Facebook Added a Premium Option for Its In-Stream Video Ads

Facebook unveiled some new options for video ad campaigns on its platform. The social network said in a blog post that over 70 percent of its in-stream ads are viewed to completion, most with audio enabled. Those ads are delivered as mid-roll for News Feed videos and as either pre-roll or mid-roll elsewhere on the… https://www.adweek.com/programmatic/facebook-added-a-premium-option-for-its-in-stream-video-ads/