

BeOp

...

# BEOP

## TECHNICAL SPECS

DeLonghi

Quelle boisson préférez-vous ?

Expresso vs Cappuccino

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SAMSUNG

Selon vous, plier du verre, c'est possible ?

Oui Non

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Demo

LAND ROVER

SCORE: 0/0

Quelles technologies sont disponibles dans le nouveau Range Rover Evoque ?

Rétroviseurs ClearSight Transmission automatique 9 rapports

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CLARINS

les fêtes de fin d'année vous êtes plutôt :

VS

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Dans quelle situation êtes-vous ?

Je suis dans un projet de construction

Je suis dans un projet de rénovation

Ni l'un ni l'autre

atlantic

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# WORKFLOWS WITH THE BEOP CREATIVE TEAM

## CUSTOMER → BEOP

The customer writes the specifications and shares it with the creative team

## BEOP → CUSTOMER

The creative team proposes creative ideas to the customer and applies feedback

✓ In any case, we recommend the customer to allow the BeOp creative team to optimize creatives during the campaign run

# IMAGES (ON ALL FORMATS)

## JPG, PNG & GIF

ACCEPTED FORMATS

## 50MB

MAX SIZE

### RECOMMENDED ASPECT RATIOS

QUESTIONS	CHOICES	END SCREEN	SLIDER
16:9 32:9	1:1 4:3	16:9 32:9	16:9 32:9

1:1 → 1000x1000px

4:3 → 1440x1080px

16:9 → 1920x1080px

32:9 → 3840x1080px

# VIDEO (ON ALL FORMATS)

**MOV, MP4, AVI, MKV**  
ACCEPTED FORMATS

**1GB**

MAX SIZE

## RECOMMENDED SPECIFICATIONS

	QUESTIONS	CHOICES
FORMAT	1920x1080px	
RECOMMENDED DURATION	45s	1m
MAX DURATION	15m	



## TEXT LIMITS

**600 CHARS**  
FOR QUESTIONS

**200 CHARS**  
FOR CHOICES

**UNLIMITED**  
FOR END SCREENS

→ Always aim for the **shortest text possible**

# MEDIA ON QUESTIONS



**Below**



**Under**



**Above**

# MEDIA ON QUESTIONS CHOICES

Demo

**sisley**  
PARIS

Quel effet recherchez-vous pour votre teint ?

Éclat

Hydratant

Anti-

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Carousel

Demo

**sisley**  
PARIS

Quel effet recherchez-vous pour votre teint ?

Éclat

Hydratant

VS

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Duel

# MEDIA ON END SCREENS

**Vous êtes fait pour le train.**  
Et ça, c'est très malin !  
Avec Thello, vous partez en train direct à prix accessible et arrivez au cœur de la ville.  
Un siège spacieux et un petit ristretto\*, une jolie vue (sur mer)... Que demander de plus ?  
Thello vous emmène à Milan, San Remo, Savone ou Cênes... depuis Nice, la Côte d'Azur ou Marseille.  
\*café serré  
[Découvrir l'expérience](#)  
[Replay](#)

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**DUCRAY**  
SCORE 2/3  
67%  
Derrière la chute de cheveux qui peut paraître banale, se cache un vrai motif de consultation puisque 10 millions de Français seraient touchés. Mais en réalité il n'existe pas une chute de cheveux mais plusieurs types de chutes de cheveux, aux causes différentes. Faites le diagnostic pour découvrir votre type de chute de cheveux puis la routine de soins pour y remédier.  
[DIAGNOSTIC](#)  
[Replay](#)

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**Leroy Merlin**  
LEROY MERLIN inspiration  
Découvrez la recette  
30% Le coin poulailler  
27% L'abris fonctionnel  
22% L'espace potager  
21% Tout  
[Découvrir](#)

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**OLD EL PASO**  
Découvrez la recette  
TORTILLA POCKETS & UN JEU D'ENFANT  
FACILE À GARNIR  
FACILE À MANGER  
FACILE À TENIR  
Avec les Tortilla Pockets, votre repas mexicain devient un jeu d'enfant !   
Ces tortillas déjà fermées se garnissent en un coup de main et s'adaptent à toutes vos recettes.  
[Découvrez la recette](#)

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## Profile

ADVISOR ONLY

## Score

ODYSSEY ONLY

## Poll results

SURVEY, VIDEO POLL,  
DUEL & CAROUSEL

## Custom screen

AVAILABLE ON  
ALL FORMATS

# CUSTOM ADAPTATIVE BACKGROUNDS WITH ULTRA BRAND

Un petit verre de vin par jour,  
c'est bon pour la santé !

VRAI     FAUX

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DeLonghi

Quelle boisson préférez-vous ?

Expresso    vs    Cappuccino

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ESTÉE LAUDER

Demo

Laissez-vous guider pour découvrir  
l'indispensable de votre nouvelle routine soin :

Je suis une femme

Je suis un homme

Je suis non binaire

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AVAILABLE ON ALL FORMATS



# Formats

# ENGAGE WITH THE CAROUSEL FORMAT

[Live Demo →](#)

Show off your product line

Generate traffic, sales, awareness

The screenshot shows a mobile application interface for Suzuki. At the top left is the Suzuki logo and slogan "Way of Life". At the top right is a "Demo" button. The main content area features the question "Which color do you prefer for the New Swift?". Below the question are three images of the Suzuki New Swift in blue, white, and black. A large green arrow points from this section to the next one.

The screenshot shows a mobile application interface for Suzuki. At the top left is the Suzuki logo and slogan "Way of Life". At the top right is a "Demo" button. The main content area features a large image of a red Suzuki New Swift Hybrid car. Below the image is the text "Enjoy the unique driving experience of the New Swift Hybrid.". Further down, it says "Whether in 2 or 4 wheel drive with the AllGrip AUTO system, in a manual or automatic transmission, you will stand out behind the wheel of the New Swift." At the bottom is a dark button with the text "Try the New Swift Hybrid". A small note at the bottom states "By using BeOp, you agree to our Cookie Policy." with a cookie settings icon.

Involvement and generation of qualified traffic

Transformation opportunity

# CONVINCE WITH THE ODYSSEY

[Live Demo →](#)

On each question, the user **discovers** & **learns** a characteristic of your offer

The Samsung Galaxy Z Fold2 can last a full day without charging due to:

Two batteries    One battery

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The Samsung Galaxy Z Fold2 can last a full day without charging due to:

Two batteries    One battery

By using BeOp, you agree to our [Cookie Policy](#) ...

