



Cost Per View for Video Advertising Marketers Reach Engaged Consumers, Pay Only for Completed Views

choice

SOLUTION

SpotXchange has added a new video ad unit to our marketplace called Cost Per View (CPV). Our CPV ad unit offers a better way to measure engagement with your online video advertisement because:

- Advertisers pay only when users watch their video ad from start to finish
- In some instances, it gives online visitors a choice of which video ad to watch from several brands

Because advertisers pay only when someone has watched their entire video ad, marketers can be sure that their advertising costs are better aligned with their goals of being able to increase and measure video ad viewership. In some cases, users who engage with and watch these video ads are rewarded with online currency or points to reach the next level of an online game, for example. When users have the ability to choose which video ad to watch, they are more engaged, which helps increase brand awareness and purchase intent.

game site
HOME COMMUNITY SHOP GAMES CREDITS CREATE VIP ACCESS PASS
search... GO
49 credits 4,000 promo credits
DOWNLOAD | HELP | ACCOUNT | SIGN OUT
watch & earn
Microsoft Expedia Ford
Points Earned: 0
UnRedeemed Views: 74
Redeem Views | Update Views Earned | How To Play | Contact Us

Example of giving users a choice of which brand's video ad to view.

Watching the video 100% through earns the viewer points on this online gaming site.



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SpotXchange Cost Per View Ad Unit

- In-stream video ad that is user-initiated
- Ad length can be from 15 seconds to 2 minutes long (longer-form video ads are typically more appropriate for gaming, with virtual currency or points rewarded for viewing)
- User must watch 100% of video ad before SpotXchange charges the advertiser for the unit
- User can be offered a choice of ads to watch – their undivided attention is rewarded with online currency or a similar payoff
- All advanced targeting options apply: keyword, demographic, behavioral, geographic, retargeting, etc.
- Each video ad campaign is automatically optimized through SpotXchange's Otto™ learning algorithm to steer your campaign to the audience that will most likely view it in full

Cost Per View Benefits

- Viewers have control over their level of engagement, which leads to higher brand awareness and trust in the brand
- Advertisers pay only when viewers are fully engaged with their brand
- Advertisers receive higher than average click-through rates and other engagement metrics
- A flexible pricing model means that advertisers can pay for each individual 100% view, or for cost per thousand completed views, whichever suits them best

If you are looking to efficiently generate the highest possible brand lift and brand recall for your campaigns, then look to SpotXchange's new CPV offering as a potential option for your next campaign.

