bright SDK

Best practices for maximizing revenue

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Introduction

Thank you for downloading this guide. Our shared goal in integrating Bright SDK to your app is to **maximize the number of your daily active users**.

This gives Bright data the number of IP addresses it needs to operate, and it maximizes your revenue.

Integrating Bright SDK from a technical point of view is easy, but to maximize revenue, you need to think like a product manager.

You can offer Bright SDK to your users at many points of time during their journey inside your app, for example:

- As soon as the app is launched for the first time
- After showing a few ads
- As a an alternative to standard reward ads
- Inside your "shop"
- Etc

The Bright SDK team will be happy to review your app and suggest continuous optimization of the opt-in rate by testing and monitoring different implementation options that suit your users flow.

Showing the consent screen: Opt-in

General

Opt-in is a form of consent given by web users, acknowledging interest in a service. Your objective is to get users to opt-in by showing the consent screen at the time when the value to the user is highest, increasing the opt-in probability.

- You need to get the user's opt-in only once. After that point, there is no need to show the consent screen again
- If the user declined the Bright SDK offer once, you can choose to display it again at a later time, preferably in a different context. If, when and how is totally up to you.
- Opt-in conversions are highest when you offer an incentive that will give the user a real added value.
- The Bright SDK consent screen should be shown as a standalone screen, and not before or after other dialogs (such as ATT pop up messages). Showing the Bright SDK as part of a 'chain' of dialogs significantly hurts conversion.

The Bright SDK consent screen can be modified. Some elements (e.g. button text) are dynamic. This allows you to choose the right text to substitute "accept"/"decline" in a way that clarifies the value to users. Please refer to the Bright SDK integration guide for specific items related to your operating system. You can find links to the integration guides in your Bright SDK dashboard.

The following sections will describe possible scenarios for when and how to display the consent screen.
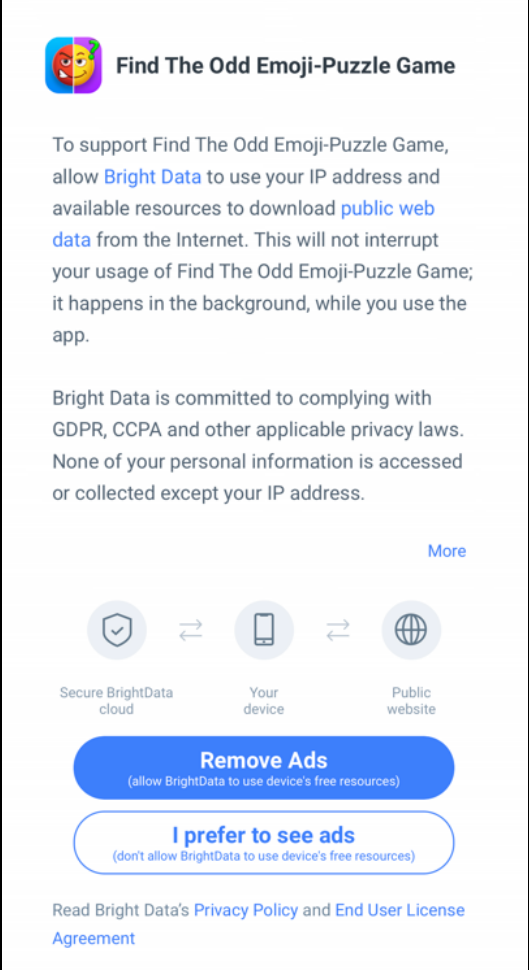
Consent screen on app launch

You can display the Bright SDK consent screen as soon as your app is launched. At this point the user still does not know a lot about your app. Some users opt-in in order to continue on to the app itself, and some decline. Remember: If users decline, you can still ask them later.

You can offer the consent screen with one of the following versions:

1. "Donation model": you request the user to support the app and the developer. The user does not get any concrete value other than knowing they helped the developer. Implementation of this option is the easiest, but conversion rates may not be high because users do not get concrete value.
2. "Fewer ads": You tell the user that if they opt-in, they will be able to experience the app with fewer ads. You are responsible for adjusting the number of ads for opted-in users - Bright SDK has no control over your ads.
3. "Ad-free experience": In some geographies, you may want to tell the user that if they opt-in, they will be able to experience the app with no ads at all. You are responsible for adjusting the number of ads for opted-in users - Bright SDK has no control over your ads.