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Meet the Samsung Galaxy Z Fold2 5G, the smartphone that changes the future.

With a foldable screen, The Galaxy Z Fold2 offers many new possibilities and exceptional performance. A new chapter of mobile technology is here.

Discover the features    Replay

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User involvement

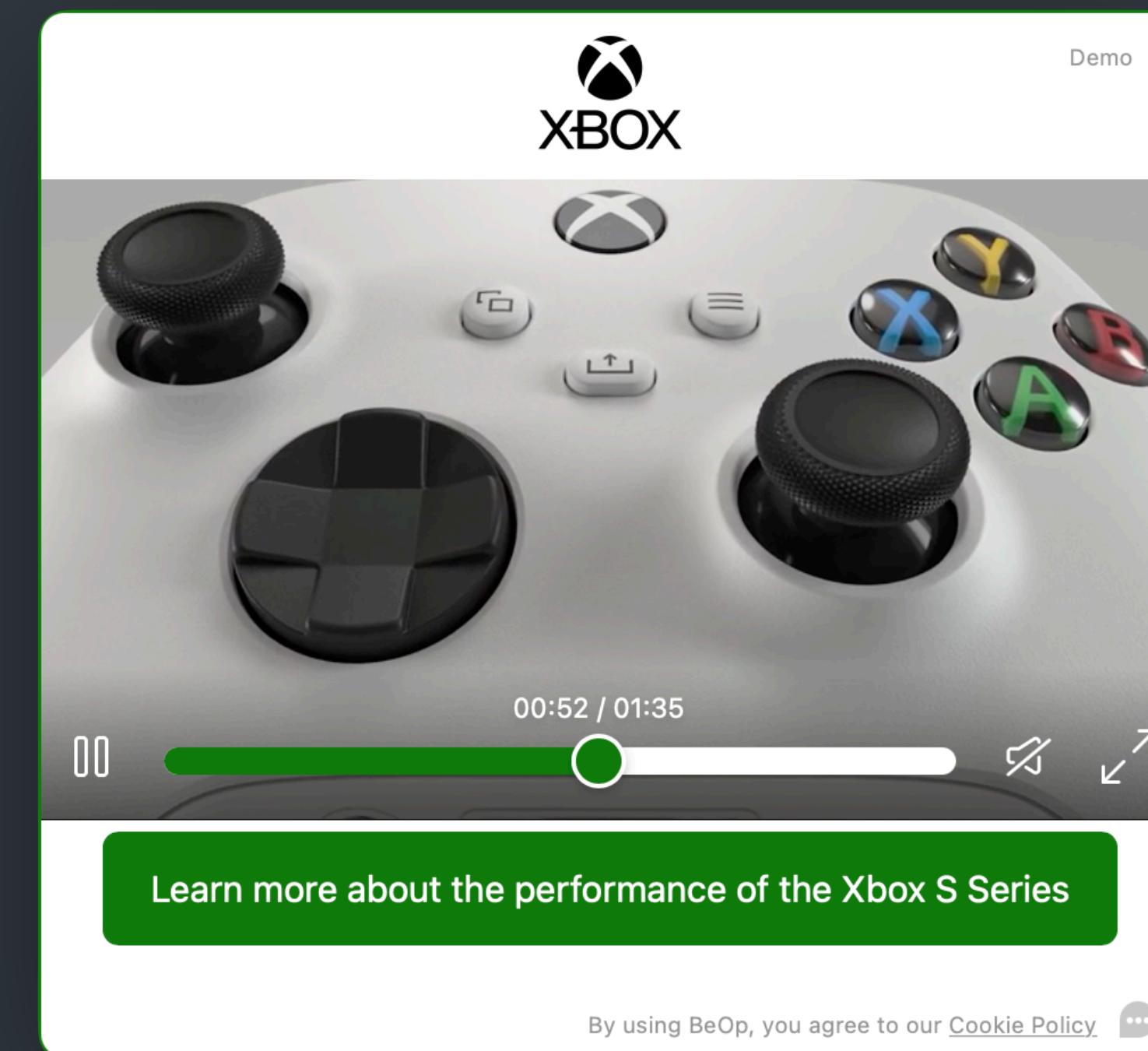
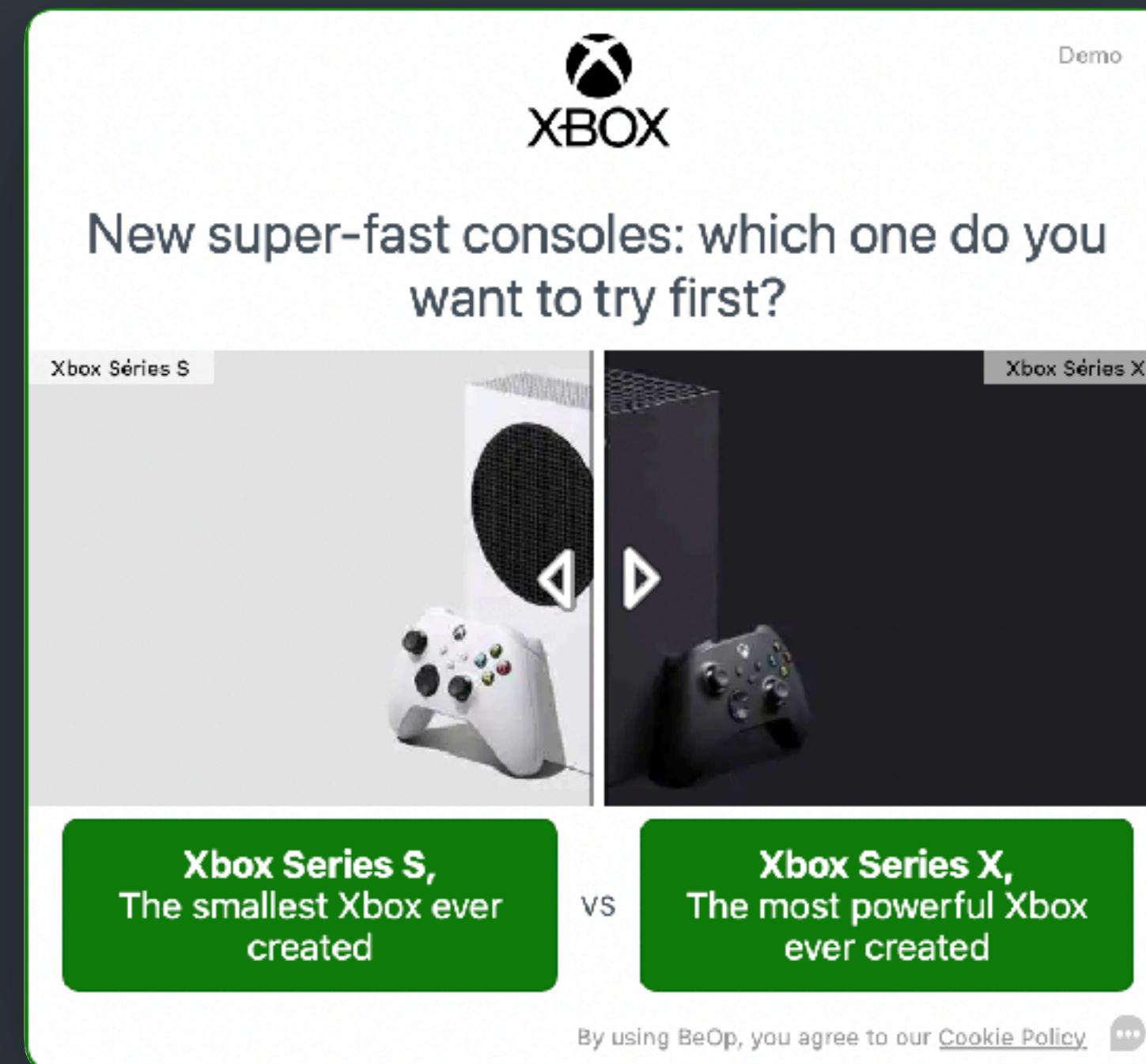
Information collection

