# Rewarded Video

## What is rewarded video?

It is an option to watch a video in order to receive a reward from the publisher (i.e. wifi access, additional lives in a game, etc.). The majority of the time rewarded videos appear as interstitial in apps. The user still has the power of choice so they can opt-out to not watch the video. Videos are usually with sound. Rewarded video is usually skippable after some time.

## Why rewarded video?

Rewarded videos are important during current times when the majority of users are at home and playing games on their smartphones. This is clear from the current market trends - game app owners experienced particularly high Y/Y growth in Q3 2020, on average the growth reached 50% (Adcolony, 2020).

**1. User Engagement**

Rewarded video ads are initiated by the viewer inside a mobile app, meaning that they don't intrude with the user's overall experience until they are ready to receive their reward. Less intrusion often benefits the advertiser in the long run, as users tend to trust those that respect their time in an app and thereby engage at a higher level.

> **62% of players** regularly chose to voluntarily engage with rewarded video apps.

**2. Better Brand Message Communication**

Due to a higher completion rate of the video brand message can be communicated easily and effectively. Therefore, resulting in better brand communication.

> **54% of players** specify that rewarded video ads are their in-game video ad of choice.

**3. User Retention**

As rewarded videos are served on ads for brands it is easy to retarget previous customers based on device IDs that they have in their CRM. Therefore, lost customers would have a sense of nurture and care from the previously used brand.

> **62% of developers** saw user retention maintain or increase upon the introduction of rewarded video ads.

# Creative options & requirements

- File Type - mp4
- The required aspect ratio and dimensions - **720p** or below is required, the optional inclusion of **1080p** is recommended - 4:3, 3:4, 16:9, 9:16 aspect ratios are acceptable.
- Video sizes: 1920x1080, 320x480, 480x320, 1280x720, 480x270,  1024x768, 768x1024
- Video length - recommended length is up to 30 seconds.

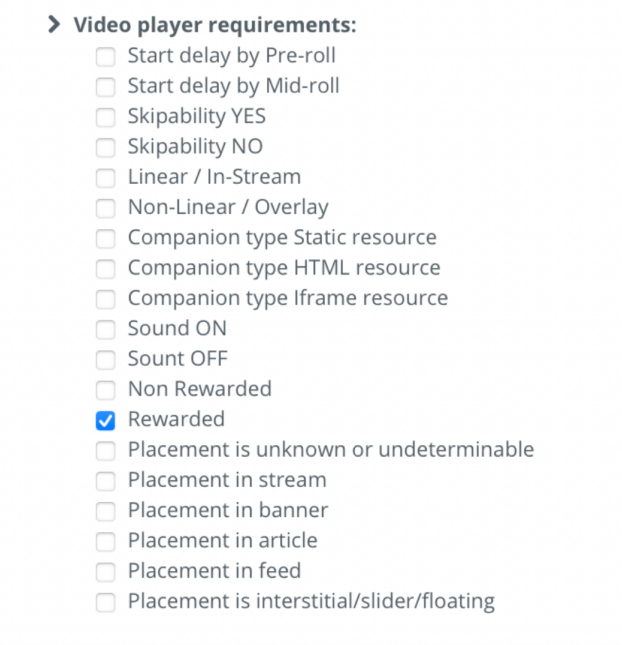
## Rewarded Video Indicators

- Interstitial
- Gaming apps
- High VCR (video completion rate)
- Usually the sound is on
- Rewarded video can be skipped, therefore VCR of 100% can not be guaranteed
- User has an option to close the video ad and bounce
- Usually low reach (external deals can be added to increase it)

# Setup & optimization

Rewarded video campaign setup is a standard video campaign launch. The traffic for the campaign can be received via Eskimi DSP (OpenRTB) or PMP (private marketplace). Both options are discussed in more details below.

The only exception in this campaigns' set up is to choose **rewarded video targeting in the approval page**. This targeting will search for **rewarded video** signal in the bid stream and buy only bids that have this signal.




# Main metrics

| Metrics | Definition | Formula |
|---|---|---|
| **Video completion rate (VCR/view rate)** | **% of users who watched the video from start to finish.**<br>*The only way to optimize this is to increase the number of non-skippable seconds | (View throughs x 100)/ Impressions |
| **VTR** | **% of impressions that became video views. This happens after watching 1/8 of the video.** | (Total completed views / Total measured impressions) x 100 |
| **CPCV** | **model when an advertiser pays only when a user watches a video ad all the way to the end** | Total cost/ Total complete views |

# PMP (Private marketplaces)

Another option to run rewarded video is through PMPs. Adops can book a private marketplace deal through **Loopme exchange**. The exchange will setup a PMP in a relevant market.

### Limitations

- Price: Through PMPs CPM price will be higher than through DSP.
- Traffic limitation: Exchange may not have enough traffic in a particular market.

- Communication: Adops need to request the exchange to setup a rewarded video PMP. Where the communication and the setup will take time.

# Limitations

- Possible fraud - apps can indicate that they have rewarded video traffic, but in practice they won't.
- Premium publishers - DSP can deliver low CPMs and CPV, but for the premium apps it is necessary to pay higher price.

