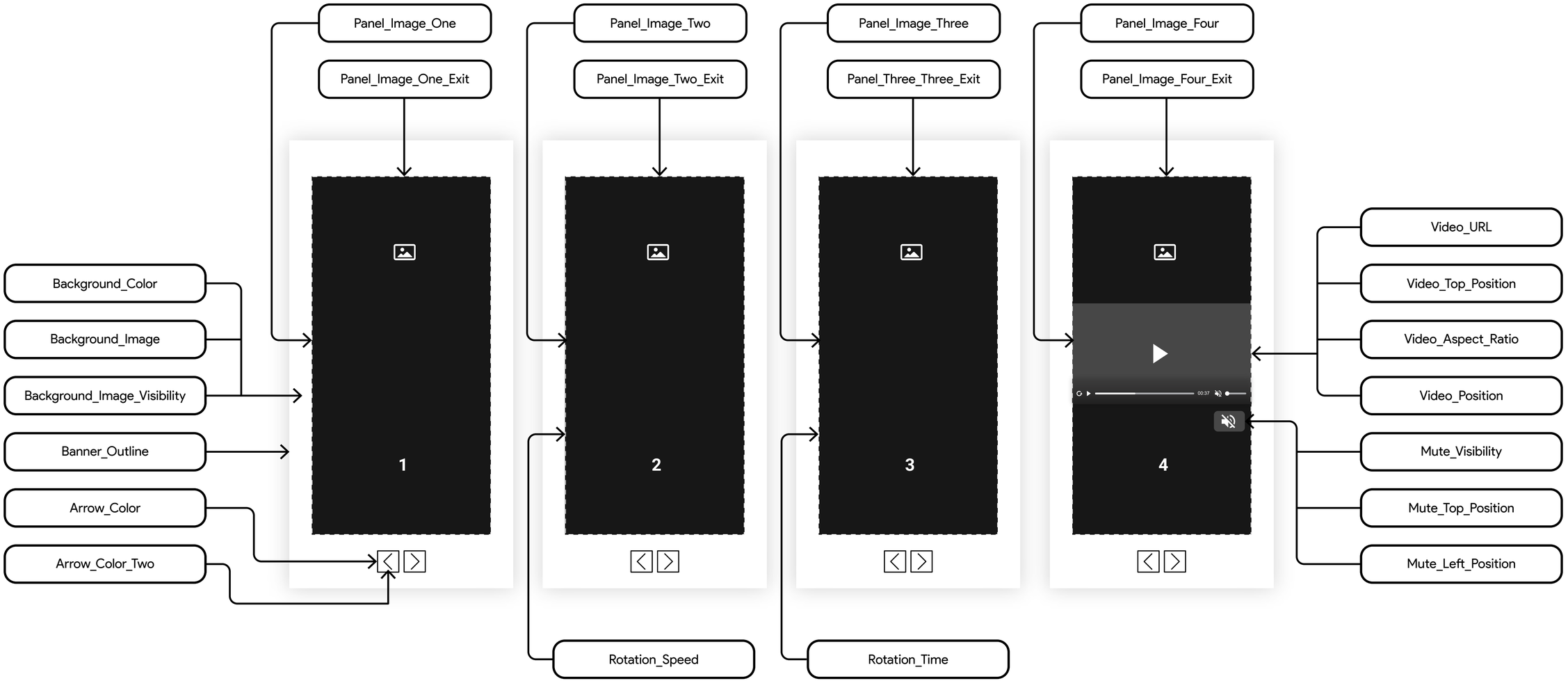
Cube 360 - 300x600 Data Binding Diagram



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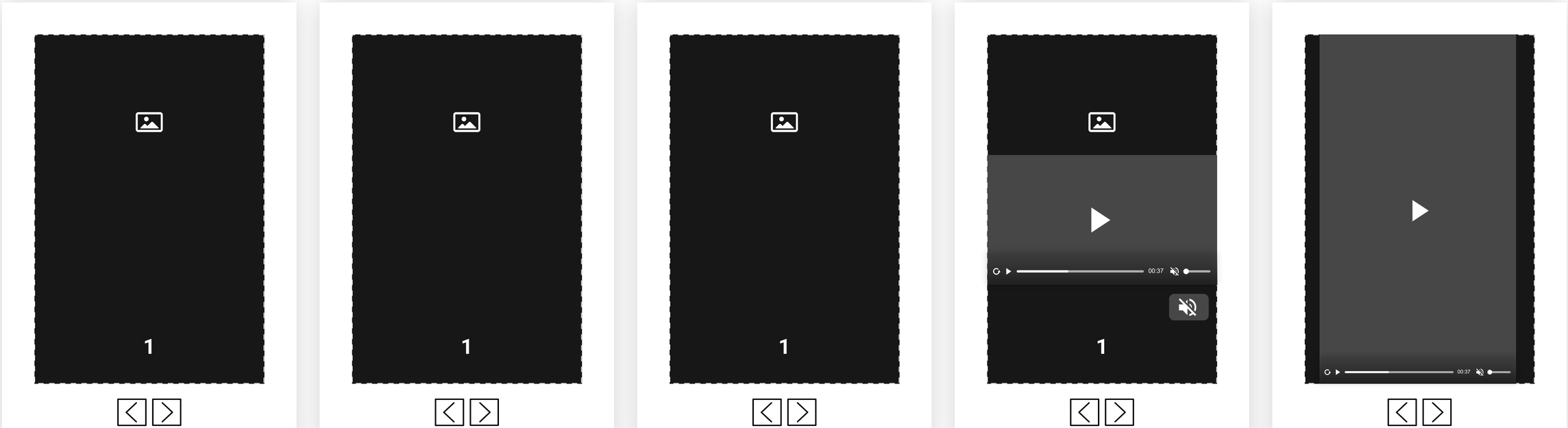
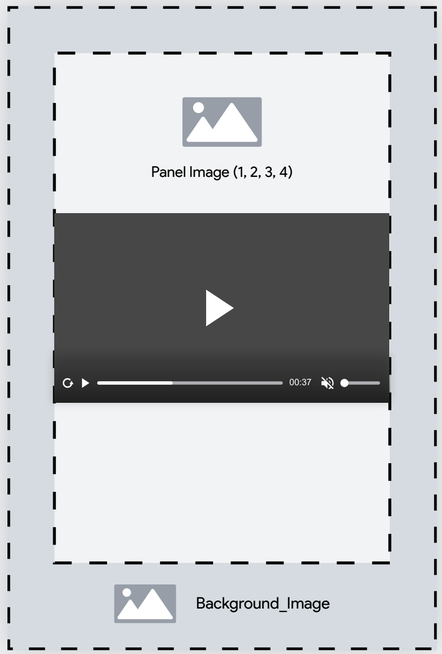

1
1
1
00:37
1
00:37

Cube 360 - 320x480 Asset Requirements



Panel Images		
Pixel dimension	Max size	Type support
