



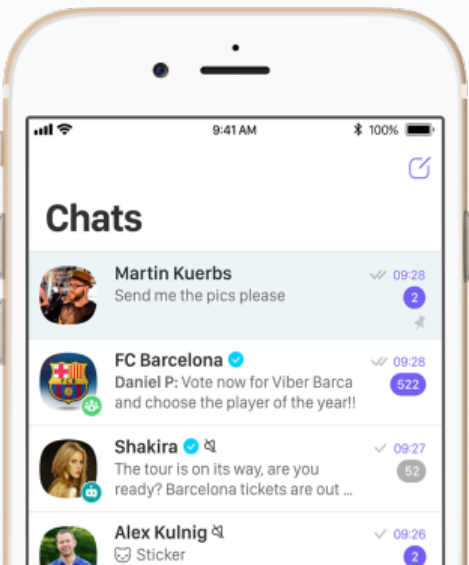
Viber Ads for business

messaggio.com

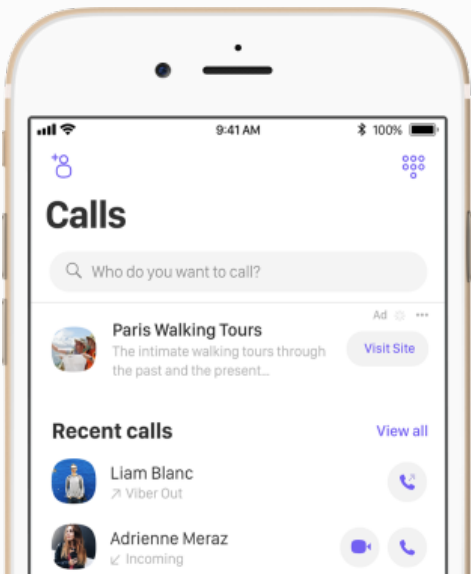
Connect with customers and build relationships

