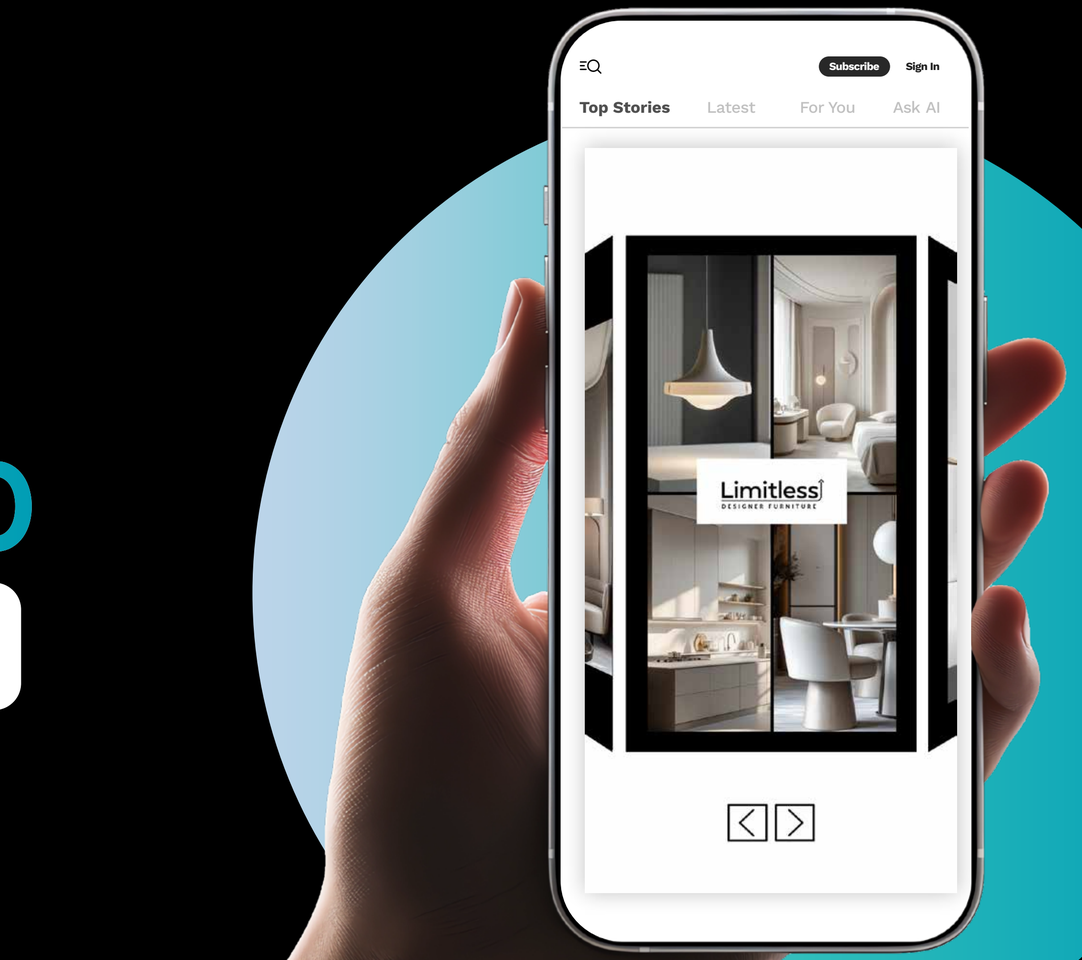
FiveStones

HEXAFLOW 360

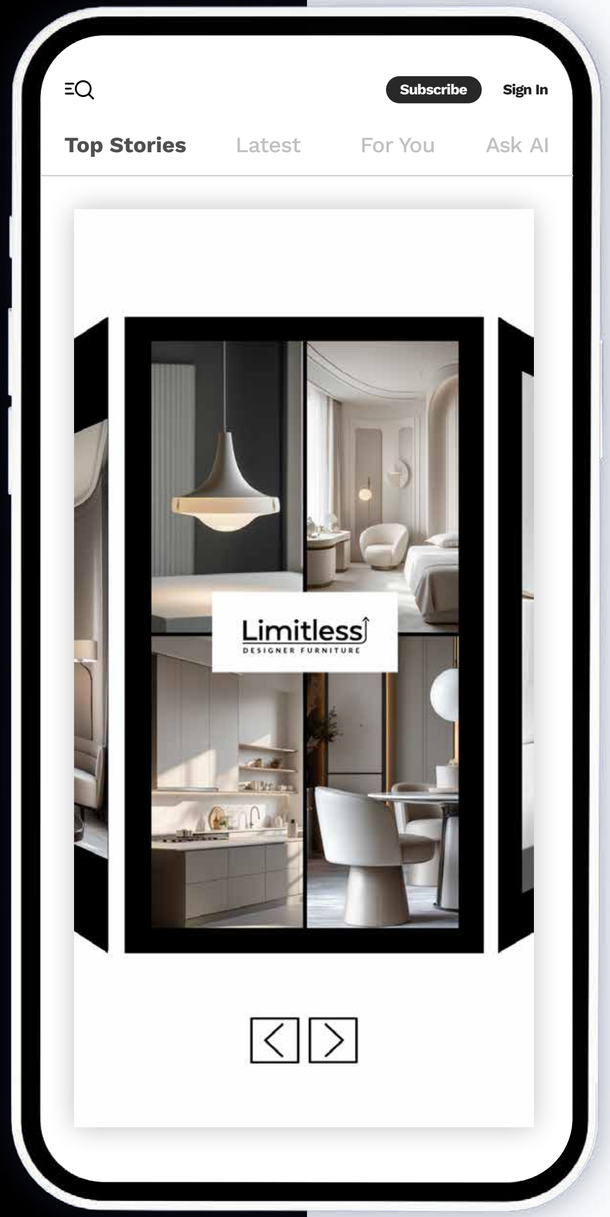
Six Sides of Engagement



HIGH IMPACT DISPLAY VIDEO

HEXAFLOW 360

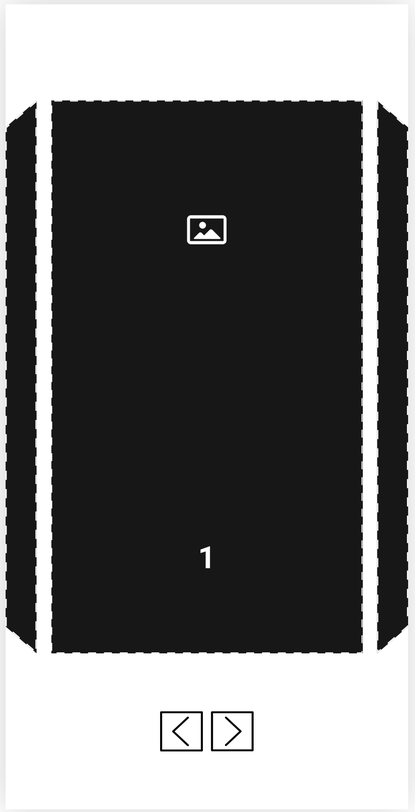
Six Sides of Engagement



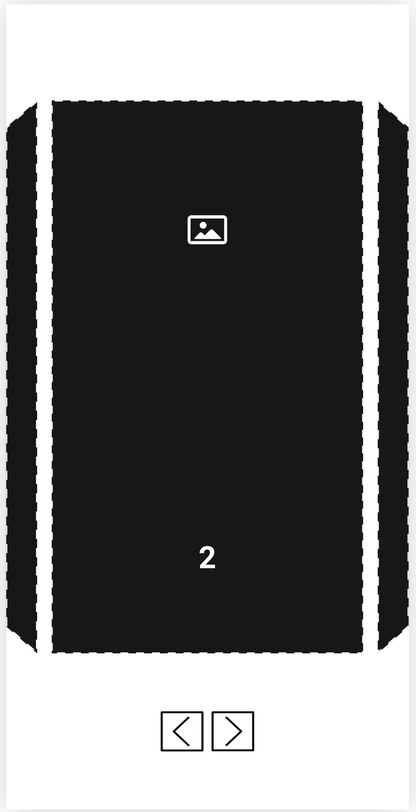
Introducing the advanced interactive Hexaflow 360 ad, a revolutionary six-sided format designed to maximize engagement offering a comprehensive 360-degree view of your products or messages.

