

Opt-in video delivers maximum revenue while maintaining a positive user experience



BETA



Opt-in video is a high-value format that delivers a win for app publishers, advertisers and most importantly users. This highly engaging format enables users to watch a non-skippable ad in exchange for a reward specific to the app.

With the goal of maximizing the value of each impression while maintaining the apps user experience, OpenX has built a programmatic-first opt-in video solution that leverages our existing global scale and unrivaled quality to bring premium demand to our app publishers. We believe that opt-in video is an extremely valuable ad format and real-time competition can unlock more value by providing app publishers the highest bid and not a sub-optimal static price.

Opt-in video is unique because it delivers a positive outcome for everyone involved. Advertisers are able to achieve highly viewable results while app publishers grow their revenue streams, and users receive in-app value for their time and attention. Also, while opt-in video has traditionally been utilized by mobile gaming apps and advertiser this format is expanding to new categories. In the OpenX Ad Exchange opt-in video has outperformed interstitial video CPMs by 2.5x across a dozen app categories.

OPT-IN VIDEO IS A WIN FOR ALL:

Consumer Preferred Ad Unit

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

Highest Performing Format for Advertisers

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

Highest Yielding Format For App Publishers

- 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