



iab. × AP Advertiser Perceptions

Changing the Game

HOW GAMES ADVERTISING POWERS PERFORMANCE

March 2024

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venatus *AdMazing*



Foreword



Lauren Fisher

GM, Business Intelligence

Advertiser Perceptions has tracked the rise of games advertising on mobile devices for years and recently expanded to consoles and PCs, deepening our insights into the fast-expanding games market.

Our research has consistently uncovered the power of games advertising. In our newest research conducted in partnership with IAB, we find that games advertising has matured into an impactful advertising channel.

This research clearly shows that games ads are effective at all stages of the consumer's purchase journey, particularly in boosting consideration and advocacy, where advertisers typically face challenges.

Our research has also unpacked misconceptions. Games advertising is no longer merely seen as a performance-based channel; most advertisers now adopt a balanced approach between brand and performance advertising. Additionally, brand safety is not considered a hindrance to investing in games advertising. Our report reveals that brand safety in gaming is on par with other digital media channels.

This research delves deeper than ever into advertisers' perspectives on gaming compared to other media channels, building on Advertiser Perceptions' extensive analysis over decades. We aim to provide advertisers with key insights, placing gaming within the broader media landscape and guiding optimal use of this channel to achieve objectives.



Jack Koch

SVP, Research & Insights

Advertising in video games has existed almost as long as the games themselves, with product placements hard-coded into the gameplay. In fact, my career in research and insights began in games advertising at a time when the technology to digitally embed ads into game consoles was groundbreaking. From the outset, it was apparent that capturing consumer attention in these immersive, engaging experiences offered an unparalleled opportunity for brands and was a welcome innovation for consumers.

Since then, I've witnessed the rapid evolution of games advertising, along with advancements in gaming platforms, ad-tech technology, scale, and measurement, all contributing to a renaissance for advertisers in this space.

Despite gaming's compelling nature, some marketers remain reluctant to invest, uncertain about how it integrates into their marketing strategy. IAB aimed to highlight this promising channel by revealing insights directly from marketers who are consistently achieving success in games advertising.

This study, in collaboration with Advertiser Perceptions, is the most comprehensive of its kind. It reveals why marketers continue to choose game advertising, its role in campaign planning, strategies to enhance impact alongside other media, and initial steps to engage.

We're thrilled to release this research, inspiring marketers to supercharge their media impact and seize the moment—there's never been a better time to change your game.



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Changing the Game



KEY INSIGHTS

01

Investment in games advertising is on the rise

Marketers are spending more on games advertising than ever before, and using it continuously throughout the year. Games advertising has matured from a niche, youth-oriented marketplace to enable brands to reach diverse audiences on a global scale.

02

Marketers use games to reach engaged, receptive consumers

Advertisers are investing in games to reach unique, specific audiences and build incremental reach. The immersive, interactive experience makes it an ideal channel to reach consumers when they are receptive to advertising, delivering ad engagement and attention.

03

Games are considered a brand safe and measurable ad platform

Marketers leveraging games consider it one of the most brand-safe channels in their media mix. Furthermore, measurement services and solutions have evolved, and now the majority of marketers are confident measuring it like other media.

04

Games advertising influences the entire purchase journey

Compared to other media, games advertising is a consistent high-performer in delivering business outcomes across the entire consumer purchase journey, and marketers report significant revenue impact from their game campaigns.

05

Marketers are winning with games advertising in the mix

By leveraging gaming's diverse ad formats, robust measurement, and strategic integration within broader media plans, games advertising can maximize brand ROI and amplify campaign outcomes—enabling marketers to change their advertising game.



Advertisers are finding success by changing the game

With more than 212 million digital gamers in the U.S.¹, advertisers no longer consider the games advertising opportunity as only reaching “gamers.” Instead, games advertising has matured and evolved to become a continuous part of the media mix, reaching diverse and unique consumers on a massive scale.

Advertisers are leaning into strategies that combine immersive ad formats and the innate interactive capabilities of games to drive audience engagement with their brands.

And as the industry has invested in ad tech services and technology, advertisers are now able to transact across gaming platforms, access high-quality inventory, and use sophisticated measurement to determine campaign effectiveness.

The measurable performance from games advertising is paying off for brands, and they’re able to achieve campaign KPIs across all stages of the purchase journey.

And ad spend is following performance; Insider Intelligence reports that total U.S. game ad revenues reached \$7.5 billion in 2023, and are expected to increase to nearly \$11.5 billion by 2027.

To reveal the implications of games advertising, **IAB partnered with Advertiser Perceptions to survey 300 brand and agency marketing decision makers** that invest in games advertising alongside other media to understand:

- Why they continue to invest in games advertising and the business outcomes
- The success advertisers are seeing with games compared to other media
- How other advertisers can get started with games advertising, and further optimize it within their marketing mix

The shift toward games advertising isn't just a trend—it's the future. With proven results and rising investments, now's the moment to position your brand in the heart of where audiences live and play, and change the game.

TOTAL U.S. GAMES AD REVENUE²
BILLIONS, 2023-2027



The ability to connect with an incredibly captive and passionate audience through games...if done right, that's a powerful piece of a media plan.

- Agency, Retail

Games advertising ad formats

A variety of in-game ad formats are available to advertisers, and each has characteristics that create a unique, impactful environment for audiences to engage with brands.

This research includes the following ad formats:



INTRINSIC IN-GAME

These ad placements, product placements, and experiential environments are in the game, and a seamless part of gameplay.



ADJACENT

The ad placement is next to the game, such as a banner image ad below a mobile puzzle game.



AUDIO

The ad placement is purely audio in nature, overlaid during gameplay without pausing the game.



SPONSORED

A brand can sponsor gameplay through special levels and brand themed in-game events.



BRANDED WORLD

A brand can develop a fully immersive, branded experience such as an island, an independent gameplay experience, or a branded level.



INTERSTITIAL

The ad placement is around the game, and as gameplay stops the ad itself becomes the focus.



ADVERGAMES

A custom game designed around a specific product or brand.



HARD CODED

The ad placement is built into the game and unchangeable such that it can only be changed by modifying the source code and recompiling.



REWARDED

The ad placement provides an opportunity for users to watch a video or engage with a playable ad in exchange for a reward within a gaming environment.



SKINS/BRANDED DIGITAL OBJECTS

A brand can create a "skin" or item that players acquire in-game which changes the appearance of their avatar/character, or provides an advantage (e.g., a tool or weapon).