Transformation opportunity

# ENGAGE ET MEASURE OFFERS POPULARITY WITH THE DUEL FORMAT

[Live Demo →](#)

The user discovers and picks an offer from your product line



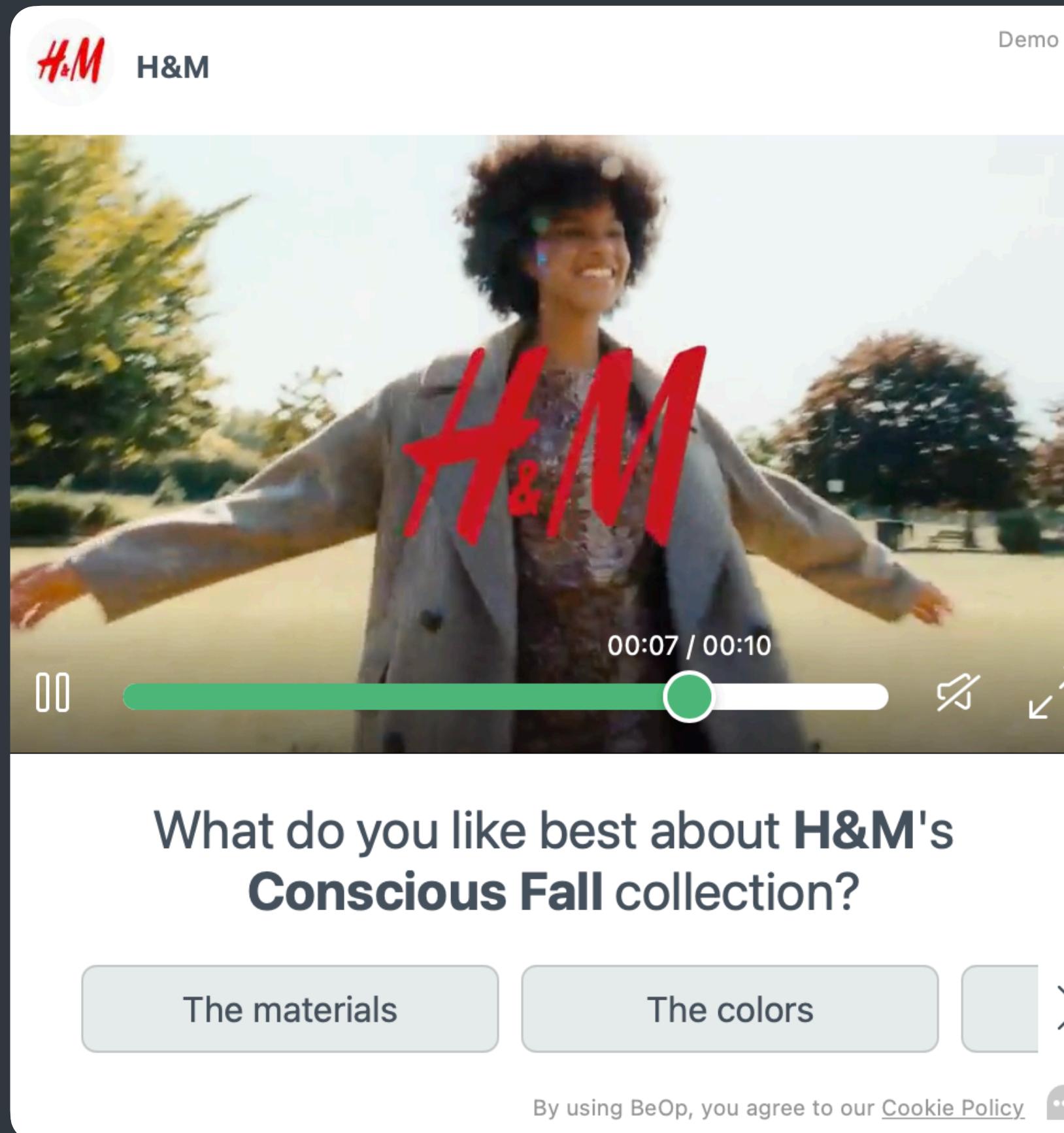
**Involvement and generation  
of qualified traffic**

**Transformation opportunity  
and data collection**

# INVOLVE WITH THE VIDEO POLL

[Live Demo →](#)

Include your video content in BeOp units to strengthen your prospects involvement



## ILLUSTRATE YOUR CAMPAIGNS WITH YOUR VIDEO CONTENT

- BeOp Player
- Embed YouTube, DailyMotion, Brightcove

## ADD CALL TO ACTIONS

directly on the video

# ORIENT IN YOUR PRODUCT LINE WITH THE ADVISOR

[Live Demo →](#)

This format directs your prospect to the right product within your product line with more than a question

**Karcher**

Demo

1/4

While cleaning, do you prefer vacuums with or without a cord?



