



Best Practice – Offerwall Customization

Offerwall Customization

Find out how to **create a native Offerwall appearance in your app**



The Objectives

Let's Get Started



Find out about all available customization options on the ayeT Dashboard

Tabs & Conversion Rate



Find out where you are able to define your virtual currency name, its conversion rate and your Offerwall's sorting algorithm

Customization



Learn how to customize your Offerwall to recreate your app's appearance

Offerwall Showcase



Check out some Offerwall that we designed

Let's Get Started

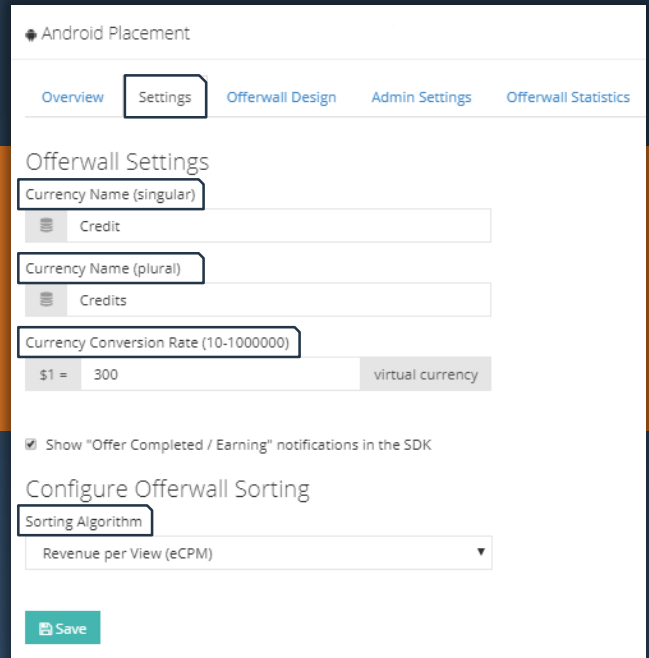
One of the unique things about the ayeT-Studios Offerwall is the ability for publishers to customize their Offerwall to match the color and style of their game for any season, promotion or occasion.

Here's a list of all the available customization options:

1. Offerwall tabs
2. Virtual currency icon image
3. Virtual currency name
4. Virtual currency conversion rate
5. Header image
6. Header background color

To customize any of the above items for your Offerwall, log into the ayeT-Studios Publisher Dashboard and navigate to 'Placements/Apps'. Towards the right hand side of the screen, click on the 'Details' button of the placement you want to apply the changes to, then click on 'Settings' and 'Offerwall Design'.

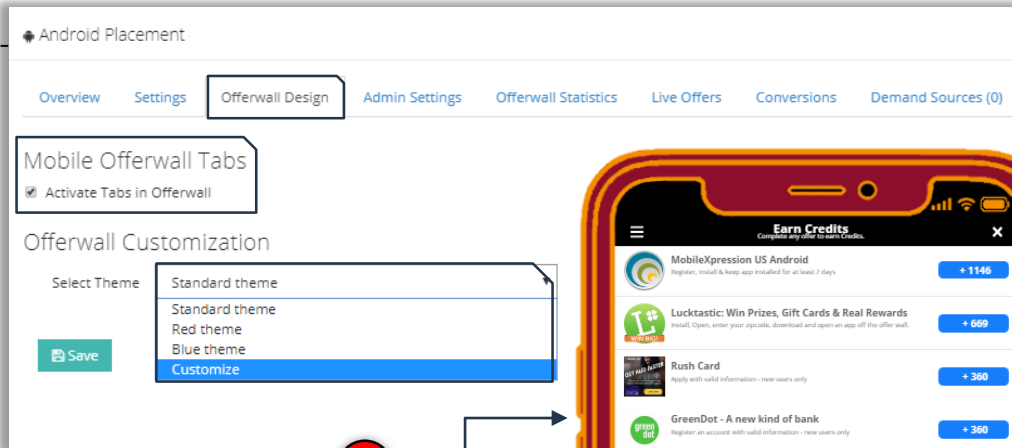
In the above mentioned 'Settings' tab, which is shown on the right, you are able to define your virtual currency name in singular and plural, as well as its conversion rate. Additionally, you can specify your Offerwall's sorting algorithm (according to eCPM, EPC, CR or payout).



