

VAST Video

What is VAST video?

VAST (Video Ad Serving Template) - is a video ad that is served in a video player on publisher's page.

As it is a skippable ad format, it is more suitable for longer video ads.

The length of a video for this format can vary from very short non-skippable (5 sec.) to long videos of 6 minutes. However, keep in mind that traffic will be limited if you use long video duration, as the most significant part of publishers supports video duration up to 30 sec. Therefore we recommend using videos with a maximum video's duration 30 sec.

If the video is equal or less than 5 seconds it is served as non-skippable ad and if the duration is from 5 seconds it appears as skippable ad.

The required aspect ratio and dimensions - **720p** or below is required, the optional inclusion of **1080p** is recommended - either 16:9 or 4:3 aspect ratios are acceptable. (Examples are: **320x480, 480x320, 1024x768, 768x1024**)

Requirements summary:

- File Type: mp4
- Maximum Video file size: up to 5MB.

Here are the examples of VAST video ad on desktop and mobile:

Sports
Football
Tennis
Equestrian
Golf
Skiing
Horse Racing
Motorsport
Formula E
Esports

Edition
🔍
👤
☰

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Kyrgios credits Australia for its Covid-19 response

04:08

Marcus Rashford on Manchester United getting penalties

04:08

Roy Hodgson reflects on management in the Covid-19 era

01:13

Frank Lampard sacked by Chelsea

02:45

Football and Pelé join forces with Fortnite

01:03

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Sports

👤
☰

Title-chasing Manchester United stunned by bottom side Sheffield United as crazy Premier League season gets crazier

By Ben Morse, CNN

🕒 Updated 1116 GMT (1916 HKT) January 28, 2021

04:08

Marcus Rashford on Manchester United getting penalties

04:08

Roy Hodgson reflects on management in the Covid-19 era

01:13

Frank Lar sacked by

Skip offset

Skip-ability of VAST video can be an important tool for campaign performance. This is why Eskimi has the opportunity to change skip option. By default VAST video can be skipped after 5 seconds. However, it is not sufficient for some advertisers as users will definitely skip the video so it means that brand's message wasn't fully heard.

Skip option can be edited when VAST video is uploaded. The value should be added under "Skip after seconds" field. 0 - indicates that there shouldn't be any skip option. Keep in mind, that max allowed by protocols is 30s. Default is 5s.

Title *

Video OMID creative

Upload video file

Choose files

Description

Your home sweet Brooklyn home - cheaper and sooner

Call to action text

Install

Viewability tracking method

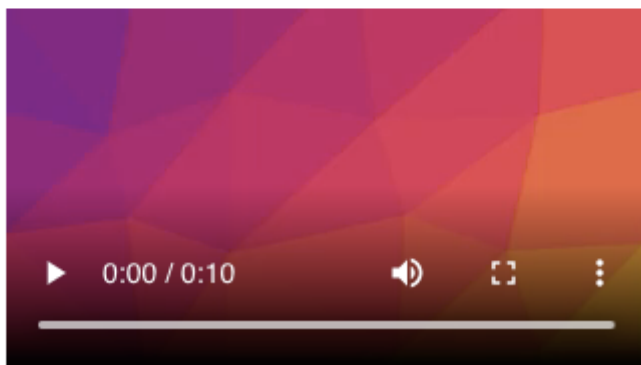
☐ VPAID

☒ OMID

Skip after seconds

0

Companion banners



3rd party tracking

To any VAST video campaign 1x1 pixel can be added. VAST video doesn't support JavaScript tags. However, the primary limitation of the 1x1 pixel is that it can only track impressions on 3rd party platforms like Integral Ad Science.

If the client wants to track more metrics such as viewability, brand safety, IVT on a 3rd party platform VAST video has to be wrapped into a tag.

Limitations

- Max allowed by protocols is 30s. Default is 5s.
 - This functionality is only available on Doubleclick. So the traffic will be limited and will have advertising limitations.
 - "External VAST URI" won't support this functionality.
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Results

10 sec. tests campaigns got 82% of VCR while regular VAST video delivers around 50% of VCR.

Revision #12

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