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

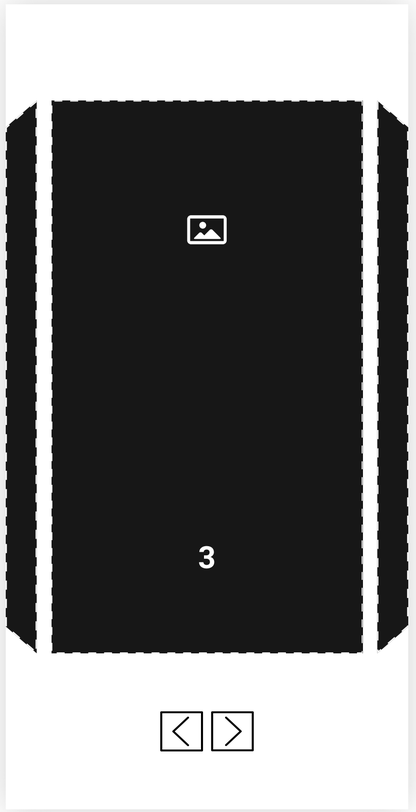
Preview Ad Download Artwork Templates



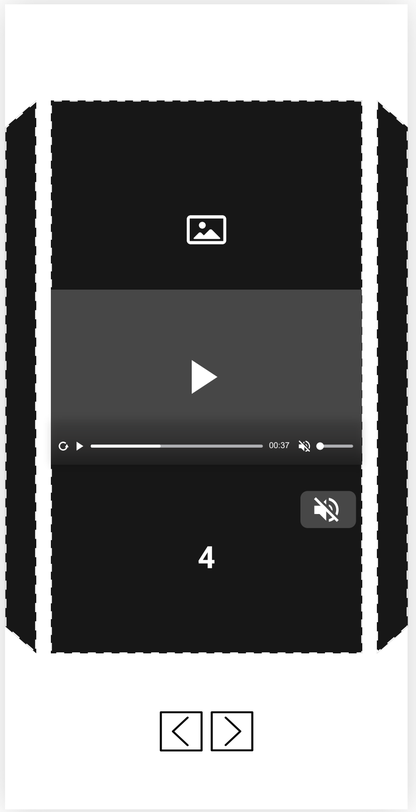
Panel 1



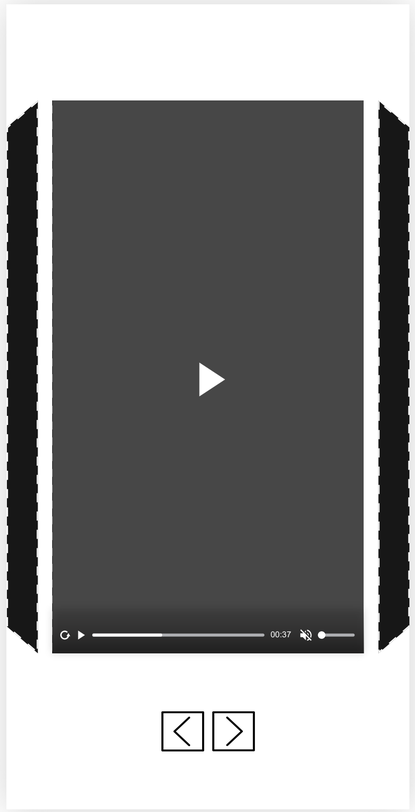
Panel 2



Panel 3

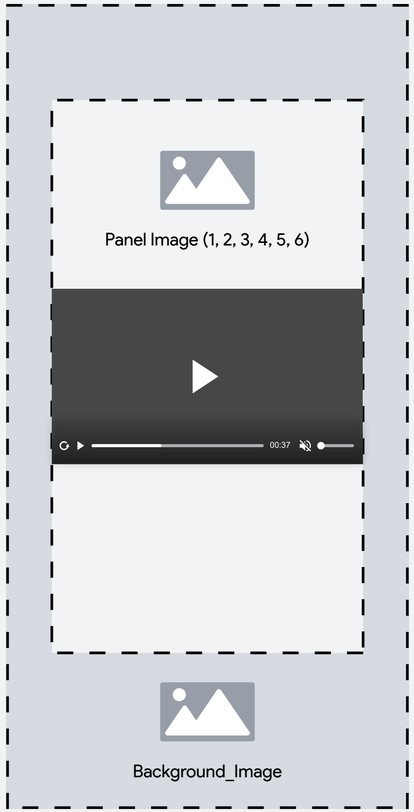


Panel 4



