Mobile Games are rapidly growing media channel for brand effectiveness

Diverse audiences and incremental reach

3.38Bn
Global Players in 2023

65%
Mobile gamers vs total gaming population (14% console and 20% PC) by 2026
Newzoo

Mobile Gamers
33%
are 25-34

43%
are female

34%
have a high income
Statistica

69%
Gen Z

73%
Gen Alpha

prefer to engage with games on their mobile phones compared to other platforms
Deloitte

AdInMo

Advertisers must address changing content consumption patterns and trends to stay relevant .

Advertisers can no longer achieve the same reach with TV and social advertising. Games grow audience reach and immersive in-game experiences increase brand awareness & engagement

Attention/ Awareness

Engagement/ Consideration

Conversion

TV

Press

Audio

In-Game

OOH

Social

Display
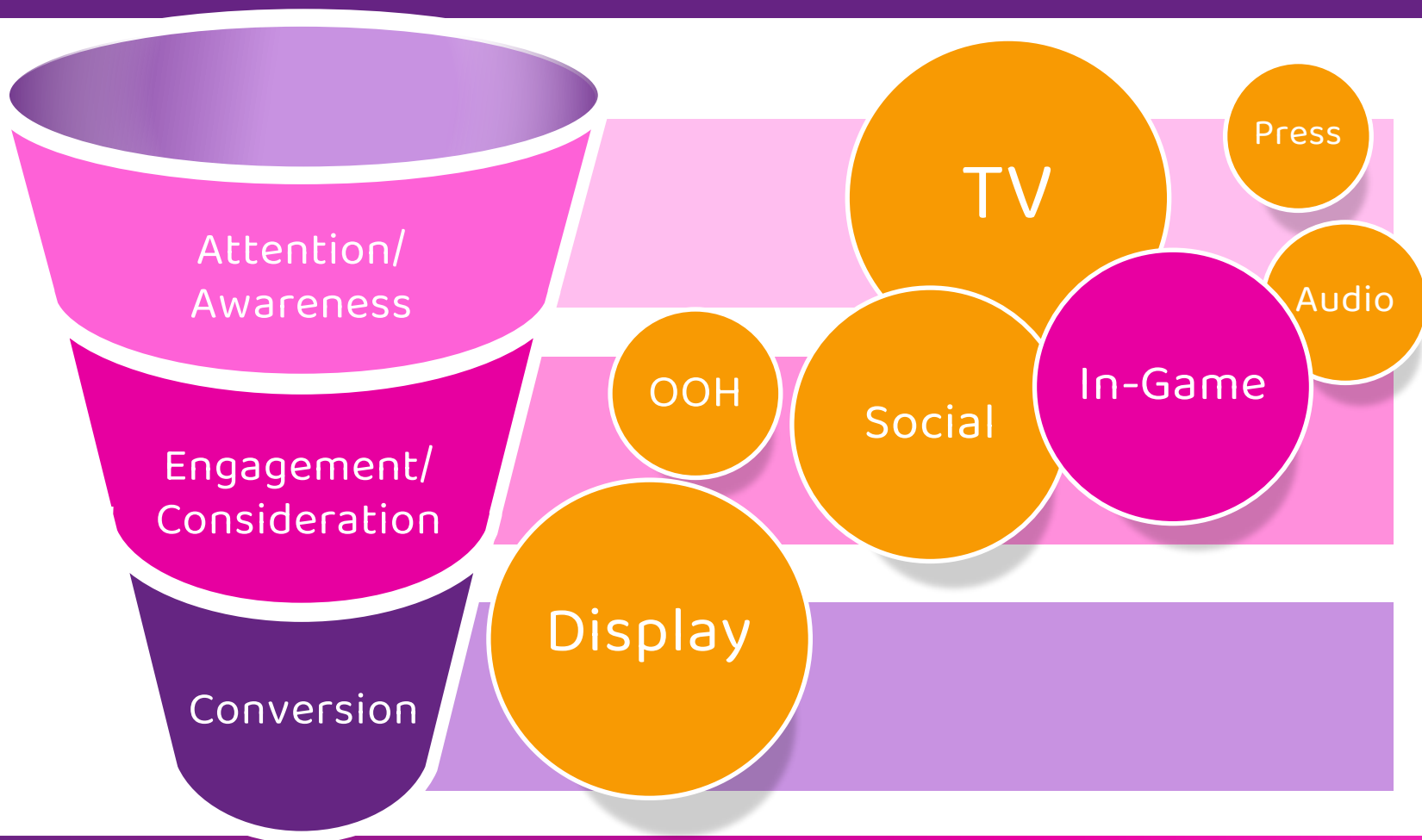
TV viewership in decline
Falling 52% to 2022 from 73% in 2017.

