



The Performance & Impact of Mobile Rewarded Video

MMA Webinar Series

November 16, 2016

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By:



MMA Purpose

WHO The People We Serve

Prime Audience: Chief Marketers

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities



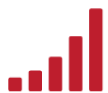
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry

For more information about membership email: membership@mmaglobal.com

MMA is 800+ Members
Strong Globally

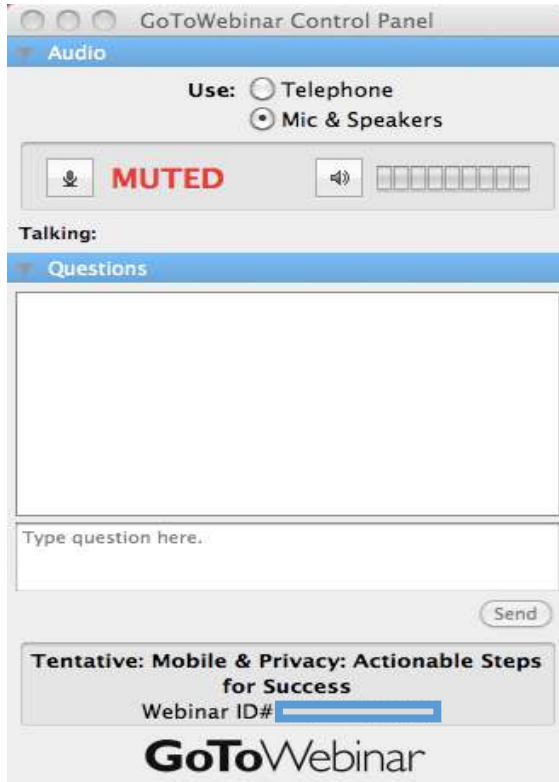
Marketers, Agencies, Media Sellers,
Technology & Operators



Managing Your Questions

Share the Insights

#MMAWeb



The screenshot shows the GoToWebinar Control Panel interface. At the top, it says "GoToWebinar Control Panel". Below that is the "Audio" section with two radio buttons: "Telephone" and "Mic & Speakers", with "Mic & Speakers" selected. There is a microphone icon and the word "MUTED" in red. To the right of "MUTED" is a speaker icon and a volume level indicator. Below the audio section is a "Talking:" label. Underneath is the "Questions" section, which contains a large empty text box for typing a question. Below the text box is a "Send" button. At the bottom of the panel, it says "Tentative: Mobile & Privacy: Actionable Steps for Success" and "Webinar ID#" followed by a blue highlighted input field. The GoToWebinar logo is at the very bottom.

Presenter



John Peragine
SVP, Head of Video
Rubicon Project



Emily McInerney
VP, Marketing
Tapjoy

Moderator



Andrea Rota
Director of Global Membership
Mobile Marketing Association



The Performance & Impact of Mobile Rewarded Video

Agenda

- Industry Overview
- Mobile Video Growth
- Deep Dive: The Performance & Impact of Rewarded Video
- Best Practices for Rewarded Video
- Q&A



“More brands are employing incentivized ads to help combat the growing problems of ad fraud and viewability, plus the mainstream adoption of ad blocking software.”



