December 03, 2018

Incentivizing users to watch ads

Tuna Toksoz

John Dukellis

Incentivizing users to watch ads

ABSTRACT

Advertisers, ad networks, and online publishers generally prefer that their ads be watched in their entirety. Rewarded ads are an ad format that tries to achieve end-to-end viewing of ads by incentivizing users to watch a video ad in exchange of a virtual good. However, not all apps have virtual goods to offer; for example, a flashlight app may not have a virtual good to offer.

This disclosure addresses the lack of virtual prize-goods by introducing an automated raffle into the rewarded ad format. Per the techniques of this disclosure, a reward of watching an ad is an entry into a raffle that offers the viewer a chance to win a valuable (and real) item. The raffle is drawn and winner announced when the cost of the number of views reached exceeds the value of the prize by a predetermined margin.

KEYWORDS

online ads, video ads, rewarded ads, cost per click, cost per mille, CPC, CPM, raffle, mobile ad, incentivized ads

BACKGROUND

Advertisers, ad networks, and online publishers generally prefer that their ads be watched in their entirety. Rewarded ads are an ad format that tries to achieve end-to-end viewing of ads by incentivizing users to watch a video in exchange of a virtual good. Examples of virtual goods include an extra life in a game app, a virtual toy, a virtual coin, etc. However, not all apps have virtual goods to offer; for example, a flashlight app may not have a virtual good to offer.

DESCRIPTION

Per the techniques of this disclosure, a viewer is incentivized to watch a video ad in its entirety by granting them entry to a raffle that offers a chance to win a valuable item. The entry

to the raffle is granted upon complete watching of the ad. The raffle is drawn and winner determined, e.g., when the cost of the number of views reached exceeds the value of the prize by a predetermined margin.
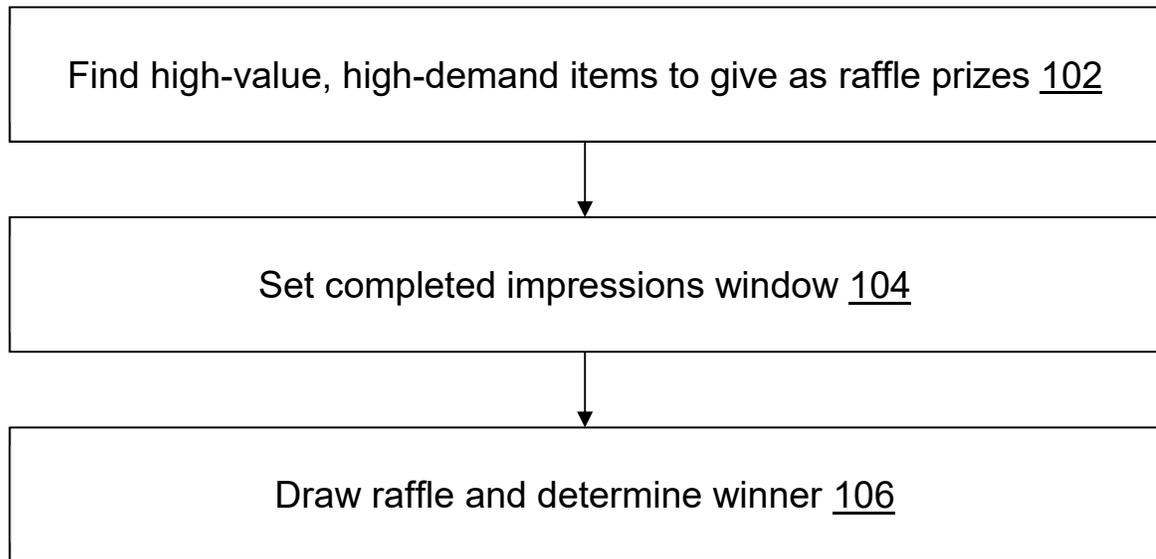
```
┌─────────────────────────────────────────────────────────────┐
│                                                               │
│     Find high-value, high-demand items to give as raffle     │
│                        prizes 102                             │
│                                                               │
└─────────────────────────────────────────────────────────────┘
                              │
                              ▼
┌─────────────────────────────────────────────────────────────┐
│                                                               │
│            Set completed impressions window 104               │
│                                                               │
└─────────────────────────────────────────────────────────────┘
                              │
                              ▼
┌─────────────────────────────────────────────────────────────┐
│                                                               │
│            Draw raffle and determine winner 106               │
│                                                               │
└─────────────────────────────────────────────────────────────┘
```

Fig. 1: Incentivizing viewers to watch ads in their entirety using raffle-based reward ads.