**WITH,**  
I don't want to be limited by battery time

**WITHOUT,**  
I want to move around freely

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**Karcher**

Demo

2/4

According to you, cleaning must be:



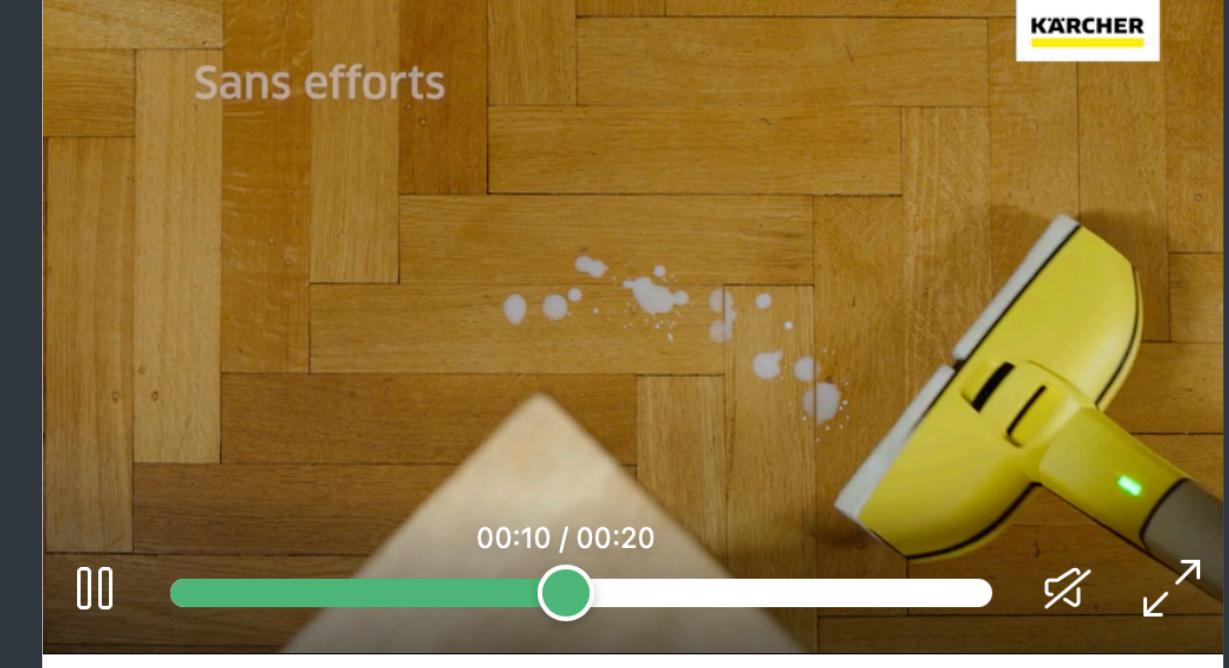
**Quick**      **Thorough**

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**KARCHER Karcher**

Demo

Sans efforts



The Kärcher FC 3 is made for you

If you already have a vacuum cleaner, the lightweight and super-handy **FC 3 cordless floor cleaner** is the machine for you.

No more mopping or scrubbing and your floor will be clean and dry in 2 minutes!

Take advantage of this limited time offer of **\$20 cash back** when you purchase a Kärcher floor cleaner.