Wall Street Journal
Mike Shields



More buyers are seeking video inventory

2-5X

engagement

90%+

completion
rates

75%+

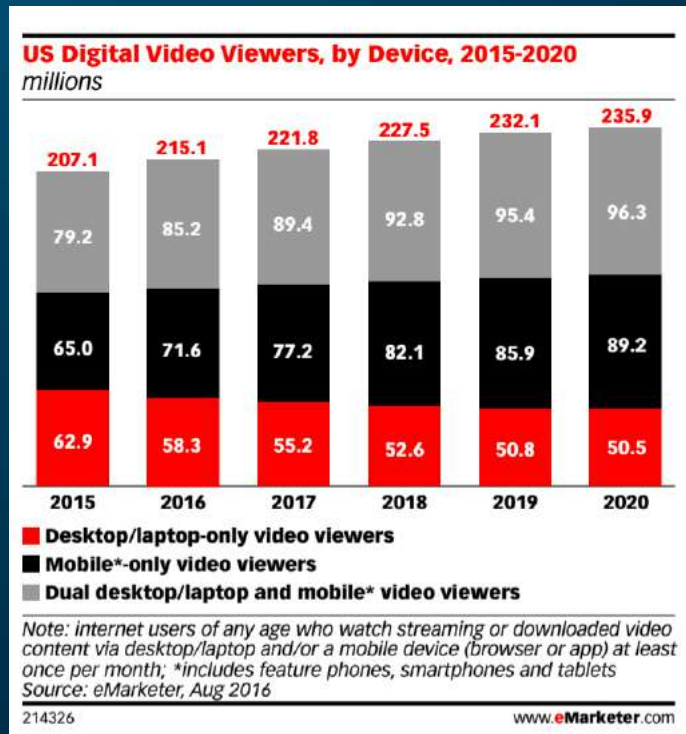
viewability
rates

- **45+ billion** video impressions are being served every month
- Global reach across **600 premium publishers** and mobile apps
- Rubicon Project's mobile video inventory has grown by **60%** in 2016 alone

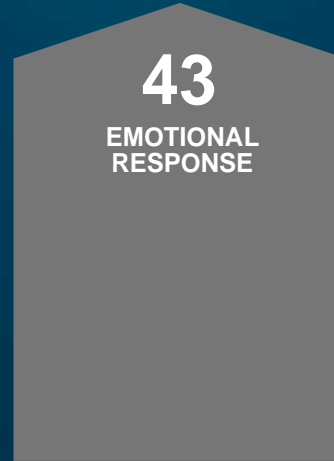
The forecast is clear for continued growth

Date	Online Video	Mobile Video
2016	\$9.8 Billion	\$8.7 Billion
2017	\$11.1 Billion	\$13.5 Billion
2018	\$12.5 Billion	\$18.5 Billion
2019	\$13.4 Billion	\$25.7 Billion

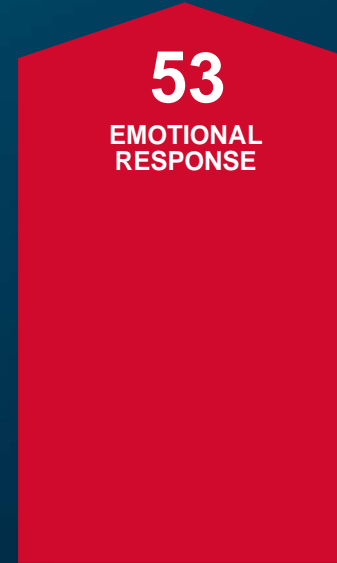
While mobile video is currently on par with online, it's projected to double by 2019



Not only is mobile video growth exploding, but it also drives a greater emotional response than television



TV Ads

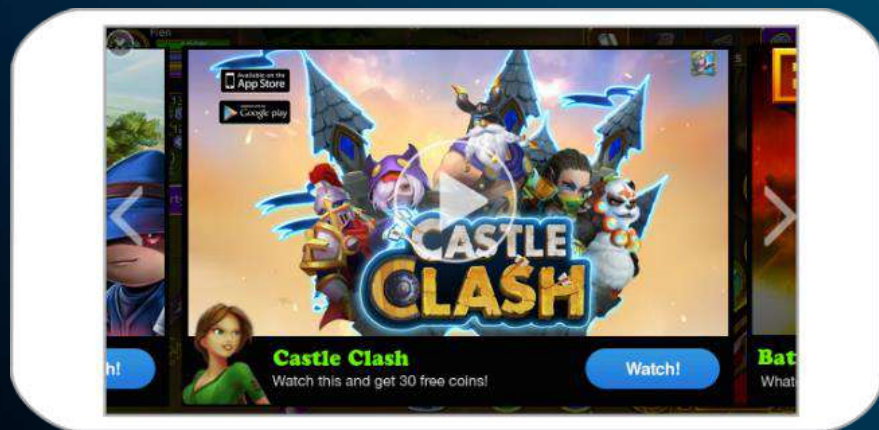


Smartphone Ads

Source: Nielsen Biometric Day in the Life

Rewarded video advertising really works

Nearly half of US mobile gamers who play at least monthly prefer viewing rewarded video ads in free-to-play games*



