

Rewarded Video

Creating a Meaningful Value Exchange



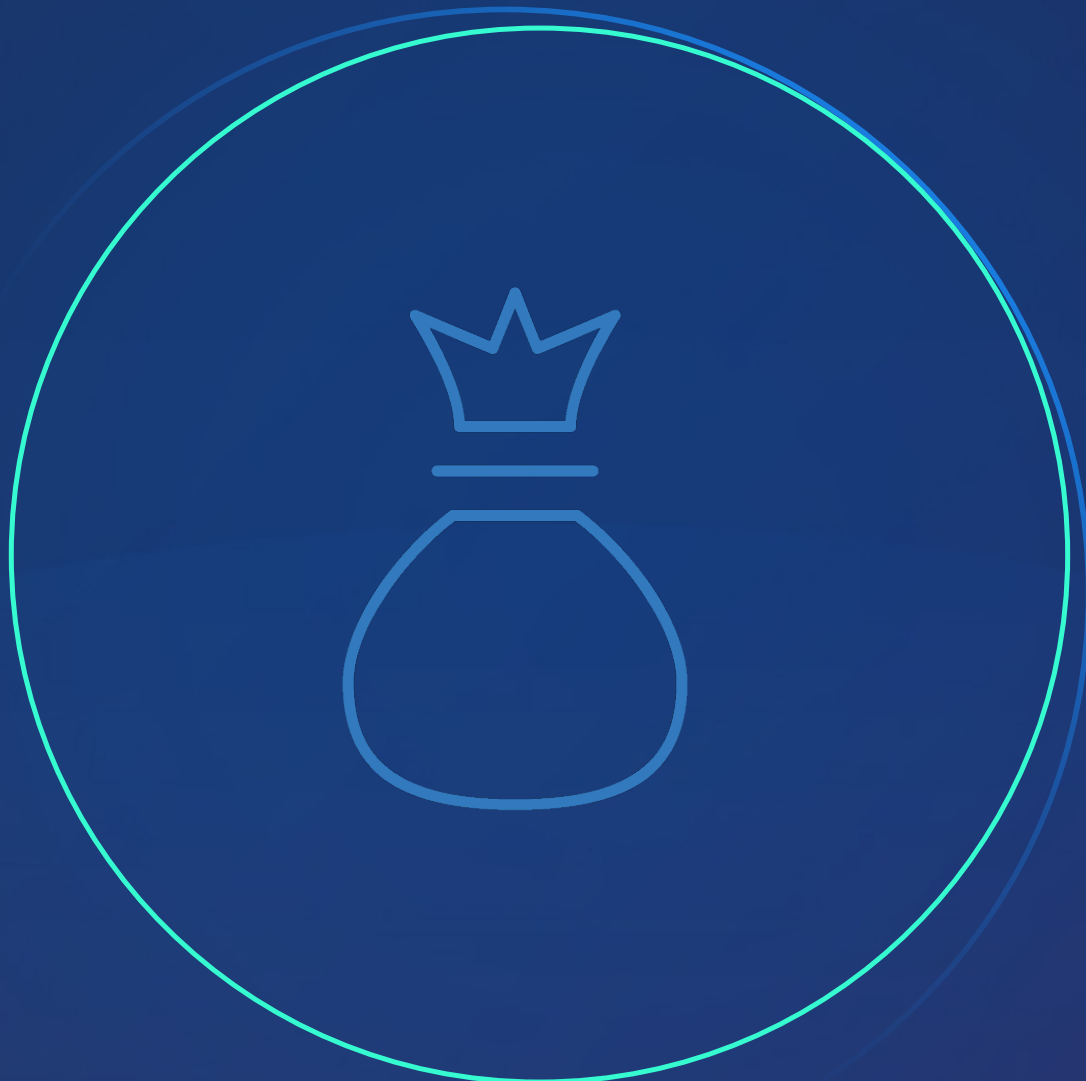
Key Findings

Rewarded video ads as a gateway to engagement and monetization



Driving Engagement and IAP

Value exchange video drives engagement and monetization by providing users a path to earlier, larger, and more frequent IAPs.