500×760	100 KB	JPG, PNG

Background_Image		
Pixel dimension	Max size	Type support
640×960	100 KB	JPG, PNG

Video		
Aspect_Ratio	Max size	Type support
16:9, 9:16, Full	2 MB	MP4

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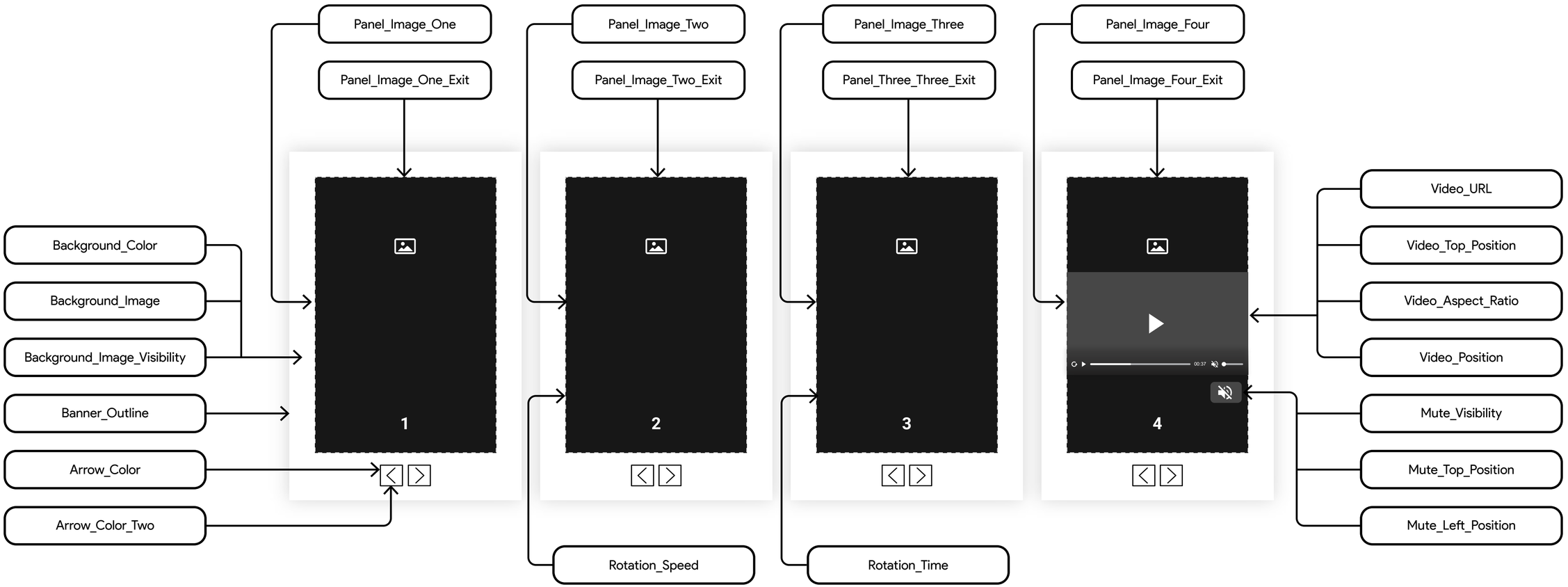
Cube 360 - 320x480 Databinding



