



MOBILE GAMING:
**An Unmissable
Opportunity to
Engage Your
Audience in 2021**

**ANA Digital Innovation
April 27, 2021**



Meet the panel:



Meagan Ralston

Sr. Manager, Demand US
Agencies & Advertisers
MoPub, a Twitter company



Chris Akhavan

SVP, Business Development, Corporate
Development, and Advertising
Glu Mobile



Amir Hemmat

Senior Manager,
Programmatic
UM Worldwide



Why gaming audiences?



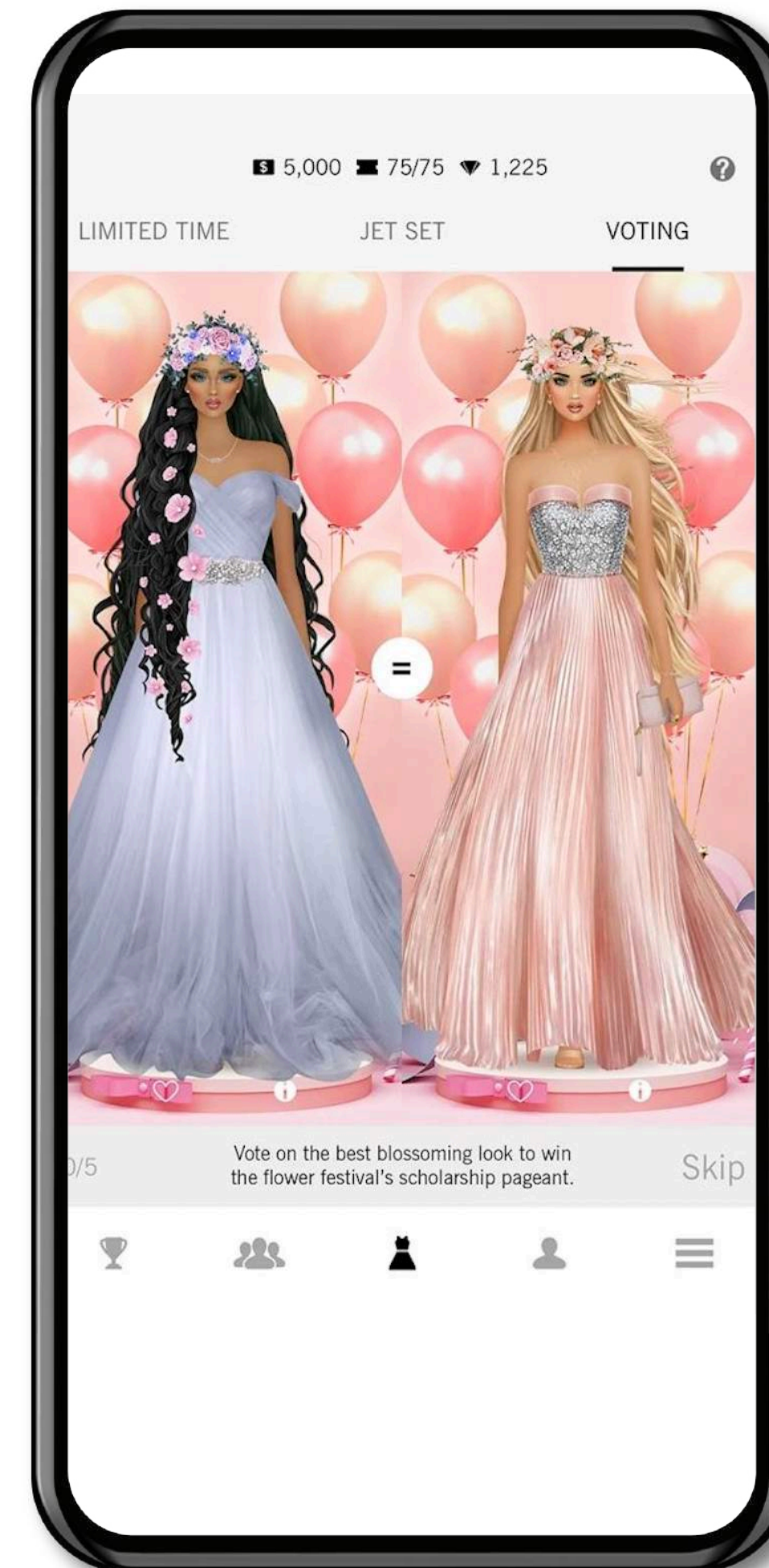
This audience is changing every year; especially when bringing in new mobile demographics