9:16 / Full Video

HexaFlow 360 - 300x600 Asset Requirements



Panel Images		
Pixel dimension	Max size	Type support
464×824	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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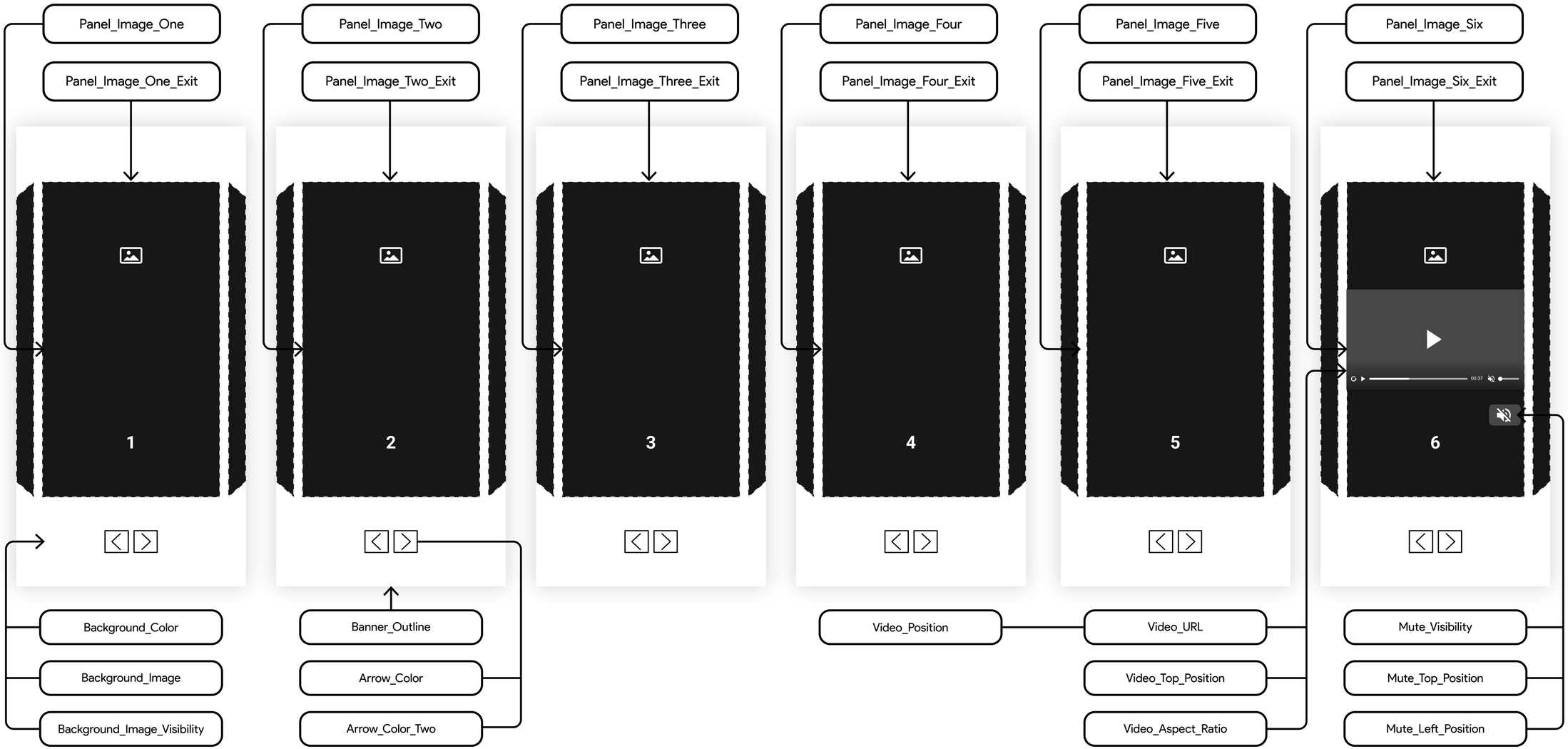
HexaFlow 360 - 300x600 Data Binding



