Rewarded Video for Programmatic Buyers

What is a rewarded video?
Rewarded video ads offer a full-screen experience where the involvement lasts 15-30 seconds, is non-skippable, and contains a designated reward at the end. Consumers opt-in to view a video ad in exchange for something of value, such as virtual currency in the form of ‘gold coins’ for power-ups or for unlocking features, exclusive content, and more.

Why Rewarded Video is a must buy for marketers?

- **Growing In-App Audience**
  90% of internet time on smartphones is on Apps. Additionally, marketers can tap the growing smartphone gaming audience which will reach 213 M in the US by 2020.

- **Higher Viewability and Completion Rate**
  Since rewarded video ads are user-initiated, they get undivided user attention and in general offer higher viewability & VCR.

- **User opt-in**
  Since users get the opportunity to view ads on their own terms, rewarded videos engage them better by hardly disrupting their experience.

261% increase in available rewarded video ad inventory in Chocolate Marketplace (Q3 vQ2’18)

Top 10 countries for rewarded video ad inventory in Chocolate Marketplace

- India
- US
- Brazil
- Mexico
- UK
- Indonesia
- Germany
- Australia
- France
- Turkey

100% Completion Rate and Viewability ensures rewarded video ads are the best-performing ad units when it comes to user engagement and effectiveness since it is always initiated by the user.

How can you buy?

- **Open Marketplace**
  Advertisers participate in a real-time bidding environment on Chocolate

  Inquire Now

- **PMP (Guaranteed)**
  One to One relation with reserved inventory at fixed rate

  Inquire Now

- **PMP (Non-Guaranteed)**
  One to One relation with unreserved inventory at fixed rate

  Inquire Now

