

# Adverty – NDA. FAQ Sheet.

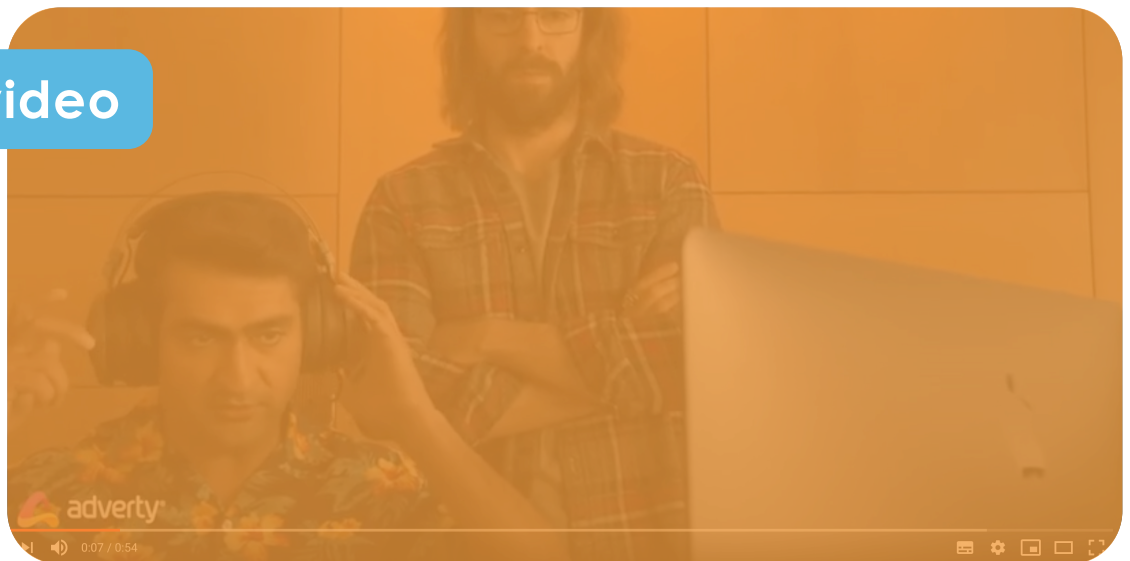
Questions and answers about the product.

# FAQ - Question & Answers

## Explainer video

**Adverty's promo video shows the full effect of in-game advertising!**

Whether as a banner ad, video sequence, or entire branding concept - Adverty delivers a new way of addressing users.



## Reach - How many users use these games?

<b>Austria:</b>	<b>135.000 users per month</b>
<b>Germany:</b>	<b>700.000 users per month</b>
<b>Switzerland:</b>	<b>120.000 users per month</b>



# KPI's

**Which key figures are particularly important concerning payout?**

Since some of the content is not clickable, reach, impressions, video completion rate, and visibility are the most important information.

## Previewing ads - Can I preview my banners in the app?

To give you a feel, mockups can be created for various forms of advertising - but this is not possible for every placement.

## Technical specifications - Can we produce the required formats ourselves?

External hosting of advertising media not possible, external measurement of viewability not yet, planned 2021.

## Booking form and processing (partner): - How is the offer made?

**We operate in the DACH region with partners who are allowed to offer access to the product.**

The transaction always takes place through a direct sales relationship with NDA GmbH, which is established through a prepared form.

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## Targeting

Since this advertising channel is a novelty, we are confronted with several legitimate questions every day. We have the most important ones at a glance!

Is it possible to target based on demographic parameters (age, gender)?

Some games can target 13-17 and 18+, that's all.

Is it possible to advertise in a specific game?

Yes

Is it possible to target based on geographic parameters?

Yes, country.

Is it possible to blacklist some games if needed?

Yes

Can ads be served on an ad server of our choice (such as Gemius or DCM)?

If the server is a DSP and can buy programmatic ads from PubMatic SPP then yes. Otherwise no.

Is it possible to implement brand safety tools such as IAS or MOAT?

IAS and MOAT are working on internal cases to add our ad type to their viewability verification. I would assume this is not going to be commercially available until late 2021 unfortunately. Until then, we have to use our own viewability verification and brand-safe certifications such as IAB Gold certified and TAG verified.

Of course, we assume that not every question has been answered and are available for further questions at [office@nda-agency.com](mailto:office@nda-agency.com) or by phone.

Advertising next level - what is Adverty

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