Source: Deloitte, 2021

More than 50% of gamers would rather play games over watching TV.

Source: PocketGamer.biz, 2020

Time spent gaming is growing
19% Gen Z enjoy gaming more than other forms of entertainment.

Gaming is becoming the preferred social platform with 40% of Millennials and Gen Z socialise more in-game than in the physical world.

Source: Deloitte, 2023

AdInMo

AdInMo is a full stack InGamePlay mobile brand advertising platform

Data & Audience

Our tech stack is designed with data at the core - processing vast sets of data points to drive powerful and actionable insights
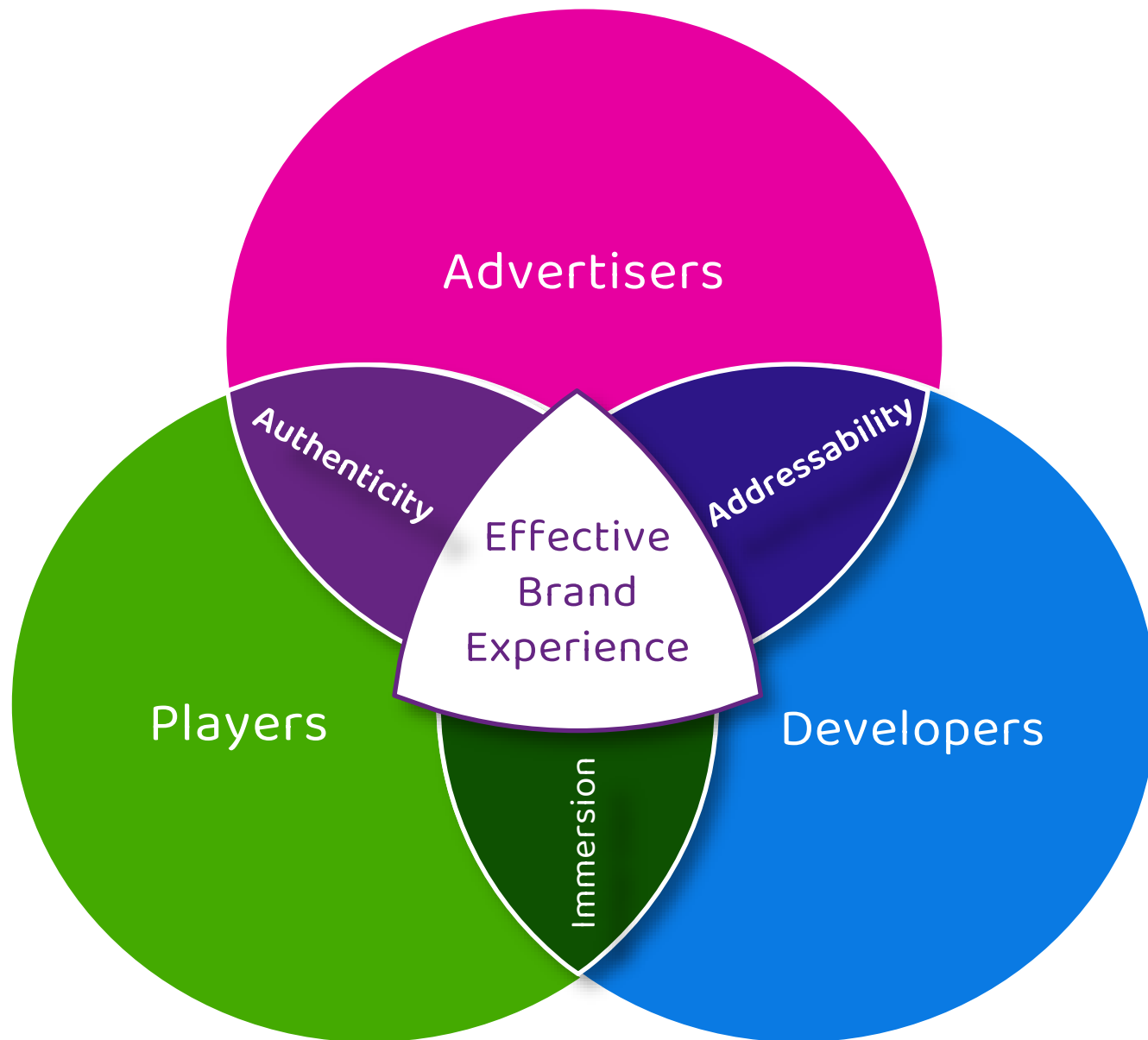
Brand Safe & Privacy First

All-genre inventory to reach diverse player audiences via contextual and behavioral targeting

Immersive Branding Experience

InGamePlay brand ads are highly viewable (99%) and drive better attention through display, video and audio formats.