There is a huge audience and it's relatively uncluttered. Games advertising captures consumers when they are very engaged and you can also provide value.

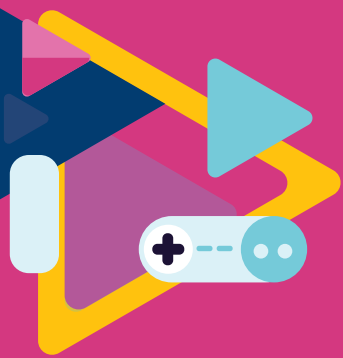
- Agency, Healthcare

Games' unique strengths are that engagement is higher and we can reach an important desirable audience.

- Brand, Media & Entertainment



Why Marketers Are Leaning Into Games Advertising



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WHY MARKETERS ARE LEANING IN

Marketers will increase games advertising investments in 2024

Games advertising is becoming increasingly crucial in advertising strategies, with marketers planning to invest more over other types of media.

Of marketers currently using games advertising, almost 90% say it's of growing importance to their company and **40% plan to increase spending in 2024—positioning it as the third most anticipated channel for increased investment.**

Games advertising has become a consistent presence in the advertising mix as well, with a majority of advertisers using it continuously throughout the year, moving beyond on-off campaigns.



86%

agree that games advertising is of **growing importance** to their company

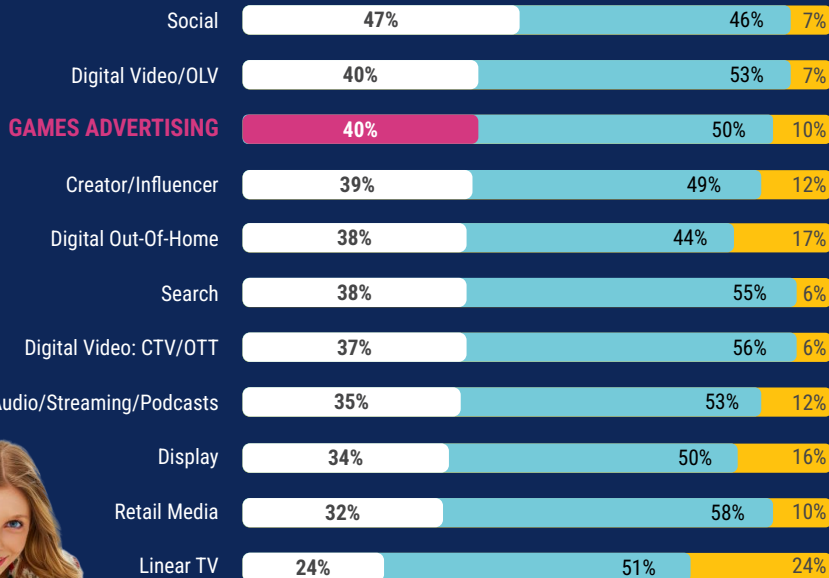
78%

of advertisers are using games advertising **throughout the year** vs. one-off activations



% ADVERTISERS THAT WILL INCREASE BUDGET IN SELECT MEDIA

■ Increase ■ Stay the same ■ Decrease



Games reach a unique audience on engaging, immersive platforms

For marketers, games advertising consistently delivers on objectives that are foundational to the success of their campaigns.

▶ Reaches unique, engaged consumers

Over 90% of advertisers say games advertising helps them engage with the right consumers, where they are, with relevant messaging—most often noting its strength reaching valuable, hard-to-reach audiences.

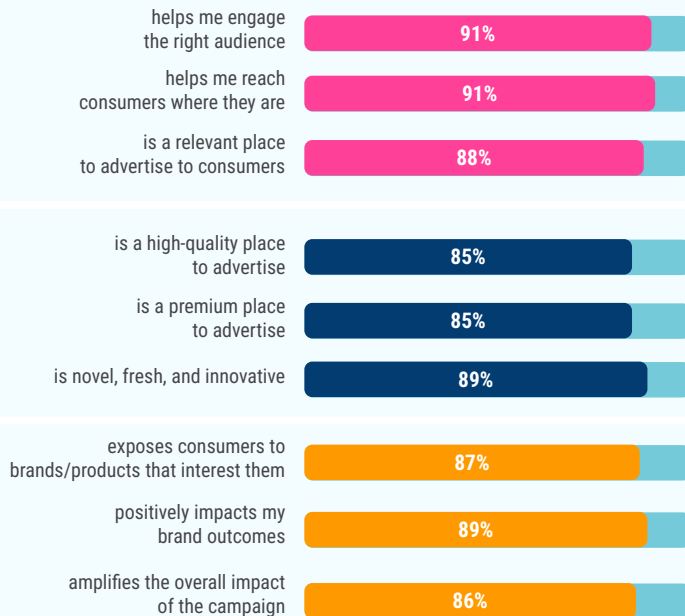
▶ Delivers high-quality, premium inventory

85% of advertisers agree that games advertising is a high quality, premium place to advertise. With immersive ad placements that can be seamlessly integrated into user experiences, it's novel, fresh, and innovative.

▶ Achieves brand outcomes

Almost 90% of advertisers agree that games advertising positively impacts brand outcomes. And when it's used in combination with other media, 86% say it amplifies the impact of the overall campaign.

% ADVERTISERS AGREEING GAMES ADVERTISING...



“



The vast and diverse gaming audience provides opportunities to target specific demographics and niche markets effectively.

- Brand, Media & Entertainment

It's highly engaging and players are glued to their screens so it's a captive audience. Players don't tune out during a game as they might with TV.

- Agency, Consumer Electronics

Our sales increased due to brand awareness among a large group of users through games. While playing the game, people clicked the ads and got more involved.

- Brand, Home & Appliance

Games advertising is measurable, just like other media formats

As games advertising as evolved, so have the measurement solutions available to validate campaign success. **The result is that 85% of advertisers are confident in their ability to measure games advertising**, and they're using the same measurement for games as they use for other media channels.

More than half of advertisers report using games for a balanced mix of brand and performance-focused KPIs, reflected in the breadth of metrics being leveraged.



Game advertising systems provide clear information, allowing advertisers to measure return on investment and adjust strategy accordingly.

