

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.

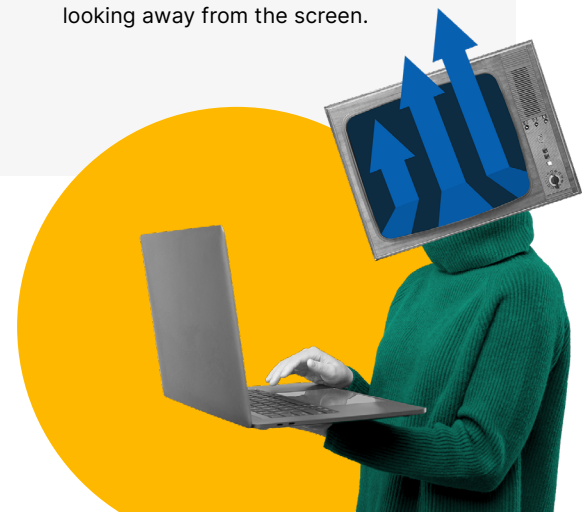


Maximize the Format

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

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



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

File Format & Size

.mp4 or .mov
4gb max

Length

30 Seconds Max
15 Second & 30 Second Slots

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

Bitrate | \geq 15000 KBPS

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

Size	Bit Rates
1080p	1000 kbps
	2000 kbps
	3000 kbps
	4500 kbps
	6000 kbps
	12000 kbps
	15000 kbps

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.

