



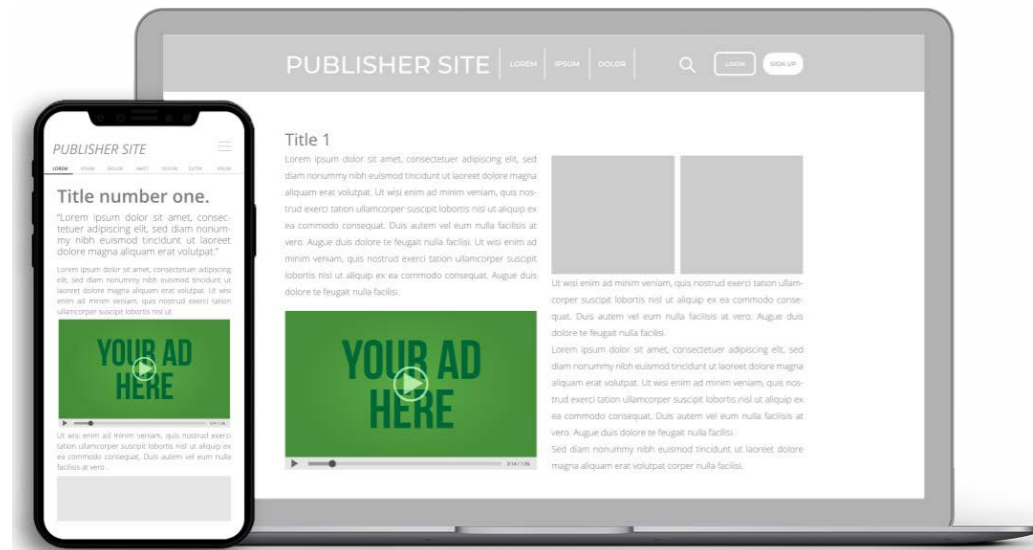
Many advertisers want to start video advertising campaigns because they have a very high conversion rate compared to traditional banners. ExoClick offers three specific video ad formats. In-stream, Outstream and Video Slider.

This Guide is designed to help you get started with video advertising campaigns and if you feel that you still have questions after reading the Guide you can always contact our Client Care team 24/7 [here](#).

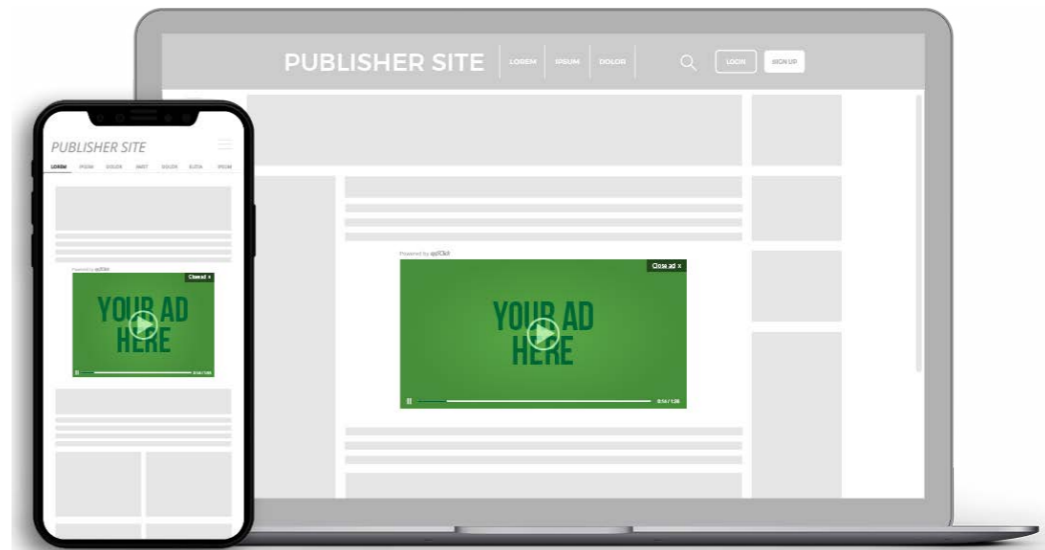
# Contents

Video formats explained	<a href="#"><u>4</u></a>
Video format CTRs	<a href="#"><u>6</u></a>
Tips for creating a video ad	<a href="#"><u>7</u></a>
ExoClick's video ad making service	<a href="#"><u>9</u></a>
Don't have video ad content?	<a href="#"><u>10</u></a>
How to set up a video campaign	<a href="#"><u>11</u></a>
Using ExoClick's automation tools	<a href="#"><u>13</u></a>
Expert tips from ExoClick Account Managers	<a href="#"><u>14</u></a>
Two video advertising case studies	<a href="#"><u>16</u></a>
Conclusion	<a href="#"><u>17</u></a>