Providing Reliable Revenue

Value exchange video revenue is incremental and results in little, if any, cannibalization.



Improving User Retention

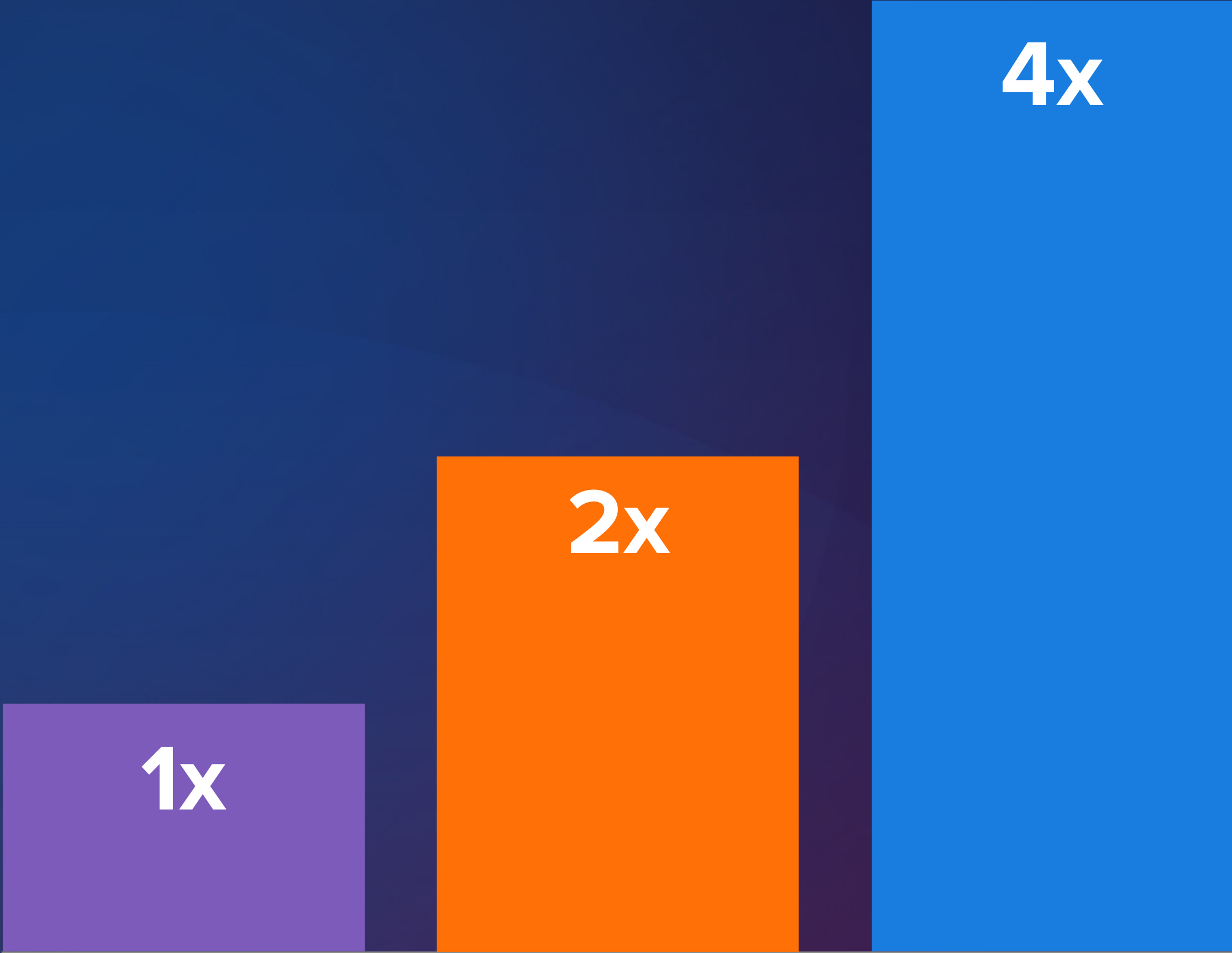
Value exchange video is proven to greatly improve retention rate by encouraging continued play.



