

# Fyber Mobile Video

Mobile Video campaigns feature a rewarded app trailer video, followed by an optional, non-incentivized download. A trailer is shown to a highly engaged mobile audience who has opted to view the ad. After watching the trailer, users are just one click away from downloading your mobile app.

## Video assets for a Mobile Video campaign



- A 15-30 second video of any file format (e.g: .avi, .mov .mp4 etc)
- Video file size: Maximum 300 MB

The video should contain the app store logo only for the platform it is being advertised in. To prevent confusion for users and publishers, the video should not contain other app store logos.

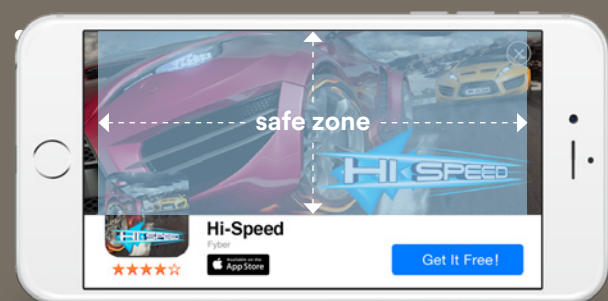
## End card assets for Mobile Video campaign

- One 1280x800px background image (PNG/ JPG) in landscape orientation (no portrait background).
- **Background file size:** With limited bandwidth on mobile, providing files of 250-300 KB are a good compromise between quality and size.

## Best practices for background creative

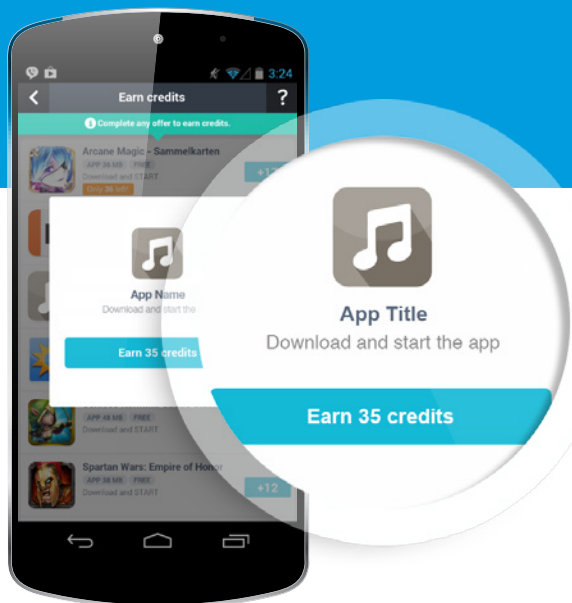
- **Call to action:** Exclude call to actions on the background creative itself; the post-video screen has a conversion-optimized call to action.
- **App store badge:** Exclude any app store badges because the end-card already includes the respective store logo and the ratings from the store.

- **Background image content:** Due to screen ratios and resolutions of supported devices, the visible area of the image is smaller than the total image area. Do not use background borders or text, as this can be cropped.
- **Safety margin:** Because of varying device screens, there is no fixed resolution in the safe zone. Keep important graphics in the top two-thirds of the image, the safe zone across most devices.



## Install and Engagement Campaigns

Creatives are not required for Install and Engagement campaigns. Fyber will automatically fetch your app icon using your provided deep link. Alternatively, our ad unit also supports images in .gif format, if you want to display a short animation instead of the app logo.



Install campaigns use a default copy (“Download and start the app”), which is automatically localized to the languages of the markets where your campaign is running.



Engagement campaigns require a short call-to-action that clearly explains the activity required from the user to receive the reward (75 characters max). The engagement action must not take longer than 5 minutes to complete and not require payment.