Fig. 1 illustrates incentivizing viewers to watch ads in their entirety using raffle-based reward ads, per techniques of this disclosure. High-value, high-demand items, e.g., televisions, smartphones, concert tickets, etc., are found for raffle prizes (102). Such items can be found, e.g., by analyzing product feeds of e-commerce sites, search queries of search engines, etc. Alternately, an advertiser for the high-value, high-demand item can request that the item be offered as a raffle prize in certain apps or through an ad network. The finding of suitable raffle prizes can be led by the advertiser, the ad network, or the website / app publisher.

At 104, a completed impressions window, e.g., the number of ad impressions needed before the raffle is drawn, is set. The completed impressions window is set such that the cost of

the completed impressions exceeds the value of the prize by a predetermined margin. An example formula to compute the completed impressions window is as follows.

```
completed impressions window =
(1 + margin) × value of prize ÷
(cost per impression × revenue share of ad-network)
```

Example: A television worth $500 is set as the prize. The cost per impression for an ad for the television is 3 cents (cost-per-mille is $30). The revenue share of the ad-network is 30%. The margin is 0%. Per the above formula,

```
completed impressions window = (1+0)×500 / (0.03×0.3) = 55,555.
```

In this example, the raffle is drawn at the end of 55,555 completed impressions. If the raffle prize is financed by the ad network, then the ad network breaks even, e.g., achieves revenue neutrality, at 55,555 completed impressions. In cases where the ad network finances the prize, the margin is generally set at a number greater than zero.

To participate in the raffle, a viewer logs into the app or site running the ad via an identity service provider. By doing so, a raffle winner is assured of receiving the prize without undue delay. For the ad network, the advertiser, and the publisher, the logging in of the user addresses a related problem, that of viewer identification. Those viewers who watched the video ad in its entirety are entered into the raffle.

When the number of ad impressions, e.g., unique, complete views of the video ad, exceeds the completed impressions window, the raffle is drawn and the winner determined (106). In effect, the raffle is drawn after sufficient impressions are shown to make up for the cost of the product plus a reasonable margin.

Example: A flashlight app displays the message, "Watch ad for a chance to win this TV." The completed impressions window is 20,000. After 20,000 impressions, the ad-network chooses a

winner. The ad-network collects ad revenue from the advertiser, pays for the prize TV and sends the prize to the winner.

Example: A flashlight app displays the message, "Watch ad to unlock brighter light and for a chance to win this TV." The completed impressions window is 20,000. After 20,000 impressions, the ad-network chooses a winner. The ad-network collects ad revenue from the advertiser, pays for the prize TV and sends the prize to the winner.

Example: A game app displays the message, "Watch ad to get 20 coins and for a chance to win this TV." The completed impressions window is 20,000. After 20,000 impressions, the ad-network chooses a winner. The ad-network collects ad revenue from the advertiser, pays for the prize TV and sends the prize to the winner.

In this manner, the techniques of this disclosure enable apps to offer a rewarded ad format. Per the techniques, even apps that have no virtual goods to offer as reward, e.g., non-game apps, can adopt the rewarded ad format. In addition, the techniques enable viewers of the ad to authenticate themselves. Once authenticated, viewers enter the raffle in a single step.

CONCLUSION

This disclosure addresses the lack of virtual prize-goods in rewarded ads by introducing an automated raffle into the rewarded ad format. Per the techniques of this disclosure, a reward of watching an ad is an entry into a raffle that offers the viewer a chance to win a valuable (and real) item. The raffle is drawn and winner announced when the cost of the number of views reached exceeds the value of the prize by a predetermined margin.