



PPStudio

Make every impression
stunning.



Yes, we know you're suffering



- Expandable and polite mobile banners show a remarkably high CTR of 0.63% and 0.28% respectively. Whereas standard mobile banners around 0.09%
- Ads have 18.4% higher click-through-rate when they use in-banner video.



Even harder to win budget from the walled gardens



Client already bored with the usual and monotonous ad formats



Don't have the human resource to develop new templates



But not any more with PPStudio!

The glamour you need for winning attention

**Effort
Saving**

Enrich sales menu
with **40+** dazzling
layouts (keep updating)

100% compatible with
GAM, GTM

**Time
Saving**

Creatives
and demo page
generated in
only **1 min**

**Money
Making**

Easily **upgrade** the value
of single **ad placement**

CTR 3x-7x
compare to usual banner

●● Taking care everything for you

In Accordance with
Better Ads Standard ▲



▲ Compatible with
GAM, GTM
and other system



Google Ad Manager



Google Tag Manager

▲ Support **3rd Party Tracking**

Sizmek / DCM / IAB / Nielsen / comscore

MOAT

nielsen



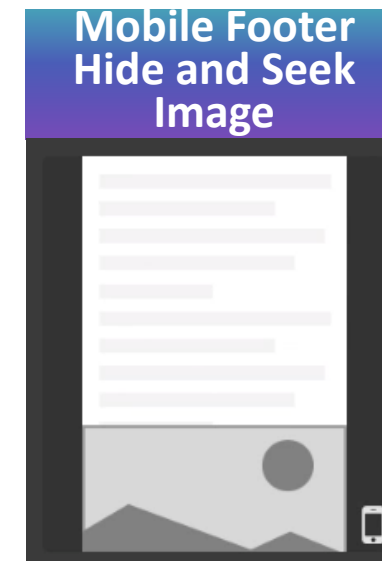
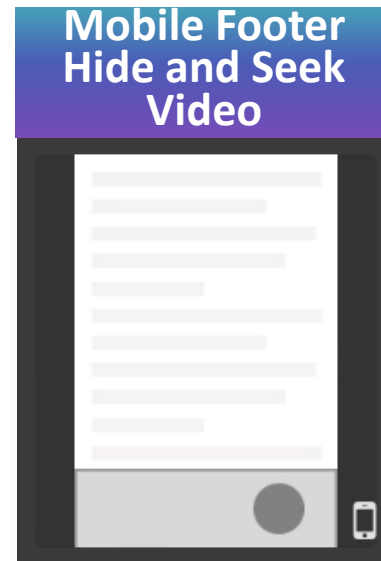
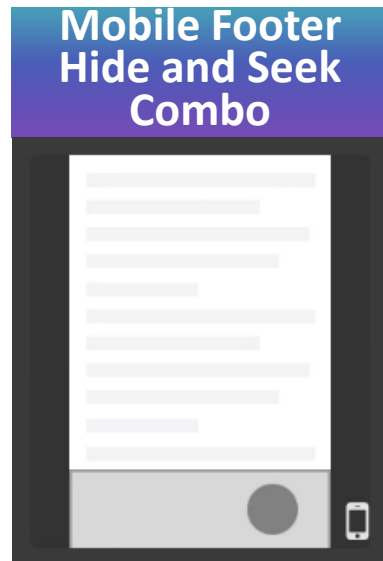
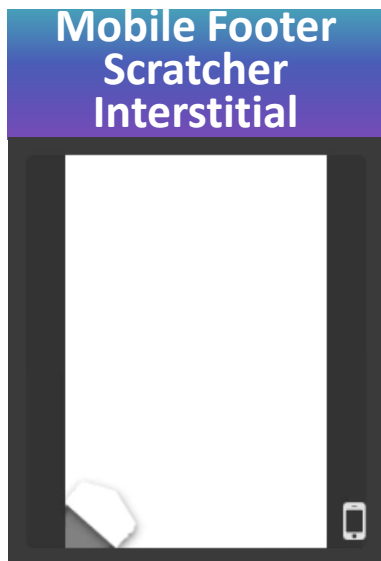
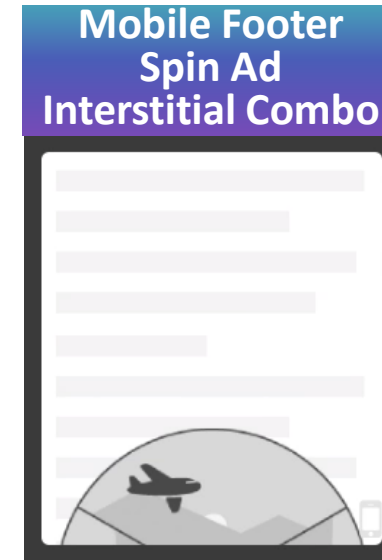
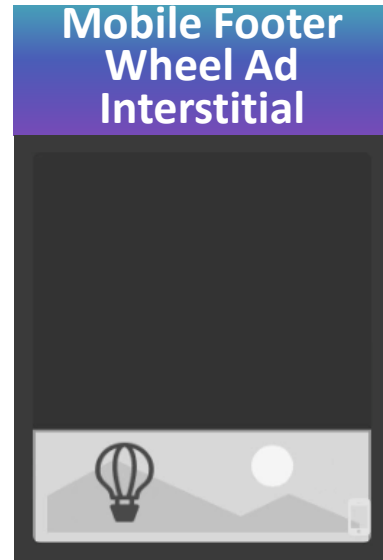
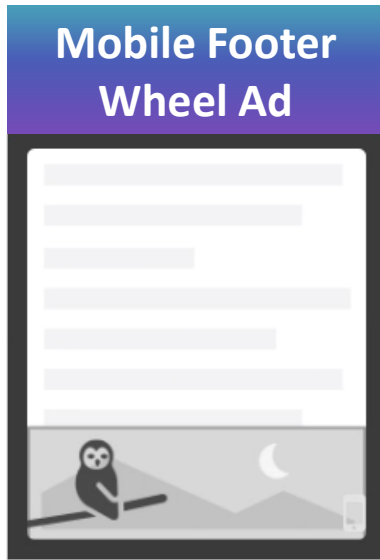
Sizmek

