

Case Study

REWARDED VIDEO & PRETTYGREAT

December 2016



About This Study

Mobile game developer Prettygreat was looking for a way to monetize its hit game Land Sliders in a way that was a natural and non-intrusive experience for its users. At first, Prettygreat implemented a “watch for coins” rewarded video integration, but soon wanted to implement something more ambitious.

Understanding the need to provide meaningful rewards while also encouraging longer session times, Prettygreat decided to implement a rewarded video placement offering a new type of reward: continues. Continues allow a player to keep playing a game with progress intact, even after their character has died or otherwise failed a mission.

While the appeal of a second chance is unattested, the real question for Prettygreat was what effect it would have on their user engagement, session time, retention, and monetization.

Rewarded video has proven both to be an effective source of revenue generation for mobile app developers, as well as popular with users.

- Users who view rewarded video are 4x more likely to purchase IAP
- Rewarded video viewers make their first IAP 10% faster than non-viewers

Rewarding users for viewing ads can result in a staggering 90% engagement rates in some cases and is generally seen as a win-win for publishers, advertisers, and end-users alike.



About the Integration

When a user's character dies, instead of being returned to the main menu, a "Continue" option with a short countdown is presented to user on game over screen. To take advantage of rewarded video, the player taps the continue button.

Once the ad experience is over, the user is returned to gameplay, where they immediately receive their reward. In this case, the player is re-spawned at the start of the current level with any bonuses and collected items preserved. This allows the user to pick up where they left off with respect to quest progression, providing a seamless and positive user experience.

