



CTV VIDEO CREATIVE BEST PRACTICES

Start Advertising on Connected TV Now

Viewers are cutting the cord and making the switch to Connected TV (CTV), and advertisers are reaping the rewards. Don't get left behind—here's what you need to do to launch your own CTV ads.



01 Check Your Existing Video Assets

Many brands don't realize they already have the right video assets to run CTV ads. Not a video expert? No problem. Just show these specs to your video team and they can confirm whether you're good to go or need to make the appropriate edits to get them ready.

02 Be Ready with 15 and 30-Second Spots

CTV ads run for 15 and 30-second durations. If you don't have a 15-second ad, you can edit down your 30-second version to test each length and determine which is best for you.

03 Ensure You're Following Creative Best Practices

While every brand has their own style and approach, there are a few creative elements that will help improve your ad's performance.



Create a Call to Action (CTA)

Because viewers can't click to visit your site, you need to include a visual or audio CTA at the end of your ad. A CTA motivates the viewer to take action through messages of urgency or direction (examples: "sign up today" or "don't miss out—visit our website now").



Keep Your Logo and URL Persistent

Display your logo throughout so viewers know who you are, where to go, and develop a connection with the brand.



Maximize the Format

CTV ads will always have sound, so make use of a voiceover to engage the viewer. This also helps to capture attention if a viewer is looking away from the screen.

04 Best Practices in Action

Following best practices like featuring a logo or a CTA maximizes your ad's reach, boosts conversion, and saves money.

Ads with a CTA, Logo and URL Throughout Experience a Combined:

41%↓

Lower Average CPV

112.6%↑

Higher Average Conversion Rate

48%

Higher Average VV Rate



CTV Spec Cheat Sheet



Size Ratio

16:9

1920x1080



Length

30 Seconds Max

15 Second & 30 Second Slots



File Format

.mp4 or .mov



Frame Rate

Must Be Constant

23.98, 25, or 29.97 FPS

(Based on native frame rate)

In order to avoid network denial of your creative, all of the components of a video need to be the same framerate and match the editing timeline before editing or exporting. Multiple framerates in one creative will trigger a duplicate framerate issue, and your ads will not be served.



Bitrate | ≥ 15000 KBPS

Our transcoding service will convert the uploaded video into the following:

Size

1080p

Bit Rates

1000 kbps

2000 kbps

3000 kbps

4500 kbps

6000 kbps

12000 kbps

15000 kbps



Audio Level Restrictions

Overall Mix Level

10db to -14db

Dialogue

-12db to -15db

Music

-18db to -22db

Sound Effects

-10db to -20db with occasional spikes up to -8db

