

# Opt-in Video: Reach Consumers on Their Favorite Ad Format



Consumers have shifted to mobile and the most effective way to reach them is through opt-in video ads on their favorite apps. According to Kleiner Perkins Caufield & Byers Internet Trends Report, 70% of users said they have a positive attitude towards opt-in video, making this format the highest-ranked ad experience by consumers which in turn delivers unrivaled viewability and completion rates for advertisers.

Opt-in video ads enable users to choose to watch an ad in exchange for a reward that is specific to the app. Opt-in video ads are not incentivized ads, which offer a monetary incentive in exchange for viewing the ad, the rewards offered are specific to the app and therefore, only valuable to real users.

OpenX has built a programmatic-first opt-in video solution that leverages our existing global scale and unrivaled quality to connect advertisers with their consumers across premium apps. This programmatic solution provides real-time demand the flexibility to set up private marketplace deals that ensure preferred access across specific premium ad placements.

## OPT-IN VIDEO IS WIN FOR ALL

### Consumer Preferred Ad Unit

- 87% of app publishers rank opt-in video as the best ad format for user experience
- And users agree, 70% of users said they have a positive attitude towards opt-in video

### Highest Performing Format for Advertisers

- Completion rates and viewability metrics are consistently over 90%
- Click through rates are 85% higher than non-rewarded ads across all categories

### Effective Monetization Format For App Publishers = More Opportunities to Reach Consumers through Opt-in Video Ads

- Ranked the most effective monetization method for 75% of app publishers
- Opt-in video ads are 18% more likely to result in in-app purchases

To learn more about opt-in video opportunities with OpenX contact us at [Sales@openx.com](mailto:Sales@openx.com)