



**Using Video Ads to Drive
Sales for Your Online Store**



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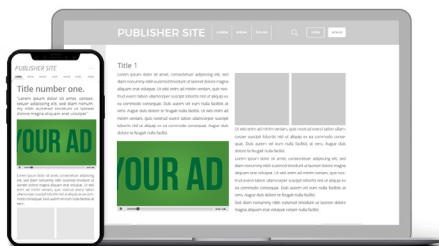
The pandemic changed people's shopping habits and online shopping became the norm. At the same time the trend for watching short form video has also exploded as apps like TikTok, Instagram Reels, etc grew in popularity. Infact Influencer Shopping featuring short videos promoting products and brands are a big part of today's marketing budgets.

One of the best ways to get clicks to your eCommerce website is to use Video advertising on ExoClick's network. ExoClick offers 3 different video ad formats:



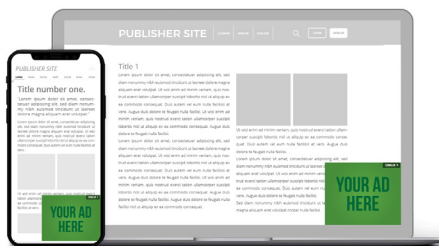
Outstream video

The video ad is displayed to an end user as they browse a website, suddenly appearing as the user scrolls towards it.



In-Stream video

The ad is shown as a pre-roll video that plays before an end user views a video on a website, just like YouTube



Video Slider

The video ad slides in from the bottom right of the website's page, making it very eye catching to the end user.

Bidding for all video formats is:

CPM: You pay for 1,000 video ad impressions

CPC: You pay the price of a click only if an end user clicks on your video ad

CPV: Cost per view, you pay only if the video is watched by an end user for a certain amount of seconds.

CTRS for eCommerce

If we compare standard Banner ad CTRs against our 3 video ad formats you can see that for the eCommerce vertical are a lot higher, giving you a greater chance to get leads for your shop's website.

Ad Format	Average Mobile CTR	Average Mobile CTR
Banners	0.11%	0.09%
Oustream video	1.3%	0.64%
In-Stream video	4.1%	2.7%
Video Slider	1.3%	0.4%

Advantages of using video advertising



With the growth in video short content due to apps like Instagram, TikTok and sites like Youtube, consumers prefer to see a video ad.



Video ads are great for brand awareness.



Higher cost to bid for compared to banners but has a much higher CTR.



Video ads can be from 15 to 30 seconds in length, giving you much more exposure to sell in your brand and products to a consumer, compared to a single image in a banner.



Video ads allow you to get really creative and tell a compelling story about your offer.

Creative concept

To create a video we recommend the following script, we sent you a video example in the email:

Content	Example
Brand logo and messaging about your online store	Lovematic.ie The best sex shop in Ireland
Showcase a product 1	From Vibrators to Dildos
Showcase a product 2	Couples toys to bondage
Delivery	High quality, fast & discreet delivery
Promo Offer	Couples toys to bondage
CTA Button	Shop now for pleasure!

Video Creative options

There are many easy to edit video templates to create your own ads:



[Clipchamp](#) is a professional video editor that works in Google Chrome and Microsoft Edge based on Chromium, it gives you unlimited 1080p exports (Full HD), unlimited cloud storage and unlimited audio stock. The [Business account](#) starts from \$13 per month.



[Shotshack](#) allows you to create 100 videos for \$5 with access to free stock photos, videos, graphics and templates.



[Creatopy](#) costs \$17 a month and also gives you access to free stock photos, videos, graphics and templates.



[invideo](#) which costs \$360 per year and features quick video templates and a free to use massive video library and easy to use effects.

Don't have video creatives? No problem

ExoClick offers a free Video Making Service and we can create them for you!



In order to qualify for the free video ads, you will need to commit to set up a test campaign spending \$50/50€ a day for 7 days.

This is very important because you need 7 days worth of test data in order to have enough information to then launch your full video ad campaign. You may not get any conversions during your test period, but this is not the goal with a test campaign, the goal is to find out which ad zones work the best for your offer, so you can concentrate all your efforts by targeting those ad zones in your white list after the test period is over.



Here is a [video tutorial](#) explaining how to set up a test Video Campaign with ExoClick.

Please contact your ExoClick account manager or a Client Care specialist for more information about our free Video Making Service.

For a deeper understanding of how video advertising works check out our [Ultimate Guide to Video Advertising](#).



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