IAS Integral Ad Science

comscore

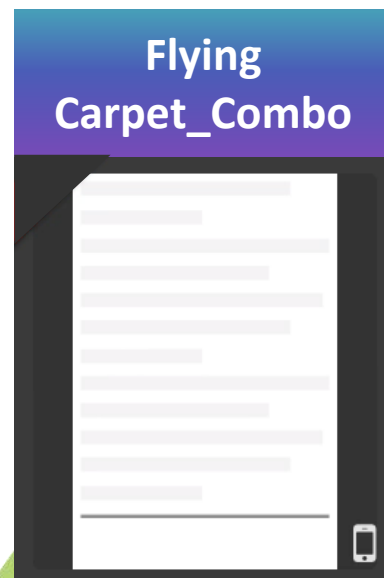
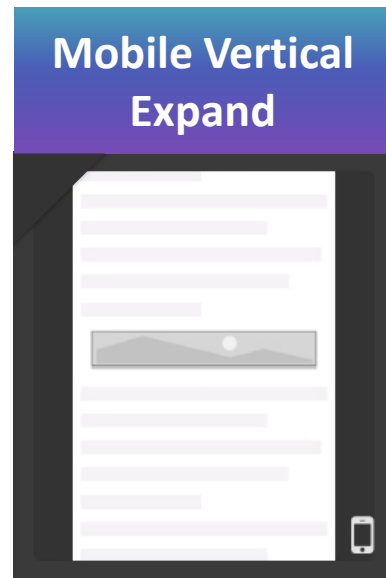
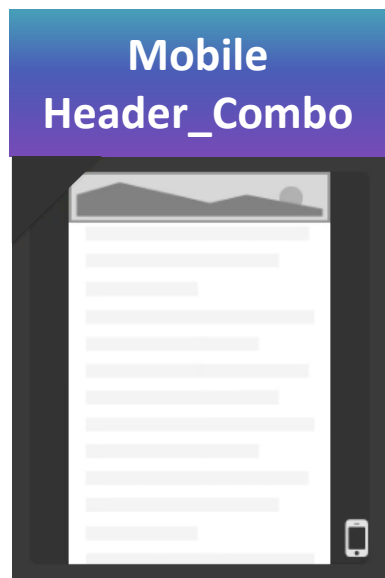
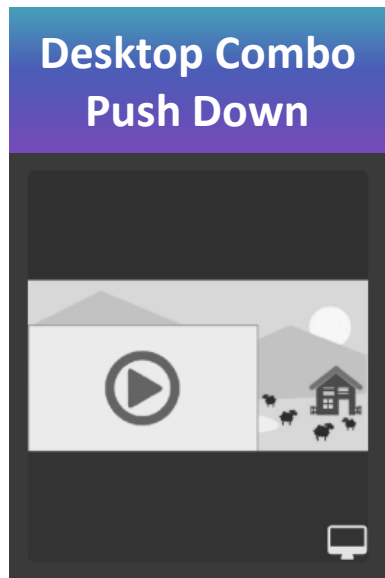
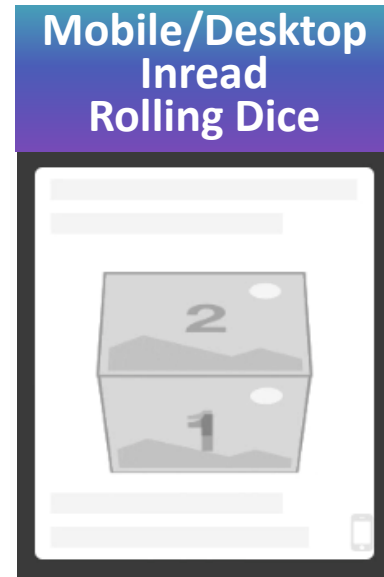
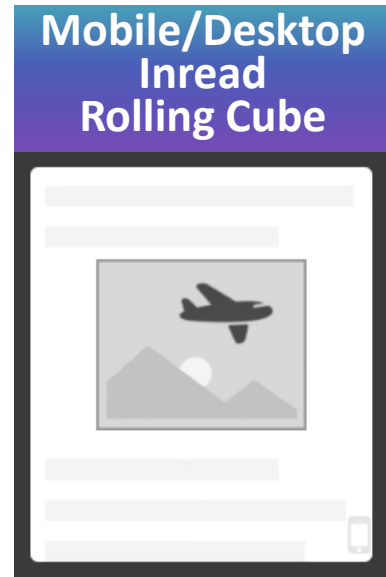
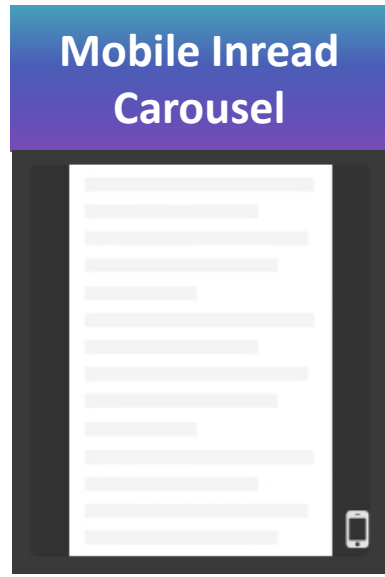
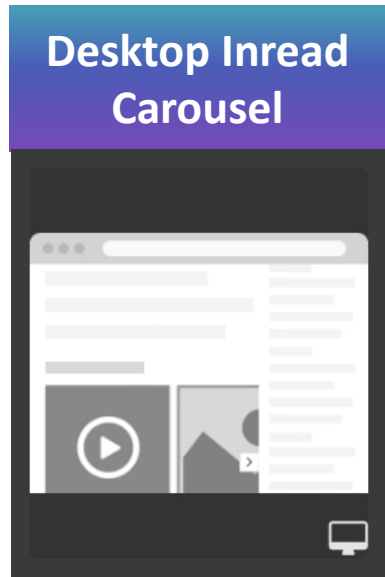