We get brands into games in a way players love

Innovating to create the best ad experiences for all stakeholders

Advertisers

Players

Developers

Authenticity

Addressability

Immersion

Effective Brand Experience

Advertisers
- Engaging immersive formats reaching diverse audiences
- Cookieless solution
- Measurable brand experiences

Developers
- Keep players in the game
- Hybrid monetization and fair compensation
- Player Insights

Players
- Non Intrusive ads that ensures gameplay is unaffected
- Quality games for free
- Player data is protected

AdInMo

PlayerPersonaFramework: Taxonomy

Billions of first party data points analyzed and segmented into addressable player audiences

Demographic + Behavioral	Contextual	Player Affinity
Who, when where and how long they play	Game type + genre	Unique PlayerEngagmentScore

Demographic + Behavioral

Gender	Age group	Location
Time in game	Time of day	Player active time

Contextual

Action & arcade	Puzzle	Sports
Simulation	Board & card	Family & kids
Driving & racing	Match	RPG
Lifestyle	Party & words	Strategy

Player Affinity

Player engagement by ad type mapped to industry verticals

Player cohorts based on highly indexing vertical categories

AdInMo

data.ai

iab.

AdInMo

Supply focused on audience and effectiveness not individual titles
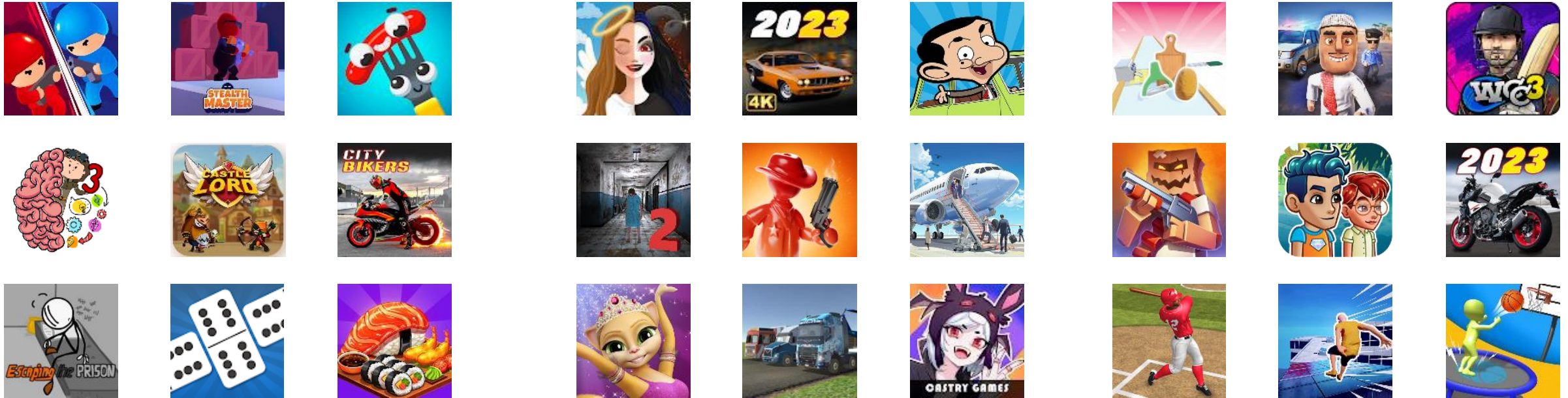
Scalability
Recognisable individual titles will not provide scale required by advertisers

Audience
Diverse audiences are found across game titles and genres

Accessibility
Majority of big game titles are not programmatically accessible

AdInMo

Immersive branding experience that engages players

Effective across verticals and product categories

Campaigns can be bought via three buying models for flexibility

Open Market

Campaigns set up in DSPs separately or as part of an existing campaigns tapping into inventory **by targeting the AdInMo site list**