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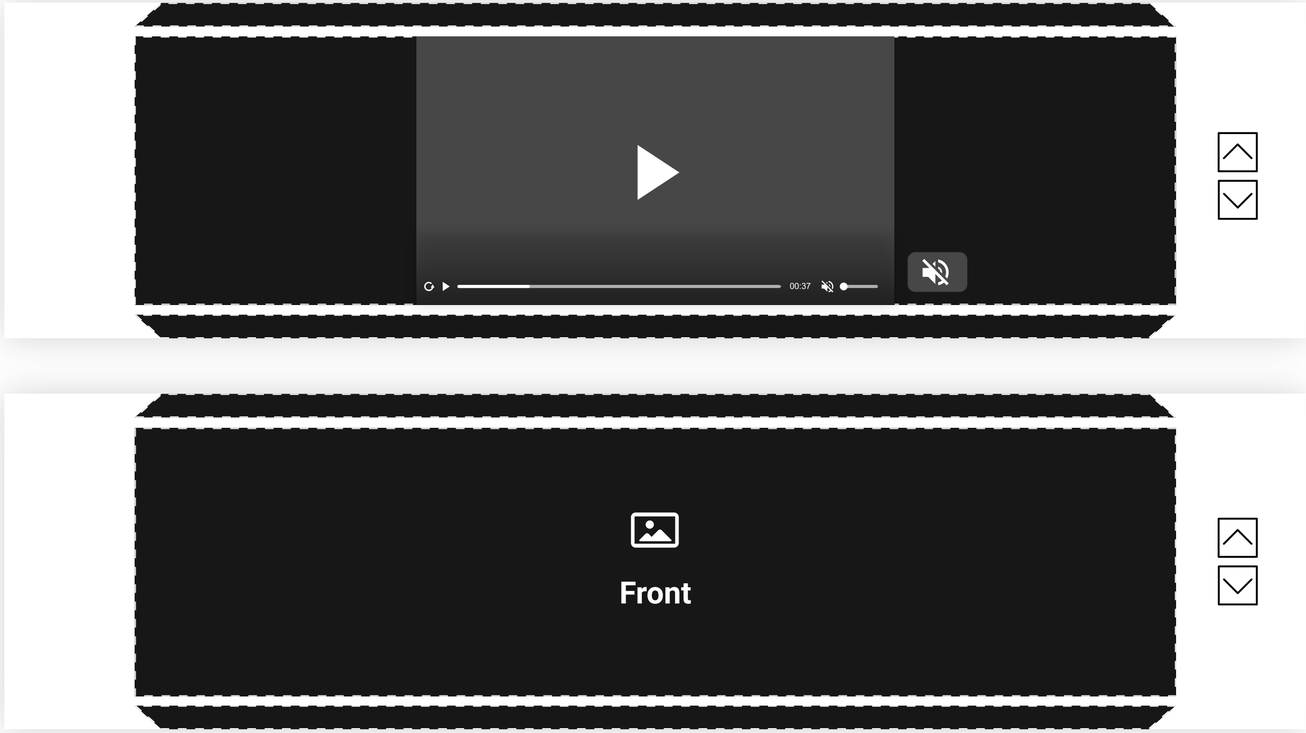
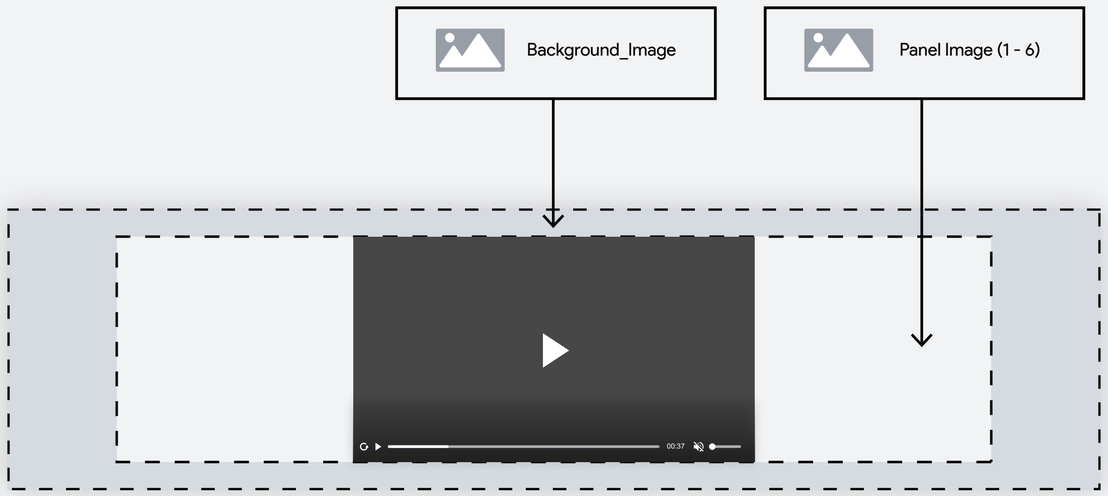

