

Mobile video ads: Technical best practices



Provide both a horizontal and a vertical format.

- Vertical video has reportedly become more and more popular as users can comfortably view it without having to rotate their phones.
- Horizontal ads are still relevant, but advertisers providing both versions may greatly increase the users they can reach.



Make sure the creative assets are not too heavy in weight.

- **All video files should remain under 5MB** to ensure your video encoding/compression can render without error on mobile.
- Optimal weight for better performance: 2MB.
- You can use an HTTP proxy tool to “throttle” your connectivity speed to 3G when testing and MoPub’s end-to-end testing through our sample app.



Test different video lengths.

- Videos in the **20-25sec range convert well for performance advertisers** while over 30sec ads perform better for brand exposure campaigns.
- However, **there is no “one size fits all” for ideal video ad placements.**
- Experiment with different placements, frequencies and caching logic.
- Test different video lengths to tap into a wider set of supply. For example: 30sec non-skip could reach incremental uniques while 15sec and 6sec could have action-oriented content to reach users more likely to “Install Now.”



Maintain recommended aspect ratio.

	Size	Aspect ratio
Landscape	480 x 320 (smartphone)	3:2
	1024 x 768 (tablet)	4:3
Portrait	320 x 480 (smartphone)	2:3
	768 x 1024 (tablet)	3:4



Include an end card or companion banner for your video ads.

- **MoPub has seen 20% better CVR delivered on ads where end cards/companion banners are provided to reinforce the message.**
- The end card should feel like the logical next step in the user journey (view > click > purchase).
- Specs:
 - For static end cards, minimum size is 300×250.
 - Images larger than the device screen will be scaled down proportionately to fit the screen, and centered.
 - HTML and iFrame companion banners should not exceed the screen size.



Abstain from compressing TV ads for in-app video ads.

- **TV commercials, no matter how successful, do NOT make good mobile ads.** The personal nature of mobile usage requires customized actionable content.



Avoid using desktop VPAID tags for in-app video reporting.

- Provide re-scaled phone image sizes that fit the screen instead of providing desktop image sizes.
- As per IAB VPAID is expected to be replaced with VPAID-i or VAST 4.0 (interactive) for mobile video.



Keep clear of Flash for media file delivery.

- MoPub supports progressive delivery, not streaming or video files such as Flash (flv, swf).
- **When using a VAST Wrapper**, use maximum 3 wrappers for optimal performance. The more wrappers you have, the longer it can take to download the appropriate assets and show the video. Verify that your wrapper links appropriately to your XML source to ensure the video can load.



Make sure the ads are in high resolution.

- **It's important for the video resolution to be of good quality, but it's equally important for the video to load properly.** If the quality is good, but it is not viewable due to the size of the file, then performance will be negatively impacted.
- Avoid loading large large critical resources after the webview is visible.
- Alternatively, load large resources as part of the initial DOM load instead of later, to avoid blurriness and latency in rendering the video ad.



Better performance through better clear rate.

- Work with your supplier to test and optimize the creative weights (loading process) through your tags, to ensure it responds well to regional latency issues.
- MoPub offers end-to-end testing through our sample app, which mimics the real-time app environment.
- We also recommend using an HTTP proxy tool to “throttle” your connectivity speed to 3G when testing.