40+ stunning layouts all at your choice





40+ stunning layouts all at your choice





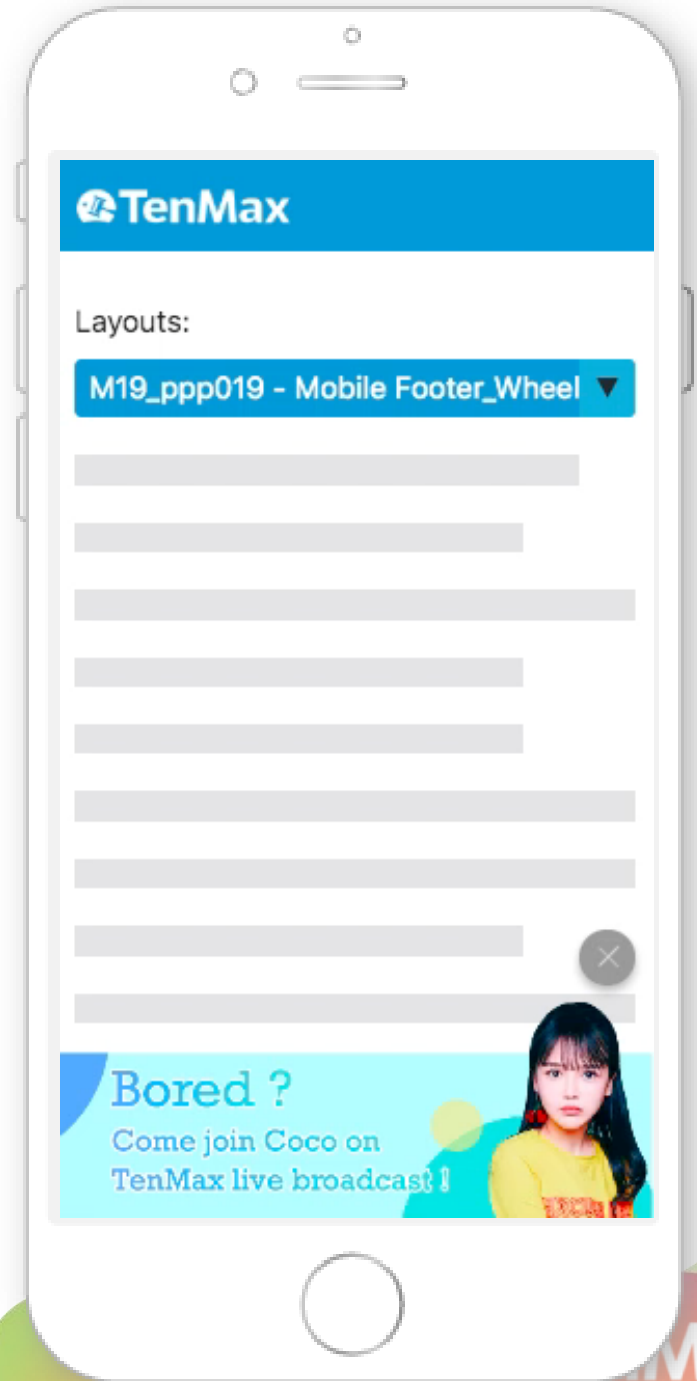
Wheel Ad

Mobile Footer



Ad Display Size	5:2
Banner Size	750x300
File Type	JPG/PNG/GIF
File Size Limit	2MB
Link	3 Links (for 3 packs of banners)

- **100% Viewable**
 - **3 packs of banners, rotate** while users scroll the screen
 - **Highly interactive**
 - **Better ads friendly**
-
- **Different but related program/product/service**





