

Hotspots cheat sheet

Turn your ads into interactive experiences!

Add clickable points to your ads so people can explore more and stay engaged.



Choose your hotspot strategy:

(Click on a strategy below to explore examples)

1

Make shoppable ads →

Clickable product hotspots with images, prices, and “Shop now” links.

2

Try shades or variants →

Let users switch between shades, styles, or product versions inside the ad.

3

Highlight key features →

Explain technical specs, benefits, or unique selling points.

4

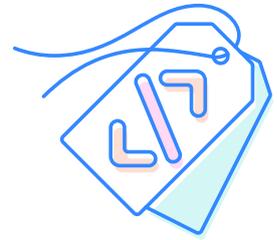
Reveal offers & rewards →

Let users unlock promotions, surprises, or exclusive content.

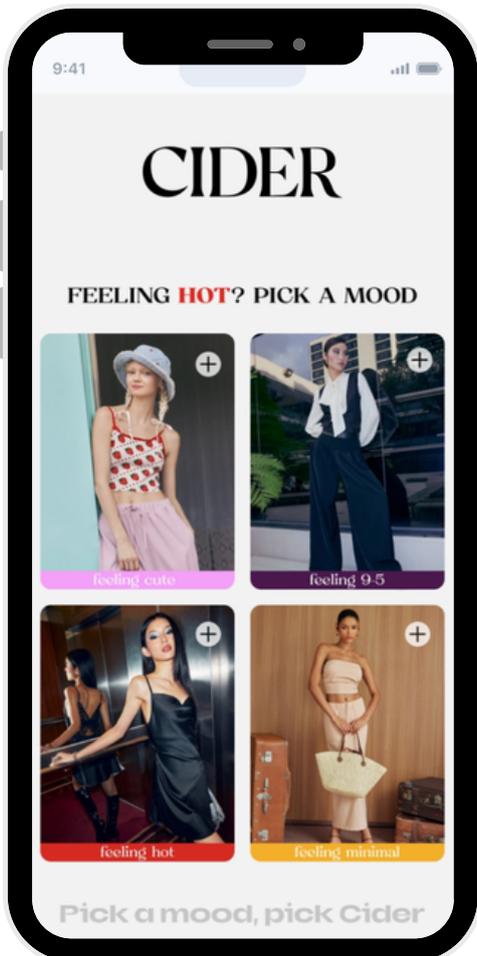
Technical overview

Supported ad types and formats, how to add hotspots.

Make shoppable ads



Turn each product in your creative into a shopping moment.



What users see when they tap:

- Product image
- Product name
- Price
- Shop now CTA



Pro tip:

Add a hint like “Tap hotspot to explore” to signal the ad is interactive.

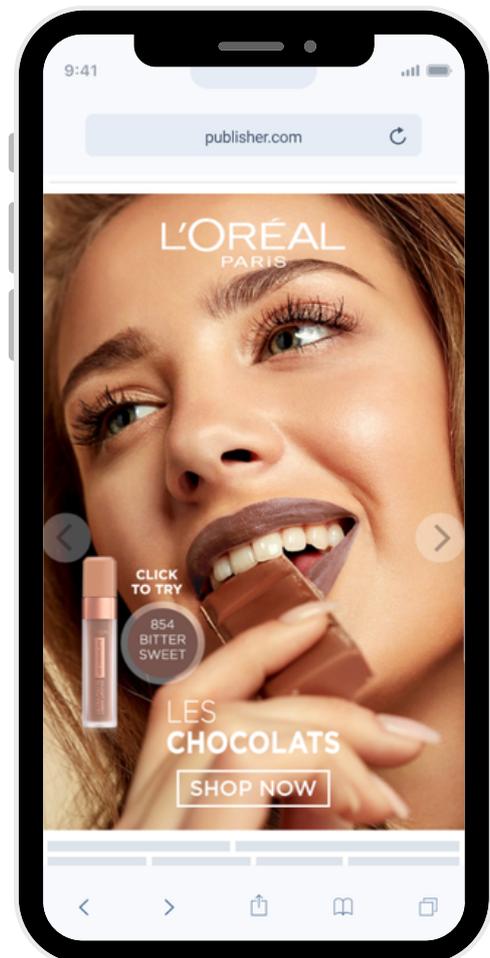
Preview
examples
here!

Example campaign ideas:

- Shop the look (tap different clothing items)
- Discover featured products in a lifestyle image
- Tap furniture items in a room to shop them
- Explore products in a beauty routine image
- Add hotspots to video creatives to create shoppable video!

Try shades or variants

Let users switch between shades, styles, or product versions inside the ad.



What users can do when they tap:

- Preview shades
- Switch between variants
- Explore different colors or styles



Pro tip:

Match pin colors to product variants to make selection intuitive.

Preview
examples
here!