Rewarded Video Ads Driving IAP

Likelihood of users to make in-app purchases increases with VX

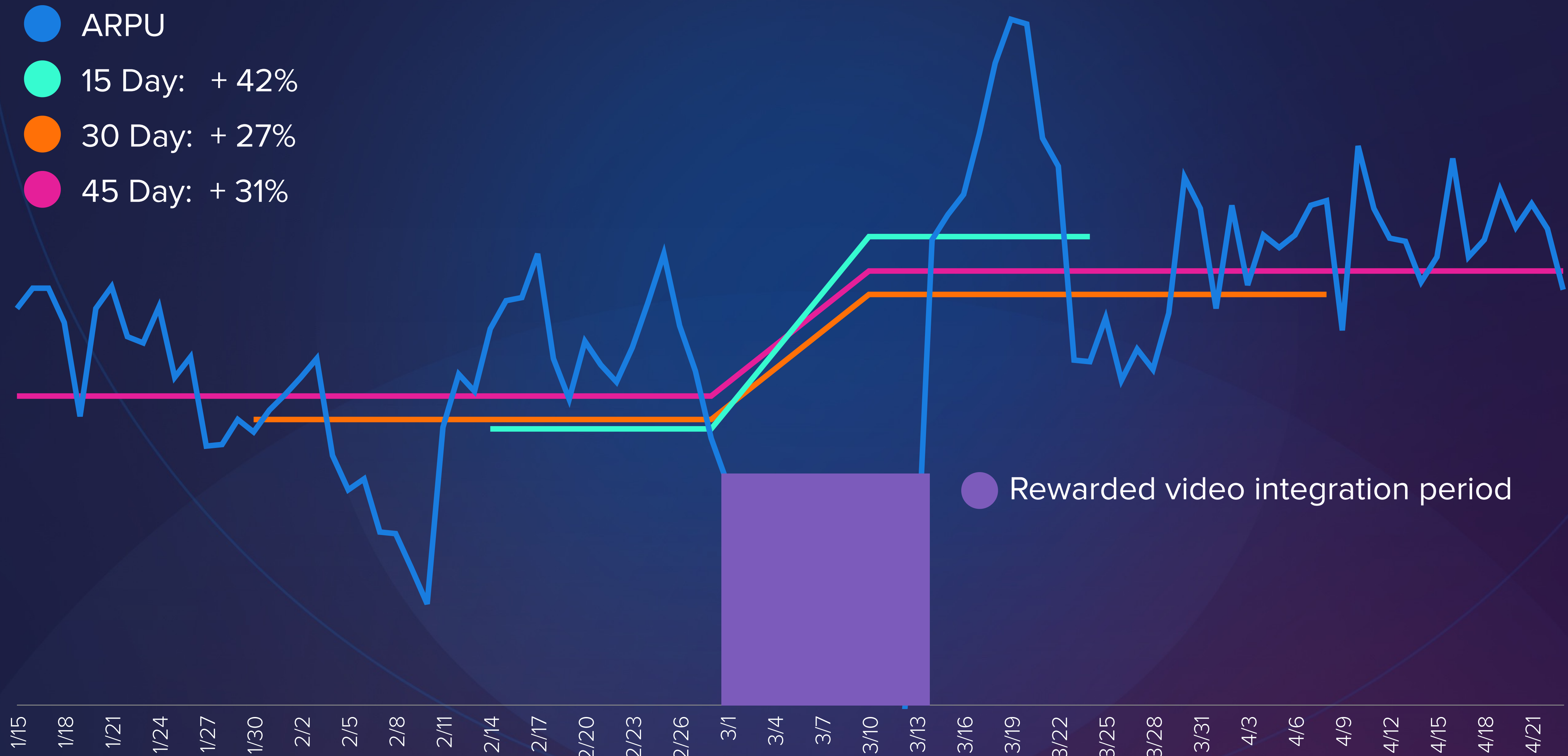
- Non-VX users (control group)
- Previous in-app purchasers who engaged in value exchange videos were 2x more likely to make an additional IAP.
- Users who previously never made an IAP were 4x more likely to make a purchase after engaging in value exchange videos.