00:37
Front

Back
Bottom

5
6

HexaFlow 360 - 970x250 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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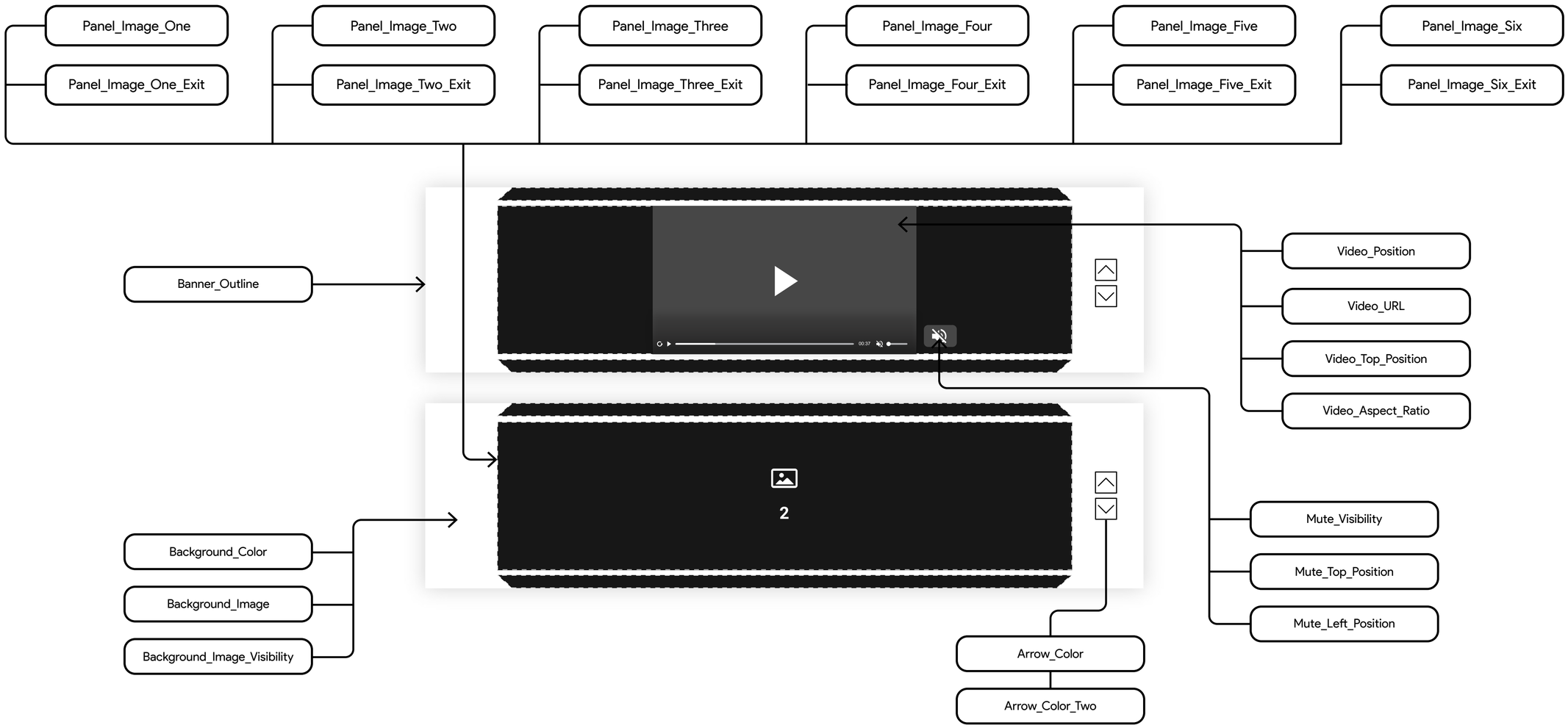
HexaFlow 360 - 970x250 Data Binding



