



Sponsored videos

SPONSORED VIDEOS

Cost

Minimal management hours to implement (Approx 1 to incorporate administration time).

Audience

Online audiences on sales incentive and channel incentive, or any programme depending on video shown.

Timescale to implement

2-3 days from sign off, no downtime needed

Objective

Encouraging anything needed to target e.g redemptions, site interactivity or sales claims.

Mechanics

There are multiple ways we could encourage fresh content on our sites and also bring in some extra revenue. Firstly, we could look into the possibility of charging our suppliers to feature a reward video on the homepage of our myrewards sites. Secondly, we could charge vendors running multiple promotions in our sales campaigns to feature a product video on the homepage. This would create fresh content and bring in revenue whilst driving to key areas of our programmes.

Measurement

We would expect to see an increase in the amount of redemptions, engagement or sales claims.

Reward

N/A
