Blended In-Game Ads

What is blended in-game?

In-game advertising refers to advertising in the computer, video, or mobile games. It is often seen as pop-up messages, cut-scenes, on-screen adverts, billboards, background displays.

In-game advertising provides an effective, nonintrusive, and creative way for brands to connect with their target audience. In-game advertising enables advertisers to grow awareness, unlock previously unreachable audiences, all within a brand-safe and immersive context. In-game advertising gives brands a better chance of building valuable relationships based on shared goals.

In-game advertising offers businesses the opportunity to reach out to a very wide demographic with eclectic tastes. This means that in-game ads don't have to be limited to products targeting a tech-savvy audience. In-game ads are used to promote FMCG products, lifestyle brands, healthcare, and far more. Almost any product, catering to any demographic can be promoted effectively through in-game advertisements because gaming itself has become a universal pastime.

Why blended in-game?

1. **Viewability**
   In-game ads are integrated seamlessly into the game, there's no way to skip past them. The interactive nature of games keeps players' attention glued to the screen as their eyes dart around, taking in every piece of information. Looking away, even for a split second, could negatively impact their game, so they just don't behave that way. This means that players are always exposed to every ad, even the one on the digital billboard that they pass as they hug the track and race towards the finish line.
   The in-game suppliers connected to Eskimi is serving only viewable impressions. That means that viewability of your in-game campaign should be 95%+.
2. **Nonintrusive**

   There was a study done to find out how in-game advertising results in brand recall and brand awareness. Participants were playing two different versions of the game (less interactive - walking around the city and more interactive - walking and shooting), during the playtime they were exposed to some ads. After the game, they were asked to name the brand names they have recognized. The results showed that the higher game interaction results in higher brand recognition and user's experience. Users did not feel that ads were interrupting the game or any other negative perceptions about ads being in the game.

3. **The brand-safe environment with high engagement**

Overall mobile game users hold the highest session lengths across all app categories, the time spent on mobile game apps has increased to 62% due to the current situation. This gives advertisers the chance to create many touchpoints inside a single session. Moreover, brands can benefit from the industry's innovative approach when it comes to mobile creatives there is an opportunity to create engaging and non-intrusive ad formats to create a genuine interest in the audience.

Creative options & requirements

Banners

- The most popular sizes: 300x250, 320x320, 480x320, 300x600
- Additional sizes: 320x480, 320x50, 728x90, 160x600, 970x250, 320x100, 336x280
- Recommended formats: PNG, JPEG, JPG, **GIF (Not supported by Anzu)**, **HTML (Not supported by Anzu)**, Tags (DCM, Adform and others) ads that are non-interactive.

***Javascript creatives is not supported from all of publishers**. To be more specific, it's supported partially in mobile. These templated rich media formats are supported in the blended in-game environment: 3D horizontal, Page flip, Animated cube, Glitch, Billboard, Slider, 3D dancing, Parallax cube, Parallax triangle and 3D cube vertical. Other JavaScript creatives can cause discrepancies, so avoid them for in-game campaigns.

VAST Video

- Recommended video size: 320x480, 480x320, 640x480, 1920x1080, 1024x768
- Recommended aspect ratios: 3:2, 2:3, 16:9, 4:3
- Supported format: mp4
- Recommended video file size: less than 15MB. The platform supports files up to 45MB, however it is not recommended
- Recommended video duration: 3 to 30 seconds. The most successful video ads are 6-15 seconds long

Targeting

In-game advertising supports all the programmatic advertising options. **Except:** site targeting and first party retargeting.

Setup & optimisation

In-game advertising is reach through several suppliers via open RTB. Additional supply can be reached through PMPs. The standard optimisation can be applied. However, CTR and CPC auto-

optimisation is limited, because only part of in-game placements are clickable, and CPA and CPI auto-optimisation are not supported.

Limitations & troubleshooting

- Some in-game ads can be clickable, as Gadsme provide data on clicks and CTR. However, these metrics should only be used as additional indicators. KPI of in-game campaign can not be related to clicks and CTR, CPC metrics.
- In-game ads are displayed on apps only.
- In-game supports tobacco, alcohol and betting advertising only through pre-agreed PMPs.
- PC and console devices do not support DMP targeting.

In-game ad examples







Revision #70
Created 1 March 2021 18:32:29 by Gabriele
Updated 8 November 2026 14:30:31 by Roberta Karpoviciute