

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

Connected TV	Serve ads alongside premium content on CTV devices like Roku, SlingTV, and Amazon Fire. The goal for CTV campaigns is video completion rate (VCR).
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 click-through rate.
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.

Outstream Video Formats

In-banner ads	play in banner-sized formats
In-article ads	displayed between paragraphs on a webpage
Native video ads	blend into surrounding content by matching the look and feel of the publisher's webpage
Interstitial ads	typically displayed in mobile apps between content sections or when an app is first opened
*The creative specs for the different video ad formats can be viewed here .	

Notes & 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.