

In-game advertising offers holistic measurement



- Viewability measured by Intrinsic In-Game Measurement Guidelines (IAB / MRC) > AdInMo's average is 95 – 99%
- Recall metrics via brand uplift studies > demonstrating strong intent and consideration
- Attention metrics to measure ROI of click-free brand campaigns



In-Game Driving Attention



- Games is lean-forward entertainment and delivers better attention and engagement
- Average player session is 5 – 20 minutes per day depending on the game style for higher brand impact
- AdInMo measures attention by PlayerDwellTime

1/3

**Consumers more
likely to view in-game
than social & web**
Lumen Research



PlayerDwellTime

Time-in-view per day per player

Measurement

An attention metric

Reporting

Measured in seconds / mins per game per player per day

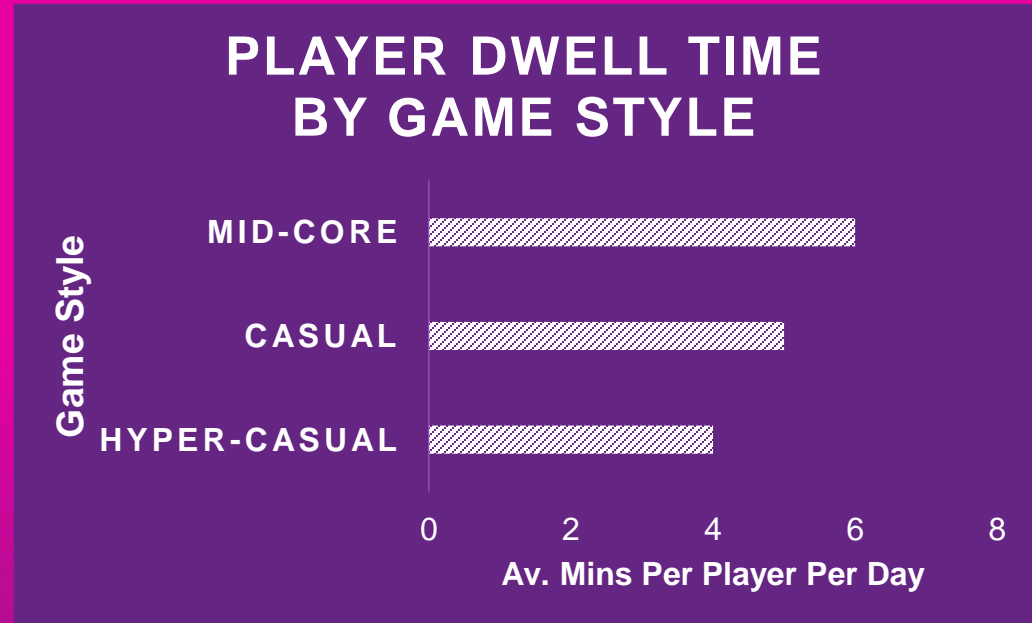
7.3 mins
PlayerDwellTime

Weighted Average
Per Player Per Day

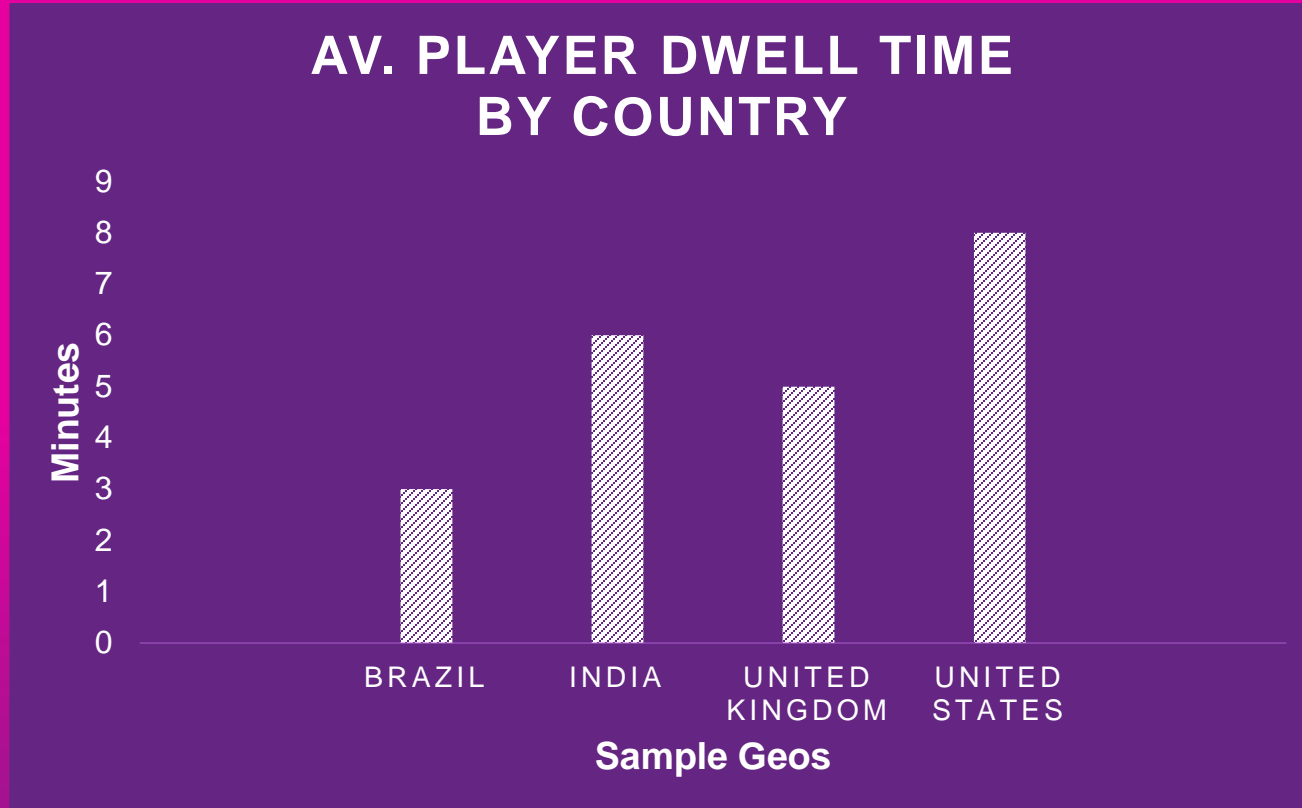
It's in the game