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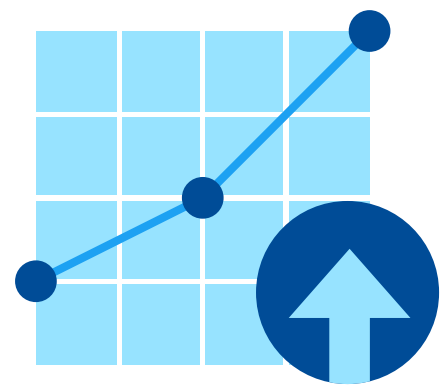
Of people that play mobile games are over the age of 45



43% of women play mobile games more than five times a week according to Facebook Gaming data — that means an increase in gaming and lifestyle apps



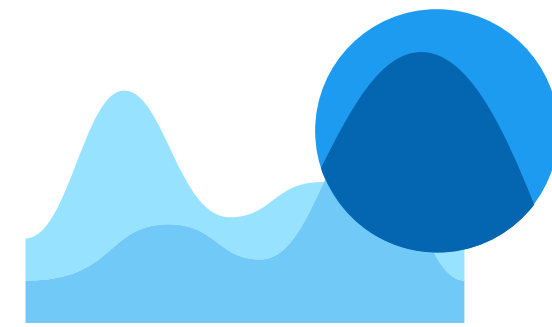
Perception of mobile audiences from the brand perspective



