

Reel by UDM

100% Viewable Video Ad Unit

Instream and Inline autoplay in a 100% visible ad unit when users interact with content, even if a webpage does not have video content itself.

More Video Revenue

Our owned and operated REEL by UDM video unit allow publishers to access unique demand that typically does not serve through traditional video ads, tapping into new revenue.

- Instream video content
- Inline viewable placements built to drive viewability and engagement
- Ad unit designed to preserve the user experience



Greater Revenue

Use dynamic video ad units to create a wider reach across unique demand.

Greater Video Creative

Our video solution blends in with content, allowing users to effectively interact with the unique creative.



Why Choose Us?

Reel by UDM allows users to seamlessly engage with video creative. It is an inline viewable placement and an adhesion unit. It is a dynamic video so it plays within your content and then as you scroll, it moves to an adhesion unit on the right-hand side. CPM rates for this unit on Chrome and Facebook browsers is \$7-9 on average in the US for both desktop and mobile, and for Safari \$4-5 desktop and mobile.