## IN-GAME ADVERTISING TRENDS



#### **Mobile Game Advertising Market**



3.7B
mobile players
expected worldwide
by 2023



\$5.29B in-game advertising market

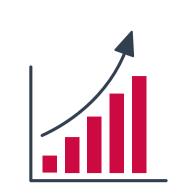


62%
of users
install a game within a week
of owning a mobile device





43%
of time spent
on mobile devices is
attributed to games



+12.3%
CAGR
for the mobile gaming sector, between 2021

and 2026

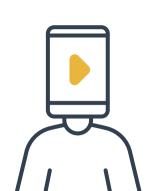


21.5%
of App Store revenue
comes from games, the most
popular app type



+19%
Growth
for in-game advertising 2021 to 2027

# **In-Game Ad Receptivity**



82%
of players
prefer free-to-play
games with ads
over paid games



64%
of players
engage with in-game
ads over sponsored
social media posts



94%
of mobile game devs
use ads in their free-to-play games



68%
of mobile game devs
use more than one ad format
in their games

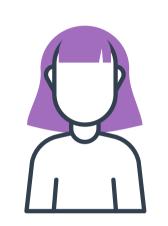
## **Mobile Gaming Demographics**



32.7%
of mobile gamers
in the US are 25 to 34 years old



34.1% of mobile gamers in the US are high income (\$75K+)



49% of mobile gamers in the US are women

### Rewarded Video Ads



76%
of millennials
prefer opt-in rewarded video over interstitials



/4%
of high-income users
prefer opt-in rewarded video
over interstitials



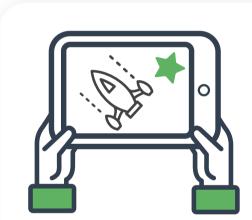
of players
are willing to watch
an ad to receive a
discount from a retailer



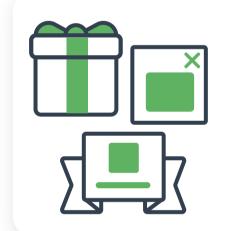
62%
of players
engage with one or
more rewarded
videos a day



85%
of casual game devs
include rewarded videos in their games

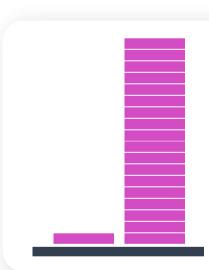


76%
of core game devs
include rewarded videos in their games

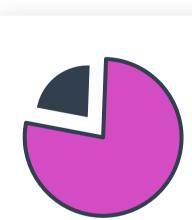


75%
of game devs
use rewarded videos with banners, interstitials, or both

### **Interstitial Ads**

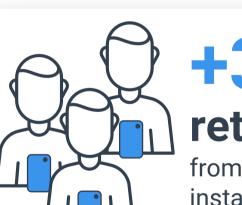


18X
higher CTR
than banner ads

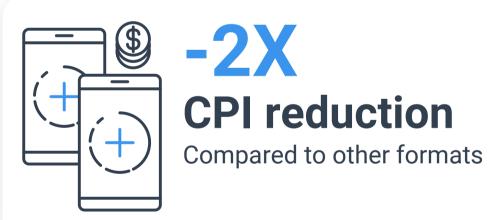


76%
of ads
players see in a game

### Playable Ads



+30-40%
retention
from players that install from ad



#### **Banner Ads**



27%
of game devs
combine banner ads
with rewarded ads



# Offerwalls



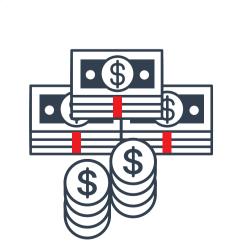
+114%
revenue
combining offerwall with rewarded video over

rewarded alone



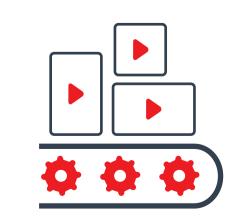
45%
of offerwall users
would stop playing a game
if offerwall were removed

#### **Our Expertise**

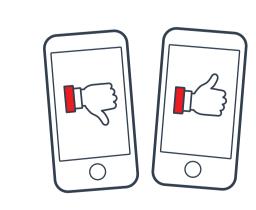


\$3.5B

in creative and social ad spend managed for the world's largest mobile apps and performance advertisers



100K
videos and images created and tested for clients each year on Facebook, Google, TikTok, and Snap



25K

A/B and multivariate tests using real-time analysis and optimization through our AdRules tech platform

View sources at

consumeracquisition.com/in-game-advertising-trends-infographic

