

# GROW Interstitial

**GROW Interstitial** is an advertisement displayed in full-screen mode during the transition between pages (the so-called Vignette Ad). The moment the advertisement is displayed, the user moves to the next subpage selected by the user. After the ad is closed, the transition is resumed.



Two modules are an integral part of the advertising product: Ad Wrapper and Ad Content.

- **Ad Wrapper**

The format works as follows:

- The advertising product is displayed on the full screen of the device.
- The advertisement covers all elements of the website (visible in the foreground).
- The ad is centered on the displayed layer horizontally and vertically.
- The advertising product is available for smartphones, tablets and desktop devices.
- Device recognition follows the browser headers (Device by UserAgent) or the screen width (window.innerWidth)

- For the version with checking the format by the width of the screen, it is possible to limit the value to which the Ad Wrapper will be displayed (in pixels).
- The ad close button is aligned with the top of the ad layer
- Ability to limit links to specific domains.
- After closing the advertisement, it is not possible to recall it again, capping (possible number of ad impressions per user).
- Ability to specify the number of clicks after which the format with the Ad Content will be called.

- **Ad Content**

GROW Interstitial offers access to virtually all traffic from the programmatic area. Serves ads through the Google Ad Manager (GAM) adserver, combining the sources of Google demand (Ad Exchange, AdSense, Open Bidding, Programmatic Guaranteed / Direct and dedicated SSP platforms in the Header Bidding configuration (prebid.js), and Amazon.

Browser compatibility:

- Google Chrome
- Safari
- Mozilla Firefox
- Internet Explorer (above version 11)
- Opera