

# Creating HTML5 Playable Ads for AppLovin

## Core Requirements

- Total file size under 5MB
- Ad supports MRAID v2.0
- Ad contained in a single in-line HTML file
- Ad does not reference any externally hosted files (images base64 encoded)
- Ad supports both landscape and portrait orientations
- Playable ad timer must not start until after user interaction happens
- Ad click-through redirects using MRAID v2.0 to the app store using mraid.open()
- Ad click-through should not redirect to any other links
- Ad does not contain a “Close” button (AppLovin will render this so please do not add your own)
- Ad does not contain a CTA in the upper right corner
- All javascript code executed to display ad and reference DOM should happen after mraid ready
- The ad must function as expected on [AppLovin Playable Preview Tool](#)

## QA Tools

### Preview Tool

Enter your hosted HTML file URL to be tested in our [AppLovin Playable Preview Tool](#).

You can test and preview how your playable ad will appear once it is live, including verifying ad click-through functionality (see Ad Click Through section below).

It is recommended that you preview your playable ad on a mobile device using this same tool. You should rotate the device after previewing your playable to ensure device rotation works correctly.

### Chrome Plug-In Tool

Use this tool to confirm that your playable ad does not reference any externally hosted files.

Download the [.crx file](#)

Open up Chrome and go to "chrome://extensions"

Ensure “Developer Mode” is enabled

Drag the .crx file onto the extensions page and confirm from the dialog boxes

Click on AppLovin icon on the top right and follow instructions

# Best Practices

## Single HTML file - Including Assets

Since the ad must fully be contained in a single .html file without external references all image assets must be embedded in the .html file with base64 encoding.

**X** ``

**X** ``

**✓** ``

Other assets, such as audio files or web fonts should be embedded the same way if used.

External javascript libraries or css files should be copied inline in the html file.

Mraid.js should not be included either as a reference or inline, as that is handled by the AppLovin SDK.

## Orientations

The ad must support both orientations and should account for the varying aspect ratios of different devices (e.g. 16:9 widescreen phones vs 4:3 tablets).

Preferred approaches:

- The ad can dynamically rearrange content and UI elements for landscape/portrait without interrupting gameplay (e.g. a tower defense game with a scrollable map that would just change the viewport and move UI elements from top to the side when changed from portrait to landscape without interrupting gameplay)
- The ad can have a custom tailored experience for each orientation, and on orientation change the ad would restart (e.g. a match-3 game that has a 6x4 board on landscape, but a 4x6 board layout when played on portrait)

**NOTE:** Even if the app for which the ad is made only supports one orientation, the ad must support both. Forcing one orientation, or having the content of one orientation prompt the user to switch to the other are not acceptable solutions.

## Ad Click-Through (CTA)

There must be at least one CTA included that redirects to the app store when pressed. The redirect logic should use `mraid.open()` and should handle for Android and iOS separately.

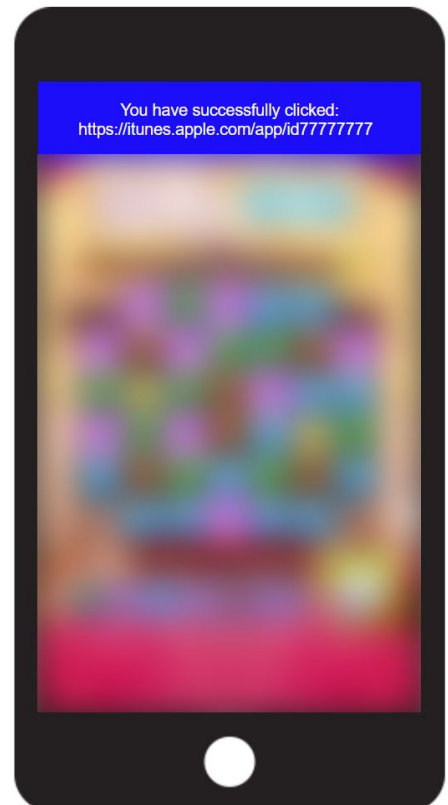
### EXAMPLE:

```
if(isAndroid){ //assuming this is 1 of Android, 0 if iOS
    mraid.open("https://play.google.com/store/apps/details?id=com.mycomp.myapp")
;
}
else{
    mraid.open("https://itunes.apple.com/app/myApp/id5555555555")
}
}
```

**NOTE:** Do not include `mraid.js` in your html file, as it is included by the AppLovin SDK automatically. You can test this on the [AppLovin Playable Preview page](#).

When testing on the [AppLovin Playable Preview page](#), clicking the CTA should display a success message on top (see image below).