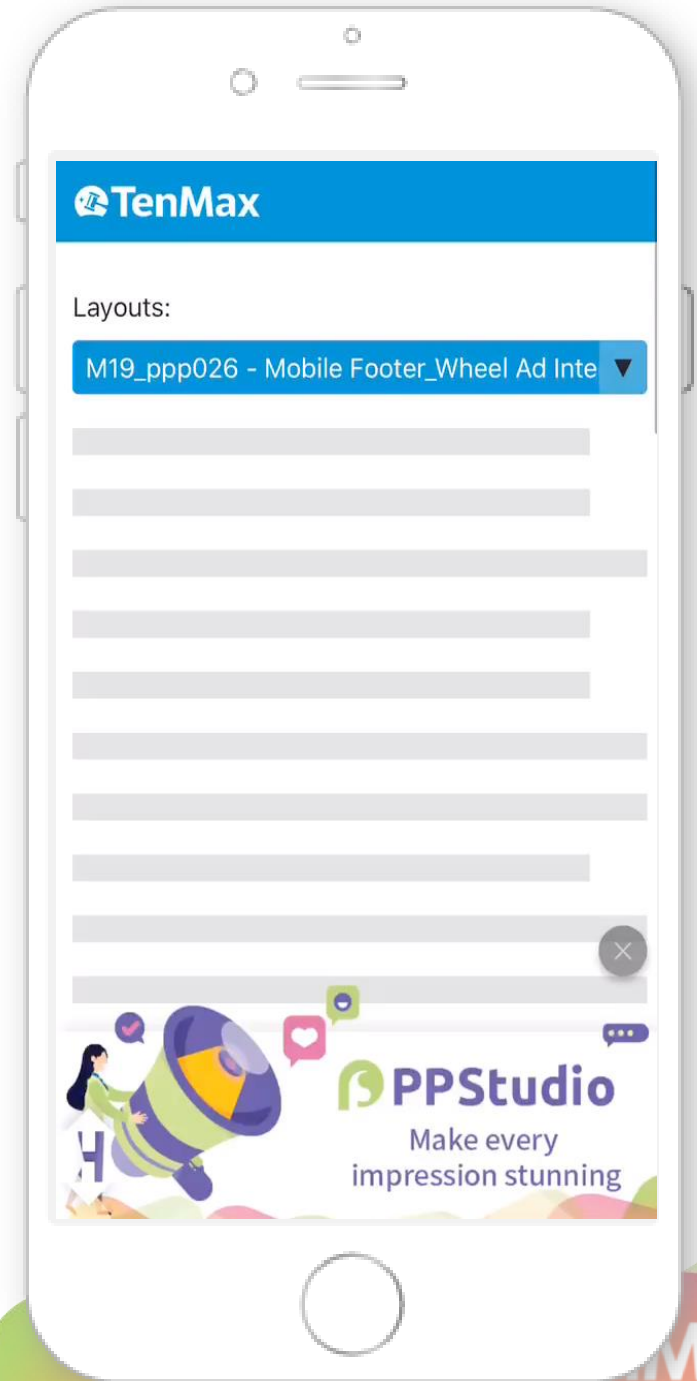
Wheel Ad Interstitial

Mobile Footer



Ad Display Size	Interstitial
Banner Size	750x 300
File Type	JPG/PNG/GIF
File Size Limit	2MB
Interstitial Banner Size	640x1280
File Type	JPG/PNG/GIF
File Size Limit	2MB
Link	3 Links (for 3 packs of banners)

- **Evolution** of wheel ad
- Two arrows to **imply users** interact
- Only expand after interaction
- **More space** to tell your story
- **Different but related program/product/service**



Spin Ad Interstitial Mobile Footer

- A disc at the bottom that can be spin
- Only expand after interaction
- **Tourism, Automobile moving/changing/running**
- **If the shape of your product is round**

