

[a•mo•bee] 3D

The third dimension of desire.



Overview

[a•mo•bee] 3D is the market's first and only interactive 3D advertising technology that delivers unparalleled engagement and brand lift through highly immersive, full-sensory 3D ad experiences across mobile and desktop.

[a•mo•bee] 3D is designed to combat brand fatigue, reduced customer engagement and customer attrition. It does this by offering an interactive, full-sensory and cinematic experience featuring a dynamic, living ad that adapts to user's preference and behavior in new and creative ways. Increased speed and scalability of campaign creation allows for a significantly reduced production process.

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Highlights

[a•mo•bee] 3D is for advertisers, agencies, and publishers who desire to create a highly immersive and interactive digital ad experiences that achieve unparalleled results.

[a•mo•bee] 3D delivers significantly higher engagement rates for brands, and provides value for publishers by increasing monetization of their ad inventories.

Leading brands including Ford, Nokia, ESPN and BMW have executed successful [a•mo•bee] 3D advertising campaigns that achieved results well above industry averages including:

4.5x

average rich media
expansion rate

3.7x

average rich media
engagement rate

40%

increase
purchase consideration

20%

increase
brand favorability

To learn more, please visit
amobee.com/3d



Product Differentiators

- Bridges the gap between high-definition broadcast quality and digital channel interactivity
- Creates higher ROI for publishers compared to other rich media formats
- Realistic, cinematic quality to emulate an in-person experience with a product
- Unrivaled in-ad interactivity for a fraction of the ad weight



Features

- 3D scenes and models with true 360 degrees of touch and accelerometer interactivity
- Dynamic, interactive hotspots
- Cutting edge visuals for a cinematic experience including enhanced shade and light functionalities
- Customizable product colors and experiences in real-time
- App-like simulations, including social sharing functionality
- Location-based customization