



NOW is the time for VIDEO campaigns



Drive performance and tell your brand's story with highly engaging video ads for mobile.

Video advertising is the gold standard for brand storytelling enabling brands to reach customers with rich content on their most personal devices. In 2017, Video Completion Rate reached overwhelming 69%, with users spending 5 times longer watching video content than reading static content. Continuing to rise throughout 2018, the video ad spend is expected to reach \$20B by 2020. As the video trend is here to stay, we collected the most useful information about the LiquidM video traffic to help you leverage industry's booming ad format and maximize your video campaigns.



Video Creatives

VIDEO RECOMMENDATIONS:

Creative Type*: VAST, VPAID, Hosted Video

Video Duration: 15/30 sec

File Type: .mp4

EXTRA TIPS:

- Achieve high completion & viewability rates with **deal IDs** (Moat & IAS)
- Use logos and brand cues large enough for mobile screens
- Maximize impact with short **6 sec** videos
- Create ads that can be played with sound off
- Keep the file size to the min, i.e. **2 MB**
- Include an **end-card** or a direct response component to drive your CTR



* Verify if the selected publishers support VAST and VPAID before running your ads. In addition, you can request their specific video requirements.



Video SSPs

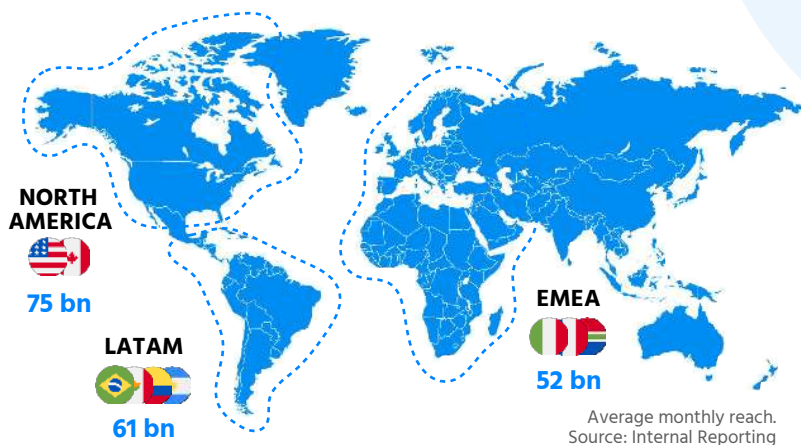


And many more connected!



Top GEOs & Monthly Reach

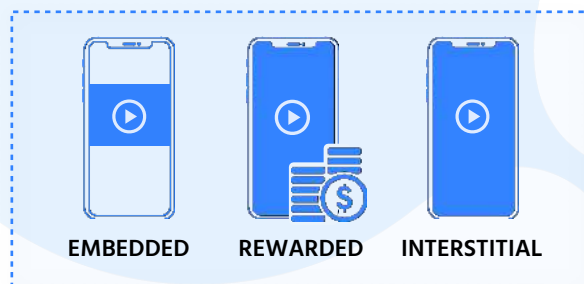
We receive video inventory from 20+ leading SSPs across the globe. While featuring traffic in most of the world's countries, we suggest marketers to focus on following regions to untap vast video supplies.



Extra GEOs and volumes are available upon request. Get in touch with your Technical Account Manager to discuss available possibilities.



Supported Formats



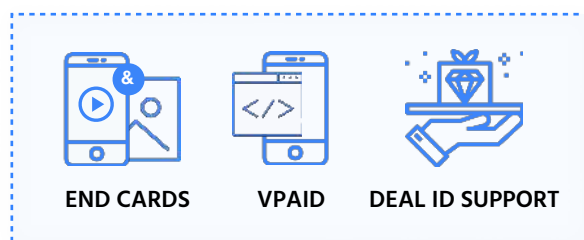
EMBEDDED

REWARDED

INTERSTITIAL



Advanced Features



END CARDS

VPAID

DEAL ID SUPPORT

Let us know if you need help scaling your video campaigns!

info@liquidm.com