

AdInMo

InGamePlay™ Brand Ads



Creating Brand Experiences in Mobile Games



- ▶ **InGamePlay brand ads** connect advertisers with consumers via the mobile games they love > positive emotional impact
- ▶ **Non-interruptive campaigns** with ads seamlessly integrated into gameplay > authentic and engaging brand experiences
- ▶ **Global premium ad channel** > brand experiences like product placement & sports sponsorship that are geo-targeted
- ▶ **Viewability** > AdInMo captures audience 100% focused eyeballs on the screen

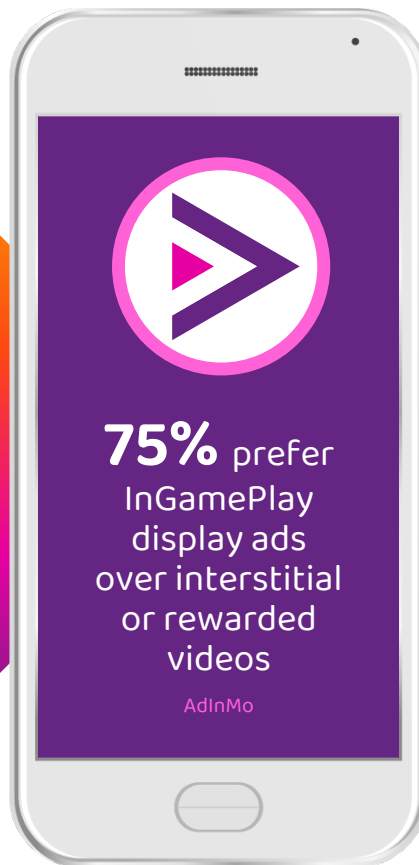




**2.7bn
Gamers**

**Forecast to hit
3bn by 2023**

Newzoo



75% prefer
InGamePlay
display ads
over interstitial
or rewarded
videos

AdInMo

67%

of GenZ &
Millennials "would
rather give up
Social Media or TV
than games"
Kantar Group

\$120bn

consumer spend on
mobile games in 2021.
1.5x all other gaming
platform
App Annie



- ▶ 1million+ brand exposure minutes per day
- ▶ Top 5 game genres on the network
 - Hyper-casual
 - Puzzle
 - Sports
 - Simulation
 - Action & Strategy

- ▶ Top Markets





1:1 aspect ratio
(min 250 x 250 pixels)



2.35:1 aspect ratio
(min 588 x 250 pixels)



1:2 aspect ratio
(min 250 x 500 pixels)



3:1 aspect ratio
(min 750 x 250 pixels)



2:1 aspect ratio
(min 500 x 250 pixels)



16:9 aspect ratio
(min 400 x 225 pixels)



Creatives match
current IAB display ads

New formats & objects
on platform roadmap

Reach diverse player personas



InGamePlay brand ads engage all mobile game players

- ▶ All-Round Enthusiast
- ▶ Conventional Player
- ▶ Dabblers
- ▶ Denialists
- ▶ Popcorn Gamer
- ▶ Super Swiper
- ▶ Subscriber
- ▶ Time Filler
- ▶ Ultimate Gamer

Hyper-casual games target the **Super Swipers**, **Time Fillers** and **Dabblers** in particular - with quick & accessible games. Gaming might not be their priority or identity, but their love of the game is real and time spent in-game delivers high-engagement

60%

of players do not identify as a 'gamer'

The stereotypical gamer (male, doesn't leave a dark room...) audience makes just

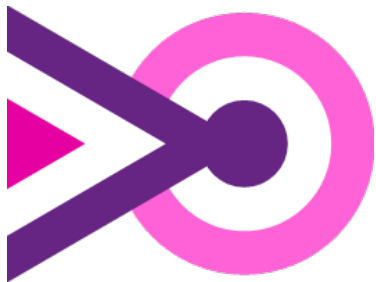
4%

of the overall audience



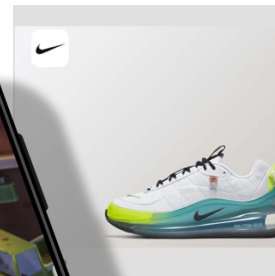
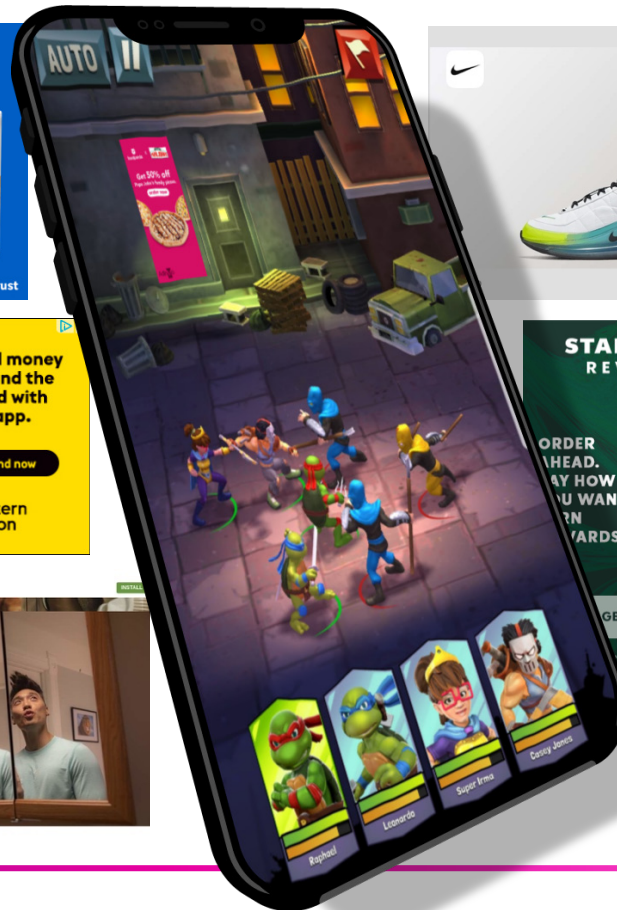
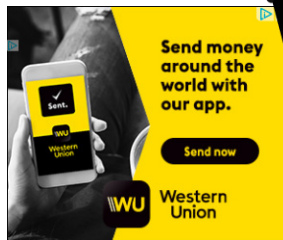
newzoo Gamer Segmentation™

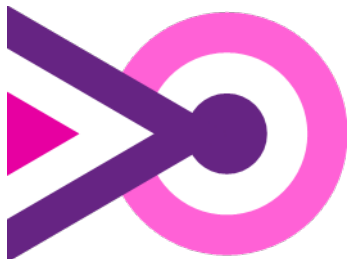
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Top Campaign Verticals

- ▶ Automotive
- ▶ FMCG
- ▶ Food Delivery
- ▶ Mobile services





► Target campaigns by:

- Game genre: Puzzle, Arcade, Action, Family, etc.
- ESRB age rating: Everyone, 10+, 13+, 17+, 18+
- Country

► Campaign reporting data includes:

- 100% Viewability– Impression Checker
- Location (city / postcode / country)
- Device info - type, OS, version
- Impression date & time
- Game genre





- **Measurement** per IAB Standards – valid impression = ads on screen for **at least 10 seconds**, within a **one-minute** period.
- **Viewability and brand effectiveness metrics**
 - Impression checker - only 100% viewability paid
 - Recall, purchase intent & affinity
- **Reach**
 - Average 20 views per unique user per day
 - Typical brand exposure 3.5 – 5 mins per player per day
 - Frequency capping
 - Proven better recall than interstitials & reward videos

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