

Balancing website monetisation and user engagement for editors with Membrana Media Video Ad solution

Issued by [Membrana Media](#)

15 Aug 2023

Acknowledging the delicate balance between monetisation and user engagement, Membrana Media provides a range of diverse monetisation options, including non-intrusive video ads, allowing editorial teams to customise their strategies to their specific audience needs.



In today's digital landscape, editorial teams face the task of harmonising website monetisation strategies with user engagement. The integration of video advertising solutions, such as [Membrana Media](#), offers a promising avenue to strike this balance. This article dives into effective strategies that editorial teams can employ when implementing video advertising solutions, focusing on maintaining user engagement while optimising monetisation efforts.

Strategies for a balanced approach

The integration of video advertising solutions presents a unique challenge: how to generate revenue without compromising the user experience. With user engagement being a critical factor in a website's success, finding the right balance becomes paramount. Video advertising, when done right, can enhance the user experience and drive monetisation simultaneously.

#1. Relevance is key

When implementing video advertising solutions like Membrana Media, relevance should be the guiding principle. Choose video content that aligns with the editorial focus and interests of your audience. Irrelevant or intrusive ads can lead to user frustration and decreased engagement. By selecting ads that resonate with your content, you can maintain a seamless user experience.

#2. Seamless native integration

Native integration of video ads seamlessly blends them with the surrounding content, reducing the disruption to the user experience. Membrana Media excels at providing solutions that seamlessly integrate into the editorial flow, enhancing engagement by minimising abrupt transitions.

#3. Optimise ad placements

Strategic ad placements can significantly impact both monetisation and user engagement. Place video ads at natural breaks in content, ensuring they don't interrupt the user's reading experience. For instance, consider placing ads between paragraphs or at the end of an article. Membrana Media's customisable ad placement options allow for tailored integration that enhances engagement.

#4. Prioritise length and quality

The length and quality of video ads directly affect user engagement. Shorter ads are less likely to deter users, while high-quality content keeps them engaged. Membrana Media's video production tools ensure that the ads are well-crafted and hold the viewer's attention, enhancing both monetisation and engagement. Wisely consider the amount of ads, the optimal one would be three ads per video.

#5. Continuous testing and iteration

Implementing a video advertising solution is not a one-time endeavor. Regularly test different ad formats, placements, and strategies to measure their impact on user engagement and monetisation. Membrana Media's analytics tools can provide valuable insights into user behaviour, guiding informed decisions. You have the option to evaluate the positioning of advertisements, their durations, and their quantity for A/B testing.

#6. Diversify monetisation strategies

Video advertising is just one facet of monetisation. Diversify your strategies to include other models like subscription services, sponsored content, or affiliate marketing. This reduces over-reliance on a single approach and ensures a comprehensive revenue stream.

As editorial teams explore strategies to integrate video content, a solution like [Membrana Media's video production platform](#) offers a host of benefits to help them navigate this challenging landscape.



Benefits of incorporating Membrana Media Video Solution for editorial teams

By incorporating [Membrana Media's video solution](#), editorial teams can harness the power of video content to enrich their storytelling, engage their audience, and achieve their business objectives in an increasingly visual digital world.

- **Diversified content distribution channel:** Membrana Media opens up a new content distribution channel, allowing editorial teams to reach their audience through custom-tailored videos. This diversification enhances visibility and

engagement beyond traditional text-based content.

- **Tailored video content:** With Membrana Media, editorial teams can create videos customised to their specific needs and objectives. This versatility enables the delivery of dynamic and engaging content that resonates with the target audience.
- **Enhanced special projects:** Membrana Media provides a platform to showcase special projects directly on your website. This seamless integration bolsters user engagement by keeping visitors on your site while experiencing high-quality video content.
- **Multichannel reach:** Extend your content's reach across various platforms such as YouTube, podcasts, and social media. Membrana Media enables editorial teams to repurpose and optimise their video content for multiple channels, maximising exposure.
- **Personalised approach:** Editorial teams receive a fully personalised approach aligned with their unique business objectives. Membrana Media's tailored solutions ensure that video content serves strategic goals, whether it's brand awareness, audience growth, or revenue generation.
- **Engaging user experience:** Video content powered by Membrana Media enriches user experience, capturing attention and driving longer on-site engagement. Engaged users are more likely to explore further and become loyal readers. With features like seamless navigation and cross-device compatibility, Membrana Media prioritises user experience. This commitment results in extended engagement and user satisfaction.
- **Comprehensive analytics:** Gain valuable insights into viewer behaviour and preferences through Membrana Media's analytics dashboard. This data empowers editorial teams to refine their content strategy and optimise for higher user engagement.
- **Continuous innovation:** As the digital landscape evolves, Membrana Media remains at the forefront of technological advancements, offering editorial teams innovative tools and features to keep their video strategies relevant and effective.

[Membrana Media's video production platform](#) provides editorial teams with a comprehensive toolkit to navigate the challenging landscape of video content integration. From enhancing user experience to providing diverse monetisation avenues, Membrana Media empowers editorial teams to achieve the delicate balance between user engagement and sustainable revenue generation.

Conclusion

The integration of video advertising solutions like Membrana Media offers editorial teams a powerful tool to balance website monetisation with user engagement. By prioritising relevance, adopting native integration, optimising ad placements, focusing on ad length and quality, respecting user privacy, testing, and diversifying monetisation strategies, editorial teams can successfully navigate the complex terrain of monetisation without compromising the user experience. Through thoughtful implementation and continuous refinement, editorial teams can strike the perfect balance that ensures sustainable revenue while keeping users engaged and satisfied.

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Membrana Media is an independent international video production platform focused on the support of digital publishers, helping them monetize their websites and increase revenue with advanced video advertising solution.

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