

## Bumpers

Last Modified on 07/06/2024 4:12 pm IDT

 This article is designated for all users.

### About

Video bumpers are short video clips that typically show the brand or company that your video represents. Video bumpers can be included at the start or end of your content or both.

The following video demonstrates a bumper Kaltura ad positioned before the content.

### Setup

To learn how to set the **Bumper** plugin on the player, see [Visual tab](#).

### Features

- Set an external URL. For example [https://cdnapisec.kaltura.com/p/4834032/sp/483403200/playManifest/entryId/1\\_yfje6kkk/flavorId/1\\_2hl7btcc/format/url/protocol/https](https://cdnapisec.kaltura.com/p/4834032/sp/483403200/playManifest/entryId/1_yfje6kkk/flavorId/1_2hl7btcc/format/url/protocol/https).
- Set a click-through URL. A website address that is being referred to upon clicking on the bumper.
- Set the bumper position, i.e. pre/post/both your content.