

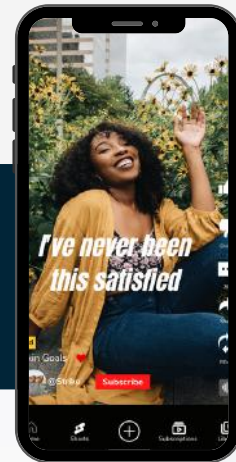
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# THE IDEAL VIDEO LENGTH FOR YOUR **YOUTUBE** VIDEO REACH CAMPAIGN:

## Balancing Reach, Engagement, and Conversions

When crafting a YouTube Video Reach Campaign (VRC), advertisers grapple with a crucial question: how long should my video ad be?



## ■ ■ COMPARISON CHART: VIDEO LENGTH

Video Length	Strengths	Weaknesses	Best Suited For
<b>6 Seconds</b>	<ul style="list-style-type: none"> <li>Highly efficient</li> <li>High reach</li> </ul>	<ul style="list-style-type: none"> <li>Limited for complex messages</li> <li>Lower engagement</li> </ul>	<ul style="list-style-type: none"> <li>Brand awareness</li> <li>Events/Launches</li> <li>Short, catchy messages</li> </ul>
<b>15 Seconds</b>	<ul style="list-style-type: none"> <li>Balance of reach &amp; engagement</li> <li>More space for storytelling</li> </ul>	<ul style="list-style-type: none"> <li>Can feel restrictive</li> <li>Higher view drop-off</li> </ul>	<ul style="list-style-type: none"> <li>New products/services</li> <li>Highlight features/benefits</li> <li>Compelling brand story</li> <li>Drive conversions (CTA)</li> </ul>
<b>30 Seconds</b>	<ul style="list-style-type: none"> <li>Deeper engagement</li> <li>Captivating narratives</li> <li>Effective communication</li> </ul>	<ul style="list-style-type: none"> <li>Requires strong attention grabbing</li> <li>Higher CPM</li> </ul>	<ul style="list-style-type: none"> <li>In-depth demos/tutorials</li> <li>Compelling brand storytelling</li> <li>High engagement/connection</li> <li>Complex messages/features</li> </ul>

# FAQ: HOW LONG SHOULD MY VIDEO AD BE?

## Q: What is the most popular video duration for Video Reach Campaigns?

Strike Social data shows that advertisers primarily use 30-second video ads (43%), followed by 15-second (31%) and 6-second ads (19%) for VRCs.

## Q: How does view drop-off rate differ by video duration?

6-second videos have the lowest drop-off rate (-1.11%), indicating viewers are more likely to watch them entirely.

## Q: What is the VTR for different video durations in VRCs?

VTR is higher for longer videos, with 30-second ads at 25.27% and 15-second ads at 24.23%.

## Q: What does a higher VTR for longer videos suggest about viewer engagement?

It suggests that TrueView In-Stream Skippable Ads can effectively maintain viewer engagement with comprehensive content and storytelling.

## Q: How do impressions per dollar differ by video duration?

6-second video ads deliver the highest impressions per dollar, generating 29% more impressions than 15-second ads and 76% more than 30-second ads.

## Q: Are short video ads more cost-effective for brand awareness campaigns?

Yes, the findings support the use of short video ads (bumper ads) for broad awareness campaigns due to their lower cost.

## Q: How can advertisers improve viewer attention in longer VRC videos?

Strategies include incorporating educational aspects and "sticky points" within the content to capture attention.

## Interested to know more about YouTube Ads?

StrikeSocial's team of experts will make sure your YouTube campaign is being seen 24/7. Our team will optimize your campaign, help you meet your advertising goals at the lowest cost possible, and make sure you get the most out of your advertising dollar.

