



# Mobile video ads: Creative best practices



## Successful videos engage users during the first 3-4 seconds by:

- Showing the app in use.
- Telling a story. Better still, telling a relatable story.
- “Keeping it simple” - videos should be easy to follow.



## Videos should make sense without sound.

- An ad’s audio often drives the narrative or emotional emphasis, the truth is that making the audio optional ensures a **less intrusive experience for users**.
- A good way around this is to **use captions and subtitles**, as they allow for slightly more complex soundless content.



## Make sure the brand’s logo or app icon is present in the video.

- Ideally, the brand logo should be on every frame, but **at the very least at the beginning and end**.
- Both the app logo or the app icon work equally well, the use of either one will help with **brand recall and recognition**.



## Make sure the aesthetics of the video are coherent with the app store.

- Users tend to convert via a video ad when the flow to the next expected action such as an install or purchase is seamless. Hence it’s important for the ad to resemble the app or app store aesthetically & contextually in order to build trust for the user.



## In general, avoid dark backgrounds and/or dark night scenes.

- Many users adjust screen brightness settings to save battery, and more likely than not, they’re not going to adjust the settings just to view the ad.

[More tips](#) →



### Provide a clear, customizable call to action.

- **The call to action (CTA) is a must-have element, and needs to be specific** to the desired action.
- Replace the standard “Learn More” call to action with a customized one to maximize conversions: Install Now, Book Next Flight, Browse New Items, etc.



### Above all, be relevant: User acquisition vs. retargeting messaging

	User acquisition	Retargeting
<b>Goal</b>	Download/Install	Key in-app action
<b>Target audience</b>	Users don't have the app installed. They haven't seen it in action. Show how the app works.	Users already have your app. Here the aim is to get users to come back, and make the next purchase. Show new or additional features.
<b>Call to action examples</b>	<ul style="list-style-type: none"><li>- Download Now</li><li>- Download Free</li><li>- Download App</li><li>- Install Now</li><li>- Get App Now</li><li>- Free Install</li></ul>	<ul style="list-style-type: none"><li>- Open App</li><li>- Go to App</li><li>- Get your discount</li><li>- Book Ride Now</li><li>- Add to Cart</li><li>- Browse New Items</li></ul>



### Create a sense of urgency in your messaging

- Use words like NOW after the desired action: Install NOW
- State the immediacy of the offer: “New offer ends TODAY” so that the user feels the need to act upon it right away instead of avoiding to click.
- Encourage users to feel like they are missing something if they don't act immediately, which helps with intentional engagement.