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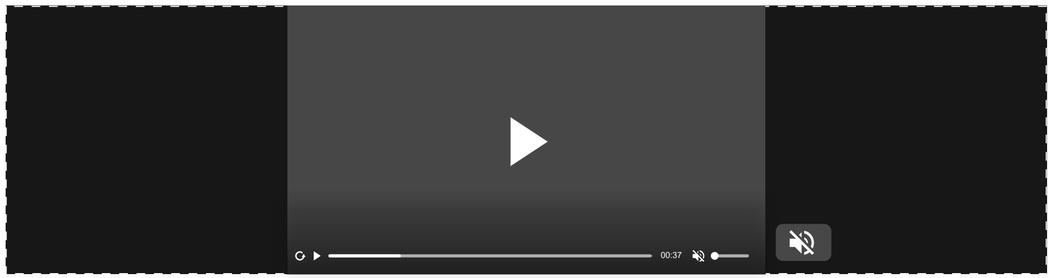
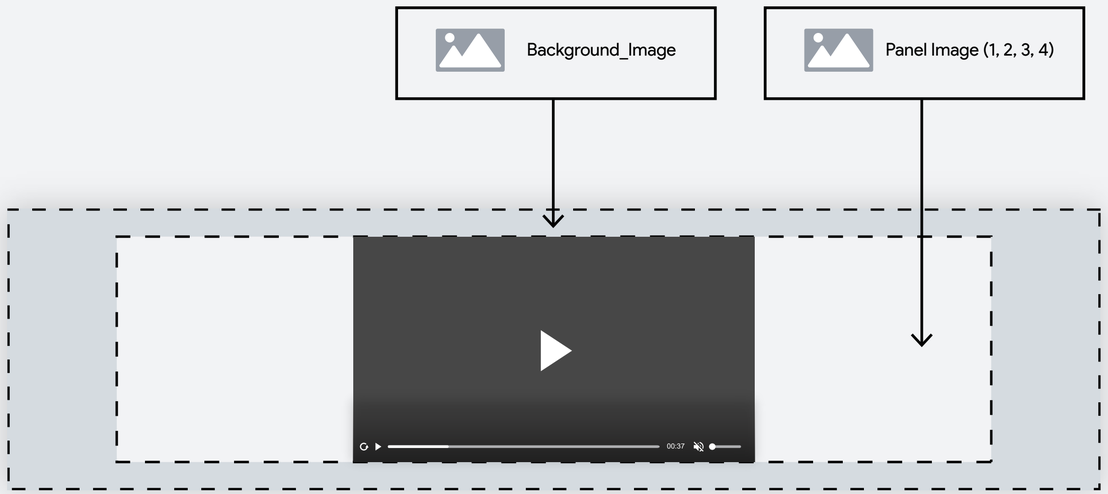

00:37

Front

Back
Bottom

Cube 360 970x250 Wireframe - Asset Requirements



Panel Images		
Pixel dimension	Max size	Type support
1552×400	100 KB	JPG, PNG

Background_Image		
Pixel dimension	Max size	Type support
1940×500	100 KB	JPG, PNG

