



Meta Audience Network

Big Win! 8 Common Rewarded Video Integrations by Genre

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01. Introduction

Looking to grow your gaming business? Incorporating rewarded video has enabled incremental revenue streams for casual, core and casino publishers, without negatively impacting player engagement or existing IAP revenue. Indeed, 79% of developers who use a combination of ads and IAP feel that rewarded video ads are their most successful format.¹

How does rewarded video work? This immersive format takes your users through a full-screen ad experience in exchange for a completed video view.



79%

of developers who use a combination of ads and IAP feel that rewarded video ads are their most successful format.

1. "Ad Monetization in Mobile Games—The Untapped Potential" by App Annie (Meta Audience Network-commissioned study of the global top 1,000 game apps, averaged across iOS and Google Play, from January 1 through December 31, 2019), Mar 2020.

And how are players engaging with rewarded video?

According to the [July 2020 Facebook-commissioned 2CV Mobile Games Advertising Report](#)²:

- 32% of gamers surveyed perceive rewarded video as twice as useful as all other formats.
- 34% of gamers surveyed said that rewarded video is the ad format to most likely prompt them to make an in-game purchase.
- 53% of gamers surveyed play longer sessions, because they got rewards from ads.

“The best kind of ads are the ones where you can earn some in-game currency or reward. The developers get the ad revenue, and you get rewarded in the game. It’s a win-win.”

Russian respondent (2CV, July 2020)



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2. “Mobile Games Advertising Report 2020” by 2CV (Meta Audience Network-commissioned a quantitative and qualitative study in UK, US, DE, FR, TR, BR, AR, KR, JP, RU and VN between March to May 2020 on the changes in the mobile game advertising since 2017 and how advertising impacts players), Jul 2020.

Introduction

HOW REWARDED VIDEO ADS ARE BENEFICIAL TO PUBLISHERS?



Engage with quality demand

Get access to global high-quality Facebook advertisers so your gamers see ads they care about and stay engaged with the game.



Retain your gamers

Drive positive reinforcement by awarding gamers additional in-app benefits so they don't have to wait or pay.



Grow your business

A highly engaged audience means less remnant inventory and greater CPMs for you.

If you've been considering integrating rewarded video ads in your games, planning is key to success. The best results we've seen have been from clients who, in the early stages of game development, have thought through how they'll integrate rewarded video placements in the core loop of the game.

WHAT SHOULD YOU CONSIDER WHEN INTEGRATING REWARDED VIDEO?

Regardless of which rewarded video integration(s) you implement, here are a few overall considerations:

- Make your rewarded video ads easily discoverable but don't force a player to opt-in to view the ad.
- Always include a button that a player can easily identify whether or not they want to view the ad.
- Listen to your players by closely monitoring retention, session length and app store reviews.
- Keep in mind that you should test rewarded video ads first with your app and players, as every game is unique.

“Rewarded Video is the best ad unit option to start with, because it gives the user the option to view the ad or not. It's overall less intrusive.”

Sarah Ketir, Ads Monetization Lead, Product Madness

02

How to Integrate Successful Rewarded Video Ads



How to Integrate Successful Rewarded Video Ads

In general, there are a few key elements to consider as you integrate rewarded video ads into your game:



Value Exchange

What players receive by opting into rewarded video ads.



Design Innovation

How to make entry points attractive enough to draw players' attention.



Entry Points

Where to insert rewarded video ads in your game.

In all three, you have to consider the player experience. Player churn happens when a level is too difficult, or when the player doesn't want to make a purchase or wait to unlock gameplay. Consider how you can use rewards at the right entry points to alleviate these challenges.

The right entry point for your game is a combination of elements from each of these three pillars.

How to Integrate Successful Rewarded Video Ads



VALUE EXCHANGE

Here are some examples of what you can offer as a reward in your game.

Virtual Currency

You can offer players a limited number of in-app currencies like coins or diamonds as a daily bonus. This can increase the likelihood of players cultivating a routine and staying in the game longer.

Free Life

Offer players the option to free-trial paying items in the game, before or after their session. This contributes to a normal engagement rate, since players will opt-in depending on the item quantity and quality (all of which can be controlled and balanced by developers).

