

Video Advertising

In today's fast-paced online world, it can be a challenge to keep your audience's interest. Video advertising, which has been shown to boost conversation rates, allows you to showcase your brand's personality and connect with viewers in an informative, engaging ad format across screens and devices.

WHAT'S VIDEO ADVERTISING?

Video advertising is the process of displaying ads that play before, during, or after streaming content or as a user scrolls through a webpage.

HOW IT WORKS

Video advertising is a creative targeting type. There are three main inventory types, each with different goals and use cases. Since vertical and outstream video ads are designed to blend in with the content on a publisher's webpage, you can pair these video ad types with any other targeting tactic available within the Choozle platform.

| INVENTORY TYPES | | OUTSTREAM VIDEO FORMATS | |
|-----------------|---|-------------------------|---|
| CTV | Serve ads alongside premium content on CTV devices like Roku, SlingTV, and Amazon Fire. The goal for CTV campaigns is video completion rate (VCR). | In-Banner Ads | Play in banner-sized formats |
| Vertical video | Create a more impactful brand experience where users don't have to rotate their phones to watch your ad. The goal for this video type is clickthrough rate. | In-Article Ads | Displayed between paragraphs on a webpage |
| Outstream | Autoplay your ads as users scroll through a webpage to create a less intrusive ad experience. Use outstream video if your campaign goal is viewability. | Native Video Ads | Blend into surrounding content by matching the look and feel of the publisher's webpage |
| | | Interstitial Ads | Displayed between paragraphs on a webpage |

*The creative specs for the different video ad formats can be viewed [here](#).



Best practices

- Base bids for video start at a \$10 CPM. Max bids vary based on the video ad group's targeting parameters.
- Video assets need to be between 5 and 300-seconds long. Recommended lengths include 5, 15, 30, & 60-seconds.