Higher 3P audience match rates leads to more scale/reach on advertiser HVA's



Users are more engaged and focused on mobile versus a web environment

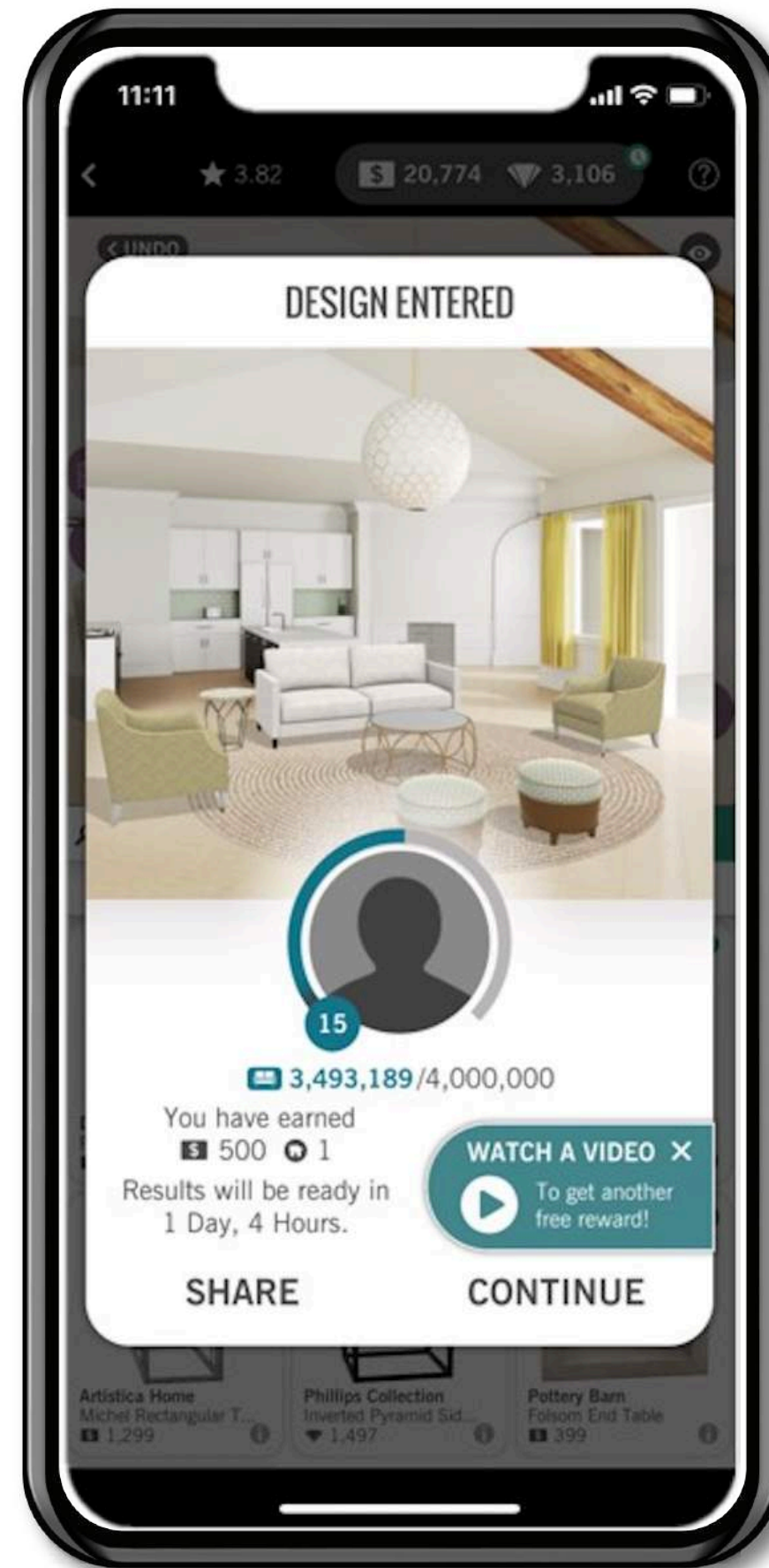
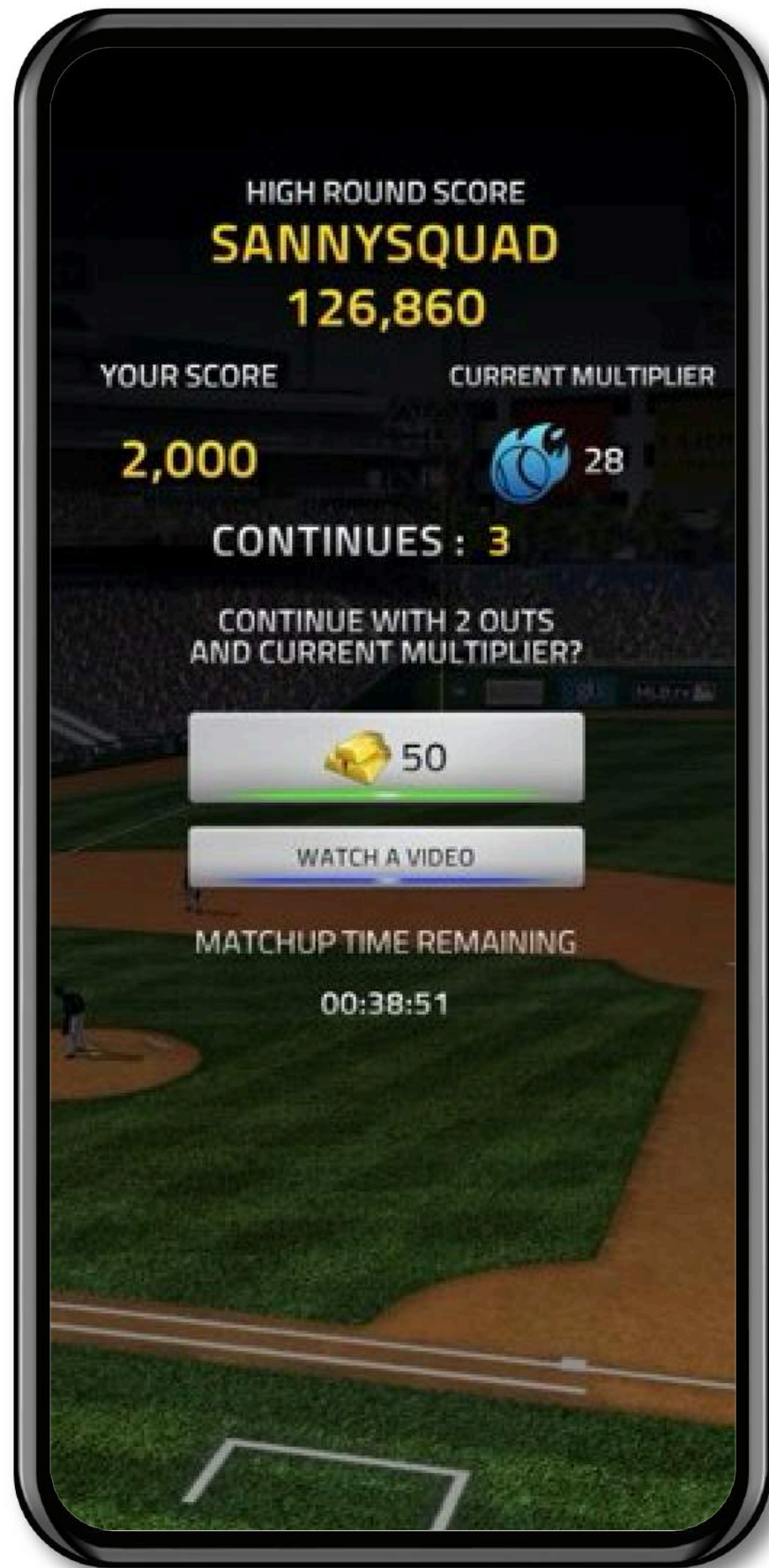


