



Streaming advertising creative playbook for dealerships.

Your trusted resource for building and optimizing Connected TV, Digital Audio, and display ads that deliver better results for your dealership.



Table of contents

Tech specs.....	3
Streaming ads.....	3
Display ads.....	5
DOOH.....	6
Best practices.....	7
Pre-Market.....	7
In-Market.....	8
Economy Vehicle Campaigns.....	8
Luxury Vehicle Campaigns.....	8
Used.....	9
Pre-launch checklist.....	10
Connected TV.....	10
Digital Audio.....	11
Display.....	12
Rejection support.....	13
Connected TV.....	13
Digital Audio.....	15

Tech specs

Follow these creative requirements to maximize the distribution of your Connected TV, Digital Audio, and display ads.

Streaming ads / Display ads / DOOH

Streaming ads

Attribute	Connected TV	Digital Audio
File Extensions	.mp4 or VAST tag*	.mp3, .ogg, or .wav
Duration	Exactly 00:30:000	Exactly 00:30:000
Video Bitrate	At least 19,000 Kbps	N/A
Dimensions	1920x1080	N/A
File Size	500 MB to 10 GB	2.2 MB
Frame Rate	23.98 or 23.97	N/A
Audio Sample Rate	48 rHz	N/A
Audio Bitrate	192 Kbps	192 - 320 Kbps
Audio Bitrate Type	N/A	Constant

Continued ↓



ProRes Codec Type	ProRes 422 HQ ProRes 422 Standard	N/A
Audio Channels	2 Channels (Stereo)	N/A

CTV file type recommendation: ***VAST tag**

VAST tags are the most efficient CTV format, enabling one-way communication to reduce technical errors and supporting robust tracking for full performance visibility.

Supported third-party ad servers for VAST tag delivery.

The following ad servers are publisher-approved for VAST tag delivery:

- Campaign Manager 360 (CM360)
- Flashtalking
- Innovid
- Sizmek
- XR Extreme Reach



Display ads

Attribute	Display	*HTML5
File Extensions	.gif, .jpg or .png	.html, .js, or .css
Images	N/A	.jpg, .jpeg, .gif, .png, and .svg
Bit Rate	At Least 150 Kbps	5 MB
Recommended Ad Formats	300x250 and 320x50	300x250 and 320x50
Accepted Ad Formats	300x250, 320x50, 300x600, 728x90	300x250, 320x50, 300x600, 728x90
Initial Load	N/A	300 KB
Subload	N/A	600 KB
Initial File Load Count	N/A	10 Files
Subload File Count	N/A	100 Files
User Initial Load	N/A	2.2 MB

Display file type recommendation: *HTML5

HTML5 banner ads use motion and sound to create a dynamic experience that captures attention and makes your message harder to miss.



Digital out-of-home ads

Attribute	Video	Display
File Extensions	VAST or .mp4	-
Duration	00:08:000	-
Dimensions (Outdoor)	-	1920x1080
Dimensions (Indoor)	-	1080x1920
Aspect Ratio (Outdoor)	16:9	16:9
Aspect Ratio (Indoor)	9:16	9:16



Best practices

Maximize impact across the automotive sales funnel with streaming creative tailored to the intent and behaviors of every stage of the car buyer journey.

Create high-performing ads for every stage of the car buyer journey.

Analysis of thousands of campaigns and millions of dealer conversions revealed the creative strategies that drive results at every stage of the car buyer journey.

Pre-Market / In-Market / Used

Pre-Market Audiences

Early-stage shoppers engage most with general brand messaging that builds awareness and brand affinity—not hard offers.

Tactic	Optimal creative type	Performance gain
New car creative to Pre-Market	Brand creative	+46%

 Use soft-sell, brand building creative



In-Market Audiences

Economy Vehicle Campaigns

Economy vehicle shoppers respond best to affordability-focused messaging.

Tactic	Optimal creative type	Performance gain
New car creative to In-Market economy	Lease & APR offers	+52%

i Emphasize price, financing, and savings

Luxury Vehicle Campaigns

Luxury buyers respond best to brand-focused creative, emphasizing vehicle innovation and brand prestige.

Tactic	Optimal creative type	Performance gain
New car creative to In-Market luxury	Brand creative	+27%


i Lean into design, technology, and brand legacy



Used Car Audiences

Used car shoppers are driven by financial offers. Dynamic creative with continually updated financial incentives will resonate most.

Tactic	Optimal creative type	Performance gain
Used car creative to used audience	Dynamic creative	+52%

 Keep pricing fresh and timely



Pre-launch checklist

Tick every box before launch to maximize approval and amplify the impact your ad has on car buyers.

CTV / Digital Audio / Display

Connected TV checklist

Everything your CTV ad needs to be approved and drive results.

- ✓ **Duration is exactly 00:30:000**
Creative that deviates from 00:30:000, even by a fraction of a second, risks rejection by publishers.
- ✓ **Emphasizes your dealership's name**
Since TVs are unclickable, focus on reinforcing your dealership's name throughout the ad to improve recall and searchability.
- ✓ **File type is VAST tag or .mp4**
Connected TV creative must be a VAST tag or an .mp4 file.
- ✓ **Is made for TV**
Design professional-quality TV ads that stand out on screen, capturing attention with polished visuals and engaging content.
- ✓ **Includes a title card**
End your video with a title card displayed for at least 00:03 to provide essential information and leave a lasting impression.
- ✓ **Uses a voiceover**
Incorporate a voiceover to ensure the message is clearly communicated, engaging the viewer both visually and audibly.
- ✓ **Has a watermark**
Use a watermark to maintain consistent branding and enhance brand recognition throughout the video.



