

Bring your businesses to life with video ads optimized for social advertising.



## How It Works

1 

You provide us with photo or video assets.

2 

Our team of video editors transforms your assets into captivating 30-second video ads.

3 

You can run the video ad across ad platforms, including YouTube, Facebook, and Instagram, and Connected TV.

## Our Approach

We make video advertising more accessible to businesses by transforming their existing visual assets into engaging video content. We leverage creative editing techniques to add motion, captions, and music to a slideshow of photo assets, bringing static content to life.

For clients who already have video assets, we masterfully cut their content down to video lengths that are successful across popular social channels and incorporate call to actions and call-outs to communicate critical information throughout the video ad.

The final product is a succinct and powerful video that can be used to build brand awareness or drive lead generation across popular video advertising channels.

## Benefits

- Reach your target audience across today's top video advertising platforms.
- Increase your brand engagement. Nearly 50% of users engage with a business in some capacity after viewing a branded video.
- Generate higher conversion rates. Conversion rates double with video advertising.

## The Conversion Logix Difference

- Video Optimization offers businesses an affordable solution to video creation.
- Our creative team optimizes your video assets for the lengths, formats, and content that performs best across popular advertising platforms.
- We provide quick turnaround times for initial video creation and content updates to ensure your ad content stays relevant to your audience.