Channel Spec Sheet:

Video

What is Video?

Digital video ads across web, mobile, and apps, including in-stream, out-stream, and feed placements.

Why use this channel?

- Combines sight, sound, and motion for emotional impact
- Strong performance across branding & DR KPIs
- Works across awareness, engagement, and retargeting

When is it used?

All funnel stages, especially awareness & engagement.

Targeting options

Audience, contextual, geo, behavioural, retargeting.

Creative functionalities

- In-stream (6s bumpers, 15s/30s pre-roll)
- Out-stream autoplay
- Vertical video (mobile-first)
- Dynamic CTAs & overlays

Technical specifications

- File: MP4/MOV (H.264 codec)
- Resolution: 1920×1080 (HD), 1280×720 (minimum)
- Aspect: 16:9, 9:16, 1:1
- Duration: 6s, 15s, 30s
- Max file: 200MB

- Bitrate: 5–10Mbps

Assets required

- Final video cutdowns (6s, 15s, 30s)
- End slate with CTA (optional)
- Brand logo (SVG/PNG)
- Safe zone guides for overlays
- Captions/subtitles (SRT/VTT)
- Optional: dynamic product feed

Copy matrix

- Overlay headlines (≤30 chars)
- Lower-third copy/subcopy (≤50 chars)
- CTA buttons/text (≤20 chars)
- YouTube/TikTok-safe variations for platform adaptation