- PlayerDwellTime increases for game genres such as racing and real-world games (mid-core)
- Snacking hyper-casual games still generate on average 4 minutes of PlayerDwellTime per day per player



Country Benchmarks: US over-indexes global average



PlayerPersonaFramework



Intent

Personalization

Affinity

BrandChoice

Engagement

Impact Tracking

Attention

Dwell Time

Viewed

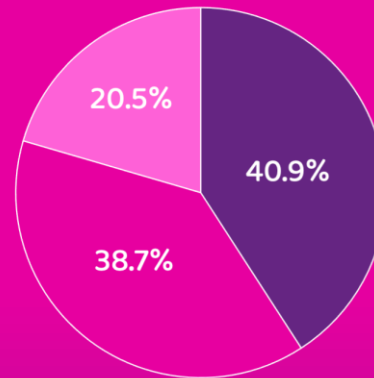
Viewability

Why AdInMo?



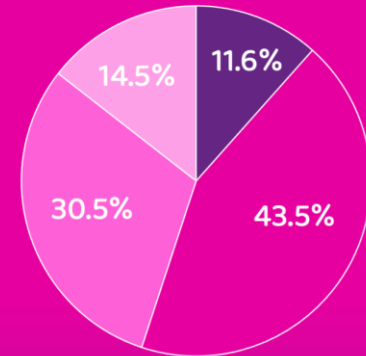
- AdInMo is the leading mobile specialist in-game advertising platform
- Behavioural player segmentation and contextual targeting
- Our rapidly growing premium mobile game inventory offers brand safe environments reaching diverse player audiences

Player Profiles



- Casual Snackers (<4mins)
- Passionate Players (5-20mins)
- Core Gamers (20+mins)

Player Habits



- Early Birds (5am-9am)
- Daytimers (9am-5pm)
- Primetimers (6pm-9pm)
- Night Owls (10pm-4am)

AdInMo

InGamePlay Brand Ads



Sales@AdInMo.com

AdInMo.com

