Embedded Video

Embedded video alongside branded content. Users can tap to watch video, or tap to take action.

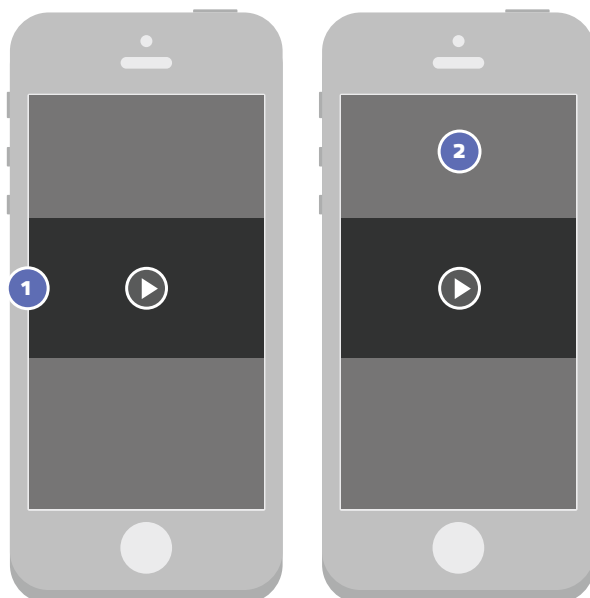| ✓ RICH MEDIA	✓ NON-RICH MEDIA	TURNAROUND TIME: 4 Business Days

1 VIDEO FILE

The main video file centered on the page. Initiated via tap action.

2 BACKGROUND

The main area for branding. It often will include the logo, any hero image, and the navigation, or back button. Hotspots with exit URLs can exist on top allowing users to take action.

Deliverables

VIDEO FILE
Up to 50mb, supported formats: .mov, .mp4 or .api.
Max length: 30 sec.

BACKGROUND FILE: JPG/PNG/GIF
MAX DIMENSIONS: 640x960 px
WEIGHT: ≤ 200 kb

HOTSPOTS & EXIT LINKS
Coordinates where up to 5 hotspots should exist and list of URLs to accompany the hotspots.

Trackable Events

PAGE EVENTS
• Page Visits

INTERACTION EVENTS
• Exit Links

VIDEO EVENTS
• Video Plays
• Play Time
• Completion Rate
• Quartiles