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

Main chat screen



Post-call and call tab



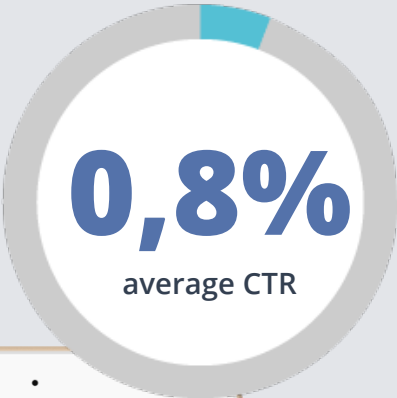
Desktop display and video



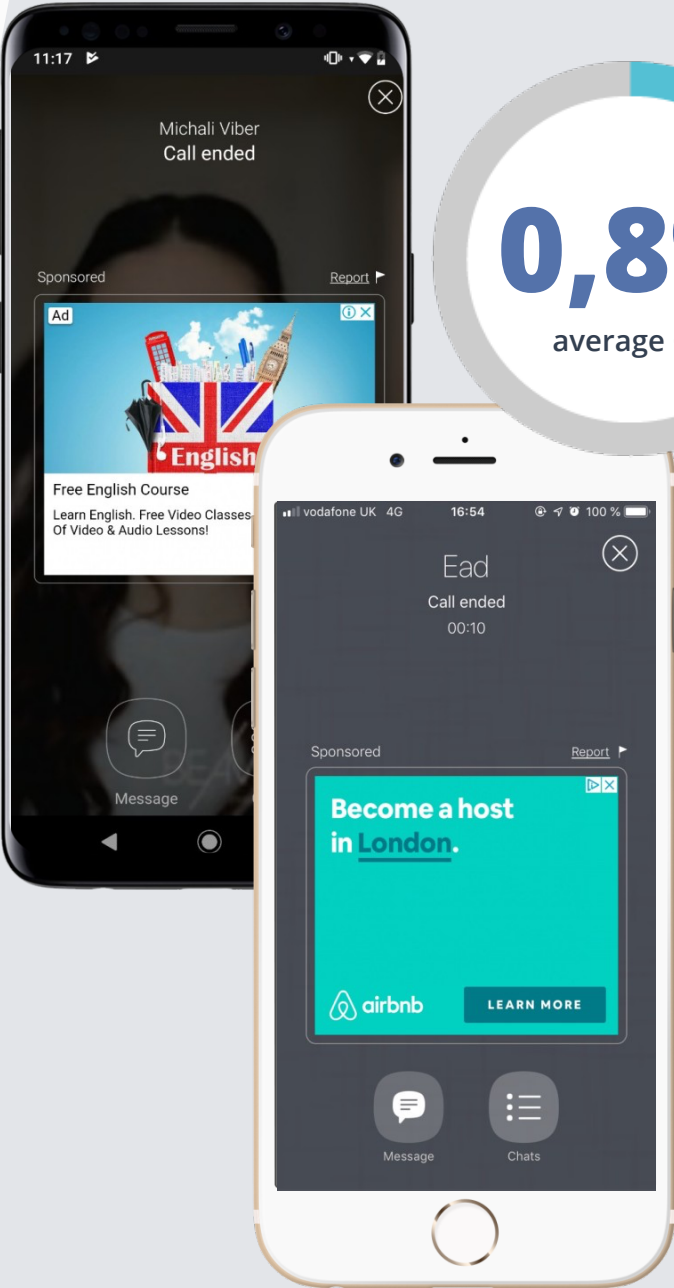
Post-call

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

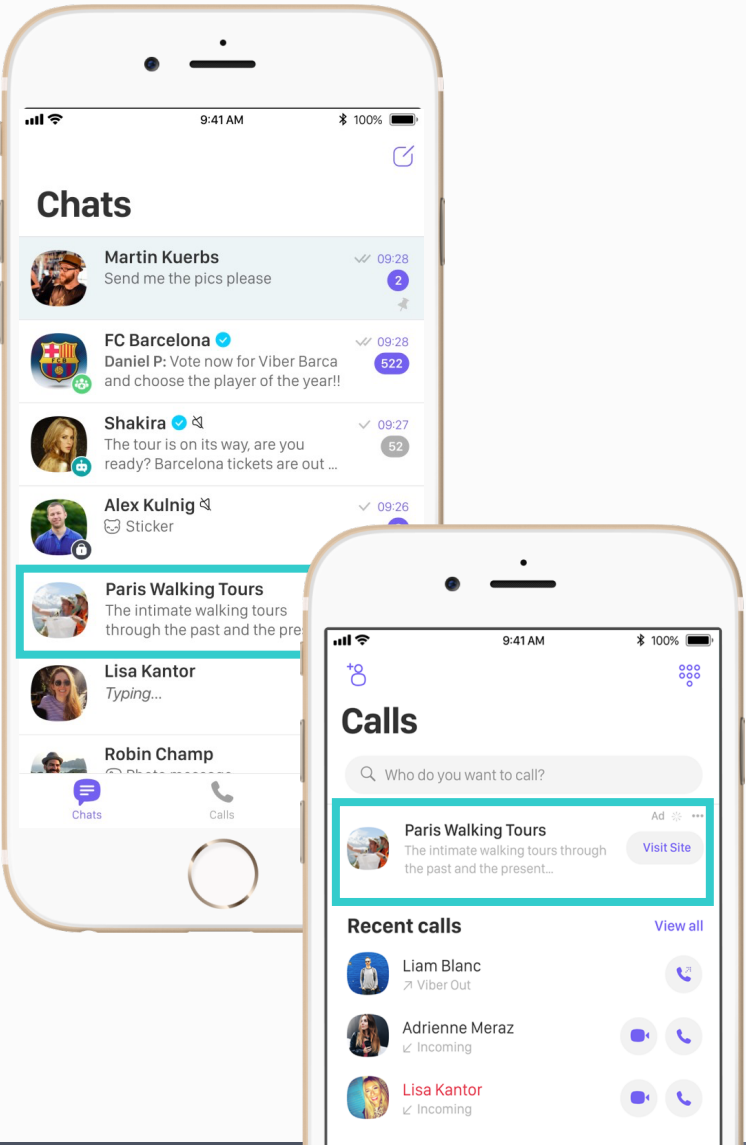


Main Chat Screen and Call tab

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

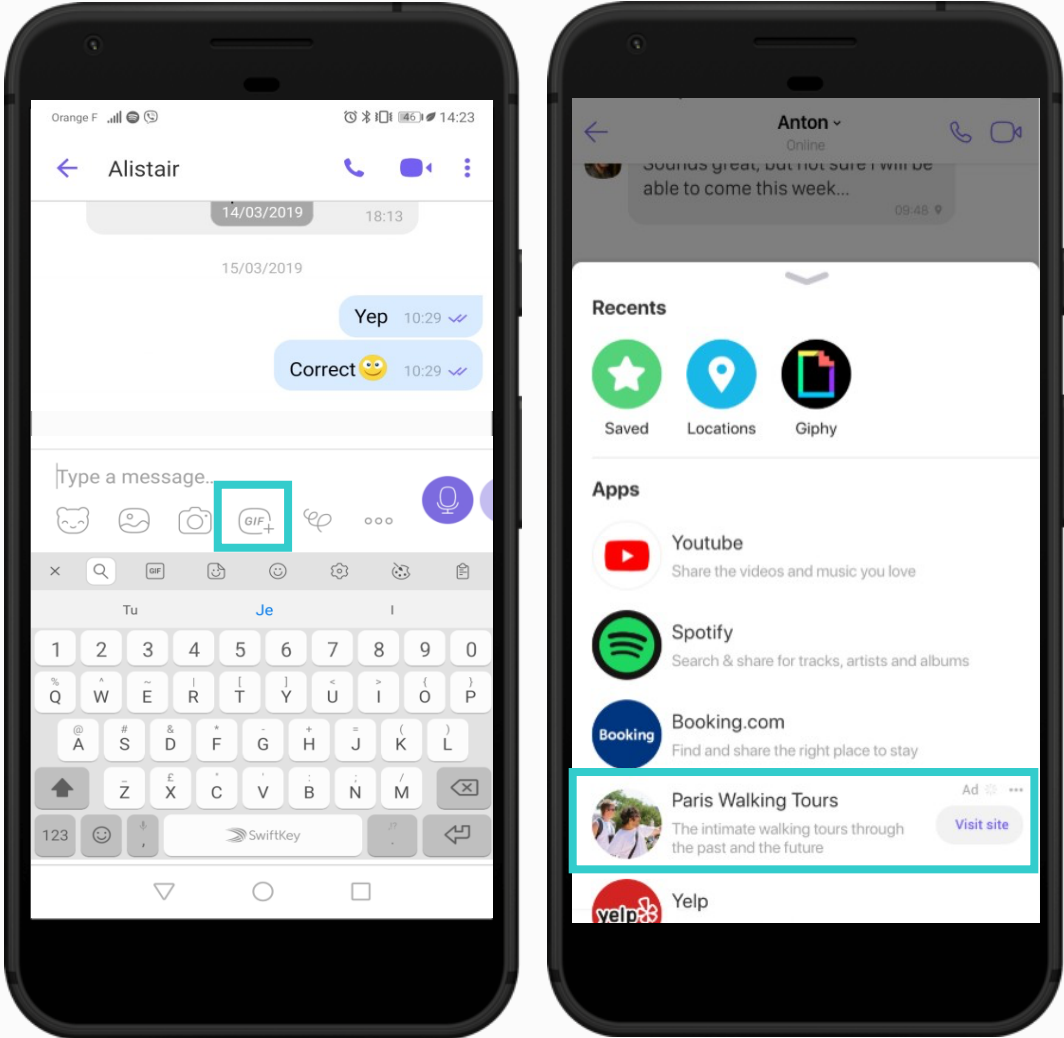


Chat extensions

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

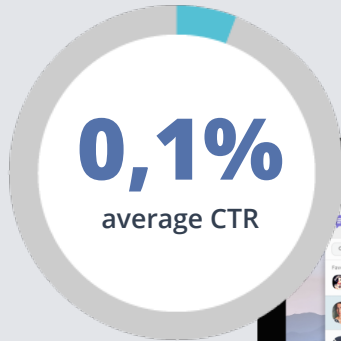
Desktop

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



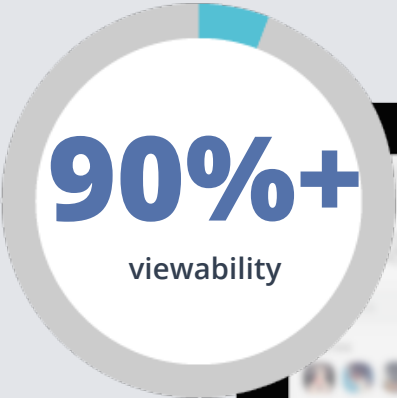
- ✓ Appears on left-hand side of Viber screen under contacts