- Brand, Pharma

85%

of advertisers **are confident in measuring** games advertising

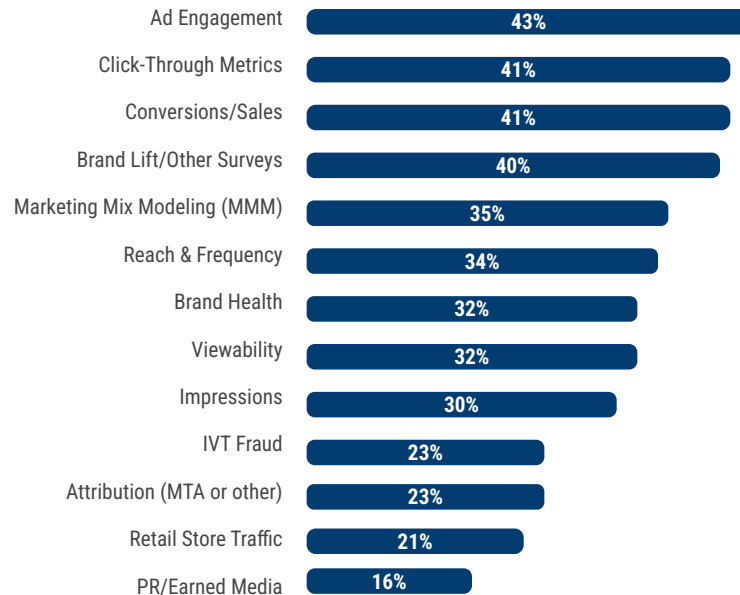
68%

of advertisers **use the same metrics** for games as they use for other media channels

[Games advertising] enables seamless integration of brands within the gaming experience and various metrics are available to measure the effectiveness.

- Agency, Food & Bev

METRICS ADVERTISERS USE TO EVALUATE GAMES ADVERTISING





Both brand and performance metrics are used across gaming ad formats



Advertisers leverage games advertising for both brand and performance business outcomes. Consequently **the top 3 metrics used across games ad formats includes both brand and performance metrics.** For brand metrics, ad engagement is included in the top 3 for all ad formats; for performance, click-throughs and conversions are included most often.

METRICS USED TO EVALUATE GAMES ADVERTISING

Top 3 by Ad Format



INTRINSIC IN-GAME

- Ad engagement
- Brand lift
- Click-throughs



ADJACENT

- Conversions
- Ad engagement
- Click-throughs



AUDIO

- Ad engagement
- Conversions
- Marketing Mix Modeling



SPONSORED

- Ad engagement
- Conversions
- Click-throughs



BRANDED WORLD

- Click-throughs
- Conversions
- Ad engagement



INTERSTITIAL

- Ad engagement
- Brand lift
- Conversions



ADVERGAMES

- Ad engagement
- Brand lift
- Click-throughs



HARD CODED

- Ad engagement
- Conversions
- Brand lift



REWARDED

- Ad engagement
- Click-throughs
- Conversions



SKINS/BRANDED DIGITAL OBJECTS

- Brand lift
- Click-throughs
- Ad engagement



Games advertising is considered as brand safe as other media

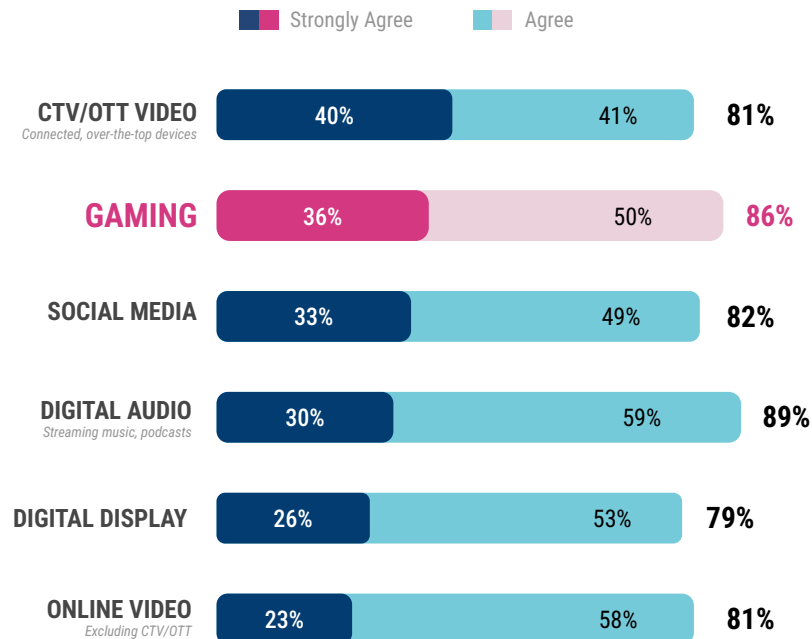
Although concerns about brand safety and suitability have traditionally posed apprehension for advertisers considering games, **nearly 90% of advertisers agree that the channel is brand safe and consider it the second most brand-safe media they include in their media plans.**

Much of this confidence is due to the evolution of tools and services to manage brand safety and suitability in games advertising. The top techniques include fraud detection, context and age rating to guide placement decisions, and ad interactivity and engagement metrics.

TOP TECHNIQUES FOR BRAND SAFETY/SUITABILITY MANAGEMENT

1. Fraud detection
2. Context
3. Game age rating/demos
4. Ad interactivity/engagement
5. Audience verification
6. Game genre/theme/content
7. Ad placement
8. Viewability measurement

% OF ADVERTISERS AGREEING THE DIGITAL MEDIA CHANNEL IS BRAND SAFE





WHY MARKETERS ARE LEANING IN

Advertisers will continue to invest in mature and user-generated content

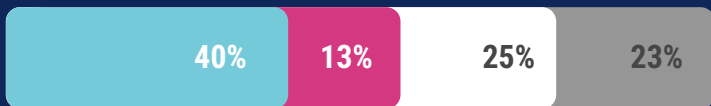
While some advertisers avoid being associated with user-generated or mature content, **the majority placed ads next to it in 2023 and many plan to continue in 2024.**

Over half of advertisers plan to place ads next to mature content, and two-thirds plan to place advertising next to user-generated content in 2024.



% ADVERTISERS THAT HAVE PLACED ADS NEXT TO:

MATURE ENVIRONMENTS (weapons, horror, etc.)



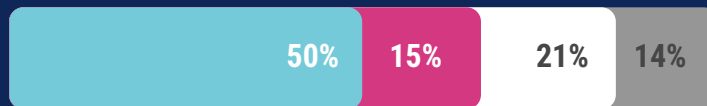
● Yes, plan to continue

● No, but plan to start

● Yes, but do not plan to continue

● Do not advertise alongside this content

USER-GENERATED CONTENT (player chat, etc.)





