

# Interactive Shoppable Ads

Transform content into commerce with  
immersive, high-impact ad experiences

GlobalLogic, in collaboration with AWS, helps media platforms and publishers create interactive, shoppable ad experiences that convert viewers into buyers.

These commerce-enabled formats allow users to engage with products featured in video content, **increasing time spent and driving direct revenue.**

Our Ad Tech experts guide you from discovery through implementation, delivering a scalable solution on AWS that enhances engagement, supports advertiser goals, and accelerates monetization across your digital properties.

# 500+

## Ad Tech engineers

delivering scalable, high-performance advertising solutions for leading media brands



Our comprehensive **Interactive Shoppable Ads** services and solutions include:

- End-to-end consulting: Discovery to implementation
- Seamless integration with leading ad platforms
- Custom shoppable formats: interactive and immersive
- GlobalLogic's Ad Tech Accelerator for faster time-to-market
- Real-time engagement analytics
- Support for client-side and server-side ad insertion
- Expert UI/UX design for high user adoption

GlobalLogic's Interactive Shoppable Ads solution empowers Media & Entertainment brands to **unlock new revenue streams by merging advertising and e-commerce**. Through our proven consulting framework, we help clients ideate, prototype, and launch innovative ad formats that allow viewers to engage with and purchase products directly from within video content.

Built on AWS, the solution leverages services such as AWS Elemental for video processing, Amazon Personalize for real-time product recommendations, and AWS CloudFront for scalable content delivery.

From designing immersive ad experiences to integrating them with your content and ad tech stack, we **reduce risk, accelerate adoption, and boost ad performance**. With deep domain expertise and purpose-built accelerators, GlobalLogic enables clients to confidently scale interactive ads across their platform, increasing both engagement and ROI.



## Increased Monetization

Unlock new revenue with interactive ad formats that convert viewers into buyers and boost advertiser value across web, mobile, and CTV platforms.

## Accelerated Time-to-Market

Launch faster using GlobalLogic's Ad Tech Accelerator and AWS-enabled delivery model, reducing build time for faster progress from concept to production.

## Tailored Innovation

Deliver engaging, platform-aligned ad formats designed for your audience, brand experience, and monetization strategy, built for integration and scalability.

## Reduced Risk

Adopt new formats with confidence through a phased rollout model, guided by expert consulting, prototyping, and testing to minimize risk.

# Let's start engineering media and entertainment impact—together

Reimagine the future of advertising with **GlobalLogic and AWS** where immersive technology and data-driven design turn viewer engagement into measurable business value.

**Contact us to get started.**