Relevant information

- Video Ad Formats and Their Reporting

Video Ad Formats and Their Reporting

Video ad formats are the different ways video ads can be presented to users across various digital platforms.
Here’s an overview of the Eskimi DSPs video ad formats:

1. **VAST Video:** Video VAST adjusts videos based on player options and content to match the look and feel of the apps and sites.

2**. IBV:** IBV video ads are served within an embedded video player inside a 300x250 banner placement.

3. **Video Remote VAST URI:** A video remote VAST URI allows integration with different ad platforms through third-party tags for widespread video distribution.
4. **Video VAST + IBV:** Video VAST and IBV video creatives created at once.

SIZE

To run video ads, we suggest to use these dimensions:

300x250, 320x480, 300X600.

Duration

It's suggested to run video ads up to 30sec but video length is unlimited

File Type

MP4

FILE REQUIREMENTS

Video size can be up to 5MB, companion banner - up to 150 KB

Additional Files (not necessary)

If you’re launching a video campaign, you might add a Companion banner. One from most popular sizes 300x250px, 320x480px, 480x320px.

WHERE DOES VIDEO APPEAR

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VIDEO REPORT

In the report you see impressions, clicks, CTR, reach, spend, and other general information. Additionally, you see how many users started watching the video, how many of them watched the first quartile (of the total video length), how many watched till midpoint, third quartile, and, finally, how many users completed the whole video. Also, you can see how many users watched the video muted/not muted and how many of them paused/resumed the video. You would also see split by browsers, OS, operators, age and gender, campaign performance by site/APP, by creatives, and others.

Example of video campaign (length: 0.30 min., VTR: 23%, CPV achieved: $0.018)

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Example of video campaign 2 (length: 1.16 min., VTR: 45%, CPV achieved: $0.004)

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Example of video campaign 3 (length: 1.00 min., VTR: 6%, CPV achieved: $0.06)

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Example of video campaign 4 (length: 15 sec., VTR: 82%, CPV achieved: $0.002)

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VIDEO RECOMMENDATIONS

As seen in the examples above, video campaign results may vary and CPV reached can start from $0.002 and go up to $0.06. We recommend to use videos not longer than 30 seconds, more important we recommend to pay more attention to the content of the video from the user perspective: don't try to put all the information in one video, rather try to make it more engaging, light, and in a popular format.