Games advertising provides a unique immersive environment, engages users for extended periods, and creates distinct opportunities for brand interaction.

- Brand, Apparel/Fashion



How Advertisers Are Buying Gaming





Games advertising has moved beyond R&D and experimentation

Games advertising is no longer considered part of R&D and experimentation, and has matured to command its place in media budgets. **Less than 10% of marketers fund games advertising from an R&D/experimentation budget**, with brands being significantly more likely to have a gaming-specific media budget than agencies.

91%

of advertisers **use a games or device-specific budget**, or pay for games from the general media budget.

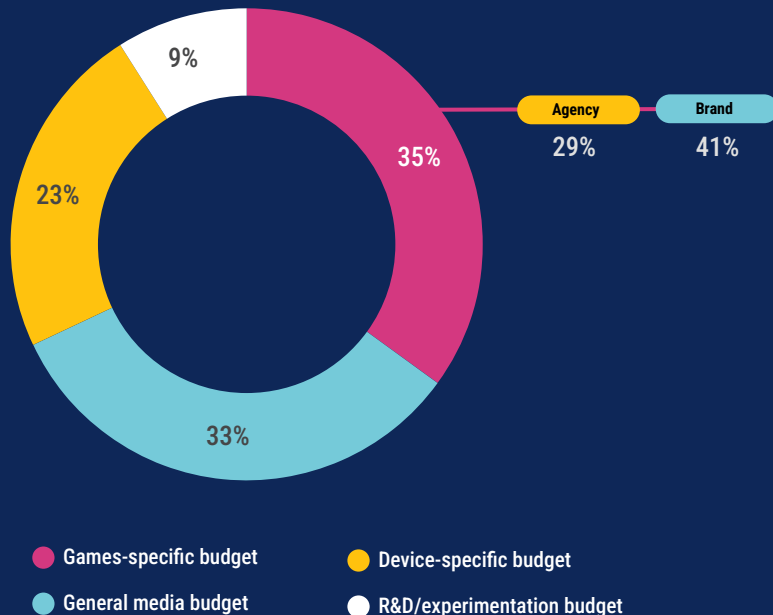


Having a consistent presence makes sense for numerous brands as a way to extend reach and connect with an engaged audience.

- Agency, Auto



PRIMARY SOURCE OF GAMES ADVERTISING BUDGET

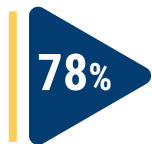




Dedicated budgets feed “always-on” gaming campaigns

78% of advertisers activate games continuously throughout the year, with 37% using games on an always-on basis.

When a games budget or device budget exists, always-on activation increases to 44% and 49% respectively, indicating having a dedicated budget for games increases continuous investment throughout the year.



of advertisers use a **games advertising continuously** throughout the year.

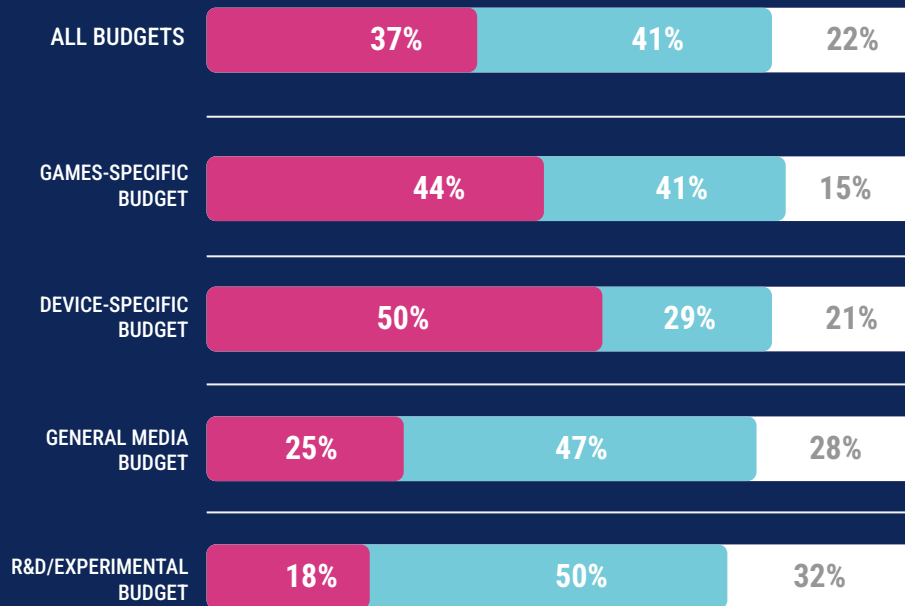


The effectiveness of our games advertising allowed me to increase my overall ad budget and allocate a larger percentage of that budget to games. We not only gained additional ad budget but also specifically were able to increase our games ad spend,

- Brand, Media & Entertainment

USE OF GAMES ADVERTISING THROUGHOUT THE YEAR by Primary Source of Budget

Always-On Periodic Throughout the Year One-Off

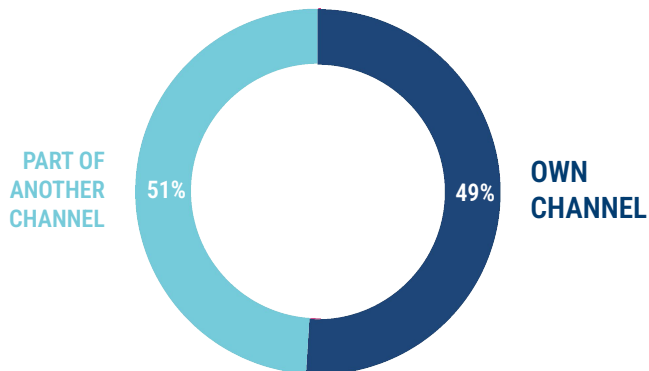


Advertisers are split on games being a media format or its own channel—but those using it as a channel are more invested



Advertisers are near-evenly divided on whether they consider games its own media channel or part of other media channels like video, display, etc. **However, those who consider it a channel are more invested:** they spend more on games advertising, plan to spend more, and use more gaming ad format types in their media plans on average.

% ADVERTISERS THAT CONSIDER GAMES ITS OWN MEDIA CHANNEL



MARKETERS THAT CONSIDER GAMES ITS OWN CHANNEL...

