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!

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