- ✓ Includes short text + image that links to a URL to track user interaction with your ad
- ✓ Native & Display, Desktop, CPM

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 MB and 2 minutes maximum
Sound	Yes	Hover over mouse
Autoplay	Yes	N/A



Viber ad targeting: GEO and interests

Price

Country	CPM
Russia	3,00 €
Ukraine	1,50 €
Belarus	1,50 €
Kazakhstan	1,00 €
Moldova	1,00 €
Greece	1,50 €
Montenegro	1,00 €
Hungary	1,50 €
Armenia	1,00 €
Albania	1,00 €

CPM – Cost per Mille

Available Viber ad targeting

- Age (группы: 18-24, 25-34, 34-50)
 - Gender
 - GEO (city/region)
 - Connection type (2G, 3G, 4G, Wi-Fi)
 - Mobile operator
 - Operating system
 - OS language
 - Browser / browser language
 - Developer
- (only for mobile applications)

The maximum advertising campaign period —
3 weeks

Interest targeting

(User subscriptions to groups are counted)

- ✓ Auto
- ✓ Business / Finance
- ✓ Education
- ✓ Parties / Holidays
- ✓ Family / Children
- ✓ Food / Drinks
- ✓ Healthy lifestyle
- ✓ Hobby / Handicraft
- ✓ Music
- ✓ Pets
- ✓ Stars / Celebrities
- ✓ Sport
- ✓ Style / Fashion
- ✓ Travels
- ✓ Games
- ✓ Segment by calls / Messages from country to country *

3 000 €

minimum advertising
campaign budget

* Extra charge for calls and messages targeting —
+ 25% to the CPM cost, other target segments are free.

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

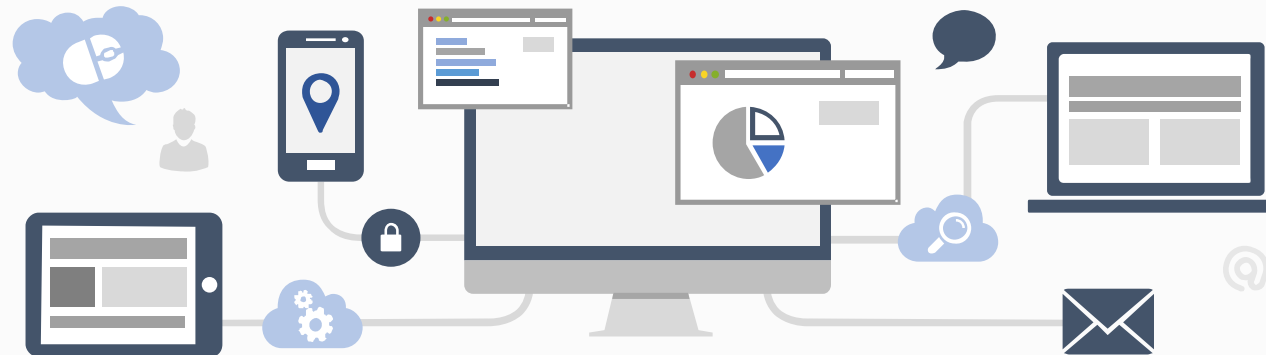
Set up an advertising campaign

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