50% spent **\$2 million or more** on games advertising last year
vs. 39% of those that consider it part of other channels

44% plan to increase spend this year
vs. 36% of those that consider it part of other channels

3.8 used 3.8 games ad formats **on average**
AD FORMATS *vs. 2.8 games ad formats for those that consider it part of other channels*



HOW ADVERTISERS ARE BUYING GAMING

Games is considered its own channel due to immersive experiences, scale, and ROI

Advertisers who consider games advertising its own channel leverage say it delivers **immersive experiences, unique audiences, scale and ROI**. Those who consider games a part of other channels see a promising but still-emerging opportunity, where there's not yet enough scale or ROI to buy on its own.



WHY ADVERTISERS CONSIDER GAMES ITS OWN CHANNEL

Top 4 Reasons

Delivers immersive experiences

Enables targeting of specific, unique audiences

Has the scale/reach/budget to be considered its own channel

Has the right measurement capabilities, and delivers consistent ROI

WHY ADVERTISERS CONSIDER GAMES PART OF OTHER CHANNELS

Top 4 Reasons

Not yet enough scale

Has same ad formats as other media

Runs on multiple devices/ can't buy it as a single channel

Not yet cost effective on its own



I think it is its own media channel because of its interactive nature and highly targeted audiences. Seeing the growth of the gaming industry, it can be classified as its own media channel. Even the ad formats are different than traditional media.

- Agency, Telecom



We are not spending enough yet to take advantage of the scale that exists. So we factor its performance into broader efforts.

- Brand, Technology

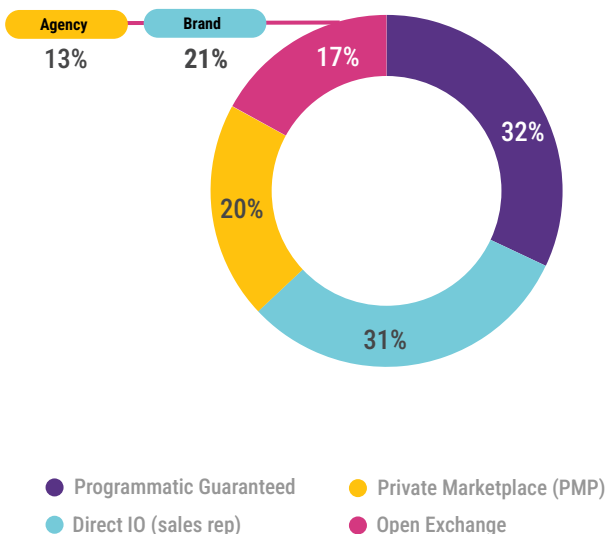


Marketers are primarily leveraging game inventory through direct and programmatic channels, with mobile the most-used device

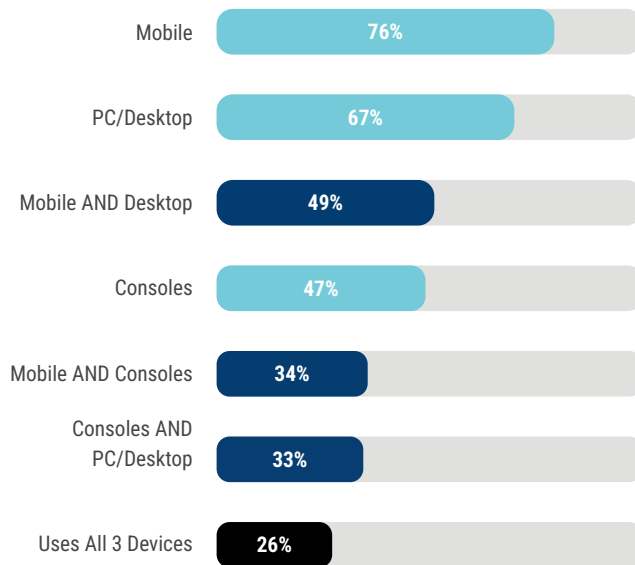
Advertisers are buying games leveraging a variety of transaction types, led by programmatic guaranteed and direct I/O. A significant portion use a private marketplace, while brand marketers are more likely to use the open exchange.

They're also investing in all device types to reach consumers in games, **with a majority spending on mobile formats.**

TRANSACTION TYPES USED FOR GAMES ADVERTISING



TYPES OF DEVICES USED FOR GAMES ADVERTISING



Gaming can be perceived as taking more effort to plan and buy

While 79% of advertisers agree games advertising is easy and uncomplicated to buy, that still falls short compared to other digital media. Experienced planners and buyers acknowledge that to fully leverage the benefits of advertising in games, additional effort is required.

- Getting started necessitates research on gaming audiences; understanding who you want to reach and their gaming preferences.
- Audiences can engage across multiple games, platforms, and communities, making it more complex to plan.
- Some games ad formats are more impactful by tailoring ad formats and creatives to the target audience and their games experience— custom work that’s not always required for other media channels.



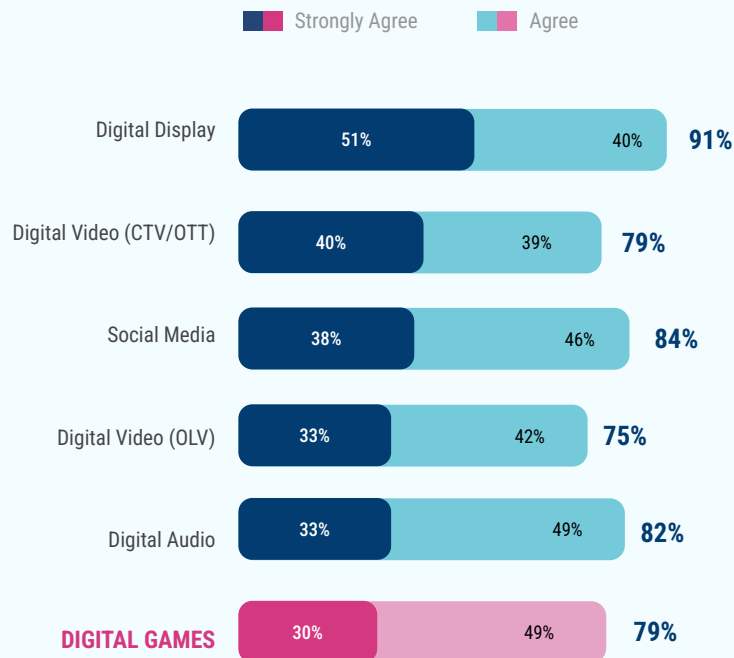
The social side of gaming, including multi-player functions and online communities, adds a level of planning complexity to game advertising that is not found in other channels.

