messaggio

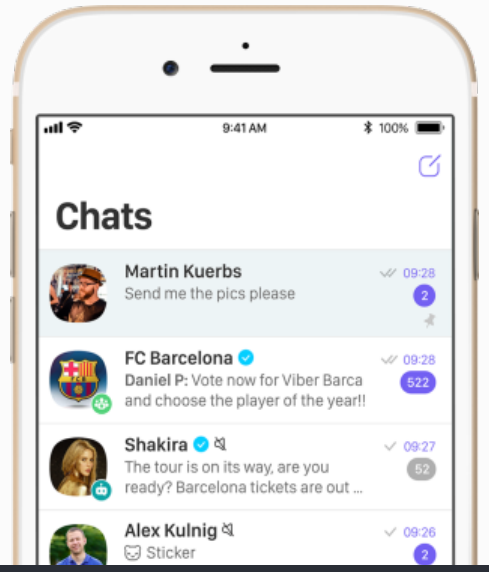
Viber Ads for business

messaggio.com

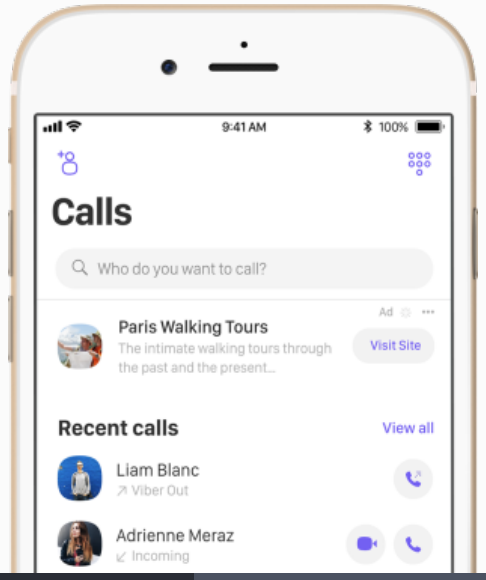
Connect with customers and build relationships

Viber provides placements for high-converting ad formats that attract, intrigue and lead to a purchase.

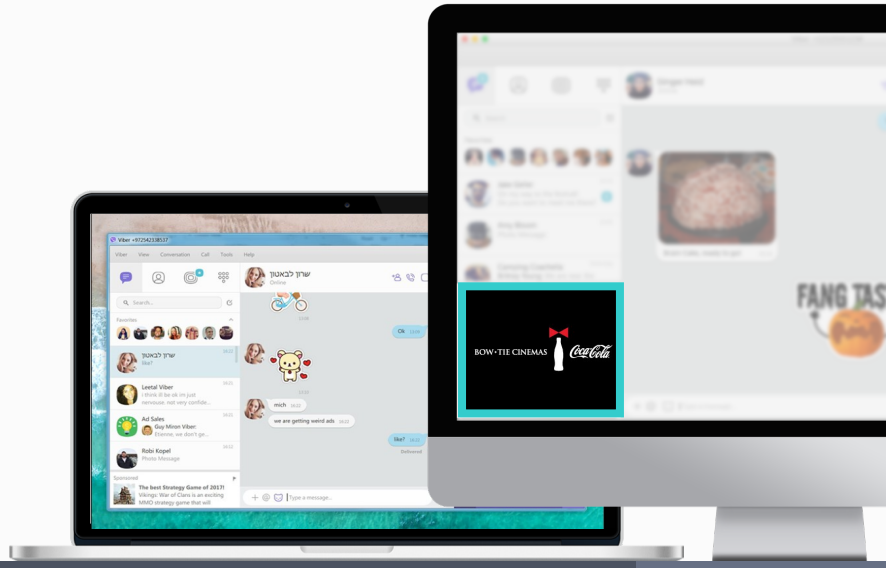
Main chat screen



Post-call and call tab



Desktop display and video



Post-call

Harness active attention in precious moments

- ✓ Appears when a Viber call ends or 40 seconds after a Viber call is unanswered
- ✓ Visually rich, contains a short text + image that links to a URL to track user interaction with your ad
- ✓ Non-intrusive format, Native & Display, Mobile, CPM

Field	Type	Required yes/no	Limitations
Title	Text	No	Up to 30 characters
Summary	Text	No	Up to 90 characters
CTA-button	Text	No	Up to 30 characters
Main image	Image	Yes	300x250 for banner creative only 300x156 for native placement with text

