

What is Vidverto?

Vidverto is a cutting-edge video content and monetization platform that provides enterprise-level programmatic advertising solutions to companies from various industry verticals. It is a one-stop platform that lets you discover your video content, increasing monetization by enabling you to boost return on investment and engage audiences across ad formats and devices.

Vidverto is a complete package that offers both Video Content and Monetization. So, if you have traffic but no or rare videos that allow users to access novel and relevant content, you can use Vidverto - a "Native Video Unit" that can be implemented between article content as a video recommendation. It offers video content and Ads that can make a difference.

Vidverto works on a native video recommendation widget and provides access to the all-in-one platform, a complete SSP, a video content management area, and a curated content gallery, thus helping you get positive ROI on your productions. Vidverto's uniqueness lies in its ability to use intelligent bidding algorithms based on real-time processing of the data it receives.

Goal

Vidverto's real goal is to help publishers unlock their full video monetization potential through the use of optimized media widgets that can be natively included in between the article content.

Definitions, Acronyms, and Abbreviations

Term	Definition
SSP	Supply-side Platform
DSP	Demand-side Platform
CPM	Cost Per Thousand Impressions
SSP	Help publishers monetize their advertising inventory/apps. SSP enables the publishers to make their advertising inventory available to ad exchanges and sets controls to maximize revenue yield on their impressions across all demand sources.
DSP	A counterpart of SSP on the advertiser side. Brands can use DSPs to set up their campaigns and define their terms for maximum bids, budget caps, the target audience parameters, and their campaign goals.
CPM	Advertisers running CPM ads set their desired price per thousand ads served and pay each time their ad appears. It is one of the

	many methods that websites and social sites use to price online advertisement strategies.
Programmatic deals (Via GAm 360 / Mediamath)	Programmatic Guaranteed deals provide an automated buying solution with tagless trafficking, advanced targeting, and consolidated reporting and billing.
Header Bidding	Also referred to as advance bidding or pre-bidding is an advanced programmatic advertising technique that serves as an alternative to the Google “waterfall” method. It offers its publishers a way to simultaneously offer ad space out to numerous SSPs or Ad exchanges at once.
Hybrid Bidding	An automated, goal-driven bid strategy that groups together multiple campaigns, ad groups, and keywords. Also known as Portfolio bid strategies, Hybrid Bidding automatically sets bids to help you reach your performance goals.
Open RTB 2.5	Bidding for individual impressions in real-time (i.e., while a consumer is waiting) via IAB's OpenRTB 2.5 specification
Viewability	Viewability is an online advertising metric that aims to track only impressions that can actually be seen by users.
Video Instream Ads	An ad played before, during or after the streaming video, animation, gaming and music video content that the consumer has requested (pre-roll, mid-roll, post-roll).

How Does Vidverto Work?

Vidverto provides a recommendation video content unit to Publishers (Website Owners). The recommended video is connected to high Programmatic Demand Partners (Major DSPs and Programmatic Deals). Vidverto uses a full SSP with a built-in media player to provide the highest possible optimization for each video ad opportunity.

Vidverto is the leading platform that provides publishers a unique opportunity to get an edge over the competitors and start making money with native Video Pre-rolls ads. Here is how it works for publishers.

- The publisher signs up for the platform by filling in the mandatory details.
- Once the detail is filled in successfully, Vidverto will check and approve your request based on the quality and traffic volume.
- After approval, the publisher logs in.
- Once logged in successfully, choose a video from Vidverto’s library or add your video by connecting to your YouTube channel. You can manually upload videos to use in the widget.

- Once the video is selected, you can place the native widget code in the content. That is where the widget will start to run video ads with the selected content and revenue will be generated through the video ads.
- Go to the report to check the amount of revenue generated using the Vidverto video widget.
- You will receive payment based on the agreement with Vidverto.

Note: *Vidverto is not a self-serve platform. There is a dedicated sales team to reach publishers, offering them Vidverto native unit. The sales team also handles most of the internal processes. Ideally, a publisher can do this all itself.*

Value Matrix

All in One Video Widget:

Profitable Video demand + Player + Media content together in the same code allows Vidverto technology to work at the highest performance. So, now you can easily embed videos into your sites and control different fields using our all-in-one video widget.

Users can place this widget on any page of their preference and it will operate as a native video recommendation unit. Here are some key features:

- An intelligent content recommendation video unit that can be dynamically included on every page and engage the publisher's audience with new media content
- A highly customizable player (created by our team) with an in-built ad optimization bidding logic that generates more revenue opportunities.
- The widget natively matches any website's look and feel. It also allows publishers to include their video content as media recommendations.
- It is directly connected to our SSP and with Direct Programmatic Demand Campaigns.

Note: *This is not a platform to create ads, this is a platform to communicate with the Publishers (to website owners) and increase their ROI using our tech.*

PageSpeed Test: Vidverto codes enhance your website performance instead of hampering it. Our experts work in compliance with <https://pagespeed.web.dev/>. Page Speed Test is an ideal way to measure speed optimization which, in turn, is vital for a seamless user experience.

Publishers' Content Distribution: The Media content manager is included in the platform, allowing publishers to upload their video content for the recommendation widget. That is a great way to optimize their current video content cost-efficiently. So now, you as a publisher can have

access to an infinite library of contextual videos where you can choose the categories, and keywords that provide the perfect complement to your content.

Convenient Payment Terms: We offer the most Vidverto Payment terms, depending on the case, can be Monthly, weekly, and also prepayment.

Customize Look & Feel: Vidverto Player can be fully customized with Publishers' website design creating a native widget that perfectly matches their context and optimizes the user experience. It boosts revenue generation through increased consumer engagement. Your video unit conveniently blends into your articles without disrupting the look and feel of your website.

API statistics: Vidverto provides access to the revenue reports via API, so our partners can include the numbers in their current tech.

Direct Demand Connection: Videverto SSP is directly connected to Major DSP including Google DV 360 / MediaMath. On the other hand, a dedicated Sales team creates thousands of monthly programmatic deal opportunities for the connected video audiences.