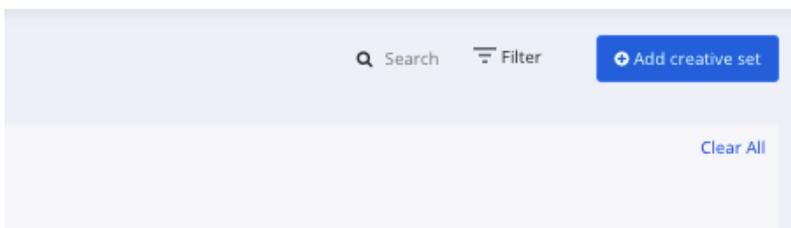
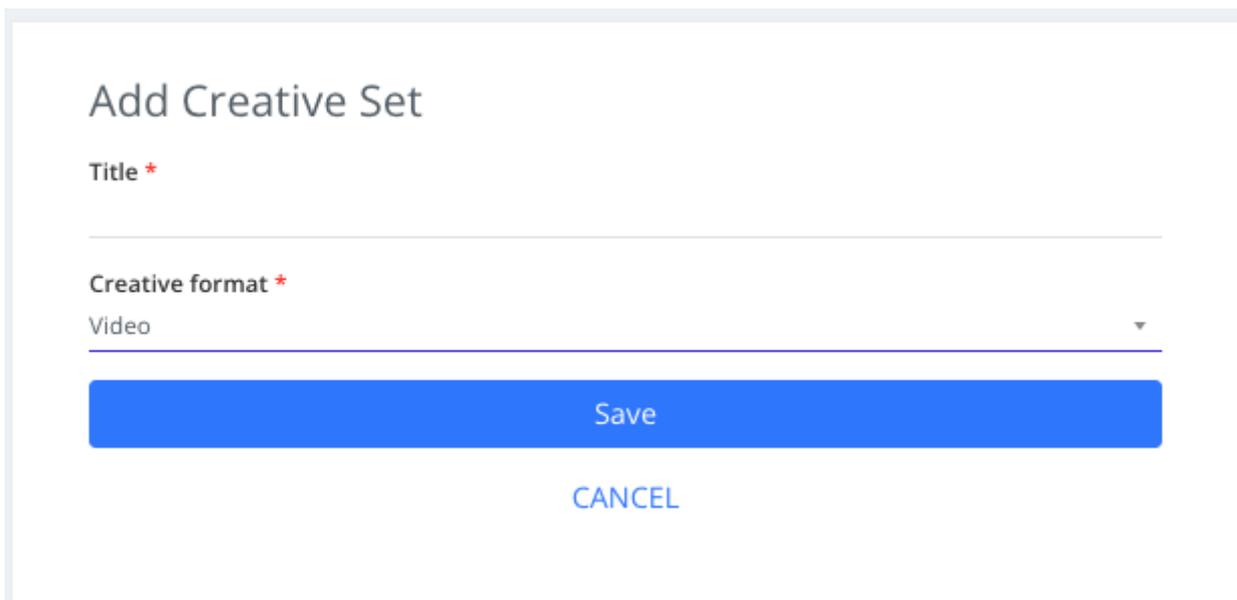


How to upload Video ads?

Step 1: Log in to your DSP account, go to Creative Sets, and on the new page click "Add creative set".



Step 2: On the next page indicate the creative sets Title and select the format.

A screenshot of the 'Add Creative Set' form. The title 'Add Creative Set' is at the top. Below it is a 'Title *' field with a red asterisk and an empty text input. Underneath is a 'Creative format *' dropdown menu with a red asterisk and the word 'Video' selected. At the bottom of the form are two buttons: a large blue 'Save' button and a smaller blue 'CANCEL' button.

Step 3: Select the type of video (VAST + IBV, VAST, IBV).

Add Creative (Video)

Format *

VAST + IBV

VAST + IBV

VAST

IBV

Remote VAST URI

IBV Remote VAST URI

Step 4: Choose file to use as creative

Step 5: Select Viewability tracking method (VPAID - for websites inventory, OMID for in-app inventory) both can be selected.

Step 6: if needed - update "Skip after seconds" value. For some exchanges this is a required value (i.e. DC), default is 5s.

Add Creative (Video)

Title *

New video creative

Upload video file

Choose files

Description

Your home sweet Brooklyn home - cheaper and sooner than you think!

Call to action text

Install

Viewability tracking method

- VPAID
- OMID

Skip after seconds

5

3rd party verification tool (IAS, DV, MOAT wrapper URL)

- Enable VAST wrapper

Companions

Not necessary: Upload companion banners. Companion banner should be one from most popular sizes: 300x250px, 320x480px, or 480x320px.

Not necessary: Add description and Call to action text. Default CTA is "Learn more" and this is changed only in placements, which support that. It will describe a call to action button for the destination URL.

Step 7: Save your video ad.

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