

Viber Ads Manager

Ad specifications 2025



Viber Daily Essentials

Your daily brand presence, where conversations begin

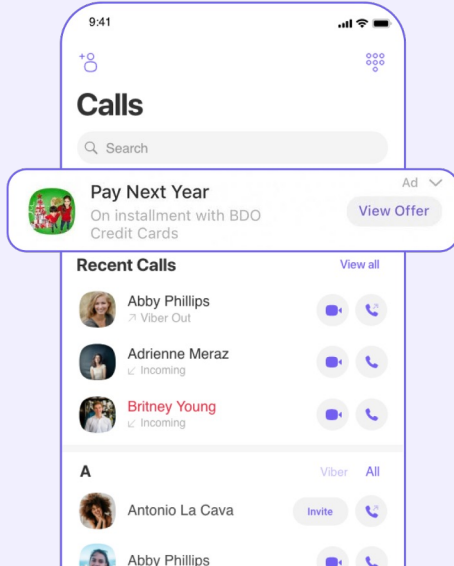
Small, always-on native ad units integrated into Viber's core app screens for consistent visibility — Calls, More

 Awareness & visibility

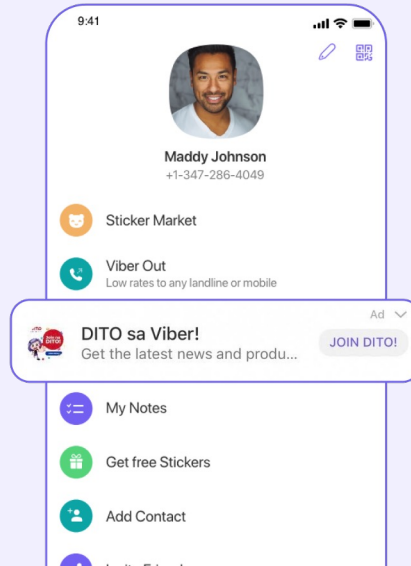
 Promotions

 Performance

Calls Screen



More Screen



Specs

Title
Summary
CTA button
Icon

Limitations

Up to 20 characters
Up to 25 characters
Up to 10 characters
Square 1:1 - 208x208
.png or .jpg

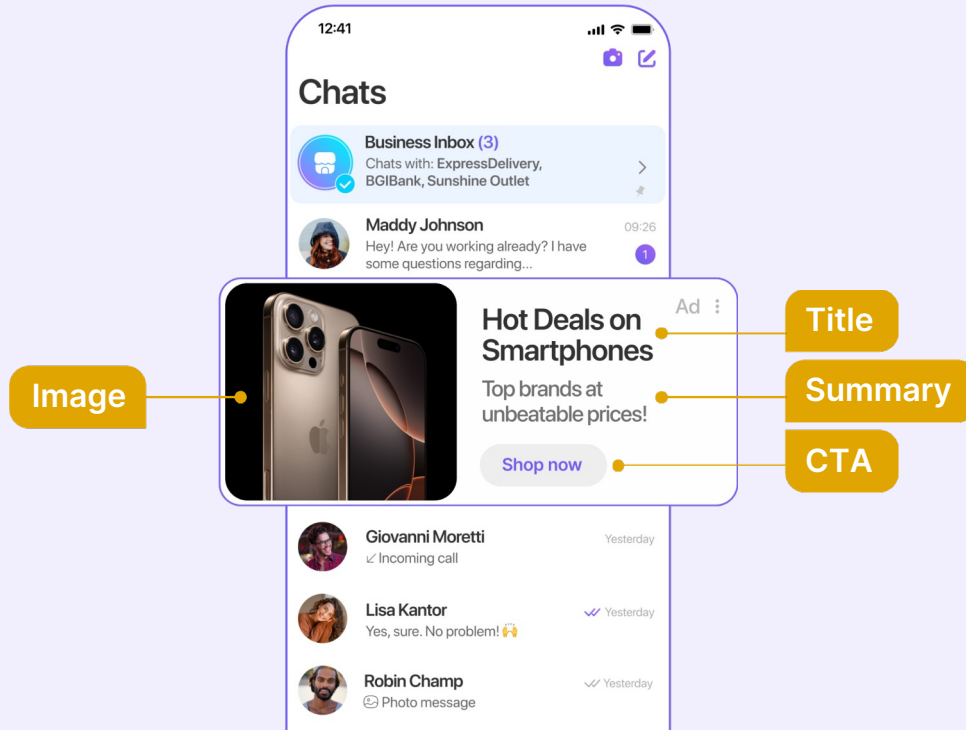
Agv. CTR
1.80%

Viewability
70%

Viber Daily Spotlight

Maximize daily visibility where attention is highest

Premium medium-sized placement in the Viber Chats screen offering enhanced visibility.