Consent screen as alternative to reward ad

Probably the **most effective way to convert users to opt-in is to offer Bright SDK as an alternative to a reward ad.**

Advantages:
- Your entire base can be exposed to the Bright SDK offer, and not just new users
- Users see concrete value, so conversion rates are highest
- There are many suitable points during the app journey to present the offer
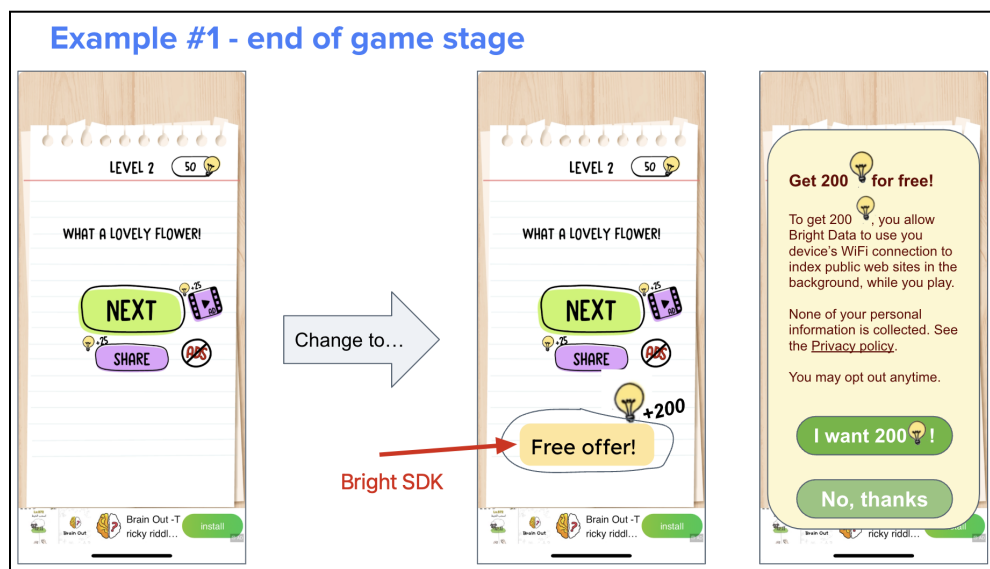
Disadvantages:
- None!

In this flow, when users tap to get a reward, you show the Bright SDK consent screen.
- If the user accepts Bright SDK, you give the reward and - congratulations! You can go back to your normal monetization. You will make EXTRA revenue from the user using Bright SDK.
- If the user declines the Bright SDK offer, just show him your existing reward ad!

See the following 2 examples:

Example #2 - instead of reward ad

Consent is needed just once!

- Show this dialog until opt-in
- Then, resume normal reward ad

Consent screen as way to reduce number of ads

You can decide to reduce the number of ads users will see after they opt-in to Bright SDK. This has a positive effect on retention and lifetime value (LTV). Obviously you still control when and what ads to show ads

Additional examples

When and What Can you offer your users?

When to ask	Incentive to user
In the shop	Opt in to get …(i.e. Coins, weapons, lives etc.)
On banners	Remove banners for free
After a few ads	"Want to see fewer ads?"
Between levels	Instant jump to next level (i.e. skip reward ad)
Reward ad is playing	"Want to see fewer ads?" or "want to skip this ad?"
On Movie/content page	Watch a specific movie without ads
When trial period ends	Trial period extension

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Opt-out

General

You must give users an easy option to opt-out, but you are allowed to try to convince them not to do so. Make sure your policies are clearly defined and adequate procedures in place to facilitate consumers with their right to opt-out at any time.

Using incentives to avoid opt-out

If users tap opt-out, you may display a dialog to ask if they are sure and/or offer an incentive for them to remain opted-in. For example:

- A positive incentive: "Get 500 extra coins if you do not opt-out"
- A penalty: "Note! If you opt-out you will lose the virtual goods you received"

A positive incentive is generally nicer and more effective.

You may place a limit on the number of opt-ins → opt-ins in order to prevent any users who try to be smart and gain extra rewards.

For avoidance of doubt, users must be able to opt-out easily. If they decline your offer, there should not be an additional step - users should be opted out.

Compliance

You must display the opt-out option in your settings screen clearly and in accordance with the Bright SDK integration guide's specifications.

> ⚠️ **Important! Bright Data will verify the UX and functionality of the opt-out functionality. Please make sure it is implemented prior to submitting the app for review.**

Recovering users after they have opted out

General

You are allowed to keep offering Bright SDK to users who opted out, in a way which fits the DNA of your app. You have the flexibility to determine when and how the next opt-in offer will be presented.

Using methods already described

You can continue to ask users to opt-in to Bright SDK, but be mindful of the user experience and try not to over-do it.

In shop for coins

One way to still offer Bright SDK to users who opted out is to include it in your shop. In order to keep a clean UI, remember to remove the opt-in option from the shop once users have opted-in! See this example on the right: