

PRE-ROLL VIDEO

Pre-Roll Video plays your 15-second, 30-second or long-form video within other video content online at scale.

Pre-Roll is a robust tool for precise targeting and can increase both brand recall and intent to purchase.



DETAILS

Pre-Roll Video increases brand recall and has a positive impact on all devices.

- Increase favorability
- Boost brand association and engagement
- Drive intent to purchase advertised product

Pre-Roll Video drives click-throughs and shows positive engagement across all devices.

- :30 Pre-Roll Click-Through Rate = **87%** Above Industry Average
- :15 Pre-Roll Click-Through Rate = **371%** Above Industry Average

File types can include MP4, FLV, MOV, MPG and more with a file size of 200MB or lower. We recommend 30 seconds or less. Visit the [Help Center](#) to see full specs.

BENEFITS

Behavioral Targeting

Target consumers based on their behavior and tracked interest online.

Demographic Targeting

Target a specific age, income, and/or gender when trying to reach your consumers.

Frequency Targeting

Control frequency, limiting or increasing the number of times your ad is viewed.

Day Parting

Control when a user is able to see your sale message.

Geographic Targeting

Target a user based on their location, available by zip code, city, state, country, and radius. Custom geo fencing is also available.