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HexaFlow 360 - Video Tracking Metrics

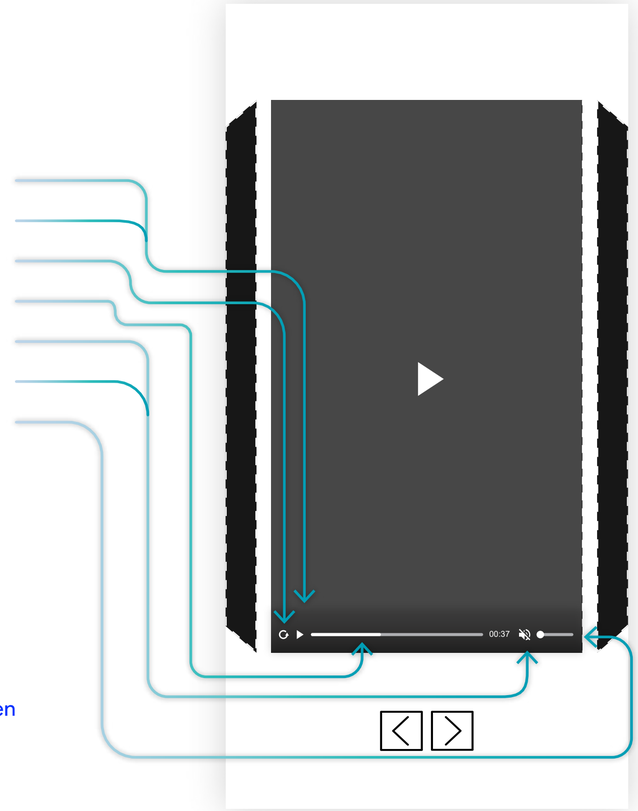
Video Counters

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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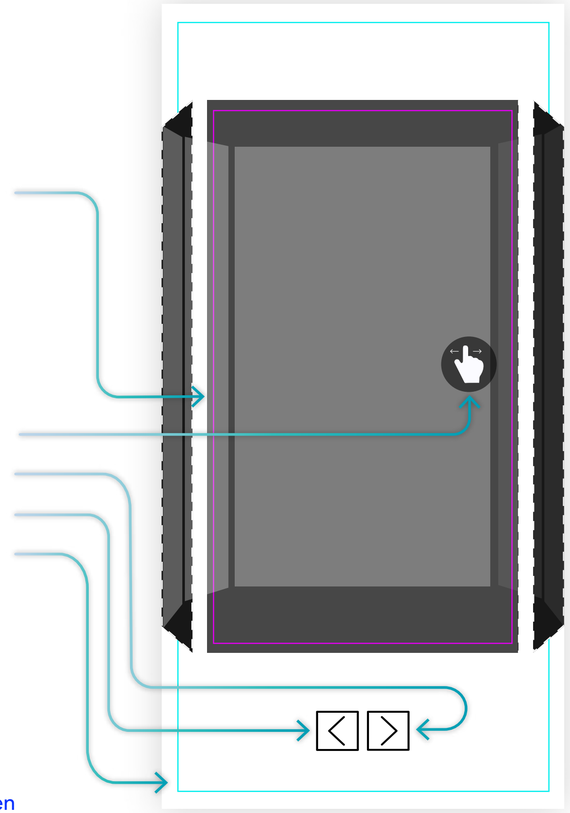
HexaFlow 360 - Exits & Standard Metrics

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
Panel_Image_Five_Click	Panel_Image_Five_Click
Panel_Image_Six_Click	Panel_Image_Six_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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