

InView FAQ

InView For Publishers



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. Where will the ads appear?

A. Video ads will appear inline with your mobile content. For example, on an article page, the InView ad will render in between paragraphs within the article.

Q. Which environments does InView support?

A. All smartphones & tablets. All Major OS (Android, iOS, Windows etc). All Mobile websites.

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Q. How are impressions counted for InView?

A. Impressions are counted only when the video ad is played for at least 1 second.

Q. How can I sell my InView inventory?

A. You can sell your inventory through any of the below:

-  a. Programmatic Services
-  b. Programmatic RTB

Q. What if I have never run video ads on my mobile site before?

A. Our .VDO technology will take care of it. .VDO is a patent-pending technology that enables video ads on any mobile inventory without the use of the smartphone or tablet's native player. This maximizes your revenue opportunity by running video ads from standard display ad containers.

Q. How much can I earn through this ad format?

A. The revenue you earn depends on your inventory, ad placement and user location. We bring a wealth of direct advertisers and partner with leading DSPs in order to provide the best opportunity for our sellers to earn the most revenue with mobile video.

View InView Demo here:

www.vdopia.com/mobile/insights/ad-gallery

Learn More about InView:

www.vdopia.com/mobile/technology/Inview