**Let's go !**

**Replay**

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**User involvement**

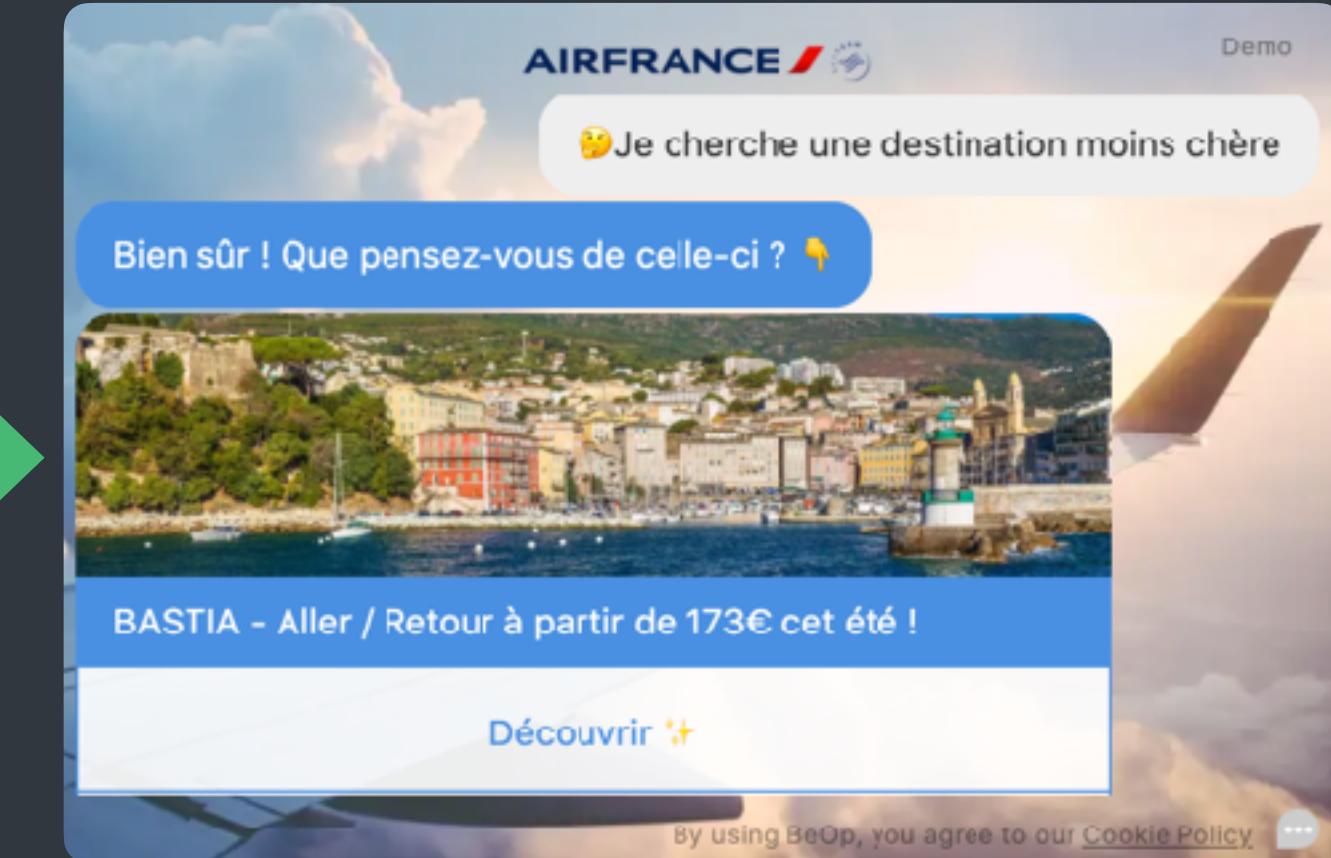
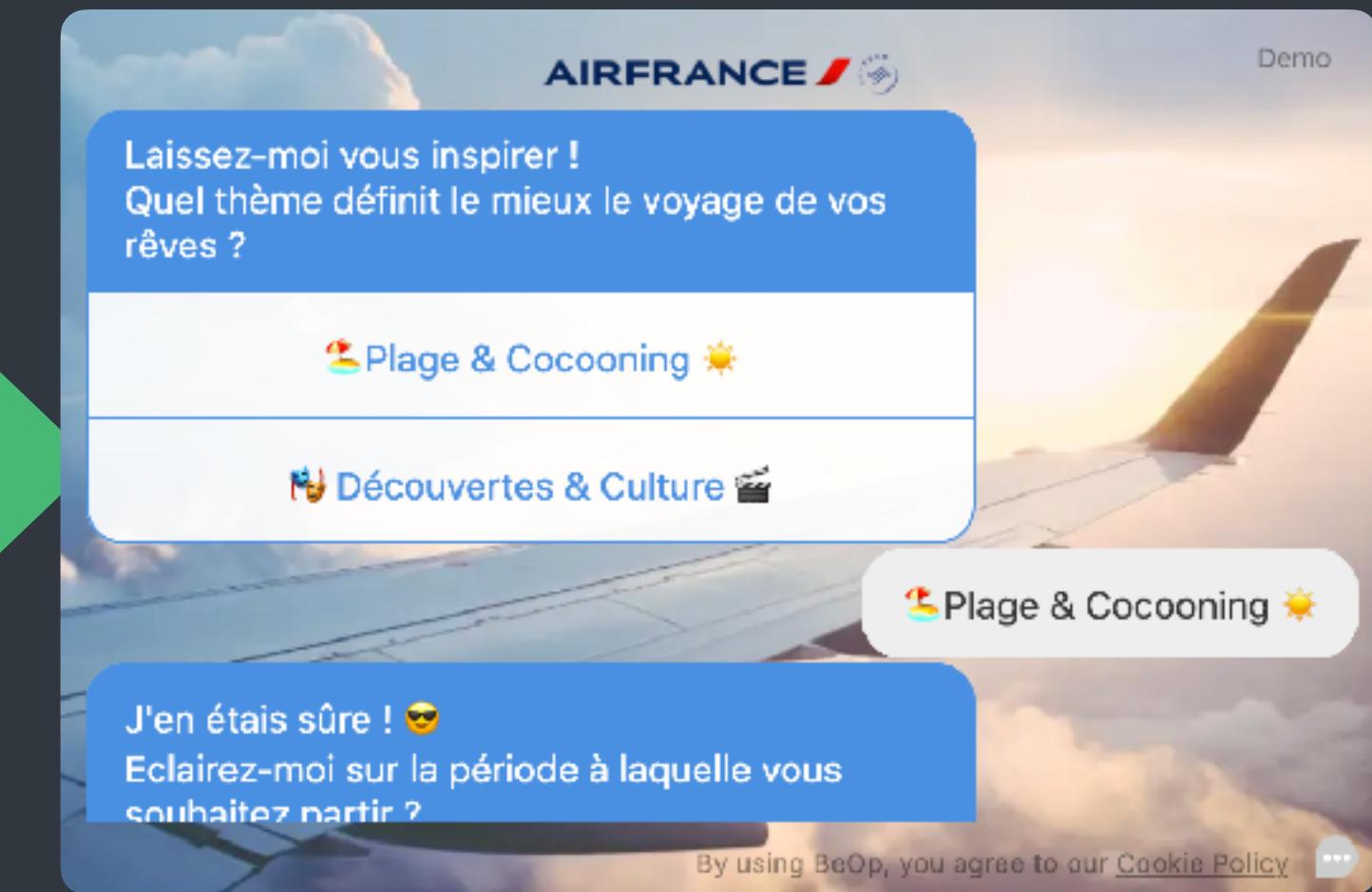
**Data collection**

**Transformation opportunity**

# ENRICH CUSTOMER EXPERIENCE WITH THE CHATBOT

[Live Demo →](#)

This format **engages** the user with custom scenarii to guide the user through your product line