Making Higher In-App Purchases

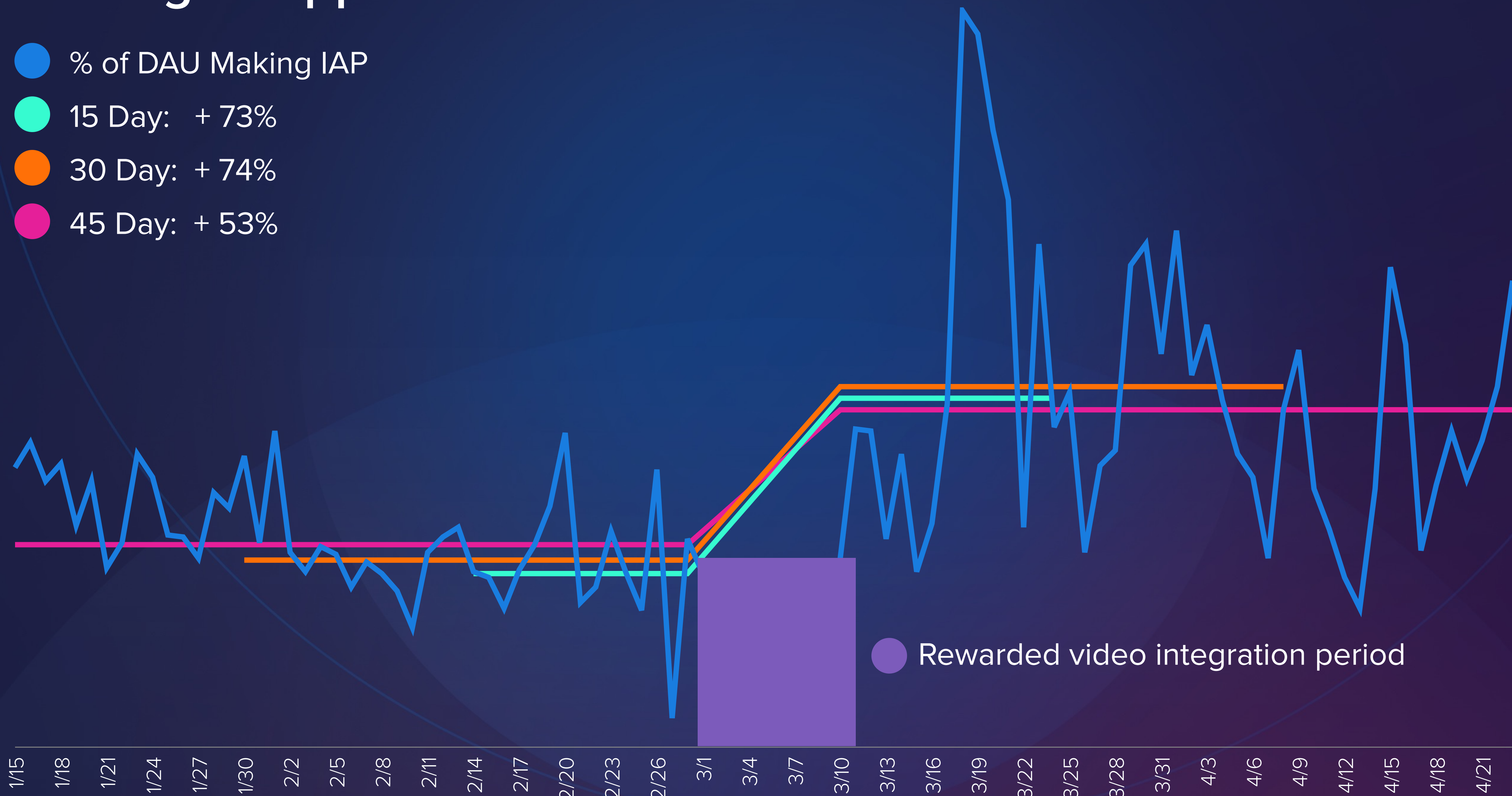
- ARPU
- 15 Day: + 42%
- 30 Day: + 27%
- 45 Day: + 31%