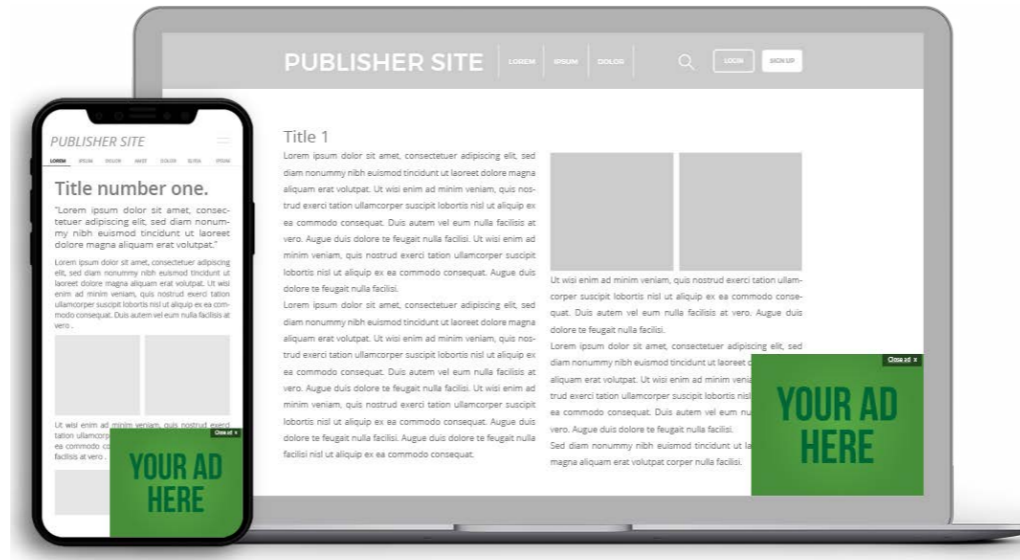
# Video formats explained - What are the differences between In-Stream, Outstream and Video Slider



**In-Stream Video** - Works with all major video players and automatically plays when an end user clicks on a website's video content (pre-roll). Pre-roll in-stream will show on a publisher's site inside an HTML5 video player which the user will most likely watch in full screen mode, because it plays before the video content an end user wants to see. Once the video ad starts playing a 'skip ad in 5 seconds' button is shown to end users on the bottom right of the screen, just like Youtube ads. This is why with this format it is imperative to make your video content compelling to the end user within the first 5 seconds, so that the end user doesn't skip it. This format has the highest CTR.



**Outstream Video** - The ad is shown to an end user during their user journey and is fully responsive, playing on all devices. The publisher can set the positioning on their website for when the video ad will trigger. As the user scrolls down the page the ad zone pushes the website's content down and the Outstream ad starts being visible to the user. Once 50% of the ad zone is viewable, the video ad automatically plays on mute, the end user can unmute the video ad. Clicking or tapping the video ad opens the advertiser's landing page in a new tab. As the end user scrolls further down the page the video will pause, waiting to resume playing when the end user comes back to the content where the Outstream ad is located. Additionally as the user continues to scroll down the page, the ad zone vanishes and is replaced with the original content on the publisher's page.








**Video Slider** - Similar to the Instant Message format but displays a video instead of just an image. Once a website's page has loaded the end user will see the ad slide in from right at the bottom of the page, which makes this format very eye catching to the end user. As many consumers are used to seeing Dating offers from the Instant Message format appearing from the bottom of the screen, this format can be suitable for Dating offers, which you read about in our [Video Slider Dating Case Study](#).






**All video ad formats are available on CPC, CPV and CPM.**

**What is CPV?** - CPV=Cost per View. The cost is triggered when ten seconds of the video ad have been displayed to the site visitor at normal speed. This model is suitable for campaigns that have a very high CTR but a low View Rate

# Video format CTRs

ExoClick's business intelligence team looked at the global statistics for CTRs, comparing Banners with Video Slider, In-Stream and Outstream.