Strong viewability performance shows higher correlation to in-store purchase volume



There will be a more pronounced focus on in-app as an engaged environment versus desktop

Monetization strategies for mobile gaming



- Ad monetization strategy has shifted almost entirely to rewarded advertising as a value exchange
- Why? It's not disruptive to the gaming experience, and it's additive to the play experience
- See how this is reflected in some of Glu's latest titles

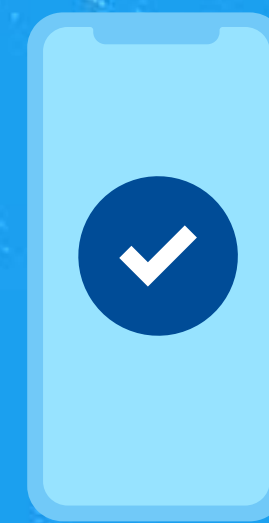
Media mix for ad budgets:



Diverse depending on brand objectives



Activated across many different channels (CTV, display, in-app; it's pretty eclectic)

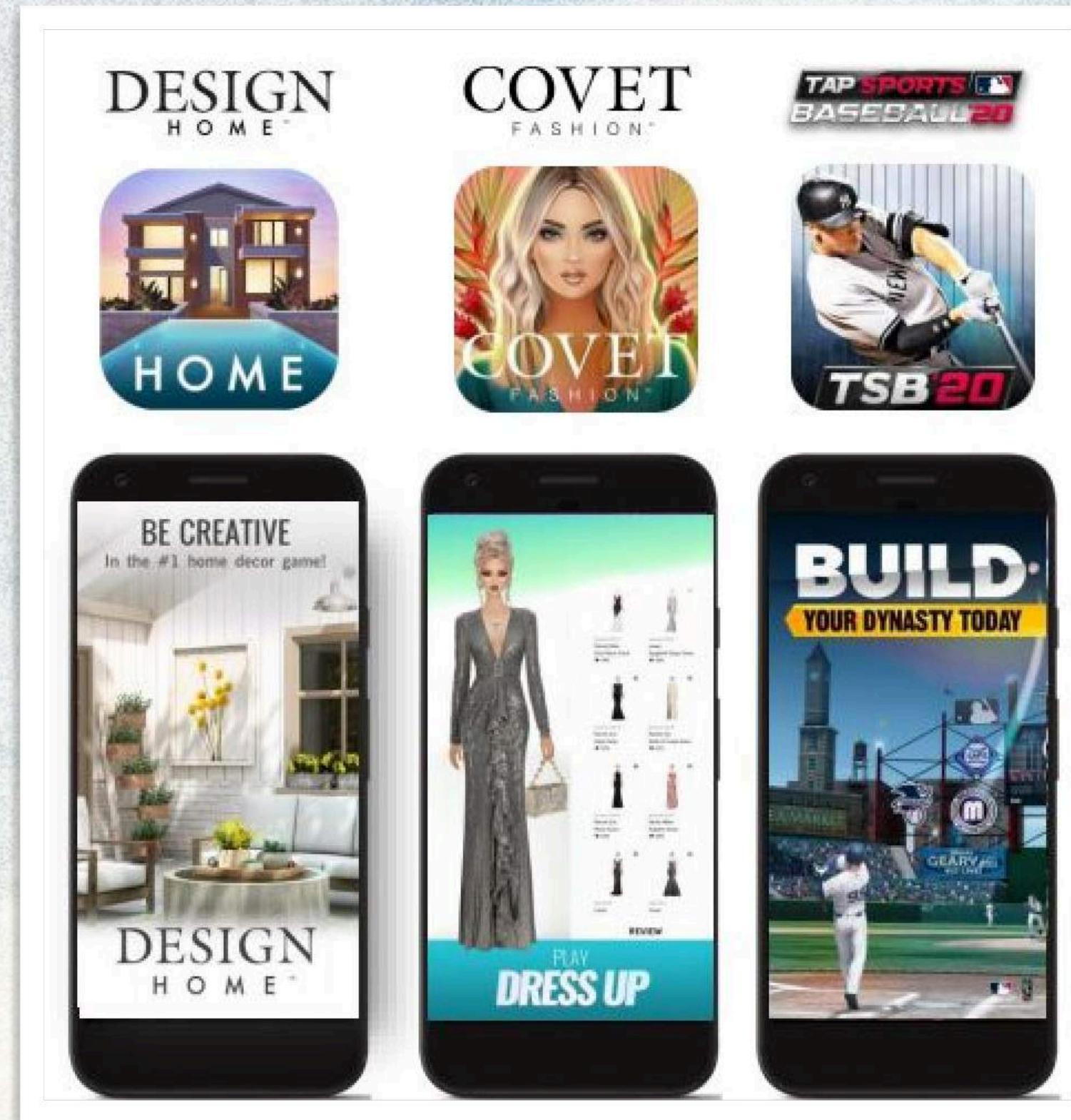
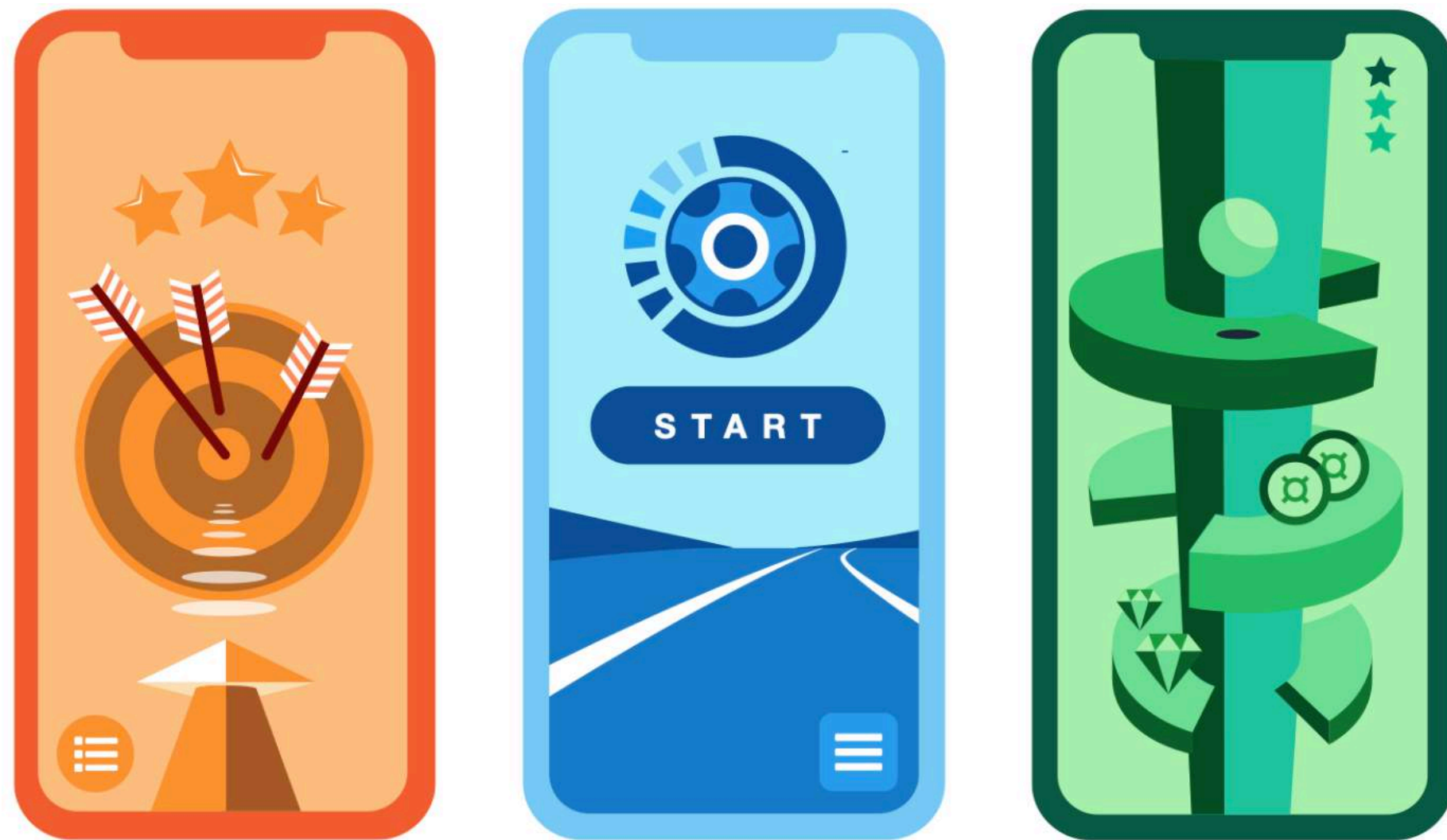


