



ADACTION

8 Reasons To Tap AdAction As Your Offerwall Provider

Offerwalls are a vital element in app user engagement. Since they are non-intrusive and user-initiated, users don't consider them "ads." There are many offerwall options for mobile app marketers and developers to consider. However, few deliver everything that AdAction's offerwall does. Check out these eight reasons to tap us as your offerwall provider.

Step 01

Hit unique user bases. We own and operate our offerwall inventory and can reach user bases not accessible on other platforms. Additionally, you can opt to run with our vetted reward partners for extra scale.

Step 02

Use standalone placements for premium exposure to users with our offerwall. If you want all eyes on your ad, this is a great strategy that our offerwall permits.

Step 03

Increase your eCPM (effective cost per mille). When this number is higher, you're generating more ad revenue. Those using our offerwalls realize more significant gains than if they use rewarded video on other platforms.

Step 04

Enjoy the flexibility of using offerwalls for both top-funnel and deep-engagement events. Present users with offerwalls for registrations and lead generation at the top. Then continue to engage with offerwalls that promote paid subscriptions and purchases.

Step 05

Boost user engagement. Monetizing users is much easier with offerwalls versus using traditional apps to drive in-app purchases (IAPs). Our results also show that once users engage with offerwalls, they are more likely to complete IAPs.

Step 06

Customize your offerwall to enhance the user experience. Not all platforms allow customization, but ours does. You can customize images, animation, offer name, description, instructions, and icons.

Step 07

Leverage multiple campaign types on all platforms. Some offerwalls have limits on the types of campaigns, but with our product, you can run several cost-per models—CPI, CPE, CPA, and CPC—across Android, iOS, mobile web, and desktop

Step 08

Access expert support. As an industry pioneer, we have a team that has the expertise that's hard to find. We guide our clients through the process to ensure their offerwalls perform.

Have questions about our offerwall options?
Talk to our experts today.

Get In Touch