



# Why is video advertising important to us?

Brands have found video to be an excellent revenue generator, particularly on social media platforms. In fact, digital video ad expenditure in the United States is risen 50.8 percent year over year, totaling \$39.5 billion. Every day, Twitter receives over 2 billion video views, and 91 percent of active Instagram users watch videos at least once a week. Having a video ad approach is clearly advantageous.

Customers respond better to video content than written material, regardless of the channel. This is due to the fact that video material creates an immersive experience by combining pictures, sound, and text. However, this presents a new content generation issue for marketers, necessitating the [development](#) of new methods and tools focused on the design and execution of video ad campaigns.

Comparing and measuring video ad performance across platforms, though, isn't as simple as it may appear. Because of the growing popularity of video ads, numerous social media platforms have modified and expanded their video ad options and metrics, thus bidding, view counting, and reporting might differ dramatically between platforms.

On Facebook and Instagram, for example, a view is defined as watching a video for 3 seconds or more. On YouTube Trueview advertising, however, a view is defined as 11-30 seconds of watching a video ad. Many platforms adhere to the Media Rating Council (MRC) standard or variants thereof.

Because each platform counts and costs for video ad views differently, advertisers must understand how each platform counts and charges for video ad views in order to effectively analyze and exploit video ad outcomes. That's why we've put together this guide to show you how video advertising operate on different platforms and how marketers can take advantage of them

## What exactly are video advertisements?

A video ad is a brief, educational video that is used to sell a product or service. These advertisements might last anything from a few seconds to several minutes. They should be a

succinct depiction of what the product and brand stand for, as well as what they give to buyers.

On video-sharing sites like YouTube, Instagram, and Facebook, video adverts typically show before, during, or after non-commercial video material is broadcast. They can, however, be a brief standalone video that tries to promote a product or service in a unique way.

## **How do views on video ads work?**

Platforms have varying regulations regarding how video advertising are shown and treated. While some advertisers consider a few seconds of watching time to be a view, others need visitors to watch the ad for longer periods of time. The type of ad that is shown to the user also influences engagement numbers. Commercials that play before a video are usually treated differently than ads that are generated and distributed separately. This has an impact on the engagement numbers of the films as well as how they are promoted on the site.

## **How video ad measurement aids marketers in their efforts**

Video advertisements are a great method to develop more immersive ad campaigns that appeal to today's viewers. These commercials assist your organization in conveying its message clearly while also developing a familiar brand image that users recognize. Marketers can use video sharing platform stats to produce content that will reach a high number of people quickly after its original release. This enables them to leverage social media algorithms to increase income and generate quality leads for their business.

Furthermore, studies have shown that video communications make individuals happier than text messages, which can help break the bad tone of company inboxes. Marketers may utilize video advertisements to help their campaigns reach a more diverse, organic audience who are more likely to engage with the ad and become loyal consumers.