Free Items

Offer players free lives or free items, such as decreased wait time during game sessions. This can help increase engagement rate, since without a free life, players would not be able to continue without paying and could churn.

When you consider the value exchange, you need to take into account the rewarded video engagement rate (unique rewarded video watcher / DAU). If users perceive the reward as less attractive, they will be less likely to watch the video. An average engagement rate is about 30%.

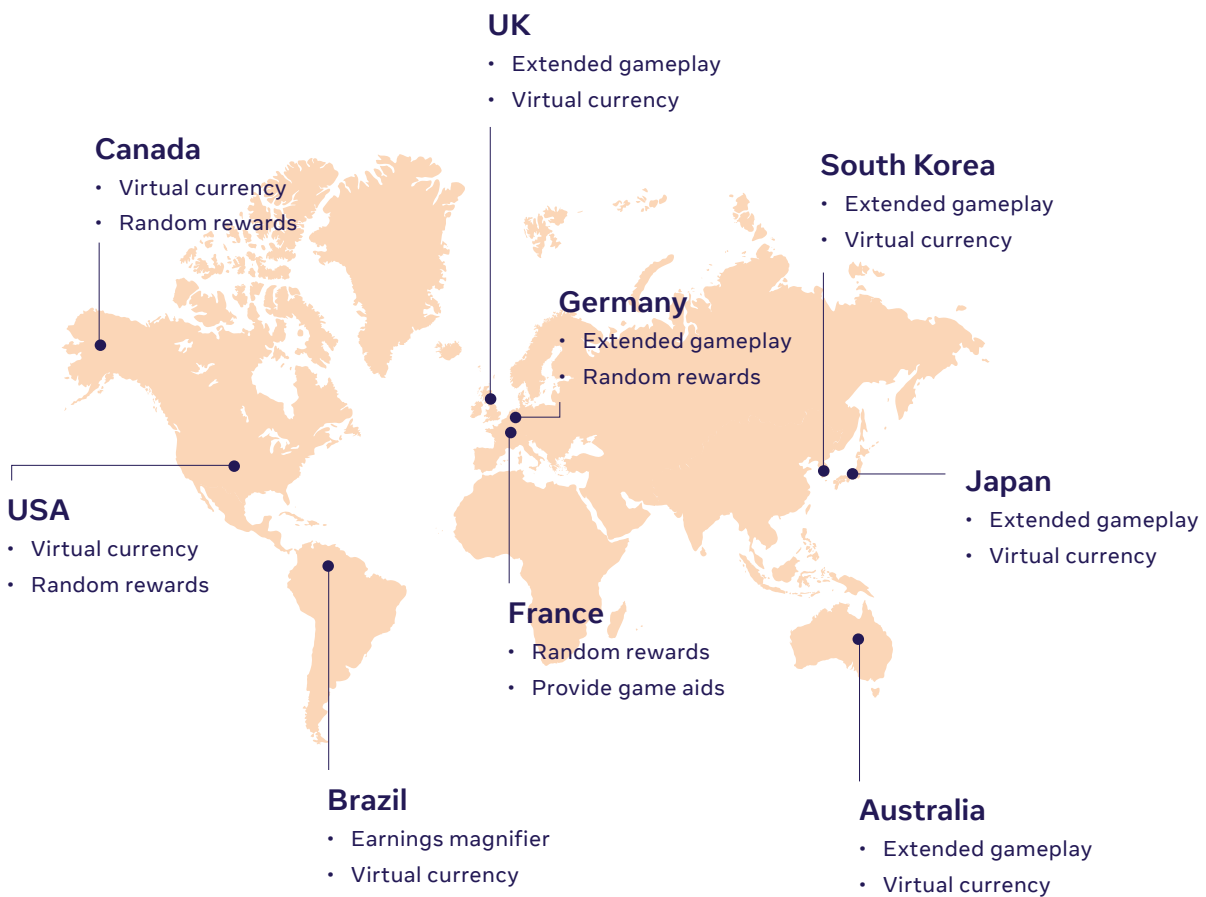
“When you get the chance to get an extra life and then get further in the game, it makes you think more about progressing than the ad.”

