

# AMPLIFY YOUR AD REVENUE WITH WEB REWARDED VIDEO

## ABOUT THE AD UNIT

Rewarded video gives your users a reward, or incentive, defined by you, for spending time watching a full-screen video ad. Users will be prompted with the choice to watch the ad to unlock content or reward. This unit is dynamically inserted on your site based on custom event triggers you define.

**4x+**  
**HIGHER  
CPMS  
THAN STANDARD  
VIDEO ADS**



## HOW TO USE REWARDED VIDEO



### GAMES OR INTERACTIVE CONTENT

Offer lives, currency, or other in-game rewards to players in return for watching a video.

- + Extra lives
- + In-game currency
- + Specialized rewards
- + Improved experience (e.g. full-screen game)

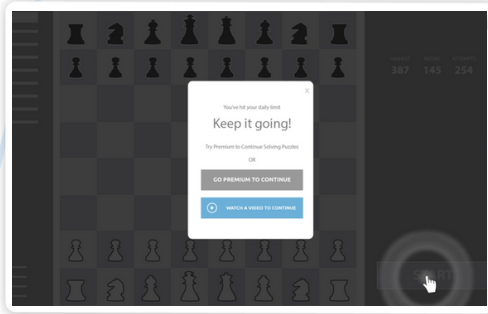


### SUBSCRIPTION OR GATED CONTENT

Offer one-time access to an article if a visitor is not ready for a full subscription or hasn't paid for premium features.

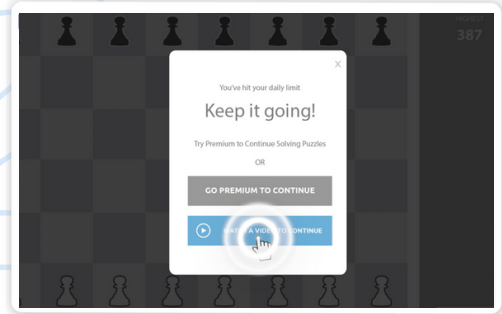
- + Additional access past a max number of free articles
- + Access to a gated resource or service (e.g. wi-fi access)
- + Access to a premium feature

# HOW IT WORKS



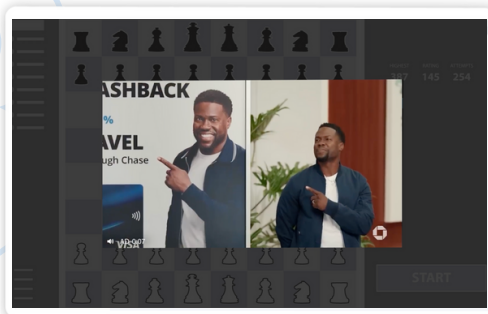
## STEP 1

A user on your site is offered a reward for watching a video ad.



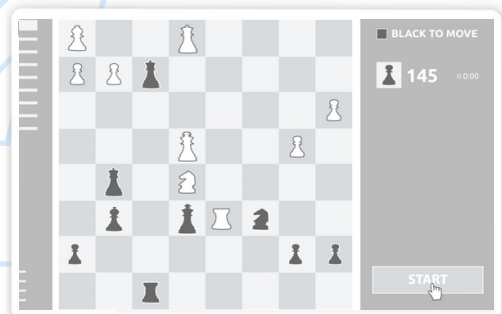
## STEP 2

The user clicks the associated button to accept that offer.



## STEP 3

An overlay opens on top of the site content, and the video ad plays.



## STEP 4

The video ad ends and returns the promised reward to the user.

## PIONEERING CHANGE

Playwire's Web Rewarded Video unit is so innovative that we are actually working directly with supply-side platforms (SSPs) to drive correct CPMs for rewarded video ads by having them categorized as premium inventory.

Accelerate your business and uncomplicate your ad tech stack, because you deserve a partner and a platform that demands more for you.