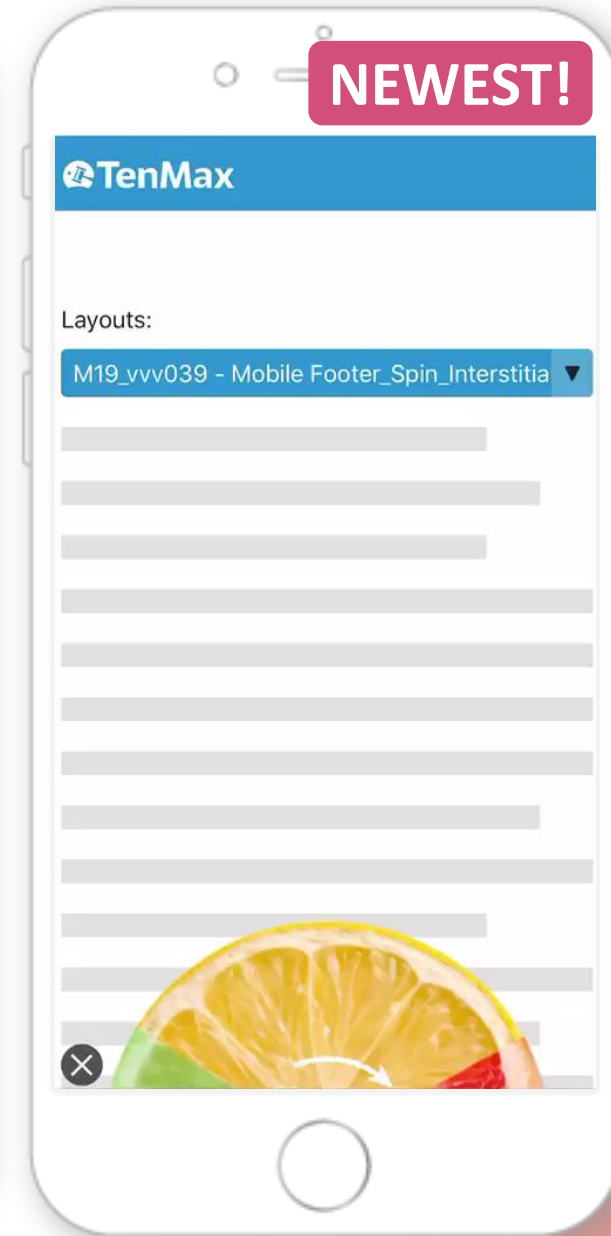
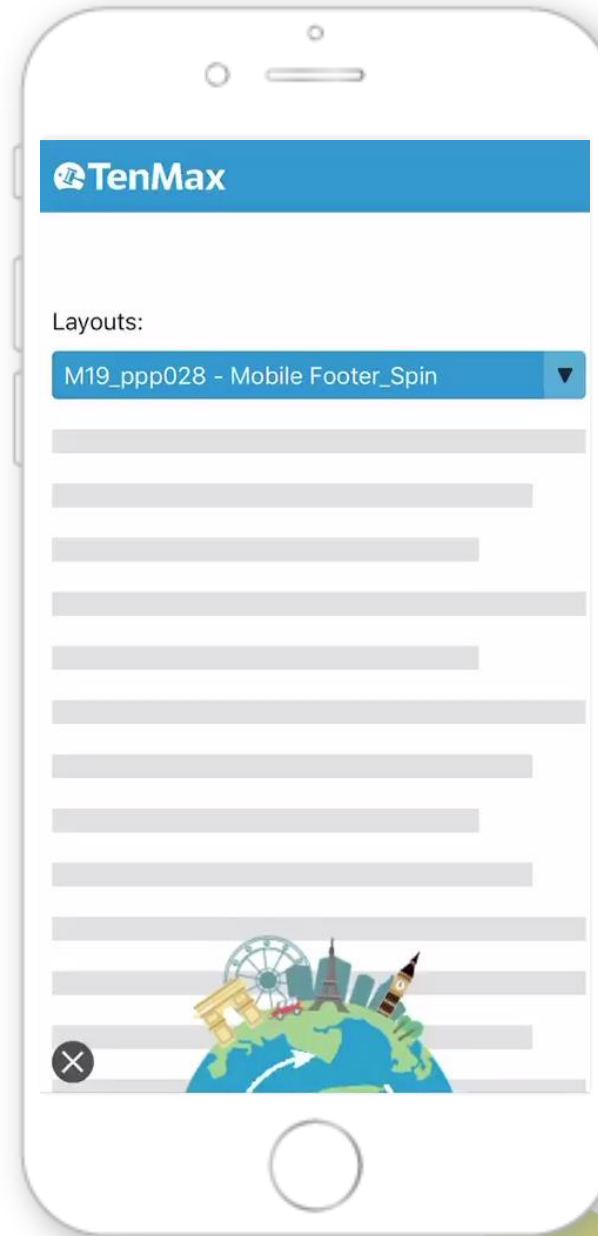
Ad Display Size	Interstitial
Bottom Circle Image	300x30
File Type	JPG/PNG/GIF
File Size Limit	2MB
Banner Size	640x1280
File Type	JPG/PNG/GIF
File Size Limit	2MB
Link	3 Links



Image



Combo





Scratcher Interstitial **NEWEST!**

Mobile Footer



- Only expand after interaction
- **Easy to prepare materials**

Ad Display Size	Interstitial
File Type	JPG/PNG/GIF
File Size Limit	2MB
Banner Size	640x1280
Link	1 Links





Hide and Seek Interstitial

NEWEST!