US respondent (2CV, July 2020)

How to Integrate Successful Rewarded Video Ads

Mobile Gamers Around the World have Different Preferences for Reward Types

In the graph below, you can see that mobile gamers around the world have different preferences for reward types. For example, gamers in the US prefer virtual currency, while players in the UK would rather have extended gameplay.



How to Integrate Successful Rewarded Video Ads



DESIGN INNOVATION

Here are some examples of what you can offer as a reward in your game.

Direct

Players are attracted to interact with a very simple ad to access an award.

Lucky Wheel

Players can see a selection of rewards and spin a wheel to win one.

Mystery Box

Players have the opportunity to access an unknown reward.

Notification

Remind players to come back and watch a video to receive a reward.

Multi-rewarded Video

Offer players the chance to watch five videos paired with small rewards in a timed sequence, in order to open a box with a big reward. This can encourage re-engagement and retention.

How to Integrate Successful Rewarded Video Ads



ENTRY POINTS

Here are some examples of where you can place rewarded video in your game. When considering placements, you need to take into account player reach. You can expect more ad revenue from a placement that reaches more players per day.

During Session

Place a rewarded video midgame session in exchange for premium content or high value items. Useful to increase user engagement, session length and retention.

App Launch

Place a rewarded video into gameplay anywhere and at any time. Useful to increase impressions and user engagement.

Daily Mission / Mail

Place a rewarded video in the daily mission or mailbox. Useful for daily monetization of almost every active user.

03

8 Common Rewarded Video Entry Points, by Genre



8 Common Rewarded Video Entry Points, by Genre

As you're thinking about working rewarded video into your game, here are some of the most common rewarded video entry points we see, by game type, and our perspective on the pros and cons associated with each.

Rewarded Video Entry Points	Casual/ Hypercasual	Hardcore/Midcore	Social Casino
During Session		✓	✓
Daily Mission/Daily Reward Multiplier	✓	✓	✓
In-game Store/Shop	✓	✓	✓
Lobby		✓	✓
Pre-post Session/Post-big Win		✓	✓
Decrease Wait Time/Speedy Up	✓		✓
Boost Rewards	✓		✓
Homescreen	✓		✓
Out-of-lives	✓		
End-of-game Multiplier	✓		
App Launch	✓		

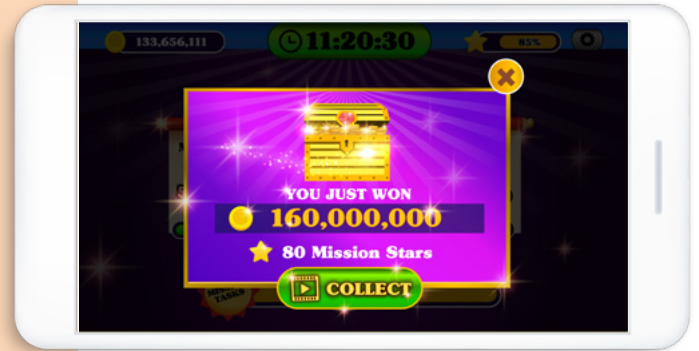
8 Common Rewarded Video Entry Points, by Genre

1. DAILY MISSION/DAILY REWARD MULTIPLIER

This integration offers to multiply the daily reward for players who, upon returning to the game, choose to engage with the video. Daily reward multipliers will allow you to daily monetize almost every active user, as the integration is highly prominent at app launch.

This helps with app retention by incentivizing users to return to the game everyday. You can choose to show this placement daily or when a player returns to the game. For example, players returning to your app to continue a gaming session are given the option to multiply the reward they can receive by watching a rewarded video.

NOTE: All game genres can implement this flow type, though reward types will differ.



For game genres

- Casual/Hypercasual
- Hardcore/Midcore
- Social Casino

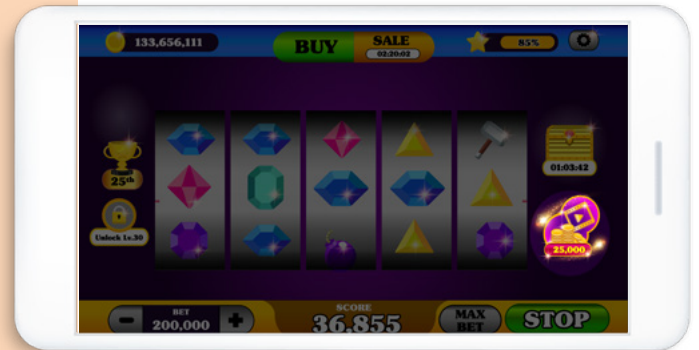
“Thanks to the proper rewarded video design, we have increased daily time spent in our game by at least 5%, which contributed to a 10% increase of rewarded video impressions/ DAU, as well as a more significant 20%+ increase of interstitials impressions/DAU.”

