Taboola Creative.Shop

VIDEO AD
CREATIVE
BEST PRACTICES
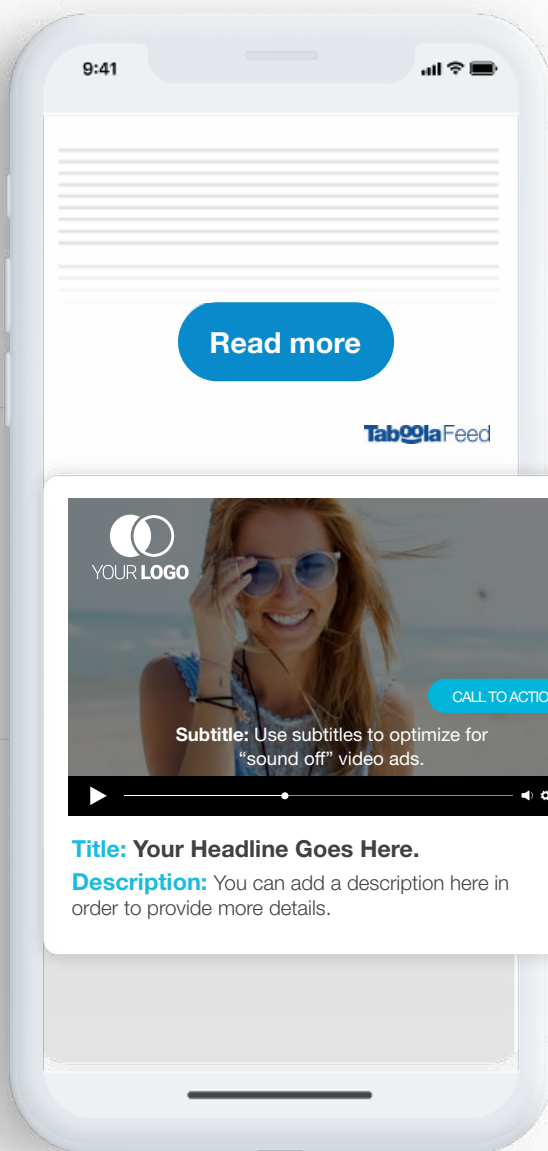
Optimal video length
Up to15 seconds.

Optimize for sound off
As sound can sometimes be intrusive, include subtitles for those who would rather watch the ad with the sound off.

Logo
Add your brand logo on the top left corner.

9:41

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Taboola Feed

YOUR **LOGO**

CALL TO ACTION

Subtitle: Use subtitles to optimize for "sound off" video ads.

Title: Your Headline Goes Here.
Description: You can add a description here in order to provide more details.

CTA button

If you wish to add a CTA button to your video, place the button on the bottom right corner (above 27 pixels,) and pop it up after 3-5 seconds from the start.

You can also add an End Card with more information and additional CTAs.

Optimize by platform

Use 16/9 ratio for desktop and 1/1 for mobile.

Added value

You can add a title and description below your video to provide context and strengthen your video's key message.

A/B testing

When possible, we recommend testing 2 versions of your ad to optimize for better results.

TECHNICAL REQUIREMENTS

✓ **Media Type:** MP4, MOV.

✓ **3rd Party Tag Specifications:** VAST 2.0, VAST 2.0 with VPAID 2.0 JS, VAST 3.0.

✓ **Aspect Ratios:** 16:9 (preferred,) 4:3, 1:1.

✓ **Video Size Limit:** 100 MB.

✓ **Bitrate:** >=2500 kbps.

✓ **Video Length:** 6-30 seconds (preferred), 90 seconds maximum.

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