

# Make your videos work harder with the Video Website Card

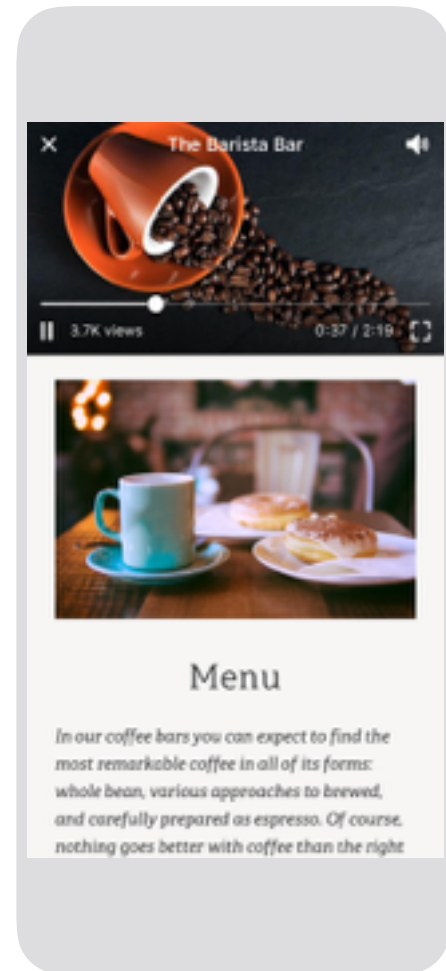
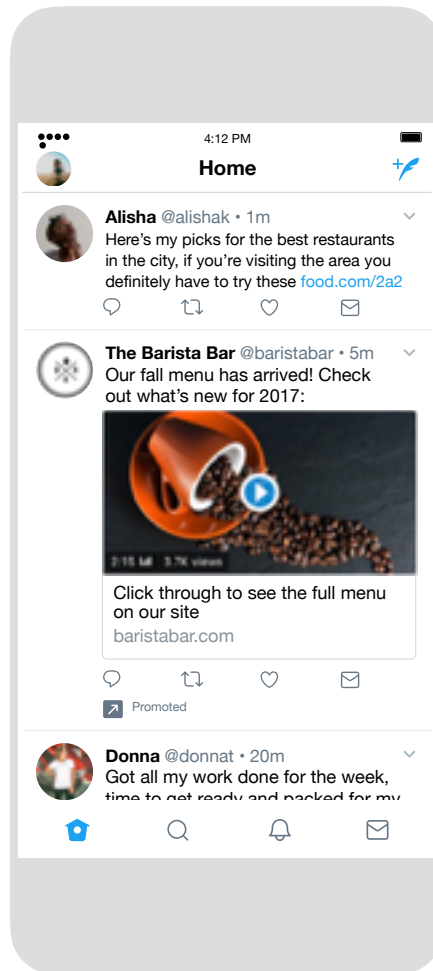
## Overview

The Video Website Card enables brands to leverage the undeniable stopping power of video paired with the business impact of driving users to a landing page to learn more or take action.

**Continue the conversation** beyond the end of the video with creative designed to drive users to your site to learn more or take action

**Keep consumers' attention** as they move down the funnel with video that continues to play while the website loads—driving longer video views and lower bounce rates.

**Optimize and pay for your primary goal** whether that's video views, link clicks, engagements or impressions.



## Setting up a Video Website Card

- 1 From the Ads menu, select 'Creatives', then 'Media' and 'Upload media' to add a new video
- 2 From the 'Creatives' menu select 'Cards'
- 3 Select 'Create card' and 'Video website card'

## Creative specs

**Tweet copy:** 140 characters  
**Headline (under video):** 70 characters (< 50 recommended)  
**File type:** MP4 or MOV  
**Aspect Ratio:** 16x9 or 1x1  
**URL:** must begin with http:// or https://

**File size:** no limit, but under 1GB recommended  
**Video Codec:** H264, baseline, 4:2:0 color space  
**Frame rate:** 29.97FPS or 30FPS  
**Video bitrate recommendation:** 6,000K - 10,000K for 1080P  
5,000K - 8,000K for 720P

**2x** higher CTR  
than mobile video ad benchmark

**60%** higher user retention  
while mobile site loads



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