adjoe

Playtime Rewarded Ads
Best Practices

Campaign Types

Google Play

Time-based

Rewards for time-played

adjoe's **algorithm manages time-based reward logic**, giving users enough rewards for the time they spend in the game to keep them engaged without making rewards their sole focus.

Google Play | iOS

Event-based

Rewards for completed events

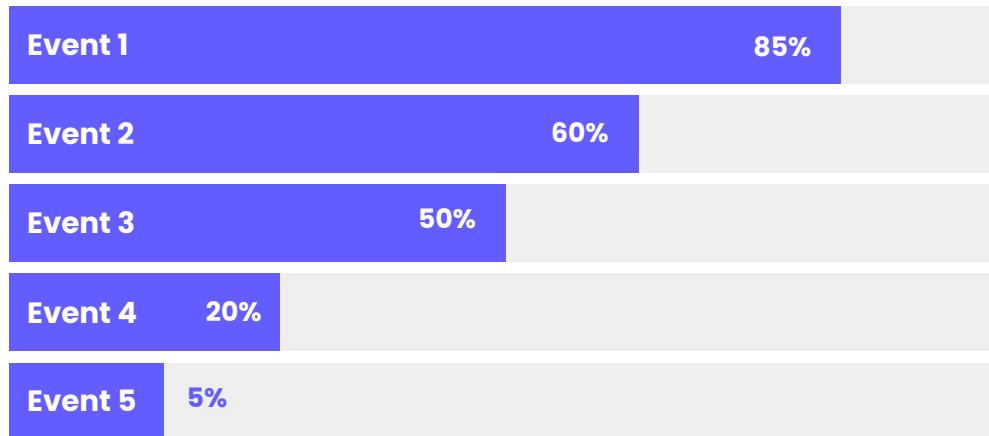**Hands-on solution**: Advertisers can customize reward moments at key points during app gameplay.

Event-based campaigns

How to select events?

- ❏ Start with **5-7 events**
- ❏ 1st event **min. 80% completion rate and last** **2 - 5%**
- ❏ Min. 5 & max. 10 events

Event 1	85%
Event 2	60%
Event 3	50%
Event 4	20%
Event 5	5%

Test Campaign

Geo
Start with your top markets

Device
Leave for post-learning, exclude non compatible device

Age
Select your audience but keep it broad

OS
Go broad initially

Gender
Select your audience but keep it broad

Look-alike
App targeting as additional campaign

Test Budget

CPI: Our Platform Expert will recommend based on

- game vertical,
- monetization mix,
- target audience
- KPIs

Daily cap : min. 150-200 installs/campaign

Testing Time: ~6 weeks
(2 weeks learning phase + min. 2 optimization iterations)

*Pro tip: The higher the CPI, the more rewards users will get, leading to higher engagement.

Creative Best Practice

- ❏ Show **gameplay** (no fake ads)
- ❏ **Video** converts best
- ❏ **Localization** per language is recommended (device language distribution)
- ❏ **Updating frequency**: 1x per 1-2 months or less