Vincent Diao, Vice President,
Yodo1

8 Common Rewarded Video Entry Points, by Genre

2. DURING SESSION

Place a rewarded video mid-game session in exchange for premium content or high-value items, as a way to increase user engagement, session length and retention. This placement tends to garner high impressions and a good clickthrough rate.



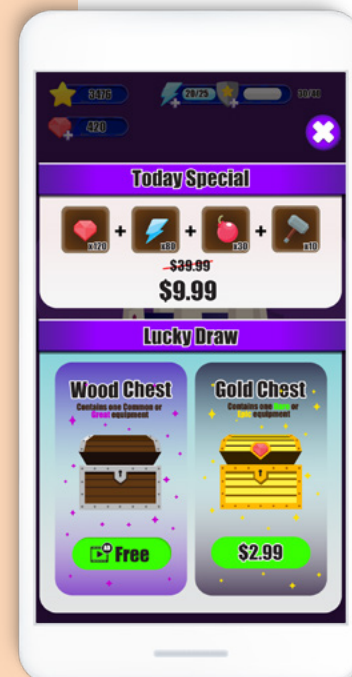
For game genres

- Hardcore/Midcore
- Social Casino

3. IN-GAME STORE/SHOP

In-game store ads are a great way to monetize players who are in a “purchase” mindset but may not want to spend real dollars in a store. This also helps users who are not ‘ready’ to make their first in-app purchase (IAP), by giving them an idea of the value an IAP could deliver.

This integration is a natural addition to the user interface and should be run at low volume as it can potentially cannibalize in-app purchases. We recommend limiting the number of rewarded video ads shown per session and per day.



For game genres

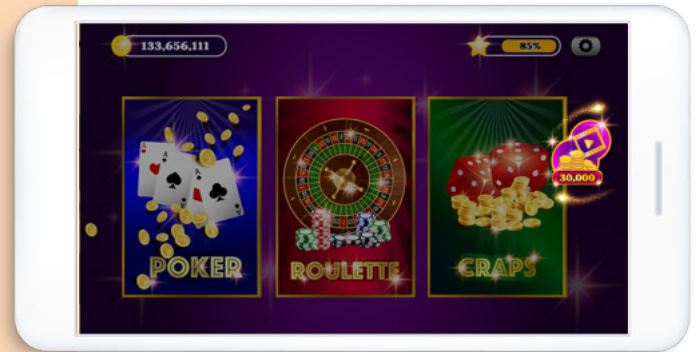
- Casual/Hypercasual
- Hardcore/Midcore
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NOTE: All game genres can implement this flow type, though reward types will differ.

8 Common Rewarded Video Entry Points, by Genre

4. LOBBY

Place a rewarded video in the lobby to increase session length or retention. As one of the highest visibility locations, the lobby placement can be useful for introducing new users to the value exchange of rewarded video. Keep in mind that the click-through rate might be lower than other entry points.



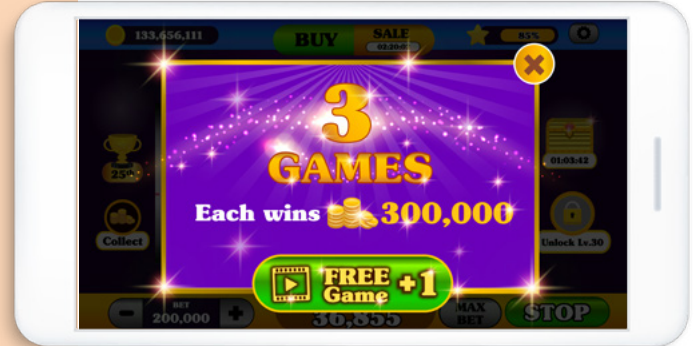
For game genres

- Hardcore/Midcore
- Social Casino

5. PRE-POST SESSION/POST-BIG WIN

Place a rewarded video before or after the game session. This is one of the most popular placements. It offers a high temptation factor and limited alternative routes for players.

