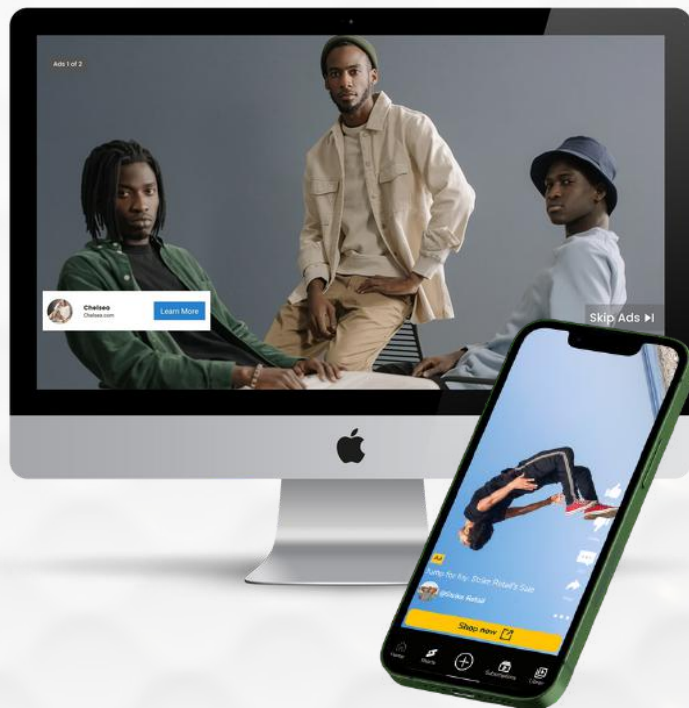


Optimizing Video Length for YouTube Ads

Can your brand make its mark, showcase captivating visuals, and keep viewers from hitting the dreaded skip button?



The Ideal Duration: Decoding YouTube Ad Length

Skippable ads:

No strict limit, but around 6 minutes (with the option to skip after 5 secs)

Bumper ads:

Capped at a concise 6 seconds

Non-skippable ads:

Ideally, within 15-20 seconds

What is Efficiency Index?

Efficiency Index sheds light on YouTube ad length, merging CPV and View Rate for a balanced view metric.

The True Secret to Effective Video Ad Length

In the YouTube ad length debate, quality prevails. From 15-second gems to immersive narratives, content relevance captivates viewers.