Step 1 - Player is given option to continue



Step 2 - Player watches an Instant-Play™ HD video ad



Step 3 - Player is revived with progress intact

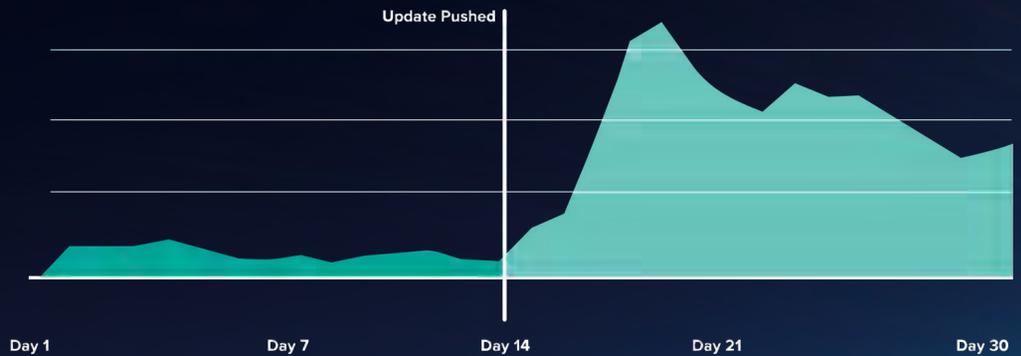




REWARDED VIDEO
RESULTS

Ad Revenue & Ad ARPDAU

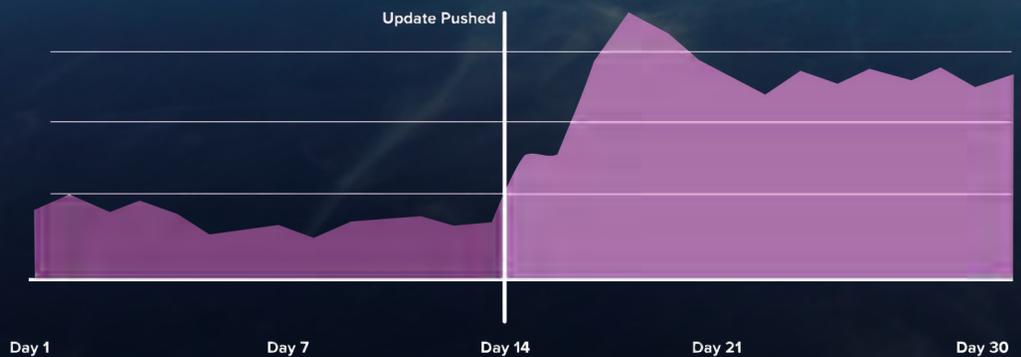
Ad Revenue



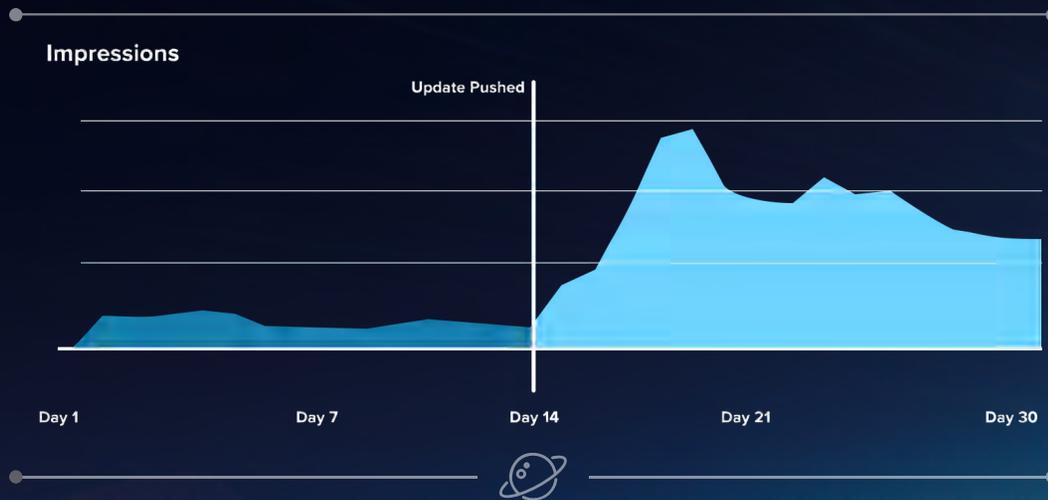
During the experiment, the new “watch to continue” rewarded video implementation drove a 5.5x increase in ad revenue (above).

Understanding that DAU fluctuations can affect total revenue, it’s important to note that the ad integration also drove a 232% increase in ad ARPDAU (below). This increase has remained consistent since the update.

ARPPDAU



Impressions



Once Prettygreat published the update to Land Sliders that included the rewarded video integration, a sizable uptick was noticed in ad impressions.

In fact, a slew of users engaged with the unit, driving an increase of 458% in ad impressions in the first week. Even after the initial curiosity-driven rush passed, ad impressions remained 145% higher than they had been prior to the integration.

As the rewarded video integration is an opt-in ad experience, only the users who wished to engage were shown an ad. As the data suggests, on average users were willing to watch 2.5 times as many ads as they had been.

This rise in impressions (and subsequent rise in both ad ARPDAU and ad revenue) can be attributed to overall user willingness to engage with videos when a meaningful and timely reward is offered, a trend seen widely in mobile app monetization.

Additional Results & Conclusions



15%
Higher eCPM



104%
More sessions



4.6%
Longer sessions



.75%
More CVVs



The implementation of rewarded video in Land Sliders was something new for Prettygreat, but the results spoke volumes. The immediate and meaningful reward offered created a positive user experience — as evidenced by the increased session durations & session volume — that improved both publisher revenue and user engagement.

The watch to continue rewarded video implementation in Land Sliders was so successful that the Android version of Landsliders launched with it enabled. Additionally, Prettygreat's next title, Slide the Shakes, shipped with a watch to continue option enabled for all platforms. In fact, it's been so successful that Prettygreat made the decision to base all their new rewarded ad view integrations around it.

Whether a publisher is already monetizing or looking to start, it is clear that a well-executed rewarded video integration can provide a positive user experience that maximizes revenue.



Rewarded Video

END NOTES

Glossary of Terms

Rewarded Video — A video ad that rewards users with an in-game item, currency, or other content for completing a video view. May also be known as V4VC™ and Value-Exchange.

CVV — Completed video view. A unique completed view of a video advertisement played by the SDK.

Continue — Allowing a user to keep playing a game after dying or failing with their progress intact.

IAP — In-app purchase. A purchase made within an app to for consumable items, premium content, or other additional features.

DAU — The number of daily active users for the app.

ARPPDAU — Average revenue per daily active user (DAU). The formula is total revenue divided by DAU.

eCPM — Effective cost per thousand impressions. The effective cost of advertising sold on a given basis. eCPM is the blended rate for the advertising you serve, if it were served on a CPM basis.

Impression — A single, non-unique view of a particular piece of content.

Session — A measure of engagement within an app. A session is measured from when a user opens an app, to when the app is closed.



End Notes

About the Data

All data included in this study was collected over a one month period that spanned 15 days before and after the ad integration update for Land Sliders for iOS. Data for over 60,000 users was analyzed during this period.

Additional Readings

For additional mobile marketing and monetization studies and best practices, visit www.adcolony.com/insights.

About Prettygreat

Prettygreat exists to make remarkable games for an evolving market, and new era of discoverability. Prettygreat drives impact with their creations, their culture and a relentless pursuit to build experiences worth talking about. If it's fun, unique, innovative, weird, explosive, juicy, or simply amazing, then their mission is making it for the world!

About AdColony

Known for its proprietary Instant-Play™ HD mobile video ad technology, AdColony is a leading mobile advertising & marketing platform offering growth, engagement, and monetization solutions for an extensive network of apps. As a trusted mobile partner, AdColony works with Fortune 500 brands and over 85% of the world's top grossing publishers. AdColony is a division of Opera Mediaworks and has 20+ offices worldwide.



Thank you!

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