As a variation, you can also place a rewarded video after a “big win” game session to offer a high temptation factor and limited alternative routes for players to take, creating a high emotional attachment. This placement tends to deliver lower impressions but a higher click-through rate.



For game genres

- Hardcore/Midcore
- Social Casino

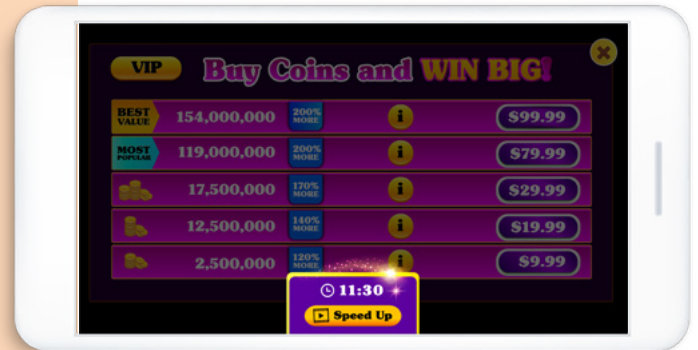
8 Common Rewarded Video Entry Points, by Genre

6. DECREASE WAIT TIME/SPEED UP

This integration allows players to bypass a wait time to get a new life, progress to a new level or unblock a feature right away, in return for watching a rewarded video.

For example, placing a free coin gift box in the store offers players the opportunity to earn credits every 20 minutes. Watching a rewarded video can speed up the wait time. This placement tends to deliver lower impressions and a lower clickthrough rate but can improve in-app purchase revenue by guiding players to the store.

NOTE: Simulation games which need to unlock elements within the game sooner to progress through levels tend to benefit from this flow type. Casual games which reduce wait times to receiving additional lives or power-ups are also a good fit.



For game genres

- Casual/Hypercasual
- Social Casino

“Audience Network rewarded video ads were high quality and helped us boost our eCPM and fill rates without interfering with our players’ gaming experiences. In-app ads, coupled with in-app purchases, provided us with an optimal way of earning higher revenue while allowing us to focus on game development.”

Jinxi Yang, Director of Publishing, Mechanist Games

8 Common Rewarded Video Entry Points, by Genre

7. BOOST REWARDS

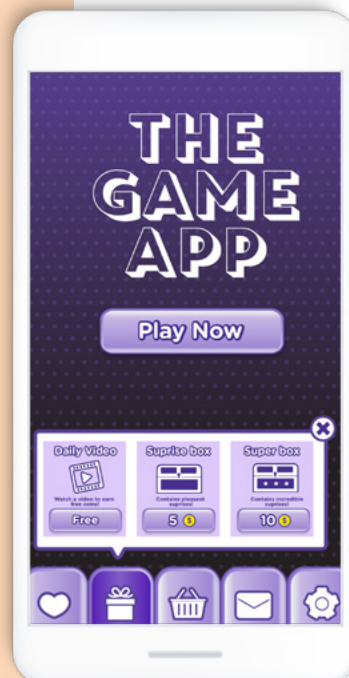
Power-ups offered pre or mid-level allow players to progress through a game more rapidly. Or offer a boost as an advantage over other players.



- For game genres
- Casual/Hypercasual
 - Social Casino

8. HOMESCREEN

One of the highest visibility locations, this integration is excellent for players who may never otherwise navigate to the store.



- For game genres
- Casual/Hypercasual
 - Social Casino

WE'RE HERE TO HELP YOU BUILD A SUSTAINABLE GAMING BUSINESS

Rewarded video is another step in our commitment to building the tools and ad products necessary to help developers creatively monetize their games, using Meta's unique people-based marketing to serve relevant, user-initiated video ads from a vast pool of advertisers. We are driven to help build sustainable businesses and create value at scale—for you, for advertisers and for players.

ABOUT META AUDIENCE NETWORK

Meta Audience Network empowers app developers and publishers to deliver a great user experience while growing a sustainable business. With Meta demand from millions of diverse global advertisers, publishers can expand their app's reach, keep users engaged, and monetize globally.