

Rewarded Video

Video ad that offers the user a clear exchange of value, users watch a video in an app and receive a reward in return (eg in-app currency, premium content, etc). Recommended to generate a high view rate and interaction with content experiences.

DEVELOPMENT

Requirements

- If the creative is developed by Logan, a VAST Tag will be generated and sent for implementation.
- If the creative is already available, it will be directly implemented in the corresponding DSP.

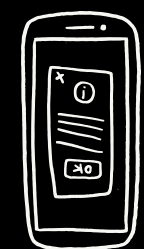
IMPLEMENTATION in the DSP

- We recommend creatives in VAST for their greater compatibility, faster load times, and better performance on devices.
Seconds: <15 (RECOMMENDED) | 15-30 | <30-60 | >60.

PMP®

Benchmarks

CTR
3,0%



Viewability%*
70%

*Viewability% depending on the measurement system and DSP configuration.