

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



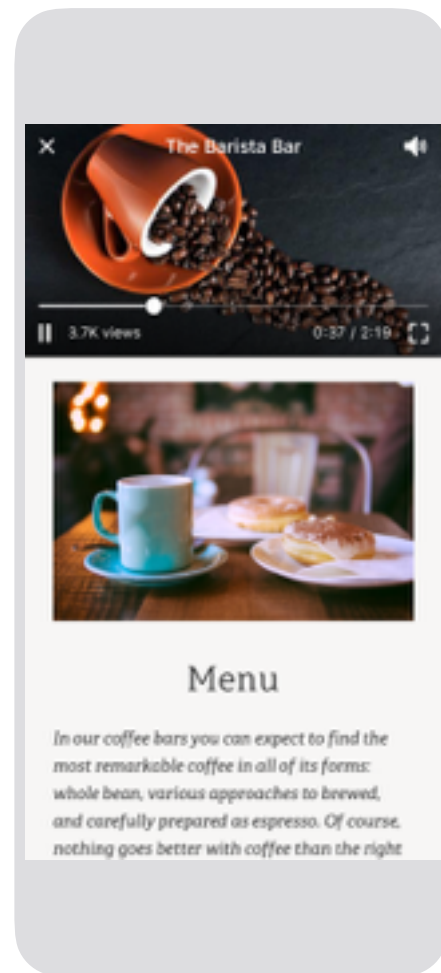
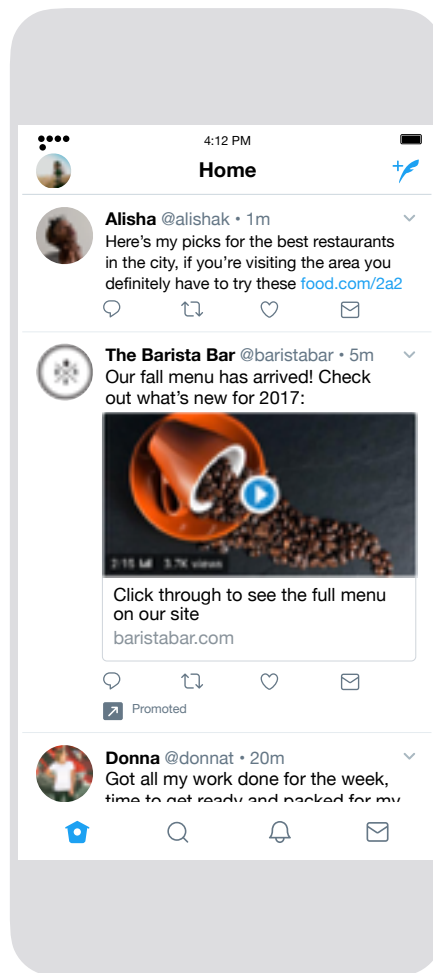
Keep consumers' attention

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



Confidential | Twitter, Inc. 11 Oct 2017

2x higher CTR
than mobile video ad benchmark

60% higher user retention
while mobile site loads