



## Best Practices: Video Length



### 15 Seconds: Engagement

The shortest ad slot is a great way to quickly reach a large number of people and entice audiences to take action after your video.

Awareness



Engagement



Storytelling



### 30 Seconds: Awareness

Using a full 30-second video lets you get your brand message across clearly. It drives brand awareness through views and completions.

Awareness



Engagement



Storytelling



### 60 Seconds: Storytelling

A longer video is a storytelling opportunity. Dive into the mission of your brand, and how you're changing the world. It's important to use CTAs throughout a longer video.

Awareness



Engagement



Storytelling



## Best Practices: Calls-To-Action (CTAs)



- ① Feature a large, prominent button, which prompts viewers to take a specific action.
- ② Reinforce brand recognition with your company logo.
- ③ Include your web address as a reminder of where users can always learn more.

The right CTA often makes all the difference between a high-performing video ad campaign and one that under performs.