- Brand, Pharma

When planning, it's important to consider bespoke creative executions for the gaming placements and not use standard video. Consider interactive or unique formats that only work in gaming.

- Agency, Telecom

% OF ADVERTISERS AGREEING THE MEDIA CHANNEL IS EASY/UNCOMPLICATED TO BUY





Unlike many other digital advertising channels, gaming allows advertisers to unleash their creativity and become part of the game, creating a unique experience for their consumers.

- Agency, Home & Appliance



Games' Impact on the Consumer Purchase Journey



Games advertising consistently influences behavior across the consumer journey

Games advertising reaches unique, receptive audiences with immersive experiences that engage the consumer throughout their purchase journey. **Over two-thirds of advertisers rate games advertising as “excellent” or “good” at delivering business outcomes in all stages of the purchase journey**, with particular strength in the awareness and consideration stages.



PURCHASE JOURNEY

ADVERTISER PERFORMANCE RATING

Games Advertising, Excellent/Good



In multi-channel campaign planning, marketers not only assess a channel's impact individually, but how it integrates with other media being leveraged in the marketing mix so they can influence consumers at critical moments within their path to purchase.

In the following section, advertisers compared and rated media channels on their performance at each stage in the purchase journey based on their experience. **The results illustrate how, compared to other media, games advertising is a powerful performer throughout the consumer journey**—from introducing consumers to new brands and products, to inspiring purchase, to fostering brand loyalty and advocacy.

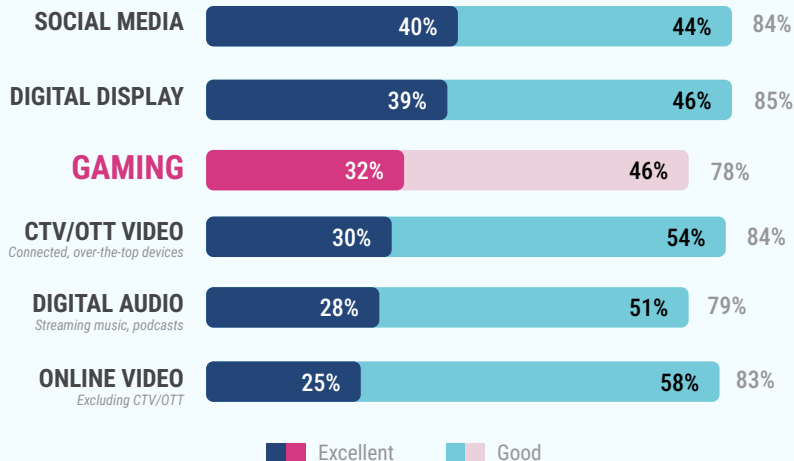


Awareness: Compared to other media, games drive awareness though incremental reach with unique audiences

Games advertising enhances brand awareness by engaging unique, specific audiences immersed in gaming experiences. Compared to other digital media channels, **advertisers rate it third for “excellent” in driving awareness**, saying it delivers unique audiences and incremental reach.

AWARENESS

Advertiser performance rating



80%

rate gaming excellent/good at reaching unique/specific audiences (vs. 74% for media average)



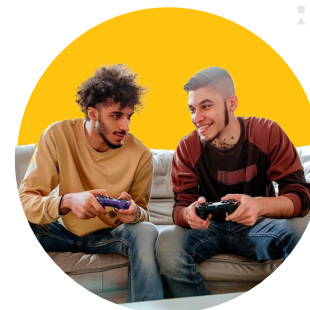
75%

rate gaming excellent/good at delivering incremental reach (vs. 70% for media average)



Integrating my brand into mobile games led to increased brand awareness among young consumers, ultimately contributing to a rise in market share within the demographic.

- Brand, Telecom



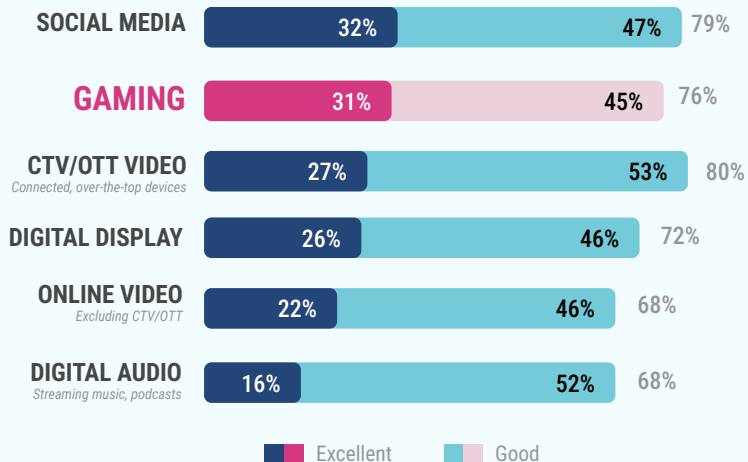
Research & Consideration: Engagement increases brand and product consideration

When advertisers describe the unique strengths of games advertising, ad engagement tops the list. It's interactive, dynamic, and invites consumers to participate. As a result, **games advertising is rated second for inspiring research and consideration**, and advertisers agree it drives attention and engagement compared to other digital media.



RESEARCH & CONSIDERATION

Advertiser performance rating



76%
rate gaming excellent/good at
driving attention
(vs. 72% for media average)



73%
rate gaming excellent/good at
driving ad engagement
(vs. 69% for media average)



Games advertising enables creative memorable ad experiences, enhancing brand recall and engagement.

- Brand, CPG



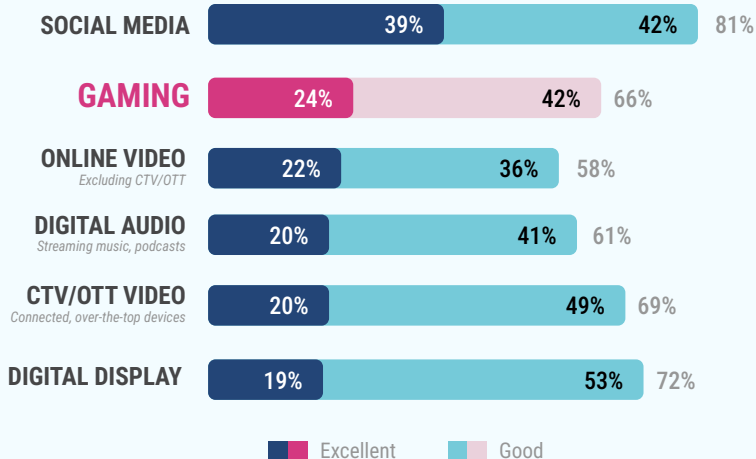
Purchase: Games advertising powers purchases and conversions



When it comes to influencing purchase decisions, **advertisers rate games second only to social media** as excellent at delivering purchase and conversion outcomes—highlighting advertisers use of games advertising to achieve KPIs that are at the purchase stage of the consumer journey.