US Mobile Phone Gamers and Penetration, 2014-2020

	2014	2015	2016	2017	2018	2019	2020
Mobile phone gamers (millions)	147.6	164.9	180.4	192.2	202.8	209.5	213.0
—% change	14.2%	11.7%	9.4%	6.6%	5.5%	3.3%	1.7%
—% of mobile phone users	58.4%	63.9%	68.8%	72.3%	75.0%	76.5%	77.0%
—% of population	46.3%	51.3%	55.7%	58.9%	61.6%	63.1%	63.7%

Note: mobile phone users of any age who play games on mobile phones at least once per month; excludes preinstalled games on feature phones
Source: eMarketer, Feb 2016; confirmed and republished, Aug 2016

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www.eMarketer.com

*eMarketer April 2016

Benefits of rewarded video advertising...



PUT CONSUMERS IN CONTROL, allowing them to choose which ads to engage with, at which time, in what way



MAXIMIZE ENGAGEMENT, enables advertisers to integrate their campaigns into contextually relevant in-app moments



OFFERS SOMETHING OF VALUE, these ads work particularly well in mobile games, which have natural breaks in the action

About Tapjoy

- Global in-app video advertising platform
- Audience: 520MM active consumers globally
- 10,000+ premium app partners via direct SDK integration
- All Tapjoy Video is:
 - Immune to Ad Blockers
 - Full-screen, 99% Human & Viewable (MOAT)
 - Opt-in
 - Skippable
 - Rewarded

Marketers' Big Challenges

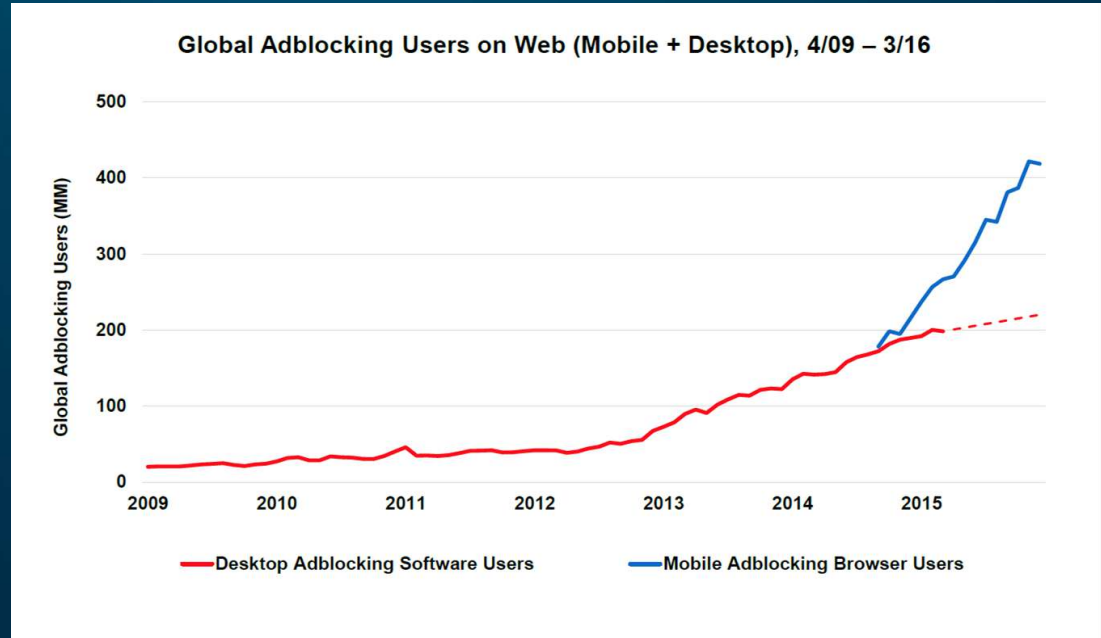
Ad Blocking

Viewability

Marketers' Big Challenges

94% **Increase** in Ad Blocking YoY on Mobile Web

Ad blocking is becoming more mainstream.



Source: New York Times, Rise of Ad-Blocking Software Threatens Online Revenue, May 2016

Marketers' Big Challenges

Users are **Opting Out**

People are skipping, scrolling past or not even able to see the ad in the first place.



The Real Challenge

Lack of ENGAGEMENT

The Ask

BETTER Advertising

Consumers Expect to be Rewarded

“Advertising is most effective when it is part of a value exchange. Consumers are now aware of how much their attention is worth to marketers, and **they expect to be rewarded** for it.”