Vertical	Format	Global average CTR
 Casino	Banner	0.14%
	Video Slider	1.88%
	In-stream Video	5.52%
	Outstream	1.36%
 Sports betting	Banner	0.05%
	Video Slider	1.8%
	In-stream Video	6.88%
	Outstream	1.38%
 Games	Banner	0.09%
	Video Slider	1.63%
	In-stream Video	5.78%
	Outstream	0.53%
 Live Cams	Banner	0.07%
	Video Slider	1.63%
	In-stream Video	5.78%
	Outstream	0.61%
 Dating	Banner	0.13%
	Video Slider	1.63%
	In-stream Video	5.18%
	Outstream	0.84%

Vertical	Format	Global average CTR
 VoD	Banner	0.23%
	Video Slider	2.31%
	In-stream Video	8.9%
	Outstream	1.23%
 Free video content	Banner	1.04%
	Video Slider	1.94%
	In-stream Video	10.84%
	Outstream	1.74%
 Movies and Music	Banner	2.1%
	Video Slider	1.94%
	In-stream Video	10.84%
	Outstream	1.84%
 Nutra	Banner	0.14%
	Video Slider	1.77%
	In-stream Video	6%
	Outstream	1.26%
 eCommerce	Banner	0.13%
	Video Slider	1.67%
	In-stream Video	3.34%
	Outstream	1.45%

# Tips for creating a video ad

- ✓ **It's a powerful conversion tool:** With video becoming such a natural part of web browsing, video ads offer advertisers an opportunity to connect on a deeper level by telling a story or showing the product experience to their target market.
- ✓ **Tell a story:** Here is where you can really tell a story and hook the user compared to a simple banner ad. Keep the message tight and offer entertainment value to end users so that they enjoy your ad. Be creative because original content will help you generate better quality leads.
- ✓ **Content ideas:** Video can be used to showcase/demo a product, create a fun/memorable 'viral style' video, educate/offer a tutorial, feature a brand ambassador presenting/endorsing the product, etc. The video content must match the product you are selling after viewers click the link.
- ✓ **Production values:** Choose between a high quality/production or amateur style. With the explosion of Instagram and Tik Tok over the last few years consumers are open to amateur style content too! Infact you can mimic Instagram & Tik Tok styles.
- ✓ **Copyright:** Make sure you own the copyright or you are officially authorized to use all the content in the video.
- ✓ **Keep it short:** The length of the video needs to be a minimum of 15 seconds. Short videos are great for engaging Millennial buyers, whose short attention spans have been shaped by the internet for most of their lives. So it is imperative to convey the message quickly, incorporate strong calls to action early on in your video and create content that encourages viewers to watch the video ad in its entirety.
- ✓ **Sound advice:** Keep in mind that your video ad should be able to connect with the viewer without the aid of sound. Many people browse in silent mode. So incorporate subtitles and call to action texts into your video creative to get your message across.
- ✓ **Video editing:** There are plenty of video editing programs available online:
  - Free video editing software:  
[Google Web Designer](#), [Openshot](#), [Oberlo](#) lists 24 free video editing software programs
  - Paid for video editing software:  
[Sony Vegas Products](#), [Magisto](#), PC Mag's [The Best Video Editing Software for 2020](#)

✔ **Create separate video ads for In-Stream/Outstream and Video Slider:** Remember pre-roll in-stream will show on a publishers site inside an HTML5 video player which the user will most likely watch in full screen mode, because it plays before the video content an end user wants to see. So ensure that your video ad looks good in full screen mode. Video Slider slides in from the bottom right and it uses 20-30% of the screen (depending on the size chosen by the publisher for the ad zone), so make sure your video ad is still impactful at this smaller size. So create specific video content that takes into account the position and size of each ad format.