PURCHASE

Advertiser performance rating



67%

rate gaming excellent/good at driving click-through rate
(vs. 65% for media average)



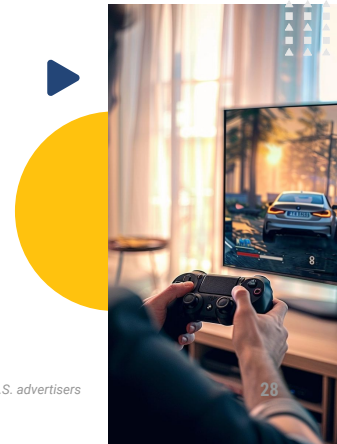
63%

rate gaming excellent/good at influencing conversions/purchase
(vs. 65% for media average)



Immersive ads provide that opportunity for brands to build stronger affinity among the game's users, and conversion rates have improved.

- Brand, Home & Appliance



Purchase: In advertisers' own words

When asked to quantify the impact of games advertising on business outcomes, **our advertisers had stories to tell about positive, measurable business outcomes—** including specific sales increases across a wide range of products and categories. Their case studies quantify the sales impact that games advertising can deliver.



"**12% more people visited the site**, and **social media interaction grew by 45%** as a result of our gaming campaign."

- Brand, Telecom



"Implanting our brand into a popular racing game resulted in a **45% increase in sales** during the promotional period."

- Agency, Food & Bev



"We **increased our sales by 10%** including games advertising in our media strategies."

- Brand, Retail



"Through in-game challenges and rewards, we experienced a **15% increase in user engagement** [which] translated into a sustained **10% growth in repeat purchases.**"

- Agency, Retail



"The games advertising campaign led to an increase in customer acquisition, with a **20% increase in new customers** and **10% increase in repeat customers.**"

- Agency, Consumer Electronics



"Using games advertising, the product of a beverage brand we represent saw a **20% increase in online orders.**"

- Agency, CPG



Loyalty & Advocacy: Games advertising generates repeat purchases and long-term ROI

Advertisers rate games advertising third and second respectively in driving loyalty and advocacy post-purchase, crediting the immersive and relevant experience of gaming with generating brand favorability and long-term ROI.

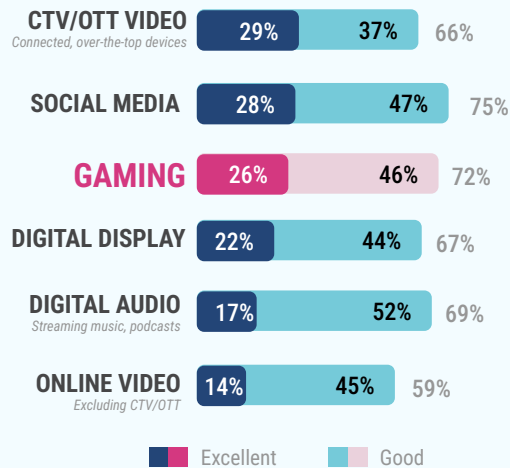


The heightened engagement of our gaming campaign translated into a loyal customer base, contributing to sustained growth in repeat purchases.

- Agency, Retail

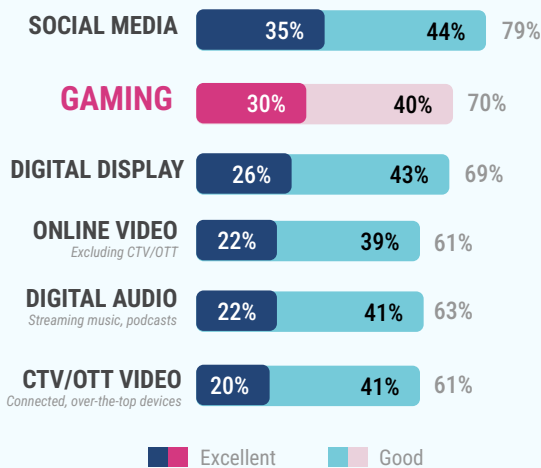
LOYALTY

Advertiser performance rating



ADVOCACY

Advertiser performance rating



75%
rate gaming excellent/good at driving brand favorability (vs. 75% for media average)



65%
rate gaming excellent/good at delivering ROI/ROAS (vs. 64% for media average)



Games advertising can lead to increased brand visibility and awareness among a highly engaged audience and directly boosts product sales for tangible business outcomes.

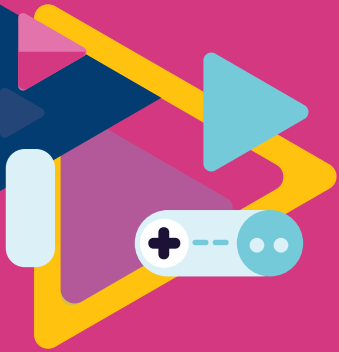
- Brand, Technology

Games advertising is a dynamic platform that provides immense value and stellar conversion rates.

- Agency, Real Estate



How You Can Change the Game

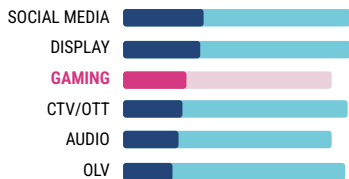




How to use it: Capitalizing on games advertising strengths throughout the consumer journey

Games are a premium, quality advertising channel where brands are seeing consistent success throughout the purchase journey. Advertisers can harness this power when using games alongside other media in their marketing strategies.

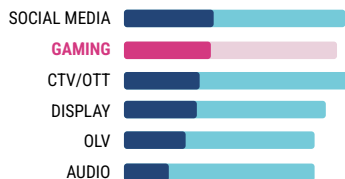
AWARENESS



While social media and display are rated higher by advertisers for driving overall awareness, use games to **reach unique, specific audiences** who are receptive to brand messaging.