– Publicis Media Group
2015 Global Digital Marketing Report

Consumers Prefer Rewarded Advertising



FORRESTER®

84%

Of Consumers
Prefer
Rewarded Ads

91%

Of Smartphone
Owners ***Favor***
Ads That Offer
Rewards

Source: IPG Media Lab + Kiip: Moments That Matter; June 2014

Source: Forrester Research, June 2014



How it works

When we say rewarded video, what does that
mean?

How Rewarded Video Works



- 1) Consumer sees an offer that is natively integrated into the app and opts-in to see a video in exchange for something of value in their app

How Rewarded Video Works



2) Consumer watches your full-screen, 100% viewable video ad

How Rewarded Video Works



- 3) Consumer is given the reward and sees a post-video end card that drives an action



Performance & Impact of Rewarded Video

Performance & Impact of Rewarded Video

Verified By:

Industry-leading **engagement**

MOAT

Incredibly positive impact on
consumers' **attitudes**

 comSCORE®

Performance of Rewarded Video

MOAT



Video Completion Rate

MOAT Mobile Benchmark

52%

MOAT-Verified Tapjoy Average

79%

1.5x
Greater
Than Mobile
Benchmark

Source: MOAT, Tapjoy Performance, Oct 2016



Performance of Rewarded Video



Post-Video CTR

2.9x
Greater
Than Mobile
Benchmark

Mobile
Benchmark

1.4%

Tapjoy Average

Tapjoy

4%

Source: MMA, Mobile Video Benchmark Study, April 2014

comScore Research: Impact of Rewarded Video comSCORE.

- 2-Year Study
- 13 Brands
- CPG, Finance, Insurance, Auto, Dining, Retail
- Methodology: Control vs Exposed
- Total Sample Size: 24,330 Consumers

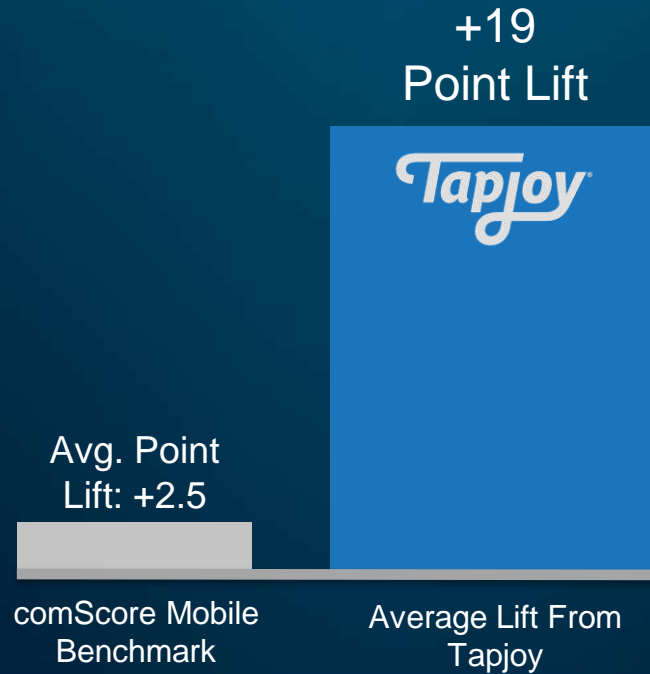
comScore Research: Impact of Rewarded Video comSCORE.