Focus is shifting towards prioritizing in-app as a primary channel



Diversification of mobile games

Gaming is a diverse category; there are many different gaming genres that attract different audiences.



Everyone but not everywhere: Brand safety

Glu's portfolio today also ladders up to more casual, broadly-appealing titles that are more "family friendly"



Measuring the success of mobile in-app: brands and agencies



Trackability: ensuring app portfolios are OMSDK compatible



Viewability: high engagement across expansive audiences = positive ROAS

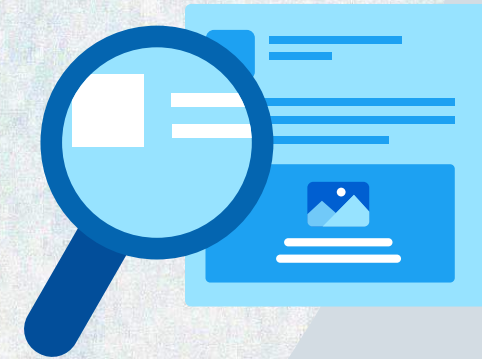


1:1 device IDs help when it comes to measuring results and looking at performance across the in-app space

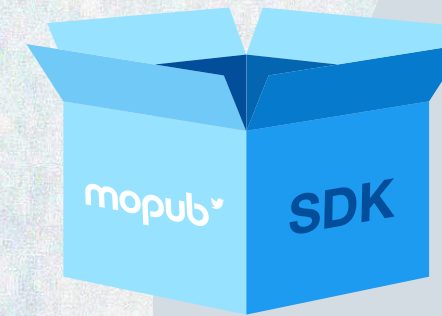
Measuring the success of mobile in-app: gaming publishers



Turnkey high impact display and video units



Ad verification (negative keyword avoidance) & inventory transparency (ads.txt) is key



OMSDK verifiable is table stakes



KEYWORD TARGETING:

Curated apps that are brand safe

What can app developers do to make their games more attractive to advertisers and brands?



Expanding into new verticals (like fashion and interior design)



Targeting more sophisticated audiences and decision-makers



Being more thoughtful about the types of brands you cater to