+

Private Deals

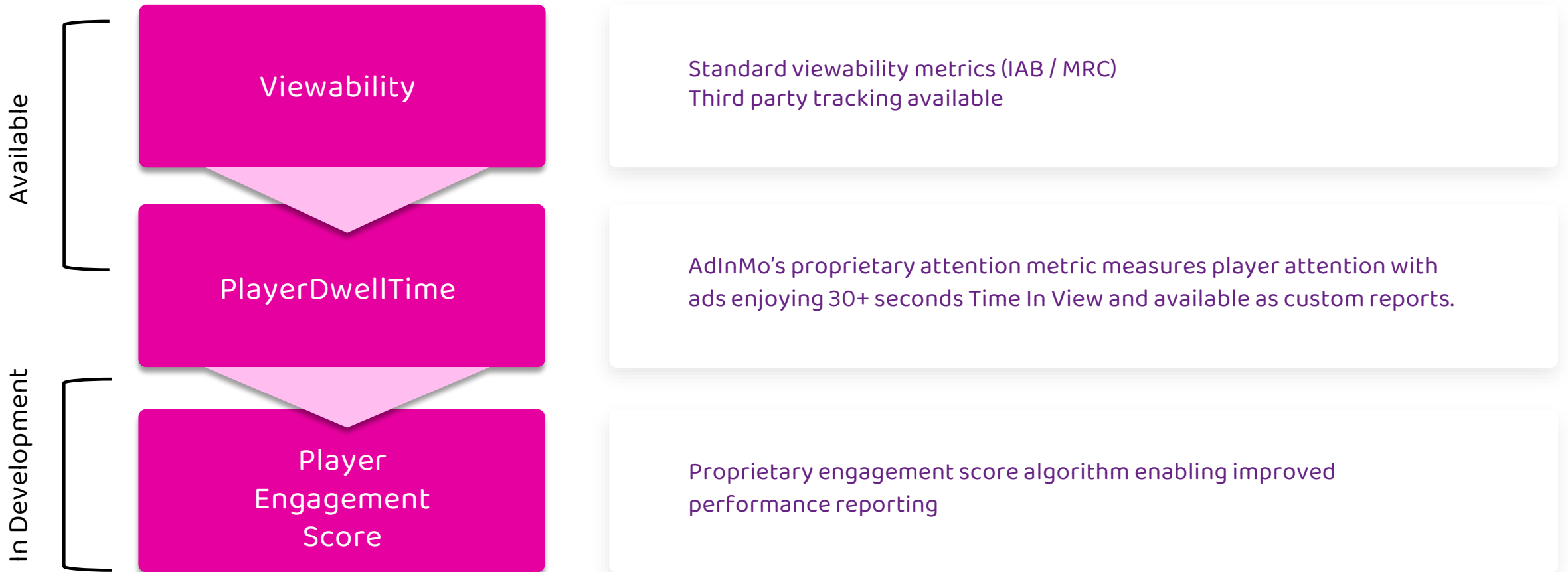**Curated or custom PMP deals IDs. Accessible through your choice of SSP**

+

Managed Service

AdInMo setup **campaigns** on your behalf, **ensuring optimal delivery & performance plus post campaign insights**

AdInMo

Reporting & Measurement

AdInMo has developed proprietary methodologies for in-game performance measurement

Available

Viewability

Standard viewability metrics (IAB / MRC)
Third party tracking available

PlayerDwellTime

AdInMo's proprietary attention metric measures player attention with ads enjoying 30+ seconds Time In View and available as custom reports.

In Development

Player Engagement Score

Proprietary engagement score algorithm enabling improved performance reporting

InGamePlay creative best practices

Standard IAB ad sizes and bespoke in-game assets are recommended but not essential

	Ad Type	Ad Sizes (Recommended)	Ad Spec	Creative Spec Recommendations
In-Game Ad Units	Display & Rich Media	300x250 480x320 320 x 480 320 x 50	JPEG HTML Max 1MB Animation OK	▪ Logo ▪ Max one line of legible text ▪ Contrasting Colours ▪ No CTAs or buttons
	Video	16:19 4:3	MP4 VAST 4.0	▪ Audio Off ▪ 15 Seconds Recommended ▪ Max 30 Seconds
	Audio	Available Q1		

AdInMo

Summary

- In-game is rapidly growing with a shift in how individuals consume content and socialise

- Gamers are not who you think they are – player personas are expansive and represent a cross section of the population

- AdInMo takes a privacy first approach with behavioural segmentation and contextual targeting

- Reach audiences at scale through carefully curated supply

- Proven effectiveness in creating immersive branding experiences and awareness

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InGamePlay Brand Ads

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