comScore, "Tapjoy Platform Study", March 2016

Impact of Rewarded Video

Rewarded Video Drives an Increase in **Aided Awareness**

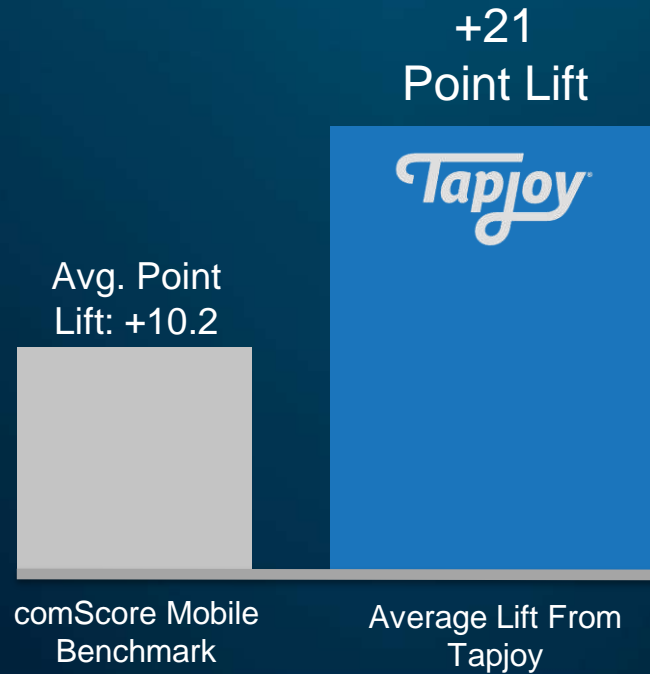


7.6x
Greater
Than
Mobile
Benchmark

comScore, "Tapjoy Platform Study", March 2016

Impact of Rewarded Video

Rewarded Video Drives an Increase in **Mobile Ad Recall**

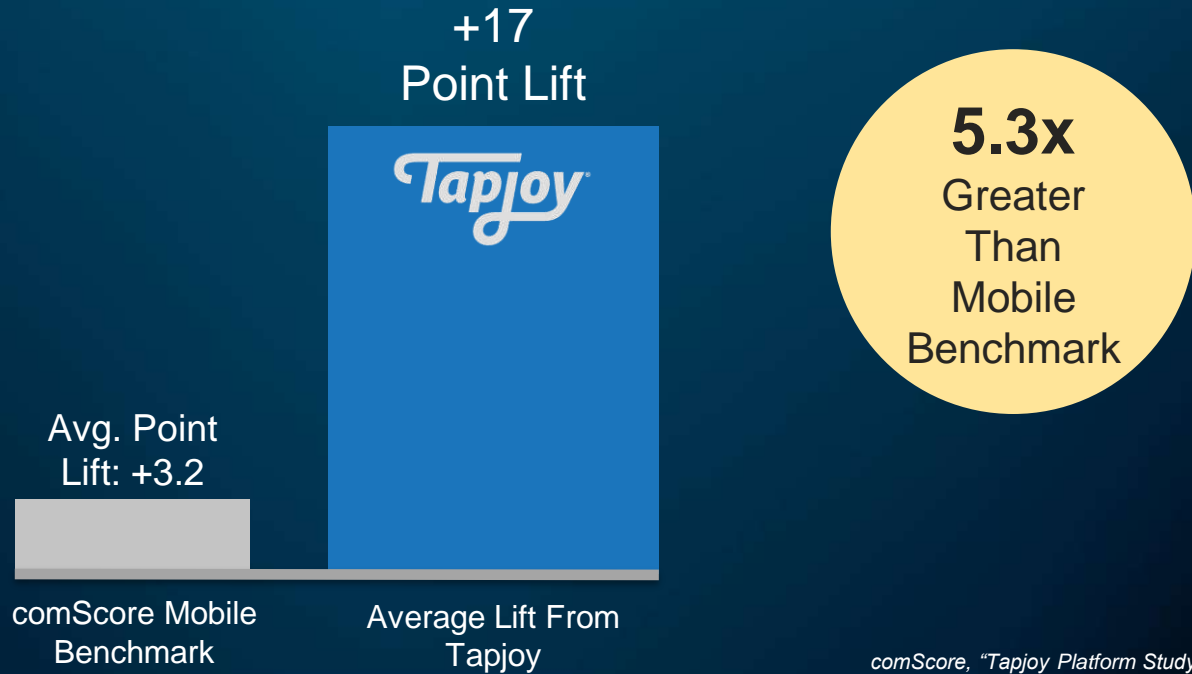


2x
Greater
Than
Mobile
Benchmark

comScore, "Tapjoy Platform Study", March 2016

Impact of Rewarded Video

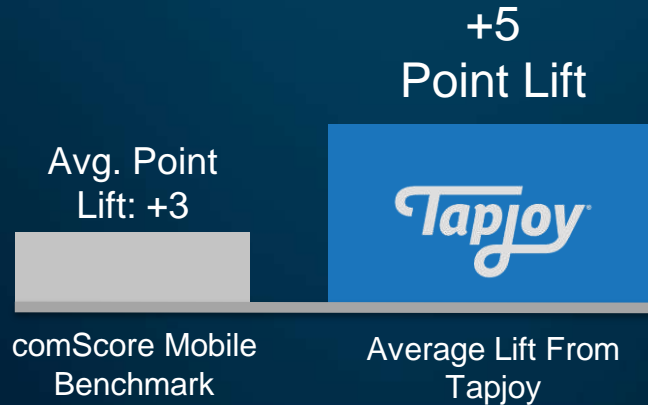
Rewarded Video Drives an Increase in **Message Association**



comScore, "Tapjoy Platform Study", March 2016

Impact of Rewarded Video

Rewarded Video Drives an Increase in **Favorability**



1.6x
Greater
Than
Mobile
Benchmark

comScore, "Tapjoy Platform Study", March 2016

Impact of Rewarded Video

Rewarded Video Drives an Increase in **Purchase Intent**

Avg. Point
Lift: +4



comScore Mobile