✔ **Technical specs required for your video ad**

**Format:** MPEG-4 video (video/mp4)

**Video Codec:** H.264

**Audio Codec:** MPEG-4 AAC

**Video File Size:** Maximum 50MB.

**Aspect Ratio:** 16:9.

**Resolution:** 1280x720

**Minimum duration:** 15-30 seconds, no limitation on maximum duration but consider the file size limitation of 50MB.

**Requirements using VAST creatives:** VAST Creatives need to include the skip event, the skipOffset attribute on the linear element must be set to 00:00:05. For example:



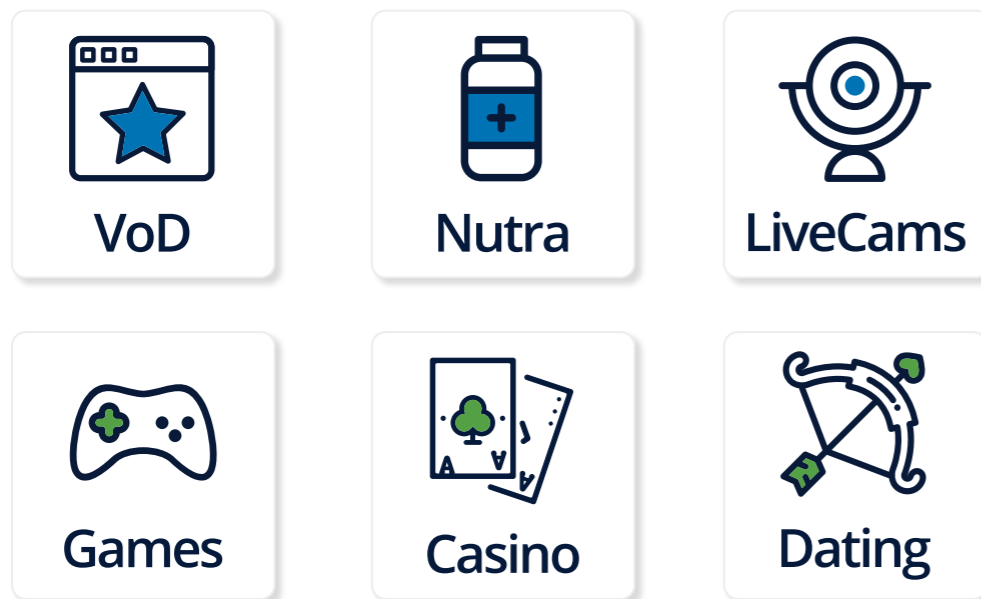
# Don't have video ad content? We've got you covered!

If you want to try high converting video ad creatives but don't have content, ExoClick's new video ad service can provide you with 15 second duration video ads tailored with your own texts, logo and CTA. There is no minimum spend commitment needed and it is a great opportunity to test out your video campaigns. **Please note:** These video ads can only be used on ExoClick's platform due to licensing issues.

## How it works

**Step 1** - Contact ExoClick's Client Care team or your account manager and ask for our **Video Ad Content Library Order Form**

**Step 2** - The Form contains a list of available 15 second video ads broken down into different verticals:



**Step 3** - On the form you will be able to request your video ad:

- Select the Code of the video ad you require
- Add 5 texts you want included in your video, each text will change every 3 seconds, so keep the text short and targeted, you can have up to 3 different languages, you will have to provide the translations
- If you want to include a logo (remember video advertising is great from brand awareness and branding also gives the end user trust in your offer) tick the box 'Include Logo'
- Fill out details for the licensing section on the form

In a maximum of 48 hours, a little longer if you request the ad on a Friday, you will receive your video ad and our Video Advertising campaign checklist which is full of useful optimization tips to get you started.

## Already got video content?

If you have your own video content or want to shoot your own content consumers are now accustomed to seeing a video that is not full of high production values. Video ads can now be created using a decent quality mobile phone and can be edited into ads with texts and logos on several cheap apps on mobile or desktop. [Shotshack](#) allows you to create 100 videos for \$5. [Creatopy](#) costs \$17 a month and both platforms give you access to free stock photos, videos, graphics and templates to help you quickly create video ads.