Making In-App Purchases More Often

- % of DAU Making IAP
- 15 Day: + 73%
- 30 Day: + 74%
- 45 Day: + 53%



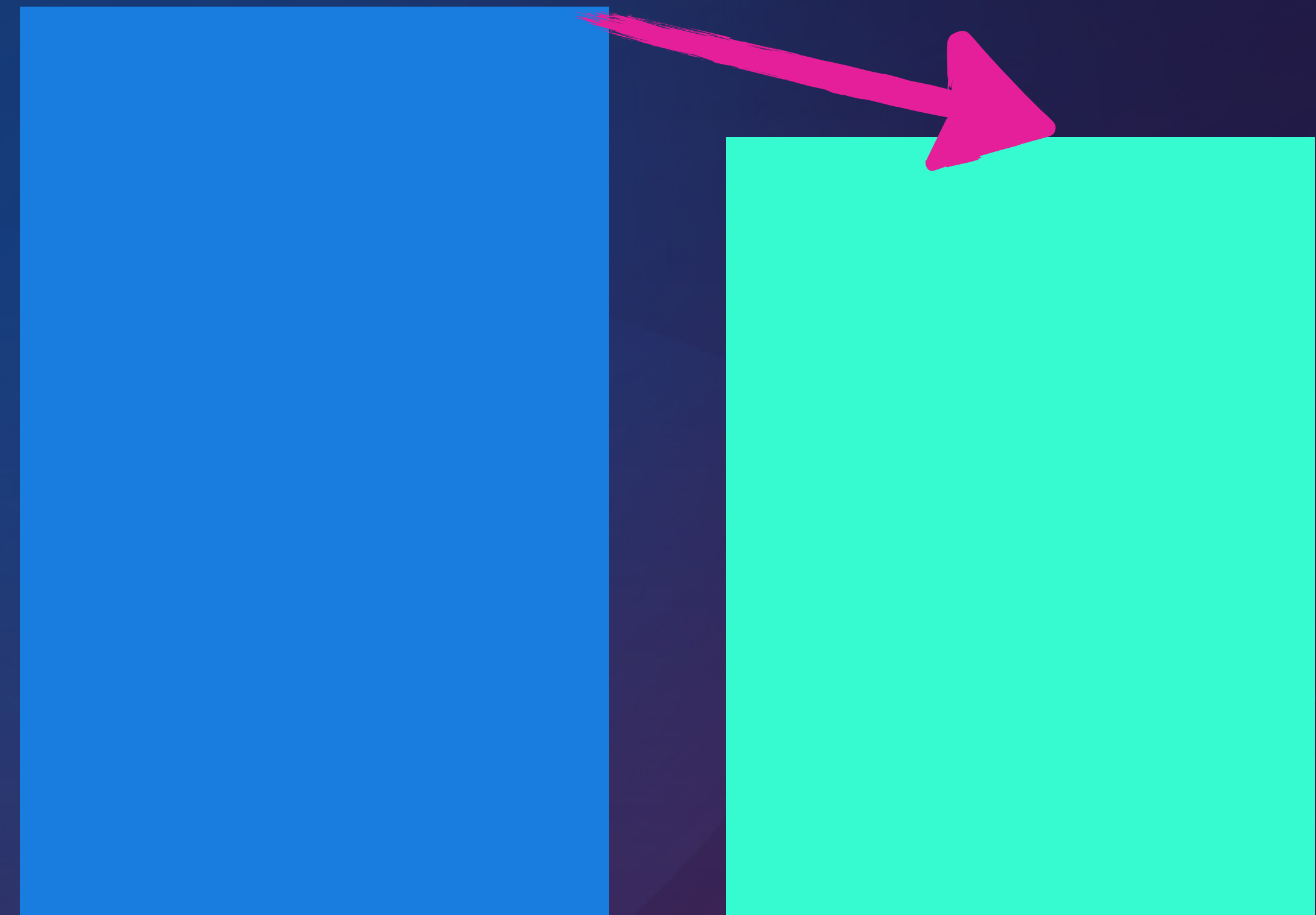


Making In-App Purchases Sooner

Rewarded video ads shorten days before a new user makes first in-app purchase

First IAP is made 10% sooner when users watch rewarded videos.

