Video Ads

Increase your brand's visibility, reconnect with past ad viewers, and engage potential customers as they watch videos or search on eTube.

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Getting Started

eFind Video Ads empower your business to connect with audiences through engaging visual content. By leveraging video advertising, you can effectively showcase your products or services, build brand awareness, and drive customer engagement.

What Are eFind Video Ads?

eFind Video Ads are promotional videos displayed across the eFind network, including partner websites and apps. These ads appear in various formats, such as pre-roll, mid-roll, or post-roll placements, and are designed to capture the viewer's attention and convey your brand message effectively.

Why Choose eFind Video Ads?

- **High Engagement**: Videos are more likely to capture and retain audience attention compared to static ads.
- **Versatile Storytelling**: Convey complex messages and emotions through visuals and sound.
- **Broad Reach**: Access a wide audience across multiple platforms within the eFind network.
- **Measurable Impact**: Track performance metrics to assess engagement and return on investment.

How to Create a Video Campaign on eFind Ads

1. **Sign In to eFind Ads**: Log into your eFind Ads account and navigate to the 'Campaigns' section.

2. **Choose Your Campaign Goal**: Select objectives such as brand awareness, lead generation, or sales.
3. **Select 'Video Network'**: Opt for the Video Network to display ads across eFind's video platforms.
4. **Define Your Target Audience**: Utilize eFind’s targeting options to specify demographics, interests, and behaviors.
5. **Create Your Video Ad**: Upload your video content, ensuring it meets eFind's ad specifications.
6. **Set Your Budget and Bidding Strategy**: Determine your daily budget and choose a bidding approach that aligns with your goals.
7. **Review and Launch**: Preview your campaign, make necessary adjustments, and launch it to start reaching your audience.

Tips for Effective Video Ads

- **Capture Attention Early**: Hook viewers within the first few seconds to maintain engagement.
- **Keep It Concise**: Deliver your message clearly and succinctly to respect viewers' time.
- **Include a Strong Call-to-Action (CTA)**: Guide viewers on the next steps, whether it's visiting your website or making a purchase.

- **Optimize for Mobile**: Ensure your videos are responsive and perform well on all devices.

Track and Optimize Your Campaign

Once your campaign is live, monitor its performance through the eFind Ads dashboard. Key metrics to watch include views, click-through rates, and conversions. Use these insights to adjust your targeting, bidding, or creative assets for better results.

Need Assistance?

For further guidance, visit the eFind Ads Support Center or contact our support team. We're here to help you succeed!

FAQs for eFind Video Ads

What is eFind Video Ads?
eFind Video Ads is a specialized advertising platform within the eFind ecosystem, designed to help businesses and creators connect with audiences through engaging video content. These ads can appear across eTube, eFind Search, eFind News, eFind Weather, and partner sites, offering broad exposure and impactful storytelling.

How does eFind Video Ads work?
eFind Video Ads allows businesses to upload or create video advertisements, target specific audiences, and optimize their campaigns using advanced AI tools. Ads are placed in strategic locations, including pre-roll, mid-roll, or post-roll on eTube videos, as well as embedded video placements across the eFind network.

What types of video ads can I create?
You can create several types of video ads, including in-stream ads, out-stream ads, bumper ads, skippable ads, and interactive video ads.

What is the recommended video format for eFind Video Ads?
eFind Video Ads supports MP4 and MOV file types, with aspect ratios of 16:9 (landscape), 1:1 (square), and 9:16 (vertical). Resolutions should be at least 720p (1280x720), with 1080p (1920x1080) or higher recommended. Ad durations can vary, but shorter ads (15-30 seconds) typically perform best.

Who can use eFind Video Ads?
eFind Video Ads is ideal for businesses of all sizes, content creators, influencers, nonprofits, and agencies managing ad campaigns.

What targeting options are available?
eFind Video Ads offers advanced targeting options, such as demographic targeting, behavioral targeting, contextual targeting, device targeting, and custom audience retargeting.

How does eFind prioritize user privacy?
eFind Video Ads is built with a privacy-first approach. It avoids intrusive tracking and uses anonymized data for targeting. Users have full control over their data and can opt out of personalized ads at any time.

What are the benefits of using eFind Video Ads?
The benefits include wide reach across eFind's ecosystem and partner sites, high audience engagement, AI-driven optimization for better campaign performance, flexible budget controls, detailed real-time analytics, and strict adherence to global privacy standards.

How much does it cost to run eFind Video Ads?
Costs are based on a cost-per-view (CPV) or cost-per-thousand-impressions (CPM) model. The actual cost depends on factors like audience size, ad placements, and competition. eFind Video Ads accommodates various budget levels, from small businesses to large enterprises.

Can I track the performance of my video ads?
Yes, eFind Video Ads provides detailed performance metrics, including views, impressions, click-through rate (CTR), audience engagement (e.g., watch time, drop-off points, and interactions), conversion metrics, and ROI calculations.

Does eFind Video Ads support interactive features?
Yes, interactive video ads with elements like clickable overlays, call-to-action buttons, and shoppable links are fully supported. These features enhance engagement and drive conversions.

How does eFind Video Ads differ from other platforms?
eFind prioritizes user privacy and avoids intrusive tracking,

integrates seamlessly with the eFind ecosystem, leverages AI-driven insights for smarter ad optimization, and offers flexible, customizable solutions for businesses of all sizes.

How do I get started with eFind Video Ads?

Sign in or create an account at ads.eFind.com. Click "Create Campaign" and choose the "Video Ads" format. Upload your video file or use the ad builder tool. Select targeting options and set your budget. Launch your campaign and monitor its performance in real time.

Are there restrictions on the content of my video ads?

Yes, eFind Video Ads adheres to strict content guidelines. Prohibited content includes misleading or false advertising, hate speech or offensive material, and restricted products such as alcohol, tobacco, or firearms (based on local laws). Visit our Advertising Policies page for full details.

How can I contact support for eFind Video Ads?

Our support team is here to help through live chat available 24/7 on the eFind Ads platform, email at support@efind.com, or the Help Center at help.ads.eFind.com.