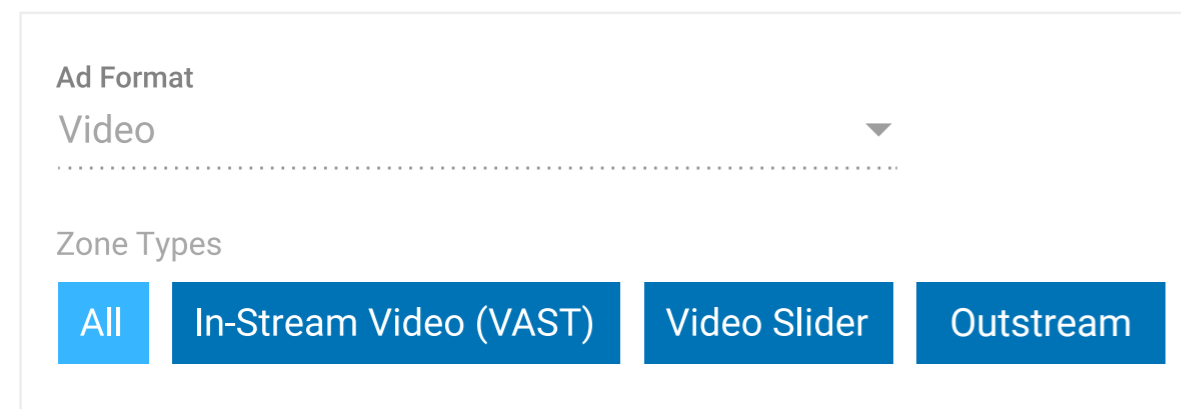
# How to set up a video campaign

## Step 1 - Selecting the Video ad format

Select Ad Format 'Video' from the drop down menu. This opens up 3 buttons: 'All' which will create your campaign to target ad zones with both In-Stream and Video Slider. By default 'All' is highlighted. Important! If you are new to video advertising we highly recommend that you create separate campaigns for In-stream and Video Slider - both formats perform differently and you should monitor and optimise each campaign separately so that you get specific useful data for each format. If both formats data is bundled together, you will not get a true picture in order to see how best to optimise.

Therefore either choose 1 video format only for your campaign or set up 2 campaigns. If this is a test campaign we recommend that you set up a campaign for each format to see whether In-Stream or Video Slider works best for you.

To select which video ad format to use in your campaign set up just click on the relevant button.



Ad Format  
Video

Zone Types

All In-Stream Video (VAST) Video Slider Outstream

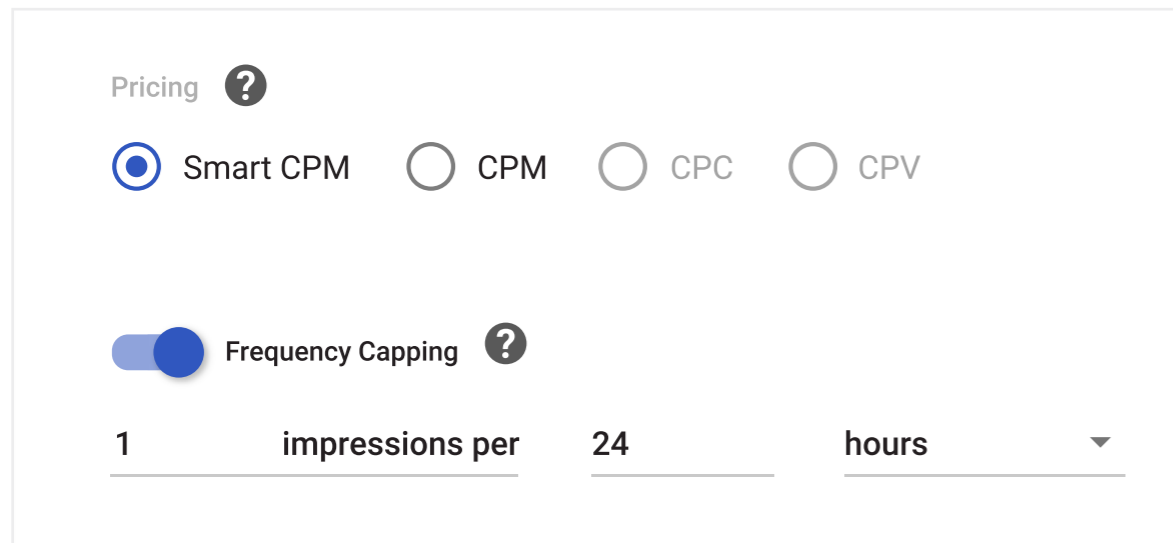
## Step 2 - Selecting the Category

Again when selecting which Categories to target, we recommend that you create separate campaigns for each Category, or just choose one Category for initial testing. By separating Categories it will help you better analyse the data created for each campaign:

### Step 3 - Pricing

You have 4 pricing options to choose from, remember CPV (Cost per View) is specific to the Video ad formats and you are charged after an end user has watched your video ad for more than 10 seconds.

