

MONETISATION AND PRE-POST ROLL VIDEOS

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Monetising your videos and earning from the revenue is a key driver for many users. ZiMovi differs from many other video platforms in that we don't allow others to 'advertise' alongside your videos or promote other allows channels or brands alongside your own, reducing the risk of cross selling from competitors and giving full control to our channel owners.

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Feature Overview

Pre or Post Roll Video actions allow ZiMovi channel owners to monetize video content and actions. There are two main ways to derive income from a video:

Add pre and/or post roll video adverts to the main video. Whilst this is a common feature on most video platforms although they do not let you specify the URL that the viewer clicks through to. When you assign a pre-roll video we let you set the number of seconds before the 'Skip-ad' button appears and allow you to specify any URL for the click-through.

Collect opt-in personally identifiable viewer information for your own outbound marketing campaigns. Maximise sales leads generated from users opting to receive further details.

Benefits

- Collect opt-in personally identifiable viewer information for your own outbound marketing campaigns.
- Maximise sales leads generated from users opting to receive further details benefits
- Generate income from chargeable media space
- Give your viewer an interesting break away or introduction to relevant content
- Increase awareness and drive traffic
- Placed as part of content chosen by a viewer, if the content is relevant you have a captive audience
- Existing content can be re-purposed, reducing cost

Use Cases

- Celebrity endorsement
- Advert revenue
- Sponsorship exposure
- Traffic driver to specific site or brand

The Monetisation and Pre-Post Roll Videos feature is included in the following ZiMovi subscription:

- Amplify

Watch our Monetisation [training video here.](#)