



Ads that Enhance the Game

Virtual Droid 2 is a popular social role-playing game where players choose a 3D avatar and interact with each other in a range of 3D worlds.

By integrating InGamePlay brand ads, developer Castray Games, has not only increased their monetization, but the immersive ads have also added value to the player experience.

A trend has emerged where players take pictures of their avatars with the ads and share them on social media. In this we can see that the introduction of InGamePlay brand ads to the game has created a new community activity that adds to the overall experience.

This brand engagement drives values for both the developer and advertiser, creating more brand interaction minutes and higher CPMS for in-game advertising.



AdInMo in-game advertising is something nice for users. For example, photos are often taken and uploaded with game advertisements. There are also users on social networks with a lot of impact who interact with their ads.

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