Example campaign ideas:

- Lipstick shade selector (as in the L'Oréal example)
- Outfit color variations
- Sneaker model comparison
- Furniture color options
- Car color selector
- Cookie flavour options (chocolate, caramel, vanilla)

Highlight key features

Reveal product features, specs, or benefits directly in the ad.



What users can explore:

- Technical specifications
- Product features or technology
- Key benefits or selling points
- Additional product information



Pro tip:

Place pins near the feature they explain (e.g. engine, screen, camera).

Preview
examples
here!

Example campaign ideas:

- Car feature highlights (engine, display, safety tech)
- Smartphone feature tour (camera, battery, screen)
- Skincare ingredient highlights (vitamins, active ingredients)
- Coffee blend highlights (origin, roast, flavor notes)
- Terms & Conditions / legal disclaimers

Reveal offers & rewards

Let users unlock promotions, surprises, or exclusive content inside the ad.



What users unlock when they tap:

- Exclusive discounts or rewards
- Daily offers or promotions
- Loyalty or member-only content
- Surprise gifts or bonuses



Pro tip:

Use Flights to automatically show different offers by date, location, or audience.

Preview
examples
here!

Example campaign ideas:

- Advent calendar promotions (daily rewards)
- Tap to reveal today's offer
- Unlock a discount code
- Loyalty member rewards
- Mystery gift promotions

Technical overview

Supported ad types and layouts:

Ad types that support hotspots: **infeed**, **interstitial**, **expandable**, **lightbox**. Global hotspots can be added to every layout. If you are using asset-based hotspots, they're available for all layouts **EXCEPT**:

- Blinds, Blinds swipe
- Unblur on touch, unblur with scroll
- Roller horizontal, Roller vertical
- Splitscreen
- Survey
- VR Showroom



Add hotspots to your videos!

Hotspots can be placed on video creatives, enabling shoppable video experiences where users tap products directly in the video.

- Works with MP4 / MOV video assets
- Hotspots can overlay any frame of the video
- Each hotspot can open media or link to a specific product page

What can hotspots display?



Images

JPG · PNG · SVG · WEBP · GIF



Videos

MP4 · MOV

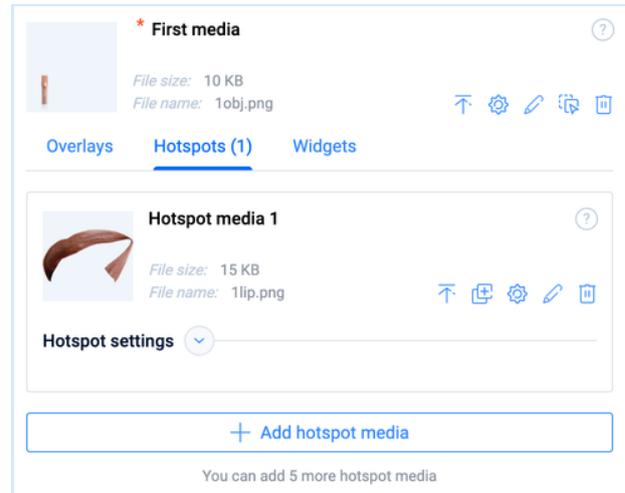
How to add hotspots?

1. Add hotspot media

Upload the image or video that opens **when users tap the hotspot**. You can add hotspots in two ways:

Asset-based hotspot – Appears only on a specific asset (e.g. one product image or one carousel slide).

Add it under Assets → Hotspots



Global hotspot – Appears on top of the entire creative and stays visible across assets (e.g. all carousel slides or all sides of a 3D cube).

Add it under Extras → Global hotspots.

2. Customize the pin and clickable area

Choose how the hotspot looks and how users interact with it.

- Select a preset pin gesture or upload your own icon
- Add pin animation (pulse, fade, or none)
- Adjust the clickable area size



Upload transparent images with a pin to create a **larger clickable area** while keeping the visible pin small.

3. Set the hotspot action

Define what happens when users tap the hotspot. Add asset-specific click actions so each hotspot can lead to a different destination. Examples:

- Open a product page (link)
- Start a call or send SMS
- Open email, map, or calendar

More ways to customize

Closing behaviour and icon

Closing Behaviour – This setting controls how hotspot media is closed.

- **Close icon** – the user closes the media manually using a close button.
- **Switch to new hotspot** – opening another hotspot automatically closes the currently open one.

Show close icon

Switch to new hotspot



Closing icon look – The Close icon is the element users click to close the hotspot media. You can upload a **custom icon**, or select one of the predefined icons from the dropdown menu.



When using **Switch to new hotspot**, upload media that is cropped to the object only (not full-frame with transparency). Full-placement images with transparency may block interaction, causing hints to become **unclickable**.

Background color and opacity

Background color – define the color shown beneath the hotspot media. Choose the color that best fits the design and improves visibility of the content.

Background opacity – control how transparent the background color appears.

- 0% – fully transparent
- 100% – fully opaque