If this message does not appear there must be something wrong with the redirect and the CTA would not function if the ad was set live.



## File Size

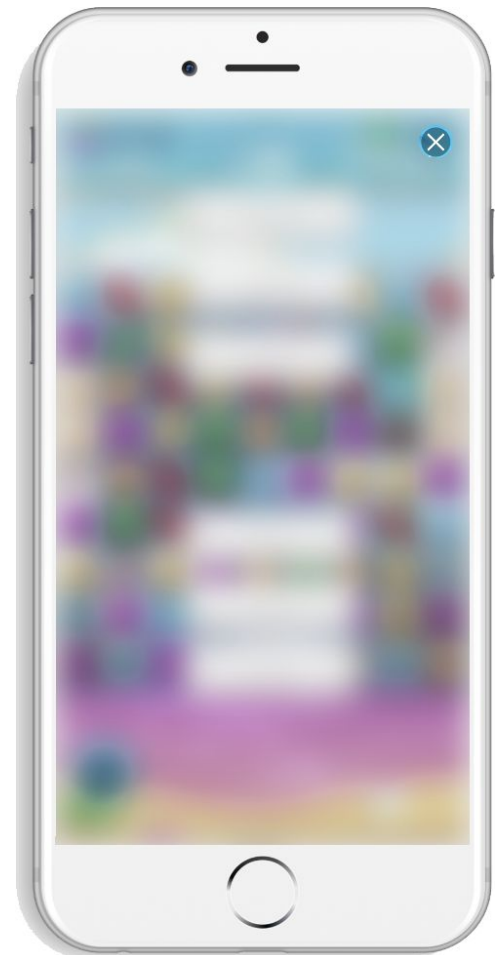
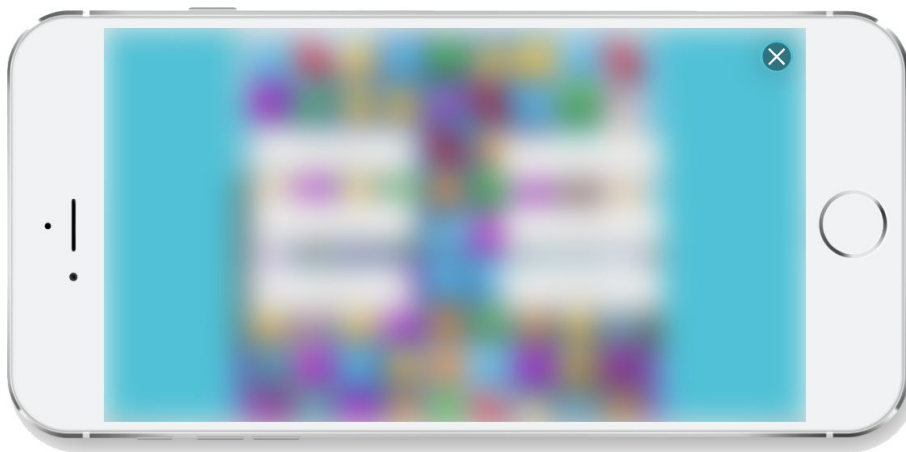
The file size must be under 5MB. General tips to decrease file size:

- Image assets that need to have transparency should be saved in PNG format, try different compression settings that limit the color range (PNG-8)
- Image assets that do not need to have transparency should be saved as JPEG, try different quality settings (lower quality JPEGs are generally much smaller than any PNG)
- Compress audio files to a lower bitrate
- Decrease resolution of image assets and scale up in logic

## Ad Close Button (X)

The X button to close the ad is placed by the AppLovin SDK automatically, no assets or logic should be included in the playable ad for that purpose.

**NOTE:** Be aware that the X will be placed in the top right corner of the ad, and you should take this into consideration when placing interactive gameplay elements or the CTA to ensure they won't overlap (see images for reference).



## Ad Content

- Ad Policies: [HERE](#)

- Ads must also have clear branding and CTAs (e.g. “Download Now”, “Play Now”).

## QA Checklist

When testing in the [AppLovin Playable preview tool](#) here are some key points to check for:

- Have you satisfied the Core Requirements listed above?
- Does the ad function as expected on both orientations, even if orientation is changed mid-gameplay?
- Does the ad function correctly when tested on an actual mobile device?
- Do the CTAs work as expected? Please test every CTA and check for false positives (such as a CTA not being visible but registering touch and ad click-through).

## Next Steps

After you have confirmed your playable satisfies our Core Requirements, please send your HTML file to your AppLovin representative who will submit it for final QA to go live.

Questions, please contact [support@applovin.com](mailto:support@applovin.com)