Micro-interactions with spots for measured attention

1. Trivia
2. Quiz
3. Click-to-Reveal
4. Gamified
5. Catalog Scroller
6. Product Customizer
7. Engagement Ad
8. Shoppable + Product Scroller

Average Interaction Rate: 0.9%
Product Description
Play to learn more about the product / test your category knowledge

Suggested Categories
Family Care, Auto, Tech, Insurance
IN-STREAM
Show IP
Trivia

Product Description
Play to learn more about your favorite NBCU Show or Peacock Original

Suggested Categories
Family Care, Auto, Tech, Insurance
Product Description
Interactive quiz to test your brand / category knowledge

Suggested Categories
Retail, Alcohol, Tech, Auto, Beauty
IN-STREAM
Click-to-Reveal

Product Description
Click and reveal a hidden message or image

Suggested Categories
Retail, Alcohol, Tech, Auto, Beauty, Insurance
**Product Description**
Interactive game with branded content

**Suggested Categories**
Retail, Alcohol, Tech, Auto, Beauty, Insurance

Option to include a QR or Text code to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.
IN-STREAM
Sweepstakes + Product Scroller

Product Description
Scroll and scan to enter a branded sweepstakes

Suggested Categories
Auto, Beauty, Home

Option to include a QR or Text code to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.
**Product Description**
A catalog showcasing a variety of products

**Suggested Categories**
Tech, Alcohol, Retail, Restaurant, Auto

Option to include a QR or Text code to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.
IN-STREAM

Car Colorizer

Product Description
Scroll to customize / change the color of the car

Suggested Categories
Auto

Option to include a QR or Text code to add a lower-funnel component to your ad campaign, which can drive to a purchase page, download an app, send coupons, etc.
Engagement Ad

Product Description
An in-stream scrollable overlay enable engagement with enhanced brand creative

Suggested Categories
Travel, Restaurant, Retail, Auto, Tech, Studios, Pharma