ROBLOX

Rewarded Video Playbook: RPG

In this guide I will touch on what rewarded video ads are, various strategies on how to integrate, different entry points, and best practices. The goal is to create incremental earnings on-top of the existing monetization within the game.

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**.

15%+
Opt-In Rate

The number of total eligible users who engage with your ad

3+
Frequency

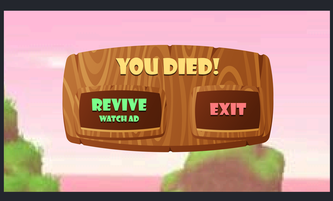
How many times each user views your ad per day

Top Rewarded Video Strategies for RPG Games

In an RPG, an ad is not an interruption; it is a **micro-transaction paid for with time**. To maximize engagement, the reward must solve an immediate "pain point" or accelerate a goal.

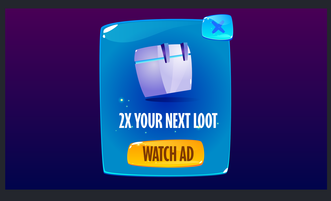
The "Convenience" Placement: Don't reward power; reward time saved.

Example: Bypass a crafting cooldown or time gate.



The "Loss Aversion" Placement: Trigger ads when a player is about to lose progress.

Example: "Second Wind" – Watch a 15s video to revive at a checkpoint instead of the starting village.



The "Scarcity" Placement: Offer items that are otherwise hard to farm.

Example: A "Luck Potion" that boosts rare drop rates for the next 10 minutes.

The “Grind” Placement: Offer boosts that can help a user speed up their progression. This can boost session length and retention.

Example: 2X EXP boosts for a timed duration.

Protecting the Economy (The "Golden Rules")

Unregulated rewards lead to hyper-inflation.
Use these guardrails:

The Daily Cap

Keep your economy and reward value in mind when configuring how often you want a player to engage. Consider testing to find the right cap for your game.

Deterministic Only

Per Roblox 2026 standards, no RNG. You cannot reward a "Random Legendary Item." You must state: "Watch to receive [Specific Item]."

Non-Tradable Rewards

Focus ad rewards on Account-Bound items. If players can watch ads to get tradable currency, "alt-account" farming will destroy your player-to-player marketplace.

[Get started today with our integration guide]