Video		
Aspect_Ratio	Max size	Type support
16:9, Full	2 MB	MP4

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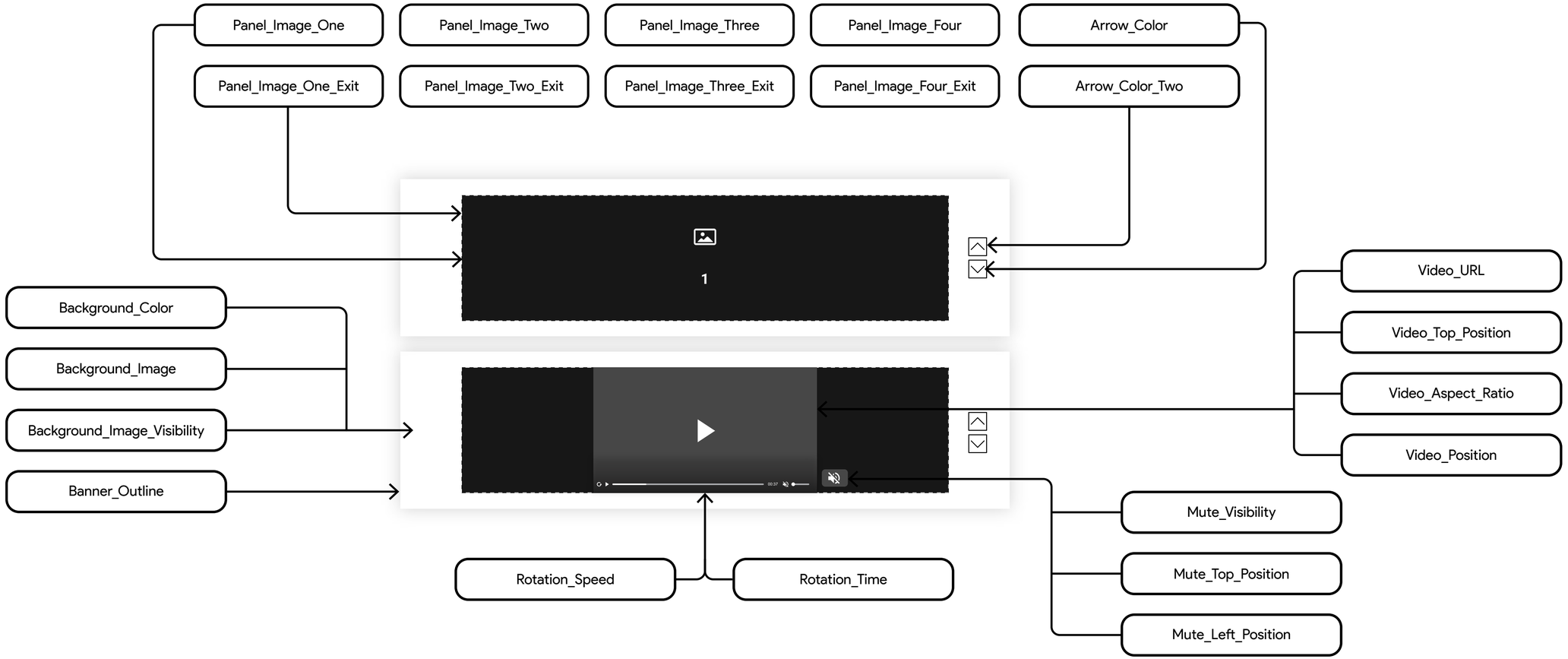
Cube 360 - 970x250 Databinding



