



## Dear StreamRail Partners,

“Creativity isn’t meant to introduce complexity, it is expected to add simplicity.”

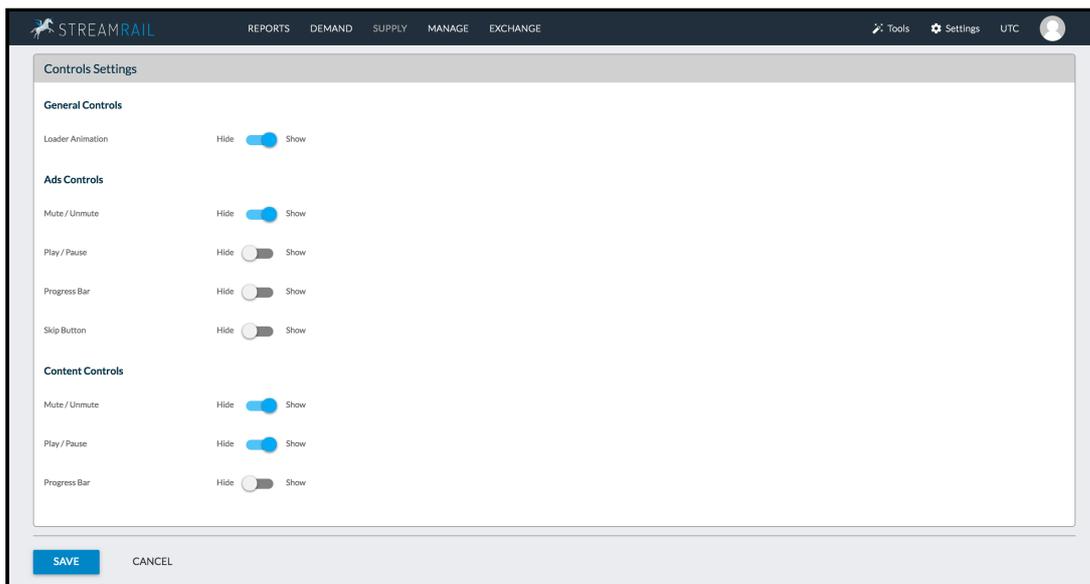
– Amit Kalantri

Q4 is right around the corner, and with it, we bring to you the new features introduced to our Blade and BladeX players, and the platform.

Here’s a summary of all new features since our latest update:

### 1. Player - The Blade player received a few exciting new improvements:

- A. Player Controls Settings section - you can now activate and deactivate the player’s controls for ads and content individually from here. The skip button also moved to this section. You can also activate the progress bar, and the player’s loader animation (default is hidden).



- B. A new "Scheduling" section and a Pre-roll ability - we moved the ads settings (max impressions & number of waterfall loops) here, and there are now 4 scheduling options:

1. If a video content is selected, you can choose between breaking ads or pre-roll:

- a. Breaking ads - Once an ad is found, it "breaks" the content playing to play the ad. The content will resume playing afterwards. The relevant settings are as follows:

- Max total impressions - the maximum number of impressions, per session, on the player’s level.
- Max waterfall loops - the maximum number of waterfall loops per session.
- Minimal time before ads - the minimal number of seconds the video content will play before the first ad.
- Minimal time between ads - the minimal number of seconds the video content will play between ads.

**Scheduling**

Scheduling Type ➔ **Breaking Ads** Pre-Roll

Max total impressions ⓘ 2

Max waterfall loops ⓘ 10

Minimal time before ads (seconds) Unlimited

Minimal time between ads (seconds) Unlimited

Note: The content will be played in unlimited loops. The above settings refer to the whole session.

\*\* The content will be played in unlimited loops, and the settings will refer to the whole session.

b. Pre-roll - The ads will play before the content, according to following settings:

- Max total impressions - the maximum number of impressions, per session, on the player's level.
- Max waterfall loops per Pre-Roll - the maximum number of waterfall loops for each content loop.
- Max impressions per pre-roll - the maximum number of impressions for each pre-roll.
- Pre-roll timeout - the timeout for each pre-roll. Once the timeout is reached, the ads auction process will end, and the content will start playing.
- Number of content loops - The content loops will be played according to the number that was set (default is unlimited).

**Scheduling**

Scheduling Type Breaking Ads ➔ **Pre-Roll**

Max total impressions ⓘ 2

Max waterfall loops per Pre-Roll ⓘ 10

Max impressions per Pre-Roll 2

Pre-Roll timeout (seconds) 30

Number of content loops Unlimited

c. Image content: only breaking ads option is available, as explained above.

d. No content was chosen: the settings were kept as before (only max impressions & waterfall loops).

**Scheduling**

Max total impressions ⓘ 2

Max waterfall loops ⓘ 10

2. **Completions cap** - We added a new capping option under Delivery Policy, on an Ad Source's page. You can now select between an impressions to a completions cap, and limit the total completions and the max completions per day. The pacing can be set to one of the following:

1. deliver as soon as possible
2. deliver daily cap evenly - the cap will be delivered evenly between the hours of the day (can only be selected if a daily cap was set).
3. deliver total cap evenly between flight times - the total cap will be delivered evenly between the flight times selected under Time & Dates (can only be selected if flight times were set. See highlighted in blue in the screenshot below).

### 3. Reporting -

- We added a CPM metric to the performance dashboard and the custom reports. The CPM is calculated as follows:  $\text{revenue}/\text{impressions} \times 1000$ .

#### Dashboard:

Ad Source	Impressions	Post-Bid E...	Revenue	Cost	Profit Mar...	Success R...	eCPM
Ad Source 1 adSource1	7,883	9,309	\$9,652.00	\$3,466.00	74.00%	74.00%	Success Rate * Rate

#### Custom Report:

Report Content

Report Type: All Activity

Date Range: Yesterday

Time Zone: UTC

Dimensions: Choose dimensions

Metrics: cpm

- CPM
- eCPM

- **Bid Rate** - We added a bid rate metric to the custom report.

Report Content

Report Type: All Activity

Date Range: Yesterday

Time Zone: UTC

Dimensions: Choose dimensions

Metrics: bid rate

- Bid Rate (demand)

- ### 4. Geo Location Targeting
- You can now target an ad source by a geo location. Simply enter the Longitude and Latitude, and set a radius to which the ad source will serve an ad.

Targeting

Player Size Method: Reported  Detected

Geo Location: Equals

ADD A CONDITION

Latitude: Longitude: Radius (km):

CANCEL OK

We are excited about the new features and looking forward to seeing them in use to improve your activity.

The entire team at StreamRail would like to wish you all Shana-Tova, and a great Q4!



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