Benchmark

+4
Point Lift



Average Lift From
Tapjoy

On Par
With
Mobile
Benchmark

comScore, "Tapjoy Platform Study", March 2016

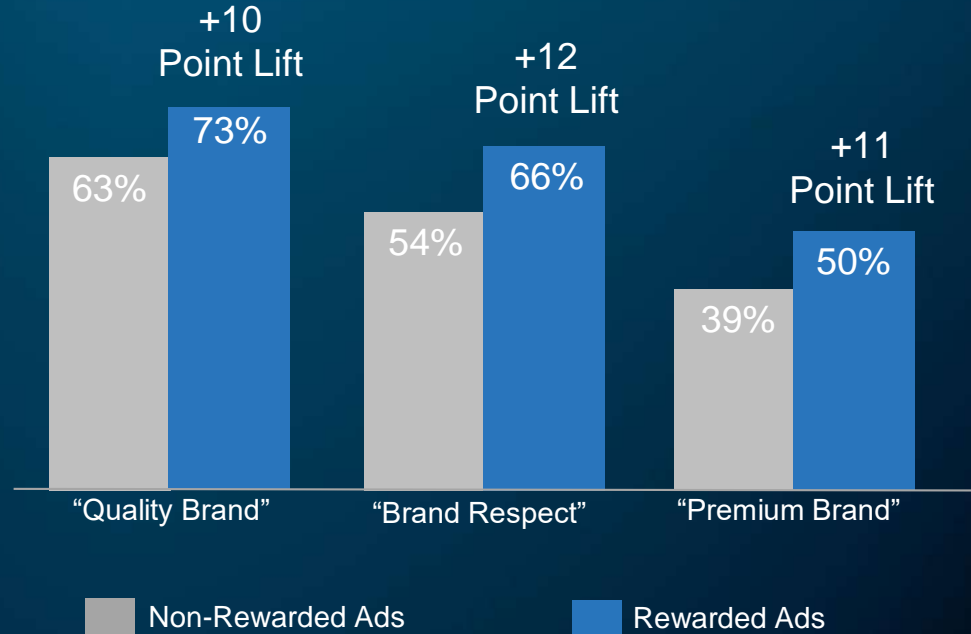
Performance & Impact of Rewarded Video



+10 Point Lift
Perception of Brand
Quality

+12 Point Lift
Brand Respect

+11 Point Lift
Perception that Brand
is "Premium"



Source: IPG Media Lab + Kiip: Moments That Matter, June 2014



Summary: Performance & Impact

Rewarded Video vs Non-Rewarded

Video Completion Rate:	1.5x Higher
Post-Video CTR:	2.9x Higher
Lift in Awareness:	7.6x Greater
Lift in Recall:	2x Greater
Lift in Association:	5.3x Greater
Lift in Favorability:	1.6x Greater
Lift in Purchase Intent:	On Par



Best Practice: Rewarded Video

Best Practice: Rewarded Video

In-Game

- 32% of Time Spent on Mobile Is Spent Playing Mobile Games
- Games: #1 App Category (most downloads)
- The majority of US Adults - 180MM - play games on their mobile regularly