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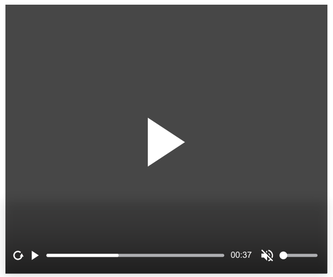
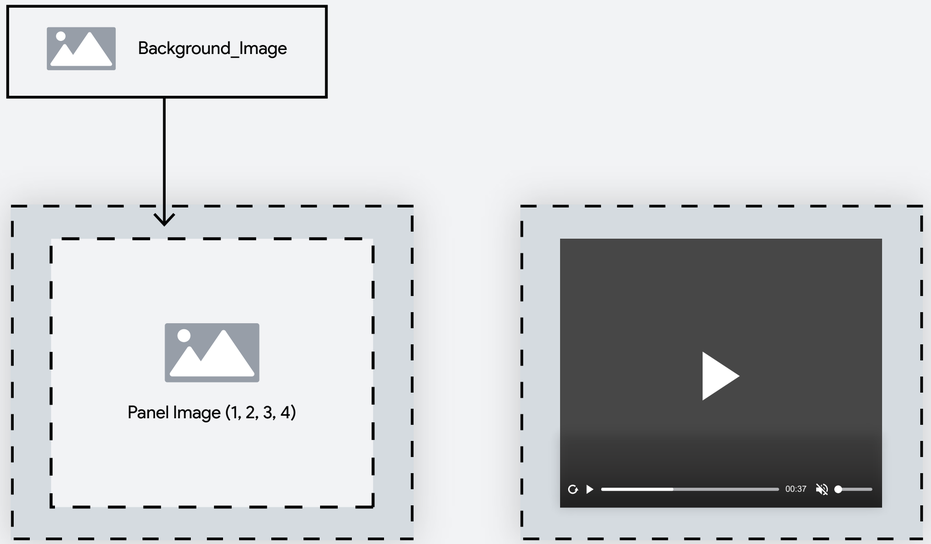
Front

Right

Left



Cube 360 - 300x250 Asset Requirements



Panel Images		
Pixel dimension	Max size	Type support
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Background_Image		
Pixel dimension	Max size	Type support
600×500	100 KB	JPG, PNG

Video		
Aspect_Ratio	Max size	Type support
16:9, 9:16, Full	2 MB	MP4

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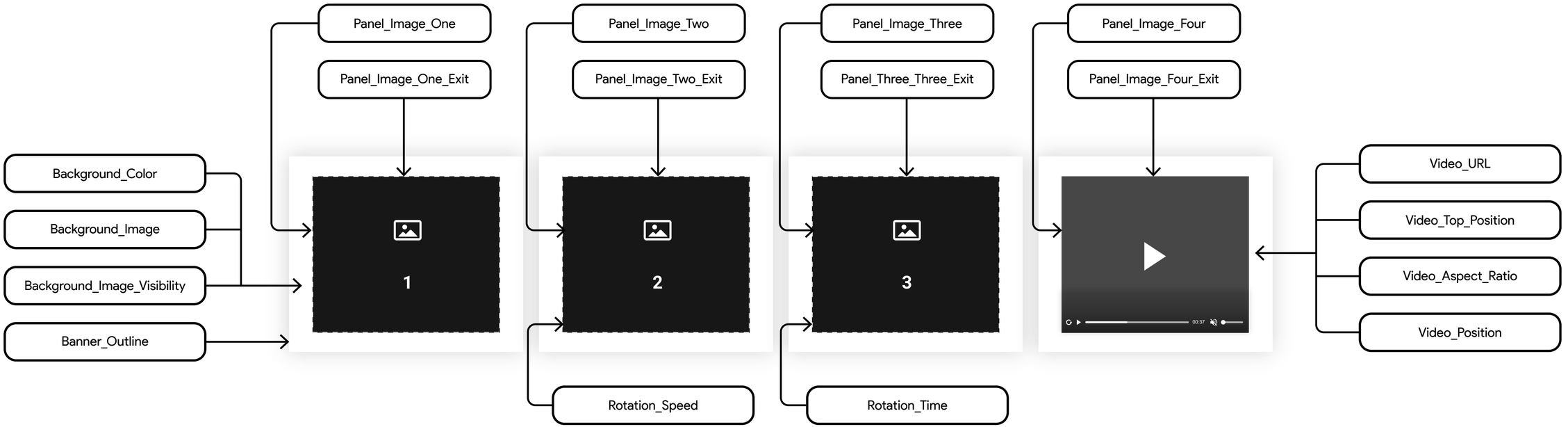
Cube 360 -300x250 Databinding



