



Video Monetization Made Simple

Do you have a video monetization strategy that's serving your readers and making you as much money as possible?

Ideal video player setup for maximum revenue



Playlist video player

Plays a playlist of your videos automatically on most pages on your site so you earn video revenue and your readers get a preview of your video content.



Stationary Related video player

Embeds a video within a specific post to engage readers and improve SEO. Earn \$\$\$ when readers click to watch.



Sticky Outstream video player

Plays video ads continuously on any pages where other video players don't run so you don't miss any video revenue.

Which publisher are you?

1. "I don't do video"
2. "I'm not doing much with video"
3. "I'm doing pretty good with video"

1. "I don't do video"

- ☐ Turn on Sticky Outstream video players
- ☐ Talk to the team about Playlist video
- ☐ Make a plan to create a few key videos to embed in high-potential posts to boost traffic and SEO



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2. "I'm not doing much with video"

- ☐ Reach out to the team for a video strategy consult
- ☐ Visit Ad Preferences for top-earning video settings:
 - ☐ Remove video title wrapper
 - ☐ Enable Sticky Outstream video player on desktop + mobile
 - ☐ Top-center location for Anchored Sticky Player on mobile
- ☐ Confirm Global Player Settings: Stationary
- ☐ Pick 2-3 high-potential posts and add embedded video to boost traffic and SEO

3. "I'm doing pretty good with video"

- ☐ Keep up the good work!
- ☐ Visit Ad Preferences for top-earning video settings:
 - ☐ Remove video title wrapper
 - ☐ Enable Sticky Outstream video player on desktop + mobile
 - ☐ Top-center location for Anchored Sticky Player on mobile
- ☐ Confirm Global Player Settings: Stationary
- ☐ Continue embedding video in high-potential posts to boost traffic and SEO

Reach out to support@adthrive.com at any time with questions or requests for your video strategy. We're here to help you maximize your revenue from this content format.