Specs

Title
Summary
CTA button
Icon

Limitations

Up to 30 characters
Up to 45 characters
Up to 15 characters
300x250 .png or .jpg

Agv. CTR
1.90%

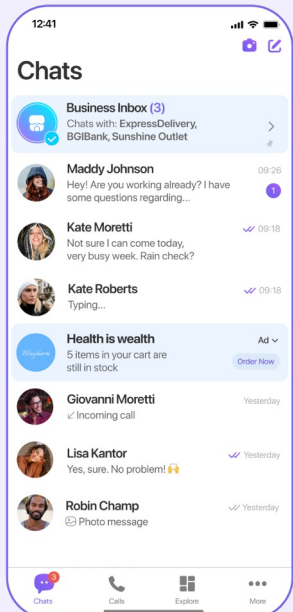
Viewability
71%

Viber Business Exclusive

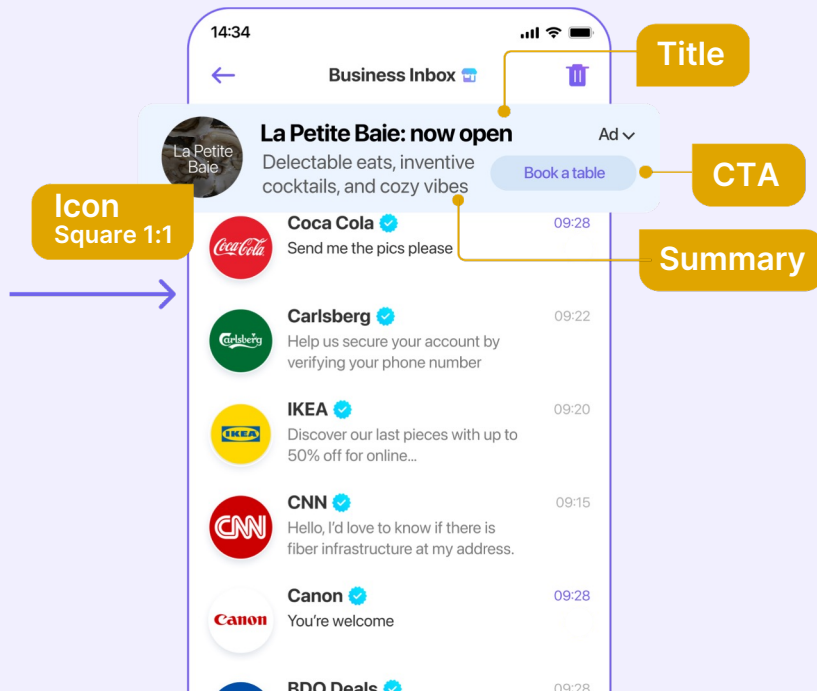
Your brand in Viber's most trusted business space

High-impact ad placement inside Viber's Business Inbox designed for trust and conversion.

Chats Screen



Business Inbox



Specs

- Title
- Summary
- CTA button
- Icon

Limitations

- Up to 20 characters
- Up to 25 characters
- Up to 10 characters
- Square 1:1 - 208x208 .png or .jpg

Agv. CTR
3.50%

Viewability
57%

Viber Display Reach

High-impact visibility across Viber's most engaging screens

A premium display and large native ad package that offers brands maximum visibility across Viber's Explore Tab and Call Journey screens, where user attention is high and engagement is strong.



Placements:

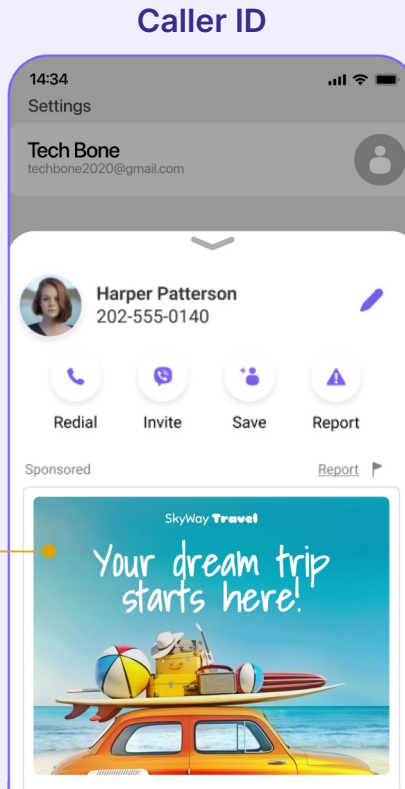
Explore, Post-call, Busy call, Timeout, Caller ID



Ad format:

Display MPU 300x250

Banner
300x250



Format

Banner

Specs

Image, GIF

Limitations

300x250 .png or .jpg, up to 1MB

Agv. CTR
0.9%

Viewability
73%

Viber Video Pulse

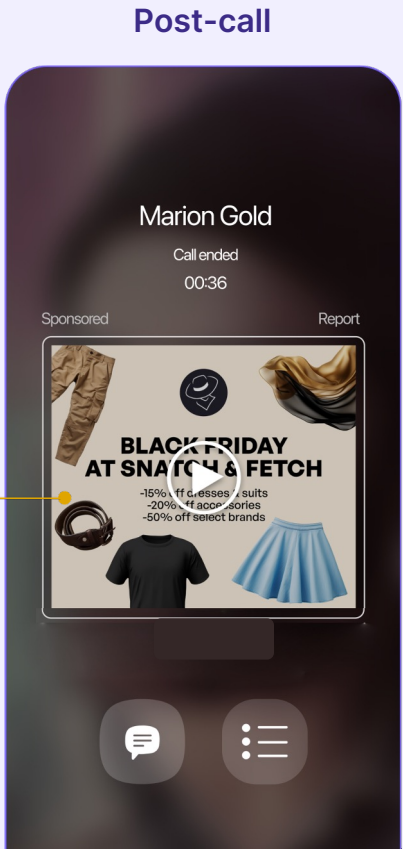
Video storytelling delivered at scale, where it matters most

Multi-placement video package across all Viber screens for maximum emotional impact.

Placements:
Explore, Post-call, Busy call, Timeout, Caller ID

Ad format:
Outstream, Auto-mute, Auto-play

Video



Post-call

Format	Video
Specs	Limitations
File type	Hosted file, Vast Tags, MP4
Size limitations	Up to 30 MB
Duration video	Up to 15 seconds
Video size	300x250
Agv. CTR	Viewability
1.70%	73%

Reach your audience
& cut through the noise:



Advertising team:
advertisers@forbusiness.viber.com

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messaging marketing:



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