Cube 360 Video Tracking Metrics

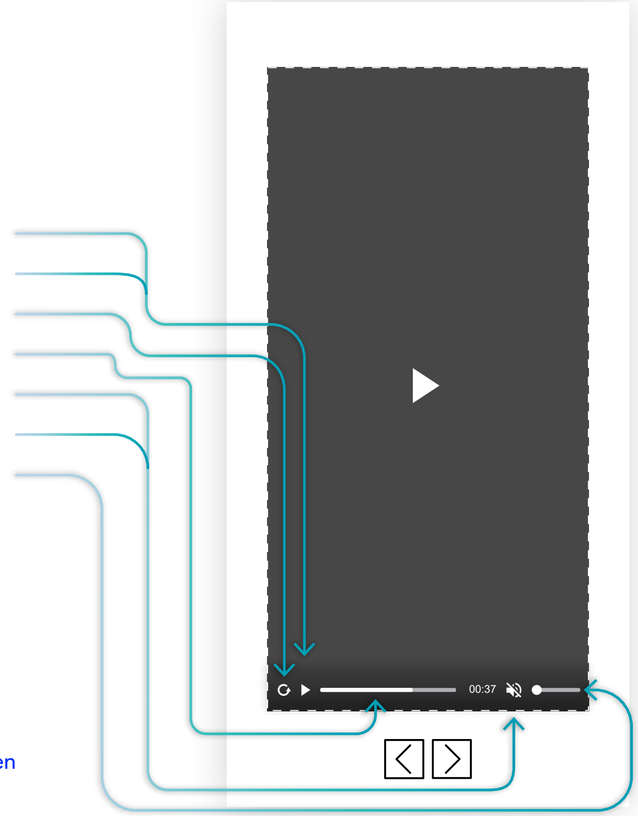
Video Counters

These Reporting Metrics are available for Reporting in CM360

Event Name	Reporting Label
Video:Play	Video:Play
Video:Pause	Video:Pause
Video:Replay	Video:Replay
Video:Seeked	Video:Seeked
Video:Mute	Video:Mute
Video:Unmute	Video:Unmute
Video:Volume	Video:Volume
Video:Interaction	Video:Interaction
Video:Complete	Video:Complete
Video:MidPoint	Video:MidPoint
Video:Stop	Video:Stop

For more information about Standard Reporting Metrics

please see https://support.google.com/richmedia/table/6290832?hl=en



Video Metrics

These metrics are available in a seperate metric, they are included in Standard Video Reporting Metrics.

Event Name	Reporting Label
Video First Quartile	Video First Quartile
Video Midpoints	Video Midpoints
Video Third Quartiles	Video Third Quartiles
Video Completions	Video Completions
Video Interactions	Video Interactions
Video Interaction Rate	Video Interaction Rate
Video View Time	Video View Time

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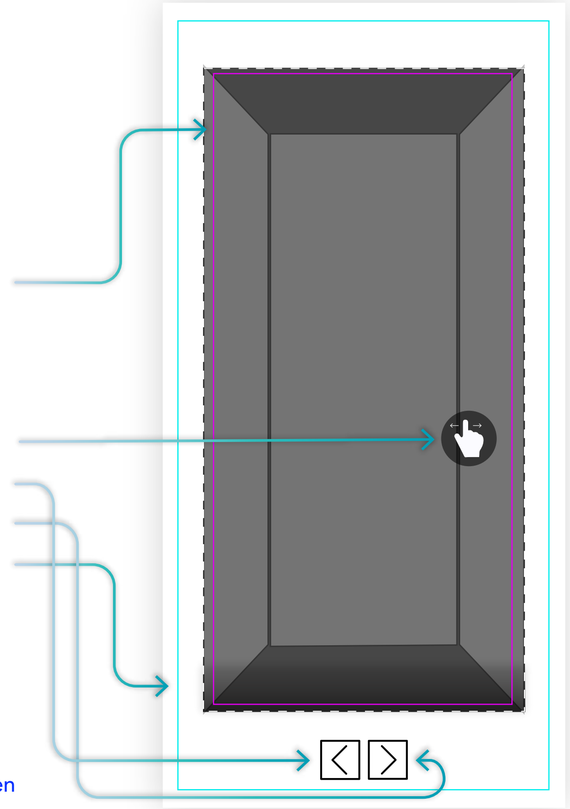
Cube 360 Exits & Standard Metrics

Exits

These Reporting Metrics are available for Reporting in CM360

Event Name	Reporting Label
Panel_Image_One_Click	Panel_Image_One_Click
Panel_Image_Two_Click	Panel_Image_Two_Click
Panel_Image_Three_Click	Panel_Image_Three_Click
Panel_Image_Four_Click	Panel_Image_Four_Click
Dragged	dragged
Previous Button	prev_button
Next Button	next_button
Background Exit	bg_exit



For more information about Standard Reporting Metrics

please see https://support.google.com/richmedia/table/6290832?hl=en

Standard Metrics

These Reporting Metrics are available for Reporting in CM360

Event Name
Display Time
Rich Media Interaction Time
Rich Media interactive impressions
Average Display Time
Average Interaction Time
Interaction Rate
Interactive Impressions
Total Interactions

THANK YOU

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