User involvement

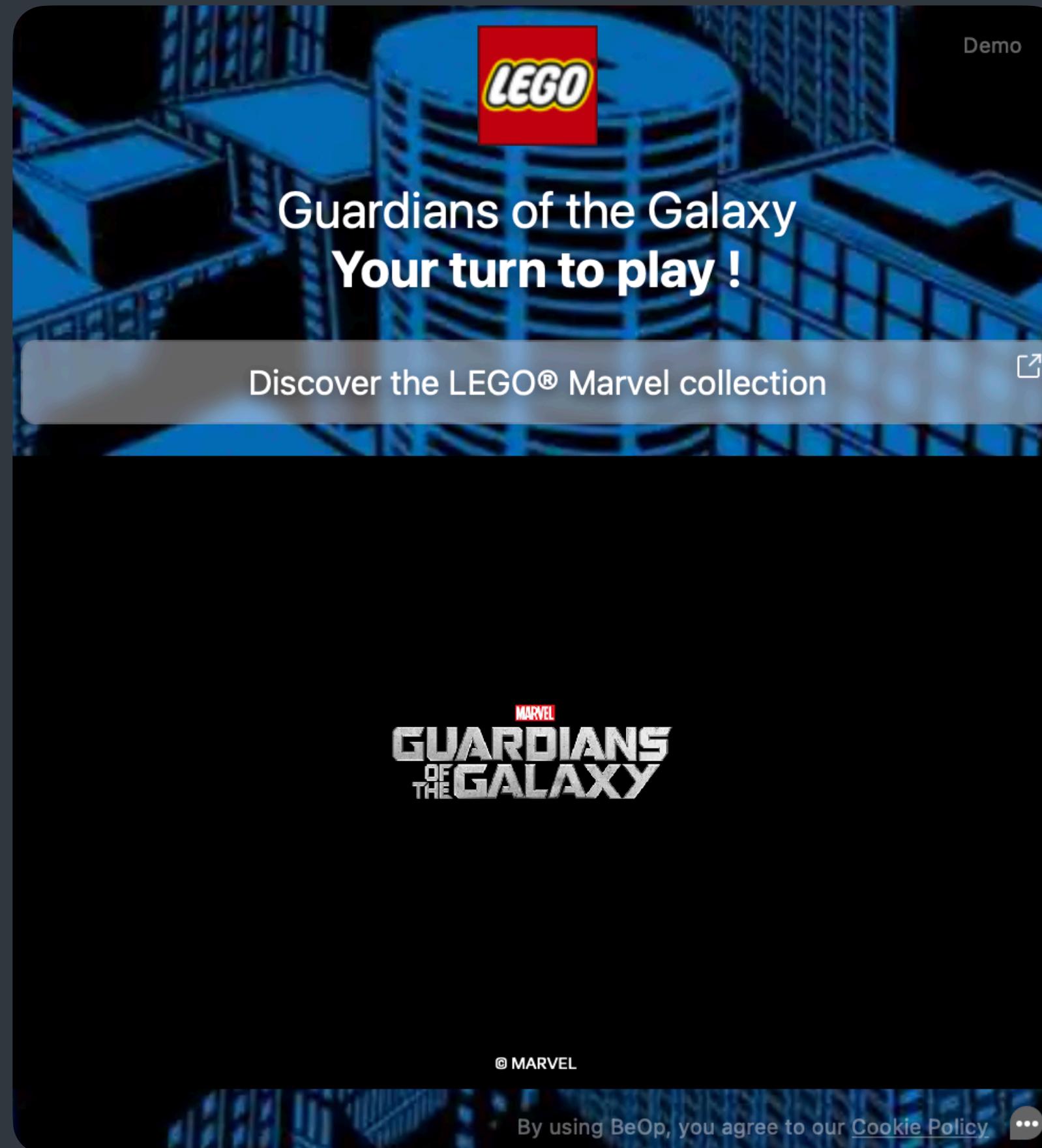
Data collection

Transformation opportunity

# CAPTIVATE WITH THE IMMERSIVE FORMAT

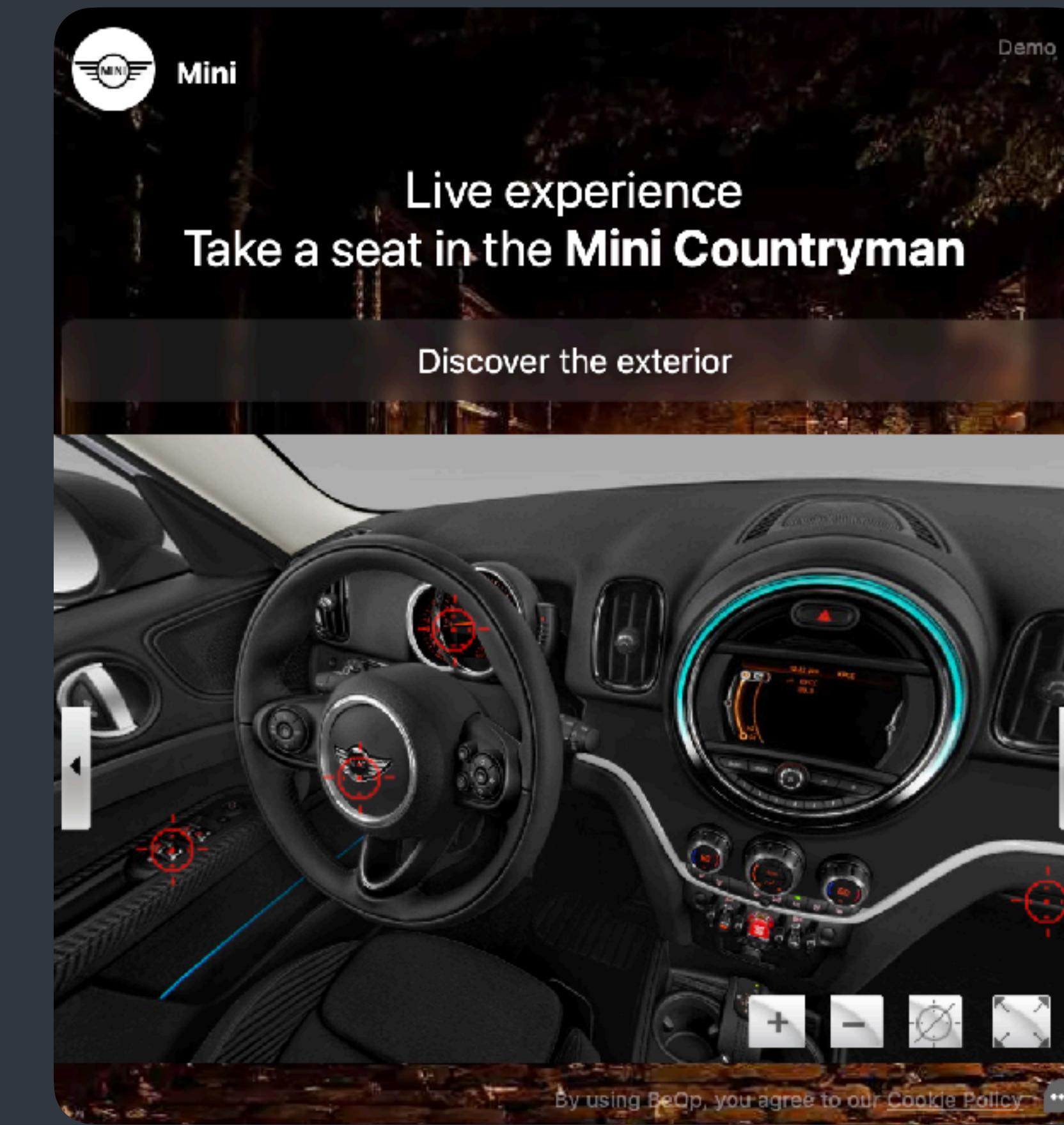
Use gamification to increase the brand's attribution & memorization