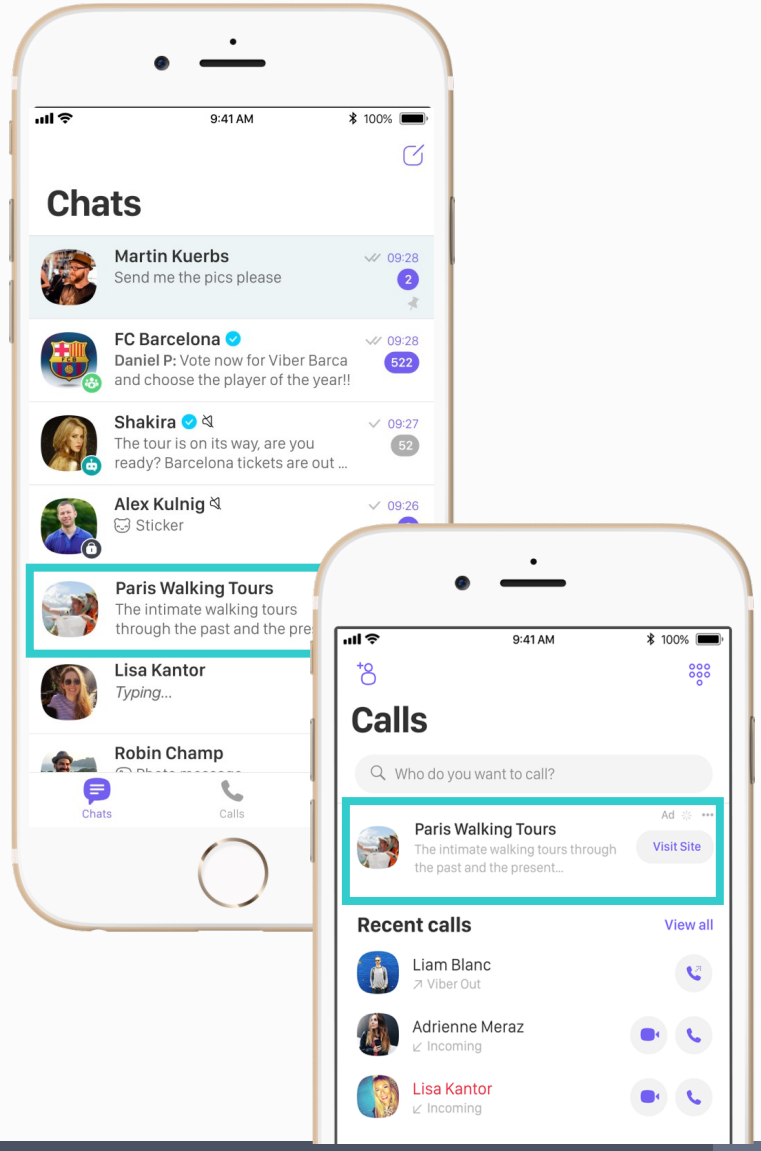
0,8%
average CTR

Main Chat Screen and Call tab

Meet consumers right at the beginning of the app user journey

- ✓ Appears in the users chat list and at the top of the calls tab — most visited screens on Viber
- ✓ Get traffic of all types of users searching for a specific chat and those looking into their call history
- ✓ Mobile, CPM, Native & Non intrusive format

Field	Type	Required yes/no	Limitations
Title	Text	Yes	Up to 30 characters
Summary	Text	Yes	Up to 60 characters
CTA-button	Text	No	Up to 10 characters
Main image	Image	Yes	208x208