# Potential performance in the tested markets

| Rewarded Video Targeting | CTR | VTR | VCR |
|---|---|---|---|
| ZM (Zambia) | 3.03% | 90.72% | 78.95% |
| UA (Ukraine) | 2.60% | 90.96% | 71.95% |
| UG (Uganda) | 2.06% | 91.26% | 79.97% |
| TZ (Tanzania) | 4.43% | 87.45% | 61.03% |
| LK (Sri Lanka) | 13.55% | 93.37% | 78.20% |
| ZA (South Africa) | 8.85% | 94.67% | 89.60% |
| SA (Saudi Arabia) | 1.75% | 82.58% | 52.83% |
| PK (Pakistan) | 5.65% | 76.66% | 36.18% |
| NG (Nigeria) | 1.47% | 89.25% | 73.85% |
| MM (Myanmar) | 17.37% | 96.34% | 89.90% |
| KE (Kenya) | 1.51% | 86.81% | 68.42% |
| KZ (Kazakhstan) | 1.32% | 96.62% | 93.88% |
| ID (Indonesia) | 14.74% | 96.72% | 92.97% |
| GH (Ghana) | 1.99% | 91.67% | 86.40% |
| GE (Georgia) | 2.16% | 91.82% | 75.20% |
| HR (Croatia) | 0.77% | 82.54% | 41.45% |

| | | | |
|---|---|---|---|
| CM (Cameroon) | 9.02% | 86.50% | 73.33% |
| BY (Belarus) | 1.51% | 79.38% | 42.49% |
| BD (Bangladesh) | 2.49% | 97.19% | 94.90% |
| AZ (Azerbaijan) | 6.31% | 94.51% | 81.54% |

Keep in mind, that advertisers aren't limited to only get a PMP from Loopme. Eskimi provides over 50+ exchanges for whom the PMP request can be sent. However, Loopme delivered the best results when it comes to price and effectives.

Additionally, when it comes to publishers, through Loopme ads will be served on these apps: http://bit.ly/30FPweY

**Supported markets and available inventory**

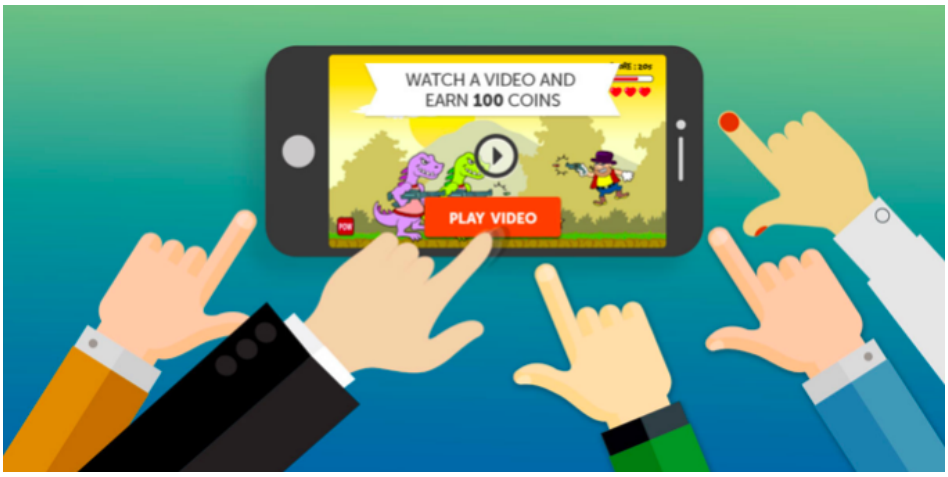
Loopme exchange has limited amount of rewarded video traffic in some markets. Therefore, it is necessary to first check with the exchange if they have enough traffic for the planned scale.

| Continent/Country | Rewarded video (monthly) |
|---|---|
| **Africa** | **503 046 000** |
| GH | 1 230 000 |
| NG | 3 426 000 |
| SN | 1 320 000 |
| TZ | 43 470 000 |
| ZA | 453 600 000 |
| **Asia** | **2 412 495 000** |
| BD | 335 160 000 |
| ID | 1 154 721 000 |
| IN | 500 457 000 |
| MM | 48 990 000 |

| | |
|---|---|
| VN | 373 167 000 |
| **CIS** | **1 073 583 000** |
| BY | 2 610 000 |
| GE | 1 080 000 |
| KZ | 121 257 000 |
| RU | 76 278 000 |
| UA | 872 358 000 |
| **Europe** | **100 605 000** |
| RO | 95 685 000 |
| RS | 4 920 000 |
| **LATEM** | **965 208 000** |
| AR | 730 764 000 |
| PE | 234 444 000 |
| **MENA** | **1 405 755 000** |
| AE | 393 687 000 |
| EG | 179 280 000 |
| SA | 832 788 000 |
| **Grand Total** | **6 460 692 000** |

Monthly ad impressions for **top 100 geo**: http://bit.ly/38UYoSm

# Example




Revision #13
Created 15 March 2021 06:19:44 by Gabriele
Updated 5 September 2025 09:55:12