

Aarki case study

Rewarded video ads drive performance for social casino advertiser

Aarki, a DSP focused on mobile app marketing, worked with a social casino app advertiser looking to achieve a positive ROI through a lower CPI (cost per install) at scale.

Aarki found that the engaging, user-friendly nature of rewarded video ads enabled them to outperform even interstitial ads — a benchmark for strong performance — against these objectives. The advertiser also saw higher engagement rates from rewarded video compared to their 30-second skippable video ads. As a result, the advertiser doubled their rewarded video ad spend month-over-month.

Results

Using rewarded video ads on MoPub Marketplace inventory, the social casino advertiser was able to drive:



5%
ROI achieved



45%
lower CPI*



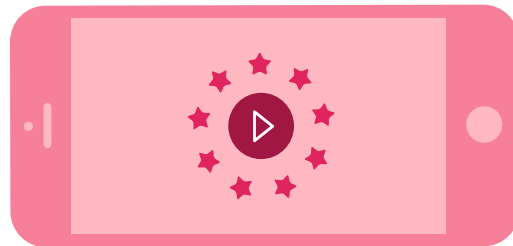
95%
video completion rate



“Rewarded video campaigns give us an opportunity to access new apps and users which we may not be able to reach via standard ad placements; we have been taking advantage of this format and have seen significant lift in performance for many of our campaigns that have run in rewarded video.

We believe a big factor in the success of this placement is that it is an opt-in experience that provides a positive value exchange for the user.”

– Nicol Cseko, Director of Product, Aarki



About rewarded video

Also known as user opt-in video ads, rewarded video ads are non-skippable video ads of up to 30 seconds that users choose to watch in exchange for in-app rewards. Rewards can include virtual goods, premium services, or exclusive content that users receive after completing the video ad. For buyers, the non-skippable nature of rewarded video means more time in front of the user and greater flexibility to deliver their message. Integration using VAST provides buyers with seamless access to rewarded video inventory.

*Compared to interstitial ads. Campaign data is from January-May 2017.

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