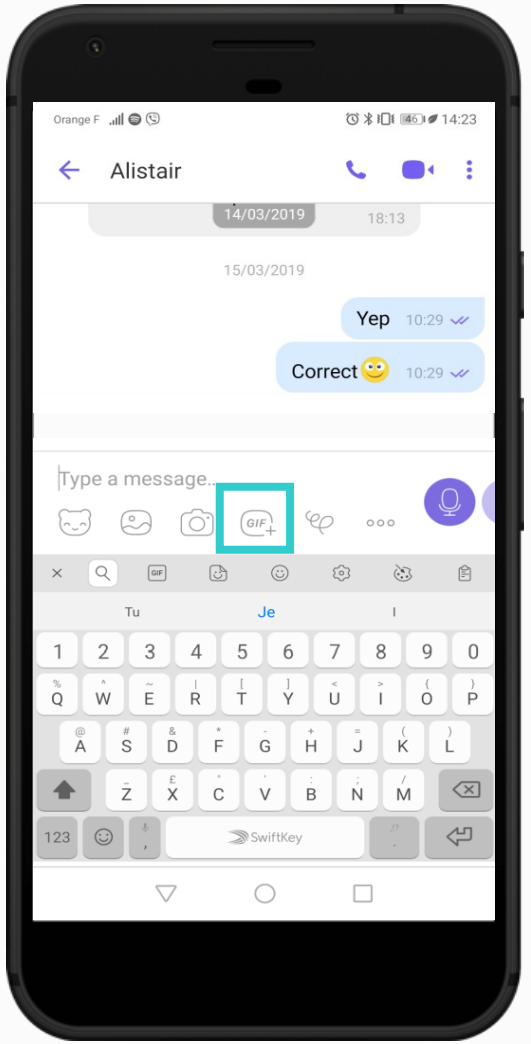


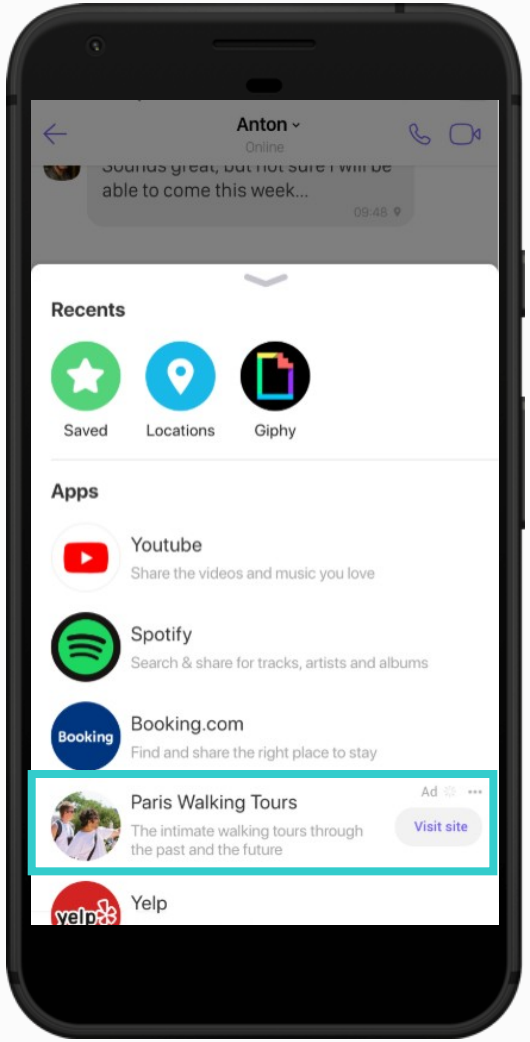
Chat extensions

Meet users where and when most active

- ✓ Appears in the mobile app — chat extension menu
- ✓ Meet users while they are chatting and most engaged, sharing content and fun gifs with their friends
- ✓ Native, 10M daily potential impressions
- ✓ Android only, IOS coming soon

Field	Type	Required yes/no	Limitations
Title	Text	Yes	Up to 30 characters
Summary	Text	Yes	Up to 60 characters
CTA-button	Text	No	Up to 10 characters
Main image	Image	Yes	224x224





Desktop display

Engage, connect and transact with a global audience

300x250

Desktop

Field	Type	Required yes/no	Limitations
Title	Text	No	Up to 36 characters
Summary	Text	No	Up to 53 characters
Main image	Image size	Yes	300x250 PNG/JPG
Image + Text	Image size	Yes	300x250 PNG/JPG (image part should be 300x180 or Image part should be 300x180 + text 300x250)

320x50

Desktop

Field	Type	Required yes/no	Limitations
Title	Text	Yes	Up to 23 characters
Summary	Text	Yes	Up to 44 characters
Icon size	Image	Yes	50x50 PNG/JPG

300x250
320x50

JS Tags (on WIN only)

Field	Required yes/no	Limitations
JS Tag	Yes	HTTPS only
Type	Yes	Valid JS
Autoplay	Yes	N/A

- ✓ Appears on left-hand side of Viber screen under contacts
- ✓ Includes short text + image that links to a URL to track user interaction with your ad
- ✓ Native & Display, Desktop, CPM

Desktop video

Captivate users with viewable, immersive ads

- ✓ Appears on left-hand side of Viber screen under contacts
- ✓ Loads in 300x250 display space and autoplays
- ✓ Video sound will be muted by default, to unmute or sound click on the unmute/mute button
- ✓ Video, Desktop only, CPM

Field	Required yes/no	Limitations
Video	Yes	VAST or MP4
File size and length	Yes	50 МБ and 2 minutes maximum
Sound	Yes	Hover over mouse
Autoplay	Yes	N/A

Implementation

We are proud to be one of the largest official Viber partners for over 5 years.