Mobile Footer



Image



Video



Combo

Ad Display Size **Interstitial**

Bottom Banner Size **640x360**

File Type **JPG/PNG/GIF**

File Size Limit **2MB**

Interstitial Banner Size **640x1280**

File Type **JPG/PNG/GIF**

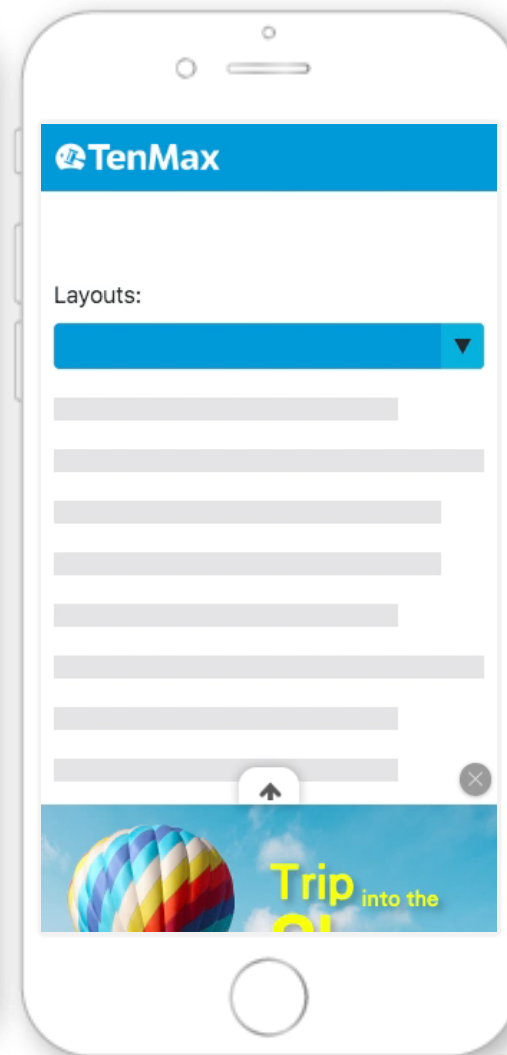
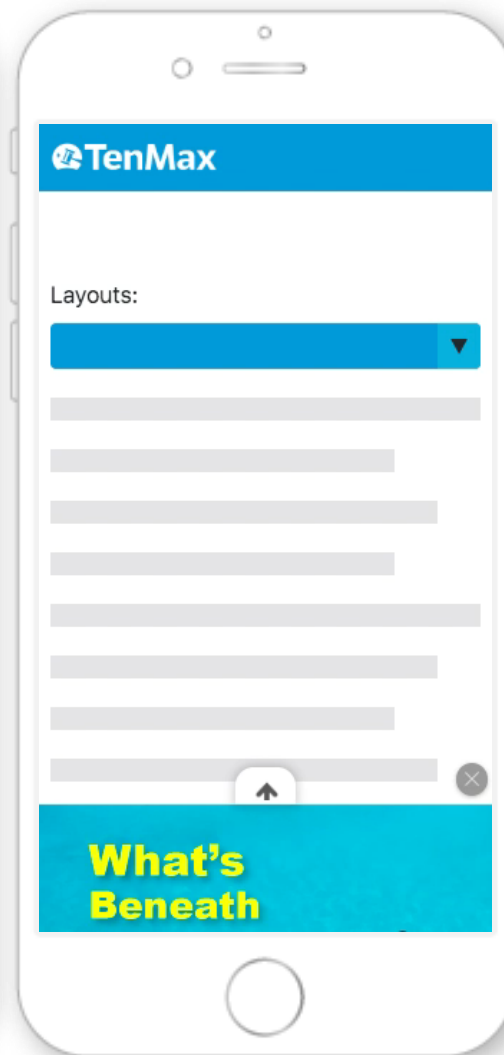
File Size Limit **2MB**

Link **1 Link**

Video Aspect Ratio **16:9**

File Type **MP4**

File Size Limit **5MB**

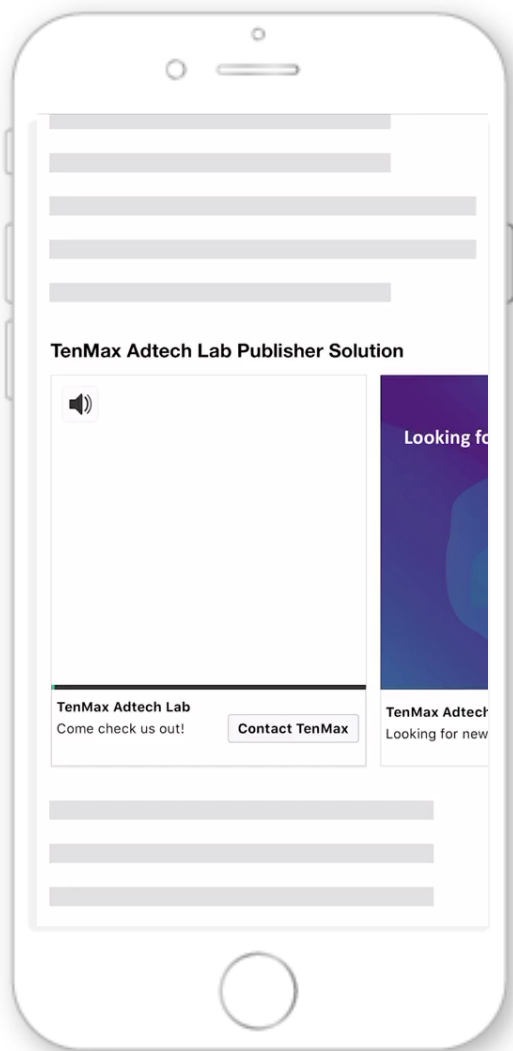




Carousel

NEWEST!