Offerwall Tabs

Would you like to show tabs for Apps, Tasks, Surveys and Videos in your Offerwall?

Go ahead and enable Tabs to better guide your users through the Offerwall and help them understand what kind of offers to expect in each section. Just tick the 'Activate Tabs in Offerwall' button in the 'Offerwall Design' tab of your placement details.



The changes you make to the design of your Offerwall are shown in real time on the right hand side of the interface.

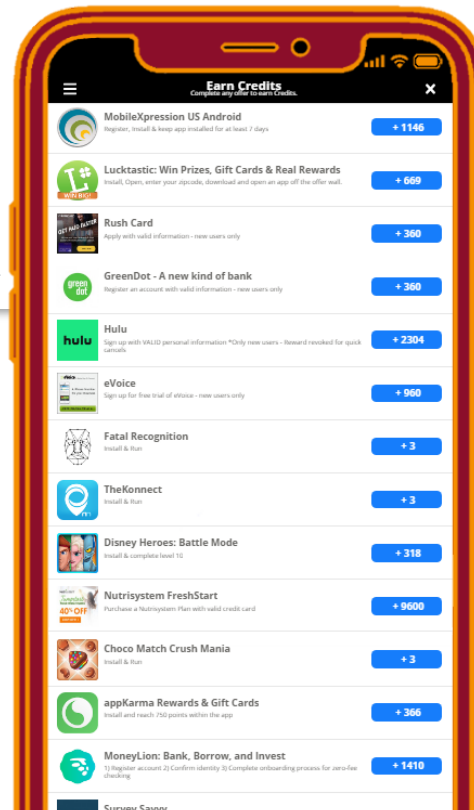
Customize Your Offerwall Design

Your Offerwall can match the look and feel of your app.

You can customize the color of each design and text element within the Offerwall. Next to many other features, you can upload a header image and customize the buttons to show the icon of your virtual currency.

Simply navigate to the 'Offerwall Customization' section and select the 'Customize' theme in the drop down menu, as shown above. Of course, you could also select our standard red and blue themes, however that defeats the purpose of this best practice paper.

Once you select 'Customize', a new customization menu appears, finally allowing you to get creative.





Best Practice - Offerwall Customization

Customize Theme

Header Image
recommended (1000x100)

Choose File No file chosen

Select Custom Coin

Plus (+)

Header Background	#000000	
Header Text	#ffffff	
Submenu Background	#323a45	
Submenu Text	#ffffff	
Offer Background	#ffffff	
Offer Text	#686764	
Button Background	#167dfb	
Button Text	#ffffff	
Offerwall Background	#e7e7e7	

Plus (+)

Plus (+)

Coin

Upload Custom Image

Header And Coin Image

Developers can now make the Offerwall appear native to their app by completely customizing its look and feel. A top header section can be added with whatever color and image the developer chooses. The Offerwall's color scheme can be altered with just a few clicks to feature a practically limitless variety of options. Alongside each offer, your app's currency icon can be used instead of text or generic coin.

Image Size And File Type

The recommended image size of the **currency icon** is **50x50 px**. The image should be squared.

The image of the **offerwall header** should be a minimum of **1000px wide and 100 px tall**.

The offerwall header and virtual currency icon support **JPG and PNG**.

Customize Theme

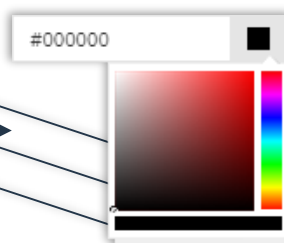
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Submenu Text	#ffffff	
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Offer Text	#686764	
Button Background	#167dfb	
Button Text	#ffffff	
Offerwall Background	#e7e7e7	



Let's Get Creative!

In order to take advantage of all available customization options, simply click the square next to the relevant feature and pick a color as shown above. Of course, you can also just plug in your hexadecimal color code to give your Offerwall a makeover with your specific corporate identity.

Disable Campaign Types

By default, we serve CPI, CPA and CPL campaigns, as well as surveys.

Compared to other campaign types, does your audience perform better for CPA campaigns? Or do you prefer to serve CPI offers only? No problem, just specify the offers you want to show by campaign category and we'll set it up for you!