1 **Signing the Agreement**

You're free to choose electronic signature or paper agreement with any of Messaggio branches worldwide.

2 **Fill out the brief**

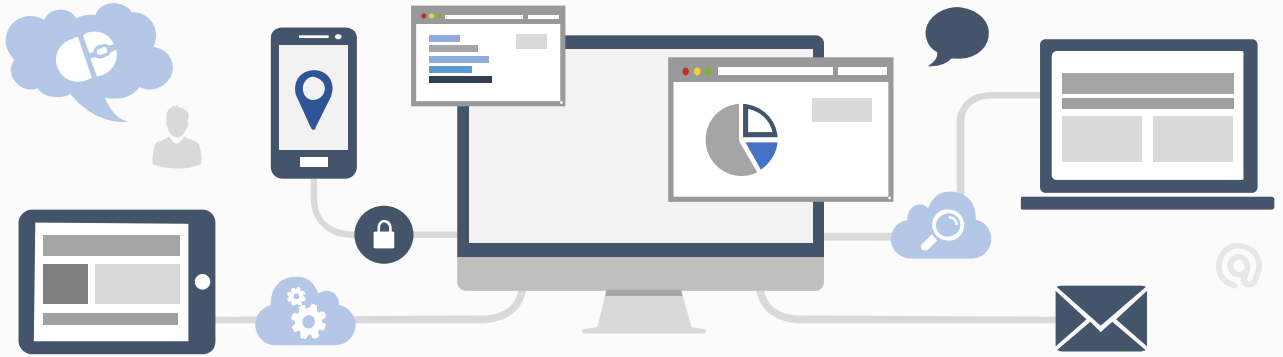
You enter contact information, budget, target segments, and ad display dates in the brief.

3 **Set up an advertising campaign**

We approve the brief and creatives with Viber. After verification, Viber launches an advertising campaign.

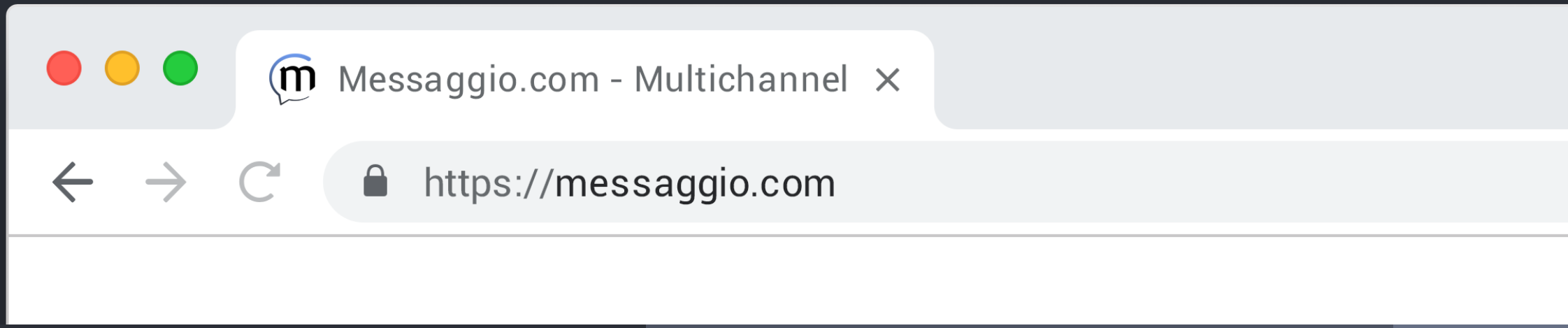
4 **Promote your business in Viber app**

Attract new customers through advertising in one of the most popular instant messengers!



Contact us

Get a special offer

and test access to the Messaggio platform

info@messaggio.com