Mobile/Desktop in read



- Ad Display Size 300x250
- Video Aspect Ratio 16:9 / 1:1
- File Type MP4
- File Size Limit 5MB
- Banner Size 1080x1080
- File Type JPG/PNG/GIF
- File Size Limit 2MB
- Link 4 Links

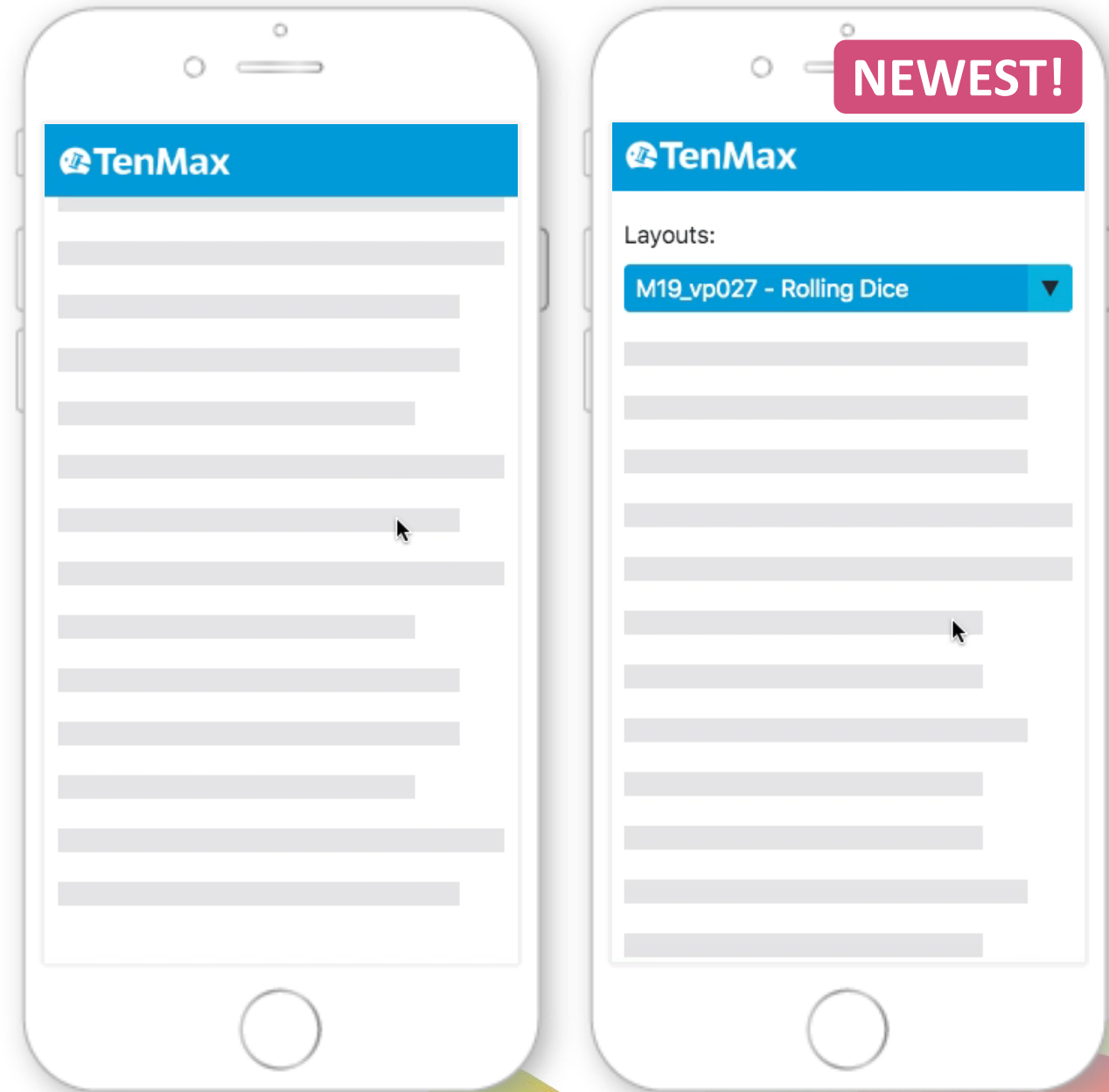




Rolling Cube / Dice

Mobile/Desktop in read

- Roll when show on the screen
- Interaction icon
- **Easy to prepare** materials
- More space to tell your story



Ad Display Size Interstitial

Bottom Circle Image 300x30

File Type JPG/PNG/GIF

File Size Limit 2MB

Banner Size 640x1280

File Type JPG/PNG/GIF

File Size Limit 2MB

Link 3 Links



Cube



Dice



Appendix: How to generate ad tag on PPStudio

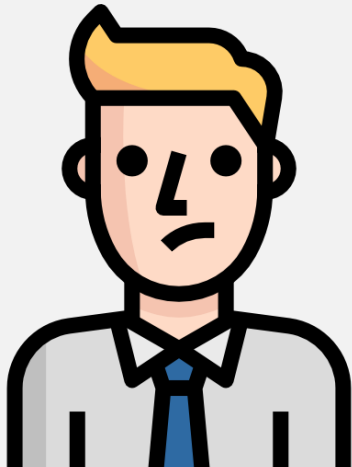
1 Log into your PPStudio account

2 Choose the layout you want

3 Upload your materials

4 Click Submit

YES! That's All!!!



3-5 working days -> **1 min**



Appendix: How to generate ad tag on PPStudio

Step1. Create new creative

TenMax PP Studio tina.shieh@funp.com - TenMax Oversea_DEMO -

Creatives
Creative List
New Creative

Accounts

Permissions
Tag Management

How-To
DFP Integration

Create a great creative with PP Studio
It's everything your organization needs to do exceptional creative work. Make the move from Tenmax PP Studio to Creative Cloud and take your business further with the world's best creative apps.