⚠ The web page containing the experience needs to be able to be loaded as an iframe



Games/HTML5

Live Demo →



3D media

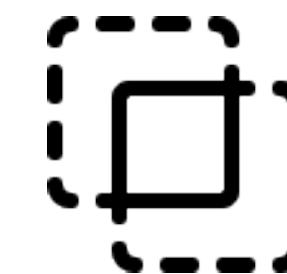
Live Demo →



# Tracking

# EXTERNAL TRACKING EVENTS

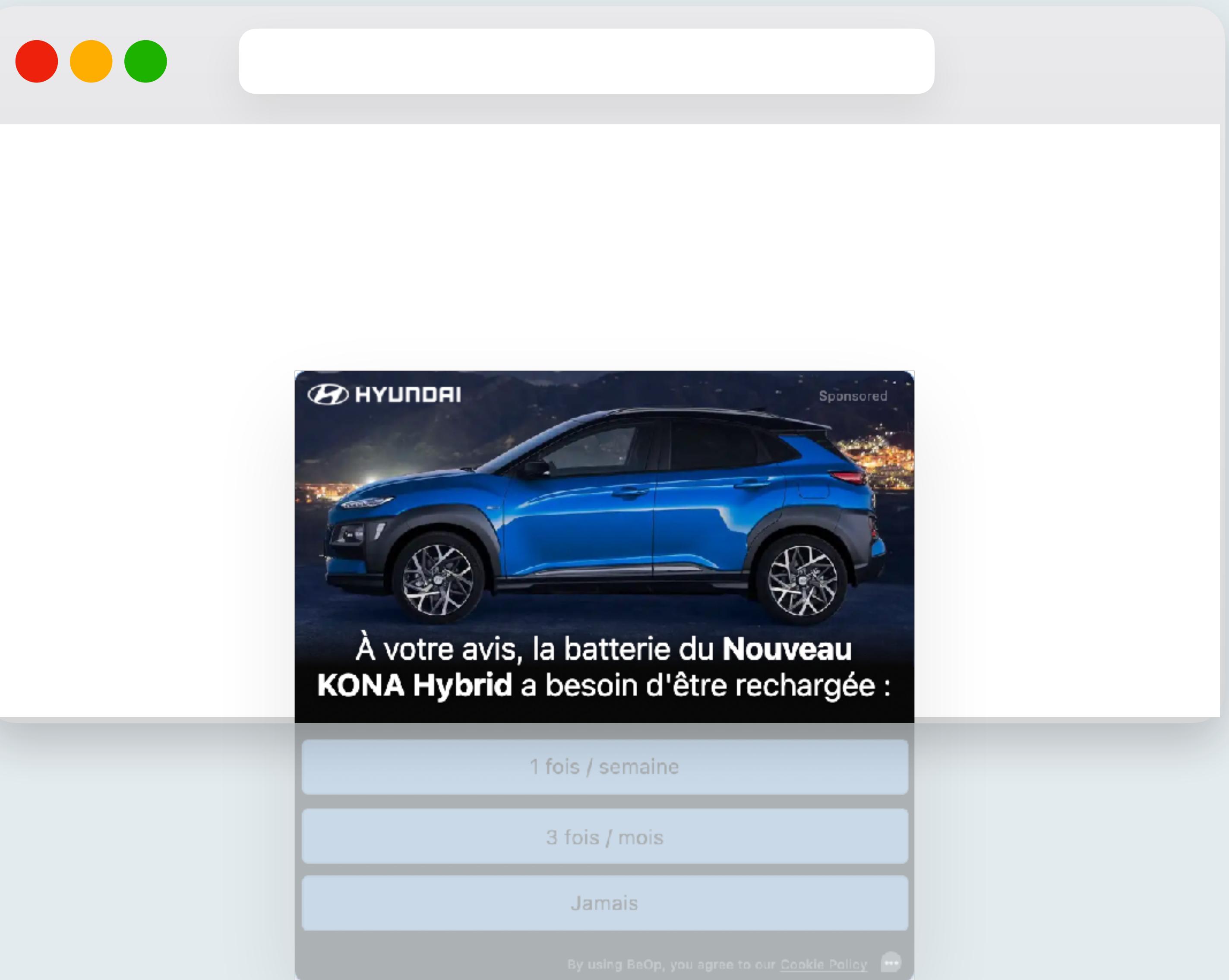
## Visibility event



$\geq 50\%$



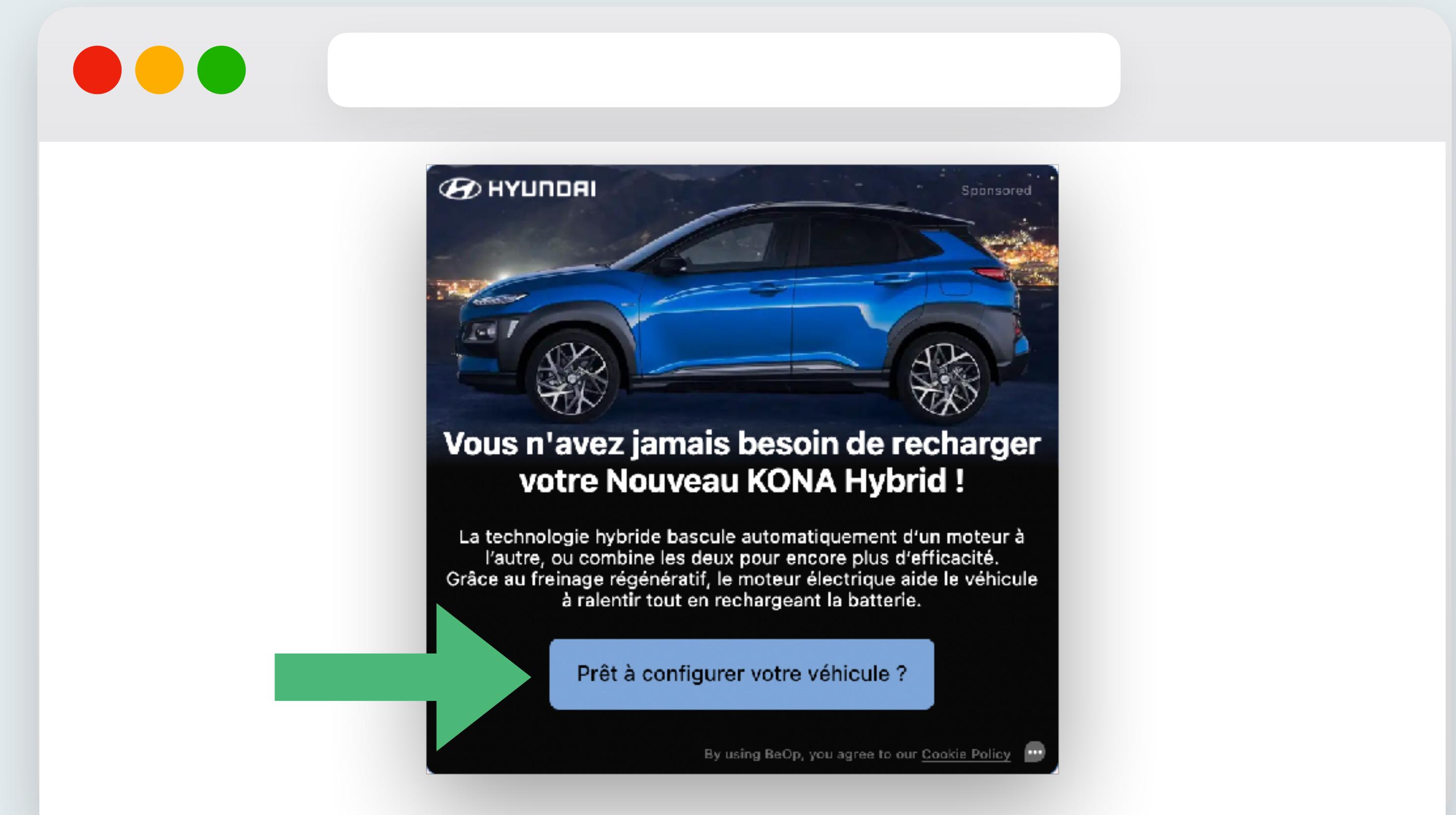
$\geq 1s$



