

Floating Video Ad

In addition to a regular Floating Ad we can also launch floating video button ads. Floating video ad is the same as our regular Floating Ad exception is that in addition we track video metrics, which are shown in the campaign. For the Floating video Ad we have a few requirements. Ad will be served autoplayed with sound off.

Floating ad video is available both on DSP and SSP. Follow general floating ad requirements when running floating ad video.

Requirements:

- The file should be in a .mp4 format.
- The file size must be no more than 4MB.
- Not possible to run floating video ads on iOS on battery save mode.
- Since the initial banner is 250x150 in size, the video has to be in a wide aspect ratio. If the floating video ad will be a square, of course the video must be prepared in a standard square (4:3) aspect ratio.
- Viewability tracking is a possibility. To learn about it:

<https://manual.eskimi.com/books/floating-button/page/viewability-tracking-for-floating-ads>

Tracked Video Metrics

Floating video ads will track standard video metrics - first quartile, midpoint, third quartile, complete, VTR, CPV, CPCV, cVTR, VCR, View, Mute, Unmute, Pause.

Example:

The screenshot shows the Star newspaper website. At the top, there is a navigation bar with categories: NEWS, OPINION, SPORTS, BUSINESS, COUNTIES, SIASA, SASA, CLASSIFIEDS, HEALTH, and MORE. The Star logo is prominently displayed in the center. Below the navigation bar, there is an advertisement for M-PESA and Safaricom, with the text "Simple • Transparent • Honest FOR YOU". The main content area features a large news article titled "Uhuru orders lockdown in Nairobi, Nakuru, Machakos counties". The article text reads: "Uhuru said the third wave is expected to peak in the next 30 days." and is attributed to Nancy Agutu, dated 14m ago. To the left of the main article, there are three smaller news snippets: "Super-fast internet: Safaricom switches on 5G across Kenya", "Lorna Irungu: A generous heart, team captain loved by many", and "Duale goes after firms causing Sh17 extra charge in KPLC". On the right side, there is another advertisement for "DATA" with a "LEARN MORE" button.

Value Proposition For SSP

User Engagement. Floating ad video is user engaging solution. Click through rate may seek over 3%-5%.

Video completion rate. As the video starts playing video completion rate is higher than average video. Completion rate for 30 sec. video seeks 50%-60%.

Ad Viewability. On SSP ads are displayed with >80% viewability.

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