Create New Creative +

12 rows

Start Date - End Date Name / Creator / Tag

Image	Brand	Format	Clicks	Impressions	CTR	Ready	Report
	Timberland 45	Desktop Medium Rectangle	6	0	0.00%	READY	Report
	Timberland	Desktop Medium Rectangle	7	0	0.00%	READY	Report
	GOT8	Desktop Dynamic Expand	6	2	33.33%	READY	Report
	ole pulteney	Desktop Skyscraper Combo	8	0	0.00%	READY	Report
		Mobile Dynamic Expand					
	UT	Interstitial Leaderboard					
	UT	Desktop Interstitial Image					
		Desktop Interstitial Video					

2019 © TenMax
PPStudio
Version : 2.15.4



Step2. Select a layout

The screenshot displays the TenMax PP Studio interface. At the top, the header includes the TenMax logo, 'PP Studio', and the user email 'tina.shieh@funp.com - TenMax Oversea_DEMO'. A left sidebar contains navigation options: 'Creatives' (Creative List, New Creative), 'Accounts', 'Permissions' (Tag Management), and 'How-To' (DFP Integration). The main content area features a banner with the text 'Create a great creative with PP Studio'. Below this, a red heading reads 'step 1. Select a Layout'. A filter bar at the top of the layout grid includes 'All', 'Desktop website', 'Mobile website', and 'Mobile App', along with a search box for '版位關鍵字'. The layout grid shows four options, each with a preview icon and a 'Preview' button: 'Mobile Interstitial_Blog Canvas' (highlighted with a pink border), 'Mobile Interstitial_Combo Ad', 'Mobile Interstitial_Vertical Video', and 'Mobile Interstitial_Take a Side'. Below the grid, the corresponding ad formats are listed: 'html5', 'Mobile Medium Rectangle_Combo Ad', 'Mobile Medium Rectangle_Video', and 'Mobile Medium Rectangle_Image'. The bottom left corner shows the copyright information: '2019 © TenMax PPStudio Version : 2.15.4'.

Upload materials

Generate ad tag on PPStudio


The screenshot displays the TenMax PP Studio web interface. The top navigation bar includes the TenMax logo, 'PP Studio', and the user email 'tina.shieh@funp.com - TenMax Oversea_DEMO'. A left sidebar contains menu items: 'Creatives' (with sub-items 'Creative List' and 'New Creative'), 'Accounts', 'Permissions' (with 'Tag Management'), and 'How-To' (with 'DFP Integration'). The main content area is titled 'step 1. Select a Layout' and 'step 2. Mobile Interstitial_Blog Canvas - Upload Creatives Assets'. A checkbox labeled '關閉上傳限制' is checked. A video player shows a mobile phone with a person interacting with it, with the PPStudio logo and a 'Replay' button below. At the bottom, there are input fields for 'Creative Name' (containing 'test') and 'Video Upload' (containing 'PPSvideo_dark_16-9.mp4'). The footer of the interface shows '2019 © TenMax PPStudio Version : 2.15.4'.



Step4. Submit!!

TenMax PP Studio tina.shieh@funp.com - TenMax Oversea_DEMO

step 3. Confirm Creatives



Creative Info

Name	test
Layout	Mobile Interstitial_Blog Canvas
Device	
Click URL	https://www.tenmax.io
Note	Mobile Layout Recommend Encoding: Video: H264 Baseline Profile · Audio: Advanced Audio Coding (AAC) Low-Complexity Profile (LC)

2019 © TenMax PPStudio Version : 2.15.4

[Previous](#) [Submit](#)

Ad tag ready to go.

Generate ad tag on PPStudio

The screenshot displays the TenMax PP Studio interface. A modal window titled "Creative: test" is open, showing the creative's visual and its configuration details. The creative itself features the PPStudio logo and the text "Make every impression counting." The configuration panel on the right includes the following information:

- Name:** test
- Layout:** Mobile Interstitial_Blog Canvas
- Device:** Mobile website
- Click URL:** <https://www.tenmax.io>
- Creator:** tina.shieh@funp.com
- Created Date:** 2019-05-10
- Tags:**
- Note:** Mobile Layout Recommend Encoding: Video: H264 Baseline Profile · Audio: Advanced Audio Coding (AAC) Low-Complexity Profile (LC)

The "Ad Tag" section shows a code snippet for the ad tag, which is highlighted with a pink box:

```
<script id="pps-script-13499" data-width="%%WIDTH%%" data-height="%%HEIGHT%%" dat
```

Below the code, there are options to "Download Tag" and "Please select HOLDER Type", with "DFP (Fit DFP Size)" and "DFP (Fit PPStudio Size)" as the available choices. At the bottom of the modal, there are buttons for "Replay", "Public Preview", "Edit Creative", "Delete Creative", and "Report".



Appendix: How to work with us

I want to use PPStudio on my own: Platform Usage Fee

Stage	TenMax	You
Contract	Sign Contract	
Account Setting	Open exclusive PPStudio account	
Testing		<ol style="list-style-type: none">1. Generate ad tag on PPStudio2. Serve the tag on your site<ol style="list-style-type: none">a. GAMb. embed directlyc. other delivering tool / system
Troubleshooting	Make sure your site/system can serve our creative	Provide demo link for TenMax to check if the ad didn't display normally
Invoice	Provide impression report & invoice every month	