# EXTERNAL TRACKING EVENTS

## Clicks

- Click command
- UTM parameters

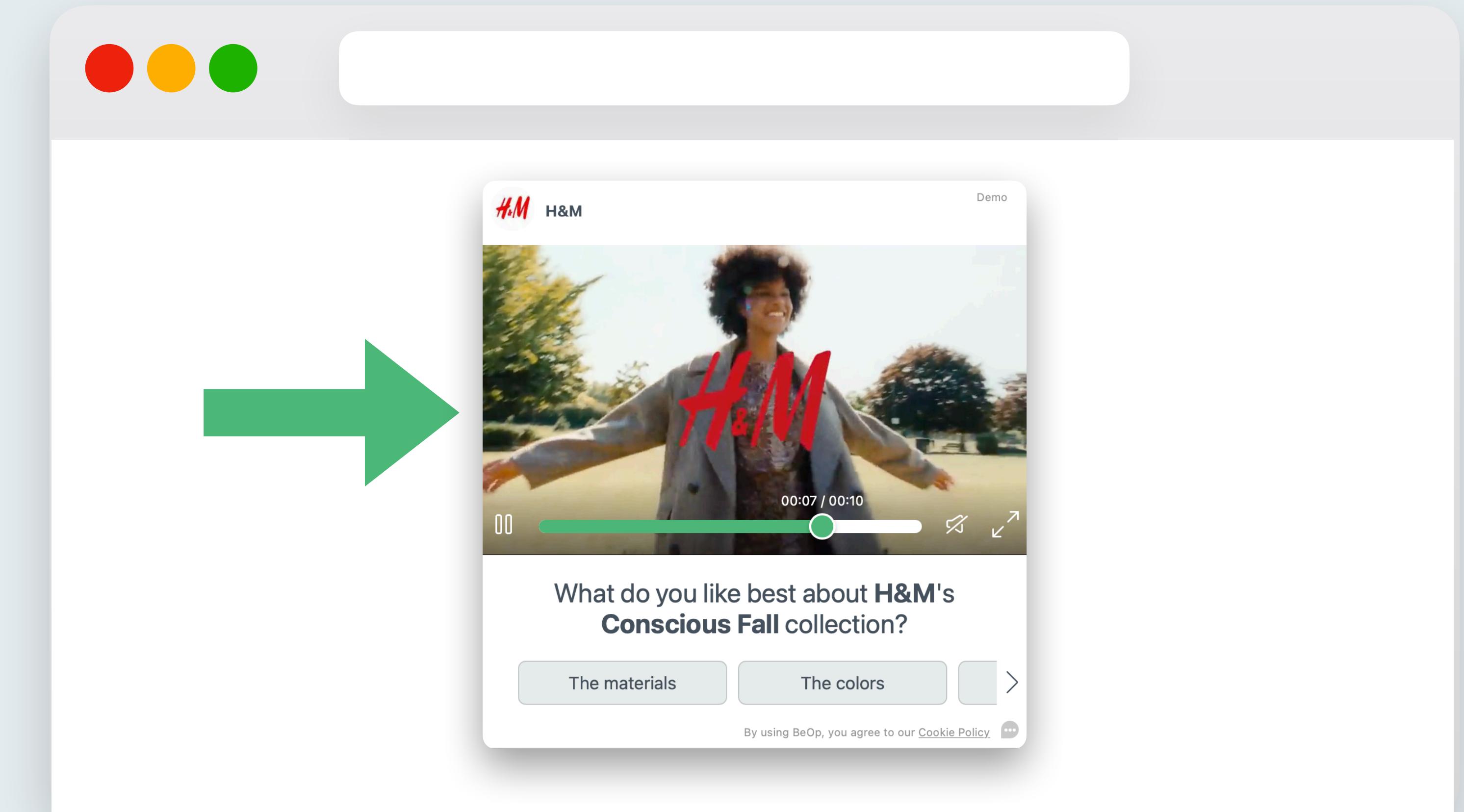


A creative can contain multiple exit links

# EXTERNAL TRACKING EVENTS

## Video

- Start
- Progress (quartiles)
- Complete



✖ BeOp is **not** VAST/VPAID compliant

## EXTERNAL TRACKING EVENTS

### Trusted third-parties

BeOp is compatible  
with all solutions.

COMPATIBLE