Test various **pricing models** however, for test campaigns we recommend that you start with [Smart CPM](#), this will help you win bids within your set budget. Ensure that you enable Frequency Capping, which allows you to restrict the number of times a unique user will see your video ad, to prevent video ad blindness.



The screenshot shows a settings panel for video advertising. At the top, the word "Pricing" is followed by a question mark icon. Below this, there are four radio button options: "Smart CPM" (which is selected), "CPM", "CPC", and "CPV". Underneath the radio buttons, there is a toggle switch for "Frequency Capping" which is turned on. Below the toggle, there is a numerical input field containing the number "1", followed by the text "impressions per", another numerical input field containing "24", and a dropdown menu currently set to "hours".

### Step 4 - Device targeting

We recommend that you set up separate campaigns for **desktop and mobile** due to different performance on various devices.

👉 **Additional targeting:** Use behavioural retargeting to tell your story in parts, for example, your first video could be a basic explanation. If the consumer clicks on your first ad, he has already shown an interest in your offer, so you could retarget the user with a second video explaining a key product feature in more detail, etc.

👉 **Statistics and tracking:** ExoClick offers real time statistics on CPV, CPM & CPC. Ensure that pixel tracking is implemented in order to see where conversions are coming from. This is important because users could have seen your ad, then later type in your offer into a search engine rather than clicking on your ad. With tracking implemented you can keep a track of your potential customers.

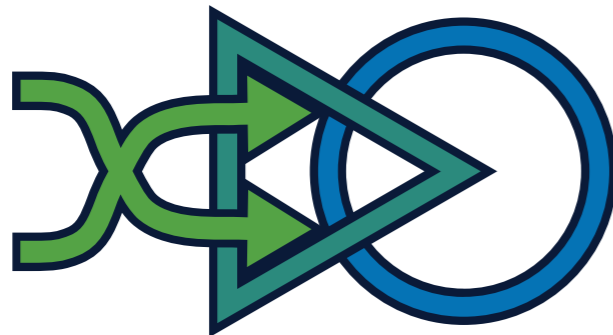
# Using ExoClick's automation tools

ExoClick offers 3 great automatic optimisation tools that work in the background to generate better conversions for you.



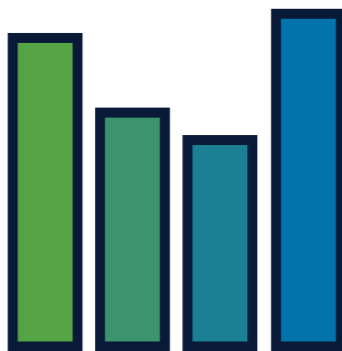
## Tool #1 - The Bidder

Lets you automatically adjust (up/down) your CPM/CPC/CPV bids according to your target CPAs. The Bidder will also automatically blacklist ad zones that haven't converted when your maximum test budget is reached. Plus you can add further optimisation rules. [Check out the tutorial.](#)



## Tool #2 - Landing Page Algorithm

Choose between three traffic share algorithms to automate testing your landing pages to see which converts the best. **Even** spreads out the traffic evenly between LPs, **Fixed** lets you set percentages of traffic share to LPs and **Automatic** sends more traffic to the LP that is performing the best. [Check out the tutorial.](#)



## Tool #3 - Automatic Variations Optimisation

Choose between three traffic share algorithms to automate testing your different variations to see which converts the best. **Even** spreads out the traffic evenly between variations, **Automatic CTR** Sends traffic to the variation with the best CTR and **Automatic on Conversion** sends traffic to the variation performing best according to your optimisation goal. [Check out the tutorial.](#)

# Expert tips from ExoClick Account Managers

“ The prices are very different between the three video ad formats, so my biggest piece of advice is to ALWAYS create separate campaigns for Video Slider, Outstream and In-Stream. ”

- Oscar, Head of performance Advertising



“ If you are creating a video ad for the Nutra vertical, have a mix of different types of videos inside the same campaign to A/B test which converts the best. Here are 3 different content ideas you could try: Video 1 - Scientific, informative, product-centered. Video 2 - Client Testimonials showing how using your product helped them. Video 3 - Special introductory offer, delivery discounts. You could use this in conjunction with ExoClick's Automatic Variations Optimisation tool. ”

- Alexandra, Country Manager France



“ Remember, for In-Stream, the user can skip the video ad after 5 seconds of viewing and start watching the video content he/she originally clicked on. Therefore, ensure that the Call to Action (CTA) message appears within the first 5 seconds of the video ad. ”

- Tatiana, Senior Advertising Account Manager



“ Make sure to include a proper call to action and use specific promo codes only displayed in the video ad, that way you can see exactly what impact your campaign is having and at the same time you are offering something unique to the user.”

