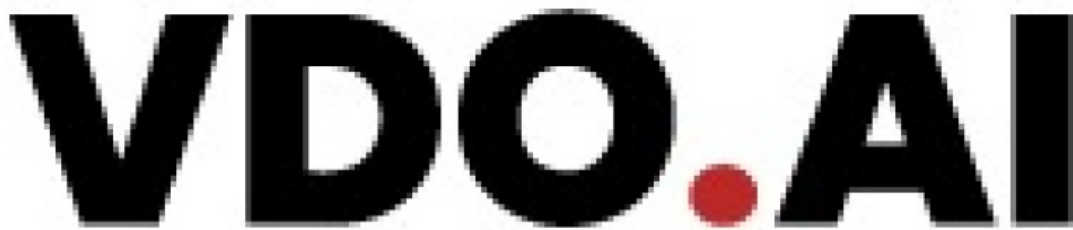


Power of advertising reaches a new height with VDO.AI

learn the power of advertising with VDO.AI

The logo for VDO.AI is displayed in a large, bold, black sans-serif font. The letters 'V', 'D', 'O', 'A', and 'I' are all in black. A solid red dot is positioned between the 'O' and the 'A', serving as a period. The entire logo is centered horizontally.

California, Mountain View, Apr 6, 2021 ([IssueWire.com](https://www.issuewire.com)) - VDO.AI is one of the biggest advertising platforms of today's world, The company helps a lot of creators to generate revenue with the help of advertisement.

Advertising has been a major source of revenue for most, if not all, of the websites currently on the web. The online advertising market is expected to reach a staggering USD 982.82 billion by 2025 and one of

the biggest reasons behind this huge number is **traffic**. Traffic is the main reason the ads get eyeballs and, in turn, conversion for the advertiser and revenue for the website.

Since the beginning of print advertising, advertisers have been trying to make the ads more and more contextually and personally relevant. But now is the time to use the advertising units to increase their revenue while keeping the users on the same website by recirculating the relevant content (mostly editorial content) within the same website and getting more and more traffic.

With the help of the Recirc Unit introduced by VDO.AI and its contextual artificial intelligence, publishers can now harness the power of engaging native advertising and improve their website traffic. The Recirc Unit shows the publisher's own editorial content in a small bite-size story format of a few seconds while displaying ads at small intervals in between the stories.

Why opt for it?

Let me put it in a simple sentence

Improved page views...

This one goes out to all the publishers! With the help of this particular kind of native unit, publishers can improve their returns from each user while keeping them engaged on the same website. A well-placed Story unit can be one hell of good news for the publishers as its contextual intelligence shows related content to browse, which helps in the engagement part and thus, improving the traffic of the website leads to more revenue

With the help of the story unit and improved traffic on the website, the whole revenue numbers are bound to change and for good.

This type of unit will enhance the overall ad setups as all the banners and video units will get more eyeballs per page and accumulate more revenue from each user. This provides a steady stream of revenue that is easy to track and segregate. **National Day Calendar and ThePrint are a couple of websites that praised VDO.AI's Recirc Unit to not only improve their revenue but their user's session time as well.** [Click here](#) to contact them and find a personalized native solution for your website from quality loyal users

With the help of the Recirc unit's contextual AI, the user experience and engagement of every page are also improved greatly. A happy user is a loyal visitor. If all the relevant information and other related subjects are portrayed to the user on the same page in a non-intrusive bite-size format, the user will stay on the website more and will be coming to the same website in the future as well. through premium market demand.

As this type of native unit is gaining more popularity by the minute, most advertisers are jumping on the bandwagon and getting on board with such captivating formats to make personalized ads for them. Big demand partners like Google, Rubicon, Amazon, etc. also have a huge demand for such players as it has the capability to play video ads as well as display banners on it.

In conclusion:

With the constant advancement in the field of advertisements and ever-increasing revenues squeezing out of them, the Recirc Unit is one of the greatest feats which is a win-win-win for the publishers,

advertisers, and users.

VDO.AI is helping out both publishers and advertisers to monetize their websites and ads by targeting and reaching the right audience while keeping the right audience's user experience intact. You can simply select which native solution will be best for your website or for showcasing your product/service by contacting us on [Skype](#) or emailing at hello@vdo.ai.

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Source : vdo.ai

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