

## Generating Leads With Autoplay Video Ads

The growth of the internet has brought along a wealth of possibilities for companies that market their products and services online. As a business owner, you have access to a wide variety of advertising options with regard to generating brand awareness, driving leads and converting visitors into buyers.

One of the most popular and effective ways that you can create huge amounts of fanfare around your brand, and its associated products and services, is through the use of autoplay video ads deployed on social media platforms such as Facebook, Instagram, LinkedIn, Twitter, YouTube and TikTok.

### What Are Autoplay Video Ads?

Autoplay video ads are any form of promotional video-based content that automatically plays when a user scrolls through their News Feed on a social media platform.

For example, when you flick through your Facebook News Feed, you might notice a video advertisement immediately start to play when it comes into focus on the screen of your mobile device.

The advertisement could be related to a product or service that you may be interested in, as [Facebook's algorithm targets users with advertisements](#) based on various factors such as their demographics, location, age and gender. But that's a story best suited for another day.

It's important to note that you can disable the autoplay feature on any of your social media accounts via the account settings. This ensures any video ads that appear in your News Feed will not automatically play - instead, the user has to click on the play button to watch the content.

### Why Are Autoplay Video Ads Great for Lead Generation?

If users are free to disable the video autoplay feature on any social media platform they're subscribed to, then what makes video ads useful in a lead generation campaign?

Well, video-based content is the [most engaging social media content type](#), as it facilitates storytelling in ways that text and images can't. In particular, you can utilize this marketing channel as a business owner to deliver authentic content that not only advertises a product or service, but go an extra step further by humanizing the brand and offering added value to your viewership.

According to Insivia, [video content offers better message retention](#), as viewers are able to retain 95% of a message when they watch it in a video, compared to a meagre 10% when the same message is conveyed via text format.

Video is also the [preferred method of content delivery](#) for end users, as statistics published by Wyzowl indicate that 78% of unique survey respondents said they'd like to learn about a product or service by watching a video. This is a significant majority compared to other materials such as text-based articles (9%), infographics (3%) and sales calls (2%).

But most importantly, [video content effectively drives engagement](#) and conversions. Data from Outbrain indicates that native video ads get an average completion rate of 50%, along with 60% average viewability. Additionally, [videos significantly affect consumer purchase decisions](#), as 81% of Wyzowl survey respondents in late 2024 were convinced to buy a product or service after watching a video.

## How You Can Generate More Leads With Autoplay Video Ads

Whether you're on the hunt for followers, comments, leads or social shares, you need interaction from your target audience. Utilizing video ads puts you in a great position to achieve those goals, making it a fine method of content delivery for a lead generation campaign.

Here's a few different ways you can use autoplay video ads to more effectively convert those first-time and repeat viewers into leads for your business:

### 1. Display a Clear Call-to-Action (CTA) on a Lead Generation Form

Capturing sign ups with a lead generation form is the first and most essential step.

A functioning lead generation form allows you to guide potential consumers through the buying journey, transferring them from the awareness stage - where they discover your business - to the point where you can categorize them as having an interest in your product or service.

Someone who watches your autoplay video ad can be converted into a business lead in various ways, which include but aren't limited to:

- Newsletter sign ups;
- File downloads;
- Quotation request forms;
- Appointment scheduling forms; or
- Exclusive product deals (e.g. coupons).

More importantly, a clear and compelling CTA is one of the key conversion drivers for your lead generation strategy. Video viewers should be directed to take action - whether that's registering for a waiting list, signing up to a newsletter, requesting a quotation or booking an appointment.

[Good CTAs have strong action verbiage](#) and are displayed in contrasting color, serving to create a sense of urgency for prospects that compels them to progress to the next step of the buying journey.

### 2. Ensure Seamless Landing Page Integration

In other instances, it can be more effective to direct viewers to a high-converting landing page.

A landing page is a standalone page, distinct from your home page or any other page on your website, that serves a single purpose. [Landing pages provide something of value](#) - be it a piece of information, a special offer or a discount - in exchange for a website visitor's contact details.

With regard to lead generation, a landing page is designed to convert website visitors into warm prospects, and it essentially acts as a follow-up to the content that visitors have already interacted with.

For example, instead of directing viewers straight to fill in their contact information using a lead generation form, businesses can lead users to a conversion-focused landing page that offers a precise benefit analysis of the product or service being offered and addresses any pain points that users have.

Landing pages are a great complement to autoplay video ads as they echo, expand and reinforce the marketing message, effectively compelling visitors to take the next step in the buying journey.

### 3. Use a Variety of Video Formats

Technological advancements in marketing have opened up a plethora of options for businesses and consumers alike.

Companies looking to advertise their products and services using autoplay video ads have an array of video format options to choose from, allowing for creative and unique campaigns to be drawn up and delivered.

Here are a few of those formats:

- Live - a video that serves the purpose of advertising live events
- 360 degree view - an immersive experience using [several cameras or an omnidirectional one](#), that's eerily similar to wearing a virtual reality (VR) headset. Users are given a first-person point of view that showcases various perspectives and angles
- In-stream - a video that appears on a user's screen while they watch other video content
- Canvas - a video that viewers can expand for a more detailed full-screen experience
- Graphic Interchange Format (GIF) - a compressed video [stored in a lossless format](#) that delivers a few seconds of animated movement
- Carousel - an entire collection of related videos that users can scroll through and watch

The variety of autoplay video formats available on social platforms allows business owners to fine-tune their lead generation funnel. [A series of split tests](#) can be done to determine the formats that bring in the highest number of leads when displayed to the target audience.