*- Jose, Senior Advertising Account Manager*



“

Keep the video ad creative in the same style as the landing page so the end user sees a smooth transition between them, also have a good Landing Page rotation behind and optimise them based on results. You could use ExoClick's Automatic Landing Page Optimisation tool for this.”

*- Guillermo, Performance Advertising Manager*



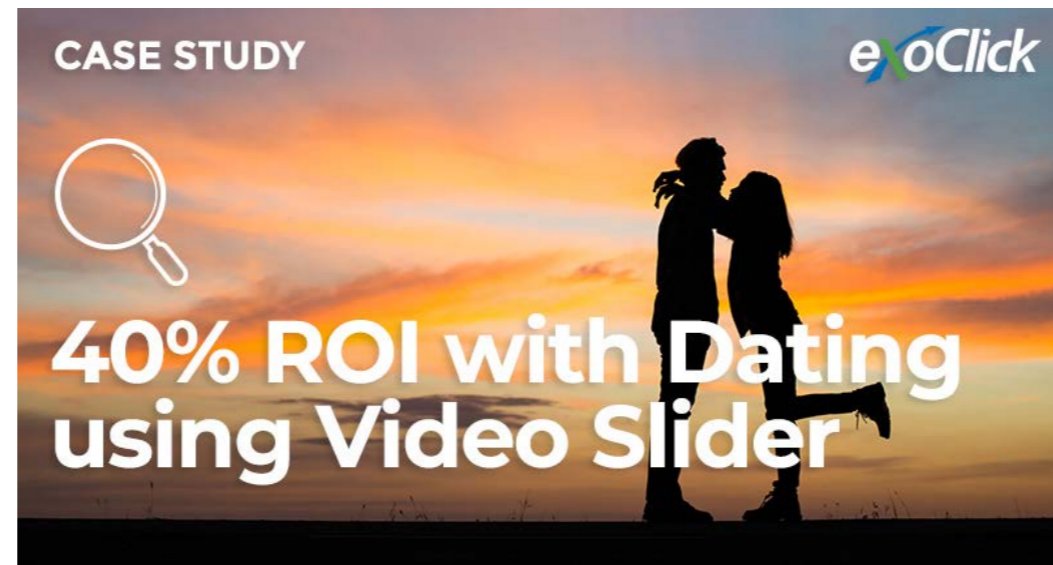
“ If you are targeting the Asian market use Asian models and Manga/Anime style content which is hugely appealing to this audience. Also if you are targeting GEOs like China, Hong Kong, Taiwan, Japan, South Korea, etc, these countries have a very high penetration of smartphone use, so try targeting on mobile devices for testing your offers.”

*- Tianyuan, Senior Advertising Account Manager Asia*



# Video advertising case studies

CASE STUDY exoClick



40% ROI with Dating using Video Slider

[Read more](#)

CASE STUDY exoClick



ROI 52% with in-stream

[Read more](#)

CASE STUDY exoClick



How to optimise an In-Stream Video campaign

[Read more](#)

# Conclusion

Video advertising is the future, so don't miss out on creating great video content and see those high CTRs coming through to your Landing Pages. If you are still not convinced, here are some stats:

Wyzowl's [Video Marketing Statistics report](#):

- 66% of consumers prefer watching a video to reading about a product.
- 90% of consumers watch videos on their mobile devices.
- 84% of consumers say that they've been convinced to buy a product or service by watching a brand's video.
- 92% of marketers who use video say that it's an important part of their marketing strategy
- 87% of video marketers say video has increased traffic to their website.
- 80% of video marketers say video has directly helped increase sales.

According to [Brightcove's Video Index report](#) Q4, 2019:

- 55% of total video views were on smartphones, 37% of views on desktop
- 69% Android versus 39% iOS for video views on phones & tablets
- 62% of all retail & marketing video views were on smartphones

Video advertising is a powerful tool for conversion, if you have any questions regarding video advertising please contact your account manager or our 24/7 Client Care team [here](#).