- ✓ **Avoids vanity URLs or phone numbers**
Since most consumers will search for key messages, avoid vanity URLs or phone numbers unless they provide clear value or incentive.
- ✓ **Is tailored to your target audience**
Design your creative with your automotive audience in mind, customizing it for each stage of the customer journey to maximize relevance and impact.
- ✓ **Follows correct file naming conventions**
Avoid using punctuation (periods, commas, etc.) in file names. Use underscores instead. Example: Abc_EMG_24Mar_CTV

CTV / Digital Audio / Display

Digital Audio checklist

Check these boxes to keep your audio ad impactful and publisher-ready.

- ✓ **Mentions the brand 3-4 times**
Ensure the dealership brand name is mentioned at least 3-4 times throughout the advertisement for better recall.
- ✓ **Duration is exactly 00:30:000**
Audio advertisements that deviate from 00:30:000, even by a fraction of a second, risk being rejected by publishers.
- ✓ **File type is .mp3, .ogg, or .wav**
Audio creative must be an .mp3, .ogg, or .wav file.
- ✓ **Follows correct file naming conventions**
Avoid using punctuation (periods, commas, etc.) in file names. Use underscores instead. Example: Abc_EMG_24Mar_CTV



Display checklist

Check these boxes to keep your audio ad impactful and publisher-ready.



Maintains brand continuity

Ensure display creative design aligns with your streaming ads and dealership website for consistent, recognizable branding.



Includes accepted sizes only

Creative must be one of the following accepted sizes: 300×250, 320×50, 300×600, 728×90.



Follows correct file naming conventions

Avoid using punctuation (periods, commas, etc.) in file names. Use underscores instead. Example: Abc_EMG_24Mar_CTV



Rejection support

Address and prevent streaming creative rejections from publishers to ensure optimal delivery.

CTV / Digital Audio

Connected TV ad rejections

Learn how to fix the most common CTV creative rejections.

Low video bitrate

A video bitrate refers to the amount of data used to encode a video file per second (measured in Kbps), determining the video's quality and file size.

Reason for rejection:

A low bitrate often leads to poor visual quality, such as blurriness or low resolution, which is unappealing to viewers and fails to meet most streaming platform standards.

Solution

Ensure the VAST Tag's XML request includes media files within these bitrate ranges:

- 5,000–10,000 Kbps
- 10,000–20,000 Kbps
- 20,000–30,000 Kbps

Each range must be covered by at least one file to maintain high image quality and meet platform standards. Files outside these ranges risk rejection, affecting campaign delivery.



Duplicate frames

Duplicate frames occur when the same still image is repeated consecutively, resulting in playback stutters within the video.

Reason for rejection:

Duplicate frames harm the visual quality and the viewer experience of the ad, leading to rejection by platforms.

Solution

To resolve this, re-edit the video to remove duplicate frames and replace them with new ones, ensuring the duration remains compliant while preserving high quality.

Incorrect duration

Video duration refers to the total playback time of the video file.

Reason for rejection:

Videos are rejected if they don't meet the exact 00:30:000 duration because they won't fit properly into the ad pod slot, potentially creating technical issues for the publisher.

Solution

Trim the video to exactly 00:30:000 using a tool like [Kapwing](#) to ensure it meets duration requirements and is accepted for delivery.

Low audio bitrate

An audio bitrate refers to the amount of data used to encode an audio file per second (measured in Kbps), determining the audio's quality and file size.

Reason for rejection:

Audio bitrates that fall below 192 Kbps result in a muffled or choppy sound, failing to meet platform standards.

Solution

Upload audio at a bitrate of 192 Kbps or higher with a 48 kHz sample rate to ensure it meets quality standards for streaming platforms.



Digital audio ad rejections

Learn how to fix the most common audio creative rejections.

Incorrect duration

Audio duration refers to the total playback time of the audio file.

Reason for rejection:

Audio files are rejected if they don't meet the exact 00:30:000 duration because they won't fit properly into the ad pod slot, potentially creating technical issues for the publisher.

Solution

Trim the audio file to exactly 00:30:000 using a tool like [Kapwing](#) to ensure it meets duration requirements and is accepted for delivery.

Variable Audio Bitrate

An encoding method where the bitrate adjusts based on the complexity of the audio in real time.

Reason for rejection:

Platforms require a constant bitrate to ensure optimal viewing quality and prevent encoding issues that can disrupt delivery to ad inventory.

Solution

Re-encode the audio with a constant bitrate to meet platform requirements and ensure successful delivery.



The key requirements for streaming ad acceptance.

Connected TV

- ✓ Bitrates within the following ranges:
 - 5,000–10,000 Kbps
 - 10,000–20,000 Kbps
 - 20,000–30,000 Kbps
- ✓ No duplicate frames in the video asset
- ✓ Exact video duration of 00:30:000
- ✓ Audio bitrate of at least 192 Kbps with a sample rate of 48 kHz or higher

Digital Audio

- ✓ Exact audio duration of 00:30:000
- ✓ Constant bitrate rather than variable





We'll take it from here.

We'll deliver your optimized creative to the right car buyers and drive real market share growth.

Get started >