- Days before users not exposed to rewarded video makes IAP
- Days before users who engage with rewarded video make IAP





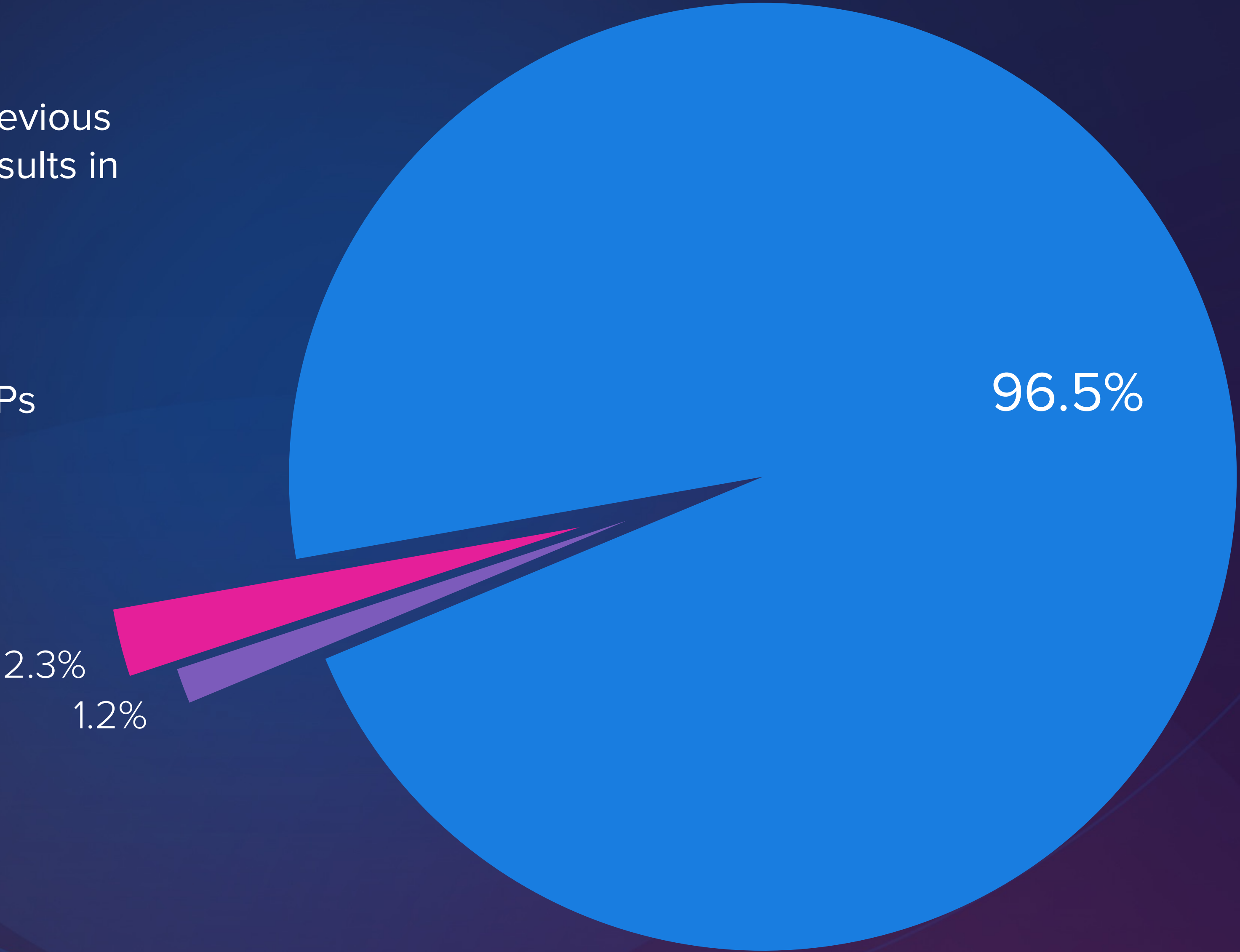
Revenue is Incremental

Rewarded video ads encourage previous non-spenders to make IAPs and results in little, if any, cannibalization.

