InView FAQ

InView For Advertisers

Q.   What is InView?

A.   InView is an ad format that automatically plays video ads inline with mobile content as it appears on screen and pauses if the user scrolls past. Clicking on the video takes you to the advertiser's landing page. **See Demo**

Q.   What are the benefits of InView?

A.   InView offers a viewable, transparent and scalable solution for serving mobile video ads inline with content. All InView ads are non-obtrusive in nature and are compliant with VAST, MOAT and Nielsen Digital Ad Ratings (formerly Nielsen mobile OCR)

Q.   What are the Ad specifications?

A.   :15 and : 30 sec. 16:9 configuration. 300x250 px clickable area. Audio is sound off by default, and the ad unit has an unmute button.

Q.   When should I use it?

A.   If you're looking for a simple and intuitive mobile video ad experience that is user-controlled and drives native ad experience, InView.VDO is the right choice. It goes well on sites with lot of contextual content or listings.

Q.   What Inventory is available?

A.   We have hundreds of mobile websites with millions of impressions on a daily basis.

VDOPIA
Leader in Programmatic Mobile Video Advertising

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Q. How can I buy this inventory?
A. You can buy through either of the following three ways:

- 👁 Programmatic Direct
- 👁 Programmatic RTB
- 👁 Programmatic Services

Q. Are companion banner ads supported?
A. Yes, companion banners are supported on all InView ads

Q. How will I be charged?
A. We support CPM and CPCV pricing models

View InView Demo here:
www.vdopia.com/mobile/insights/ad-gallery

Learn More about InView
www.vdopia.com/mobile/technology/Inview

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