

# Downloads

The Click-to-download ad can be used in a campaign for user conversion to promote a downloadable action such as an app from the iTunes or Google Play app stores.

## Dimension

**Collapsed** 320w by 50h pixels

**Expanded** 320w by 416h pixels

## File Size

**Image** 80kB max (320px by 416px)

**Image** 15kB max (320px by 50px)

**Video** 2MB max

## File Format



## Animation & Looping



15 sec max

## Leadtime



days

