Unity Documentation

Creative packs setup ▌ Making creative packs ▌ Add a video with a playable end card

English

Add a video with a playable end card

Before you begin, review video and playable end card specifications, along with the additional playable requirements under MRAID.

To add a new video ad and playable end card from the Creative packs page:

1. Select **Create**.
2. Choose **Video & Playable end card**. A pop-up window appears for configuring a video and playable end card creative pack.
3. Add a name for the creative pack at the top of the pop-up window.
4. For your video ads, select **Choose existing** or **Upload new creatives**. You should upload video ads in both portrait and landscape mode.
5. For playable end cards, select **Choose existing** or **Upload new creatives**. You can also add by URL. You will need to upload a responsive playable ad in line with our playable asset specifications.
6. Assign a language for the new video and playable creatives.
7. Confirm your changes and select Create.
8. A message appears reminding you to test your playable. Follow the onscreen links to the testing app to preview the playable.

Create new creative pack - Video & Playable end card **New!**

Creative pack name

Select creatives and assign language for moderation

ⓘ We recommend testing playables before uploading with our **Ad Testing** app, for iOS and Android.
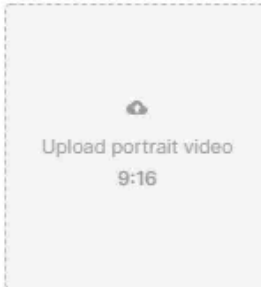
▶ Videos

Your video ad asset should be 30 seconds or less and in H.264-encoded MP4 format.

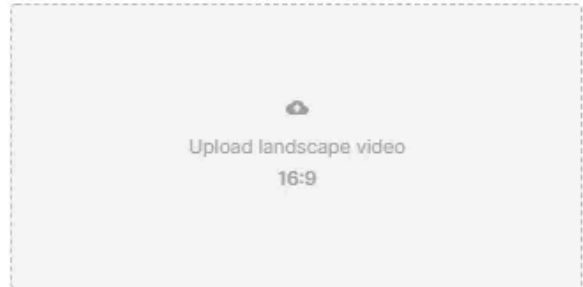The recommended file size is 10MB, and the maximum file size is 100MB.

Portrait & Landscape type requires at least one video in a particular orientation.

Select language ▾

Select language ▾

☁
Upload portrait video
9:16

☁
Upload landscape video
16:9

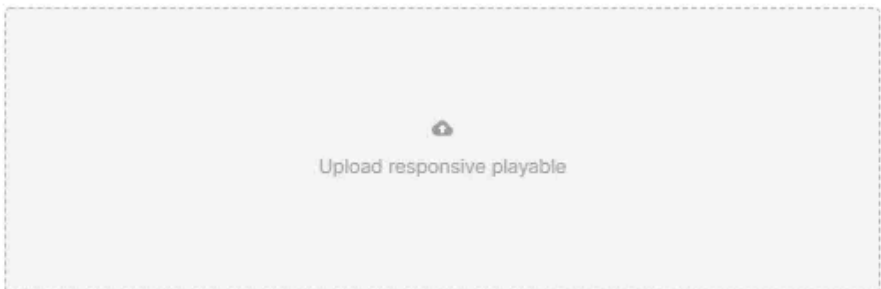Choose existing ▾

Choose existing ▾

🎮 Playable end card

The playable asset has to be a single, inlined, responsive HTML file that adheres to the MRAID 2.0 specification. It should also be minified. The maximum file size is 5MB. **More guidelines** ↗

Note: We recommend using playable assets that have a clear call to action button. On iOS, unintentional clicks taking the user to the app store may lead to poor campaign optimization and higher effective cost per installs.

Responsive ⓘ

Select language ▾   **Add by URL**

☁
Upload responsive playable

Choose existing ▾

When uploading creative assets, please observe Unity's advertising content policy ↗ and checks during the moderation process ↗

Cancel   **Create**

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Yes   No

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Documentation