- Incremental reach
- Reaching niche audiences
- Reaching receptive audiences

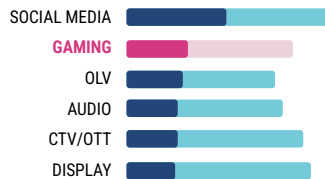
RESEARCH & CONSIDERATION



Advertisers consider games near-identically with social media in inspiring brand consideration. The interactive and immersive experience engages consumers, **captures attention, and drives ad engagement and recall.**

- Capturing attention
- Driving ad engagement
- Increasing ad recall

PURCHASE



Games is the second highest-ranked media channel to **deliver purchase and conversion outcomes** in the consumer journey. Advertisers are quick to quantify the superior performance of games in delivering sales, conversions, and clicks.

- Delivering sales/conversions
- Driving clicks

LOYALTY & ADVOCACY



Advertisers celebrate games for creating engaging brand experiences that translate into long-term relationships, **fostering repeat purchases, brand favorability and long-term ROI/ROAS** for brands.

- Delivering repeat purchases
- Building brand favorability
- Fostering long-term value and ROI

USE GAMES ADVERTISING FOR:



How to get started: Strategies from games advertising practitioners

We asked experienced marketers for the best ways others can get started with games advertising.



01 Identify your target audience and establish clear campaign objectives

Gaming audiences are diverse, global, unique, and targetable. Research and define your target audience, and align your goals with ad formats, platforms, and titles that reach those consumers.



Conduct thorough research to understand the gaming audience you want to target. Consider demographics, gaming preferences, and platforms they frequent.

- Brand, Consumer Electronics

02 Define your measurement strategy and KPIs

Games advertising offers a wide range of options to measure performance—from clicks and conversions to ad recall and brand lift. Use ones that align with your objectives, and set it up in advance.



Game advertising platforms provide detailed analytics on ad performance, allowing advertisers to track metrics like impressions, clicks, conversions, and in-game engagement.

- Brand, Telecom

03 Work with partners/agencies to develop planning and creative strategies

Experienced partners can help navigate the complexities of buying and planning while also guiding on the best ways to leverage games' immersive and interactive capabilities for seamless integration. Identify a reliable partner, and ensure they're adept with the latest IAB compliances.



Work with a partner to help you build the capability. You don't need to do it on your own to start.

- Agency, Media & Entertainment

04 Test and learn

Start small with a few ad formats and platforms and build from your success. As you experience the return on investment, expand from there. Leverage case studies, training, and research to guide your investment decisions.



Try and test with a small budget and if you see desired return, you can gradually start to increase spend.

- Agency, Telecom



How to accelerate: Maximizing your investment in games advertising



And once you've initiated your journey, here's how experienced marketers in our research recommend optimizing success and maximizing the return on your investment with games.

ADD

Add formats and platforms, and build in new KPIs across the purchase journey to optimize success

Broaden your games campaign across more stages of the purchase journey leveraging new formats. If you're using games for performance marketing, build brand advertising into your portfolio. If you're building attention and recall, introduce conversion KPIs.

AMPLIFY

Use games continuously in the media mix to amplify the impact of your campaign

Consider the trade-off benefits to using games instead of other media channels. Games amplify the impact of campaigns across key metrics including awareness, brand lift, ad engagement, and incremental reach.

MEASURE

Leverage measurement and analytics to determine what's working, then optimize to reinvest

Games offer sophisticated measurement solutions across the purchase journey to track performance against your KPIs in the same way as other media. Use these services to quantify success and optimize your investment.

EXPAND

Expand relationships with influencers, creators, and game developers

Harness the power of the gaming community and ecosystem. Take advantage of sponsorship and partnership opportunities to increase campaign impact. Work with influencers, content creators, and games developers to create ad integrations and creative strategies that will power your brand's success in-game.



The evolution of games advertising has solidified its role as a vital channel within the marketing mix by consistently and positively impacting the purchase journey. Its ability to captivate and engage audiences with immersive and interactive experiences sets it apart from other digital media channels, and its effectiveness showcases its significance in the advertising landscape.

Games advertising is now an indispensable part of a comprehensive marketing strategy, poised to attract greater investment as outdated perceptions are overturned by its ability to drive measurable business outcomes for brands.

**Get ready to
change the game**

About IAB



The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing.

In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

www.iab.com



About Advertiser Perceptions

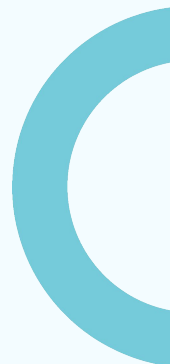


Strategic Market Intelligence. **ACTIVATED.**



Advertiser Perceptions is the leader in providing research-based strategic market intelligence to the complex and dynamic media, advertising, and ad tech industries. Our curated, proprietary Ad PROS™ Network and deep relationships with the largest advertisers provide clients with an unbiased view of the market, their brand, and the competition. Our experts provide timely and actionable guidance enabling clients to improve their products and services, strengthen their brands, and drive more revenue. The largest, most innovative global media and ad technology businesses rely on Advertiser Perceptions.

www.advertiserperceptions.com



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venatus

Venatus is a leading global AdTech partner and the number one advertising solution for the gaming and entertainment ecosystems. With hundreds of exclusive publishers, including EA, Rovio, Miniclip, OP.GG, and Futbin, Venatus excels in monetizing gaming content.

Through innovation, creativity, and strategic placement, it enables premium advertisers like Sony, Warners Bros., Disney, Mattel and LEGO® to discover and engage with gaming audiences across the world.

After successfully launching a research report of their own and uncovering the eye-opening stats behind the often overlooked and undervalued gaming demographic, Venatus is proud to be sponsoring the IAB's latest research.

www.venatus.com

AdMazing

Admazing is the only platform exclusively focused on mobile gaming campaigns for brands, targeting audiences with precision for maximum impact.

With Admazing Games IQ™, a proprietary technology, and data from over 20k+ campaigns, Admazing uniquely pinpoints valuable and relevant games and audiences based on attributes like context, interest, time, device, etc, while remaining agnostic to games and studios. Admazing focuses on high-impact, full screen ad formats designed to target audiences across the marketing funnel. Admazing creates custom playables and interactive experiences to communicate a brand's message.

With access to 85% of active global mobile games and 191M unique users in the U.S., Admazing reaches diverse audiences including multicultural, Gen-Z, and cord-cutters. Admazing adheres to brand safety and measurement standards, and is Diverse-Owned and Operated Business.

www.admazing.co

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