Best Practice: Rewarded Video

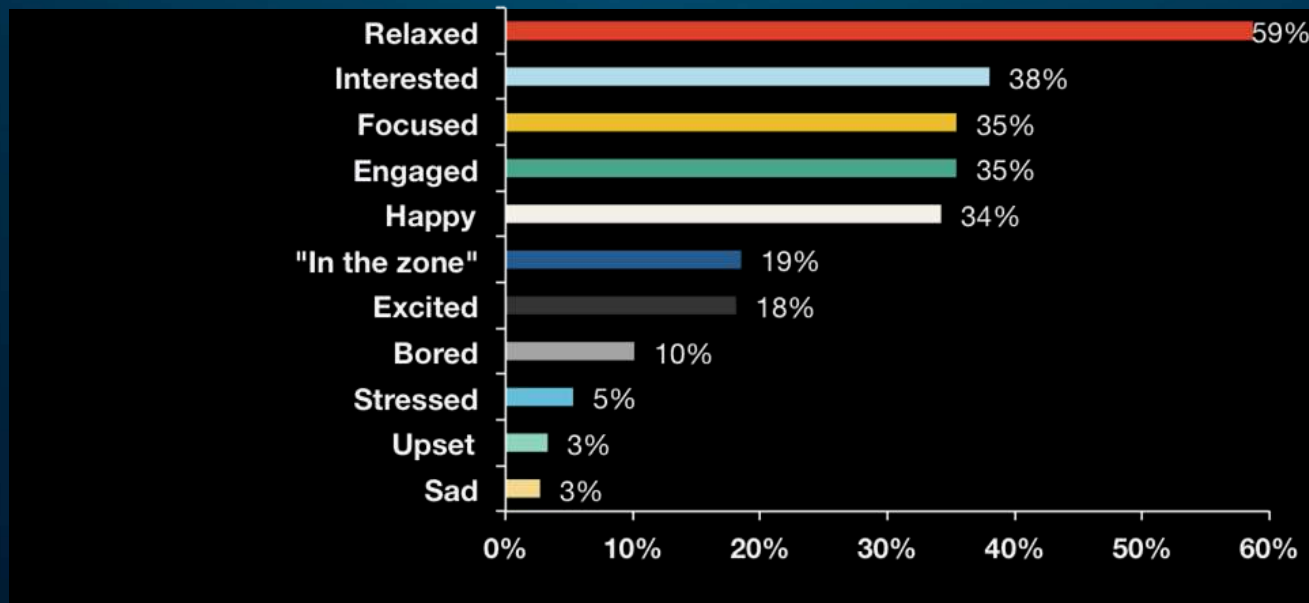
In-Game: The Ideal Environment For Rewarded Advertising

- The reward is native to the app & provides immediate value
- Consumers are in a positive state of mind



Best Practice: Rewarded Video

*How do people **feel** while playing mobile games?*



Source: Tapjoy, "Understanding the Modern Day Mobile Gamer", September 2016
Question: How do you feel when playing games on your phone/tablet? (Check all that apply)

Tapjoy Private Exchange Powered by Rubicon Project

Tapjoy has partnered with Rubicon Project to provide access to Tapjoy Rewarded Video. Videos are natively integrated into 10,000+ premium apps.



How To Get Started

Contact Tapjoy at **advertise@tapjoy.com** to set up a PMP so you can start running rewarded video today!

If you want to run on the Rubicon GO Platform, contact **sales@rubiconproject.com** and ask for Tapjoy.





Thank You!



Q&A

Be Inspired and Learn

MMA Webinar Series

The Strange Future of Mobile- 2017 and Beyond
Thursday, December 8th

2016 Mobile Marketing Trends
Wednesday, December 14th

mmaglobal.com/webinars

Upcoming MMA Events



MMA Forum Singapore
November 28, 2016















MMA Forum Paris
December 1, 2016

mmaglobal.com/calendar/monthly



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[MMA programs](#) and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue..

 Attribution Analysis	 Currency Measurement	 Internet of Things	 Location
 Mobile Games	 Mobile Messaging	 Mobile Native Advertising	 Mobile Programmatic
 Mobile Shopper Marketing	 Mobile Video	 Privacy	 Research Council - In Development -

To join a program, contact committees@mmaglobal.com.

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