After that, the winning formats can be run exclusively at scale, with relevant adjustments to advertising spend on each format made accordingly.

### 4. Limit Ad Length to 15 Seconds

The abundance of content in today's world means that businesses have a very short window to capture the attention of prospective customers. As the years go by, this attention window is shrinking further and further.

Gloria Mark, PhD - a chancellor's professor of informatics at the University of California - spoke on a podcast for the American Psychological Association about the impact of the internet and digital devices on people's ability to focus. Here's [an excerpt from the podcast transcript](#) that explains her findings:

*"So back in 2004, we found the average attention span on any screen to be two and a half minutes on average. Throughout the years it became shorter. So around 2012 we found it to be 75 seconds."*

With the average attention span slowly decreasing year-on-year, your autoplay video ads in 2025 shouldn't be any longer than 15 seconds, as viewers are less likely to engage with content that's overly complex and detailed.

The key is to keep your video ad short and sweet, because the average adult internet user's [attention span is 8.25 seconds](#), according to research conducted by The Treetop Therapy.

Your objective with video ads should be making them just long enough to grab a social media user's attention, convey the product or service message and end on a high, leaving viewers wanting more information.

## 5. Incorporate Subtitles and Text

Adding subtitles to your autoplay video ads is imperative, as you don't want to lose out on the segment of your target audience who have videos and system sounds muted on their devices.

This is something that advertisers should pay considerable attention to, as [research into mobile video consumption behavior](#) suggests that 63% of people prefer to keep their mobile device muted. Furthermore, a staggering 75% of people who took part in the study said that they often keep their phone on mute when watching videos.

Captioning your videos provides an alternative for users who wish to follow-along with the messaging in your ad, ultimately enabling them to engage with your ad and hopefully convert into a lead and future buyer.

Now, picture this scenario.

You're attending a business conference in Los Angeles and the auditorium where the conference is taking place prohibits noise of any kind as the keynote speakers deliver their presentations. So, before you enter the auditorium, you set your iPhone to Do Not Disturb mode and mute all system sounds.

As the event unfolds, you take a moment to scroll through your Instagram Feed - because you've been on the lookout for a new pair of glasses - and come across an autoplay video ad on Instagram that showcases the product in all its glory, along with textual commentary available in the form of captions.

Wouldn't that video ad capture your attention and provide you with all the necessary information needed to make a purchase? It sure would!

That example aptly illustrates the power of subtitles and their impact on lead generation.

## 6. Utilize Automatic Bidding

Social media platforms like Facebook give businesses another option to refine their autoplay video ad strategy with automatic bidding technology.

Automatic bidding is a strategy that automatically sets your bids to get you [as many conversions as possible](#), spreading all of the available ad budget evenly throughout the duration of time that you have your autoplay video ad running.

With regard to lead generation, automated bidding can generate a substantial amount of leads in a short time-frame.

However, it's worth noting that highest volume bidding doesn't always get you the most conversions and, in some instances, it can even lower your conversion rate because of how Facebook calculates its bids.

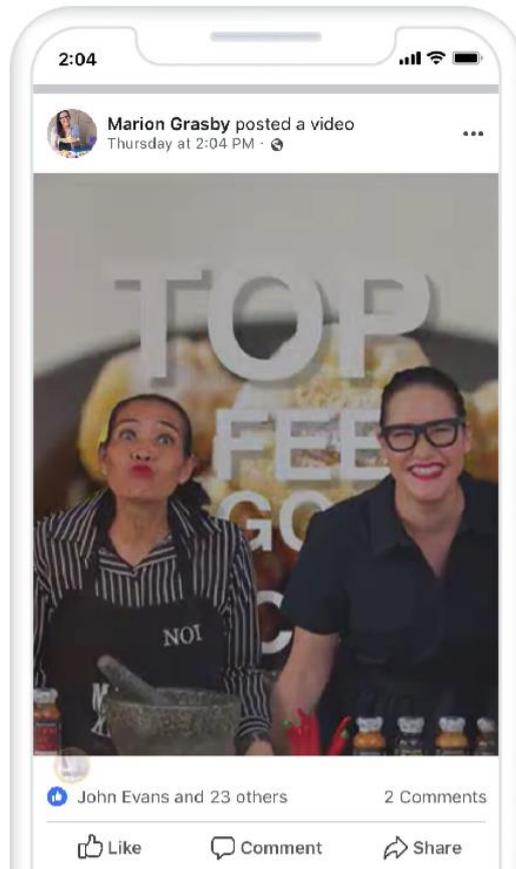
## 7. Use Mobile-Friendly Vertical Videos

The vast majority of people likely to watch your autoplay video ad will do so from a smartphone - whether that's the latest Apple iPhone or Samsung Galaxy device.

According to research published by Statista, [approximately 6.3 billion people](#) around the world own a smartphone, accounting for roughly 76% of the global population.

What this means is you have a huge audience, as well as the opportunity to capture their attention in a unique way by using mobile-friendly vertical videos that capture even more screen real-estate.

By taking up a larger portion of the screen with your autoplay video ad, you have a greater chance of grabbing a user's attention, thereby increasing your lead generation chances.



Vertical videos display [from the top to the bottom](#) of the screen, as illustrated above.

### [Learn More About Autoplay Video Ad Optimization](#)

Looking to fine-tune your lead generation strategy with insights on autoplay video ad optimization?

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