● 96.5% only use VX

● 2.3% of VX users later make IAPs

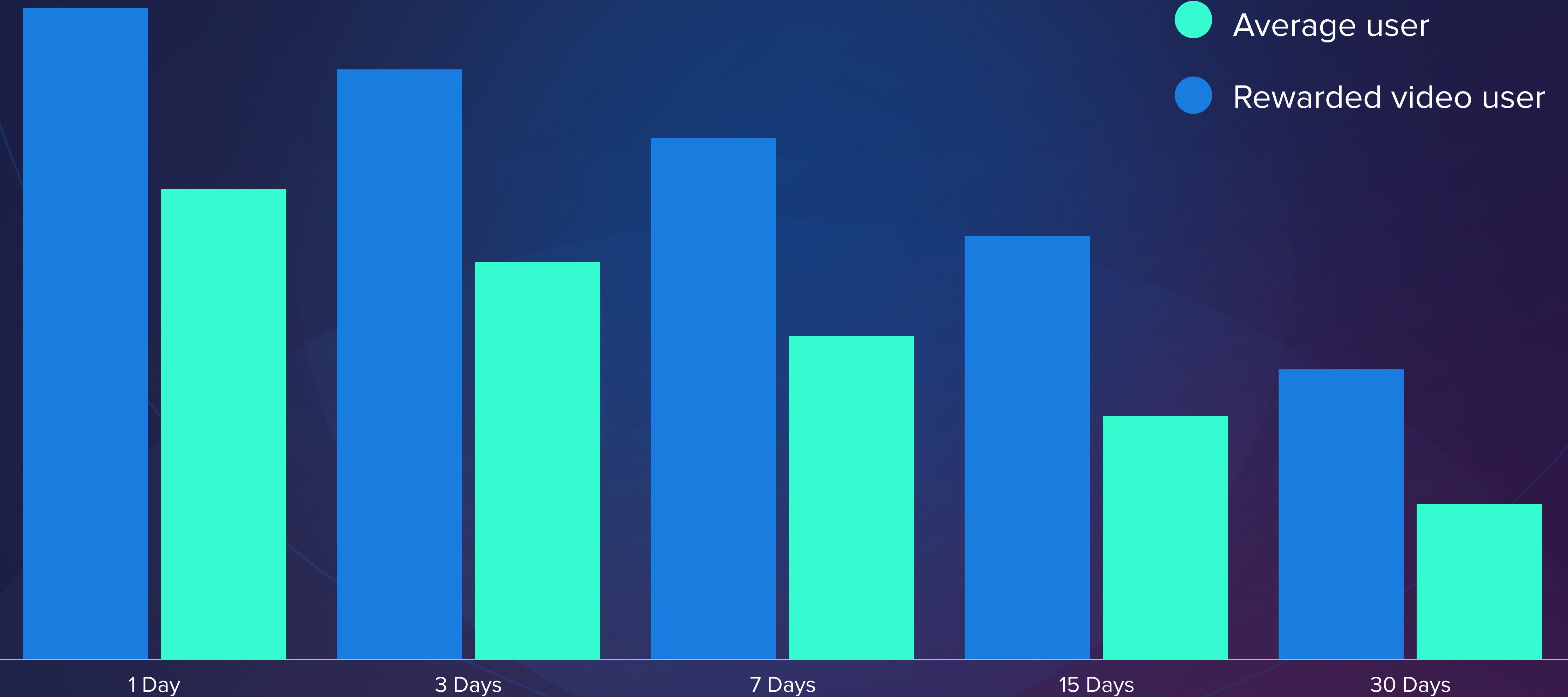
● 1.2% IAP users use VX





Improving Retention Rates

Offering users an in-game boost with rewarded video ads keep them around longer





Rewarded Video Best Practices

Finding the best balance for your app

Hard Currency Reward + Variable Daily Cap

Provides high consumer value and high user retention. Optimize variable cap based on fill to maximize revenue & increase IAP conversion.

Soft Currency Reward + High Cap

Increase retention and increase user satisfaction while generating passive income through value exchange.

Multiple Zones + Variable Rewards

Maximize revenue by optimizing based on consumer behavior and targeting different users with custom variable rewards.

Thank you!