ROBLOX

# Rewarded Video Playbook: Incremental Sim

## What is Rewarded Video?

Rewarded Video placements are full-screen, horizontal, 6-30 second video ads that users choose to watch in exchange for a reward that you decide.

**Monetize more of your players**

Reward players and engage new user segments.

**Low-lift way to increase ARPU**

Add in Studio and Roblox handles brand demand.

**Improve player engagement**

Rewarded Video boosts playtime and engagement

## Key metrics that drive earnings

The two metrics that you need to focus on are **opt-in rate** and **daily frequency**.

**13%+**
Opt-In Rate

The number of total eligible users who engage with your ad

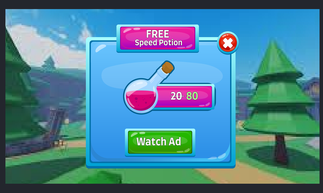
**2.8**
Frequency

How many times each user views your ad per day

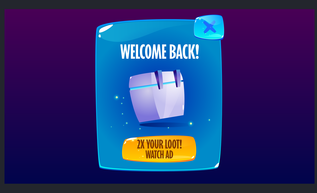
## Core Mechanics & Value Proposition

In incremental games, the player's primary "enemy" is friction (the time between upgrades). Rewarded video should act as a bridge, allowing non-paying players to overcome friction while keeping whales engaged with premium options.

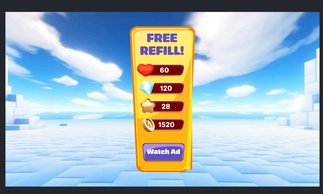
## Top Rewarded Video Strategies for Incremental Sim



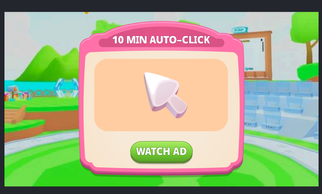

**The Velocity Reward:** Traditional speed/ multiplier boosts




**Welcome Back Earnings:** Doubles the offline earnings rewards upon re-entry.




**Resource Refill:** Instant refill of energy or stamina meters that limit grinding.




**Automation:** Unlock "Auto-Click" or "Auto-Sell" for 10 minutes (great for testing premium features).

## Pro Tips

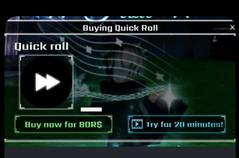
Multi-placement strategies work the best.

Clean UI with clear value proposition

Balance for player value and economic impact

## Best-in-class examples

Check out these top-performing Incremental Sims that are already using Rewarded Video effectively.




**Sol's Fast Roll**

**Strategy:** Automation

**Fisch Luck Boost**

**Strategy:** Velocity Reward

**Gym Star Simulator**

**Strategy:** Progression Jump

Get started today with our integration guide