

# Gaming App Advertising

## WHY YOU NEED GAMING APPS IN YOUR DIGITAL MEDIA STRATEGY

Increased gaming activity among households has made gaming application ads one of the most ideal platform categories for targeting Gen Z.

### What Are Gaming App Ads?

Gaming application ads are a type of digital ad displayed on free-to-play mobile applications, gaming consoles, or personal computers.

### Why Use Mobile Gaming Apps?

Online Gaming Landscape: Millions of Homes and Devices



**74% of Americans** have at least one video game player in their household.

**38 million** households are active on a gaming console each month.

The gaming category is estimated to earn **\$2.9 billion** by 2022 in esports monetization/revenue.

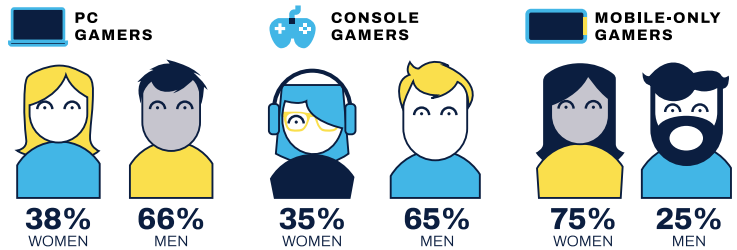
### Highly Engaged Audiences

**16% increase** in time spent on game sites

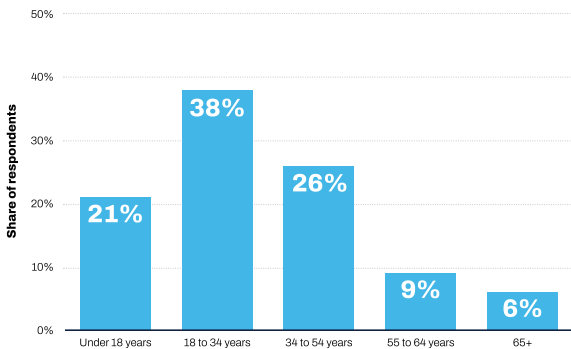
**141% increase** in time spent watching videos on a desktop

The gaming category boasts **230 million unique visitors** each month and reaches **83% of the digital population**.

### The Audience: Breakdown by Age and Gender



### Age Distribution of Gaming Users




Mobile Ad Examples



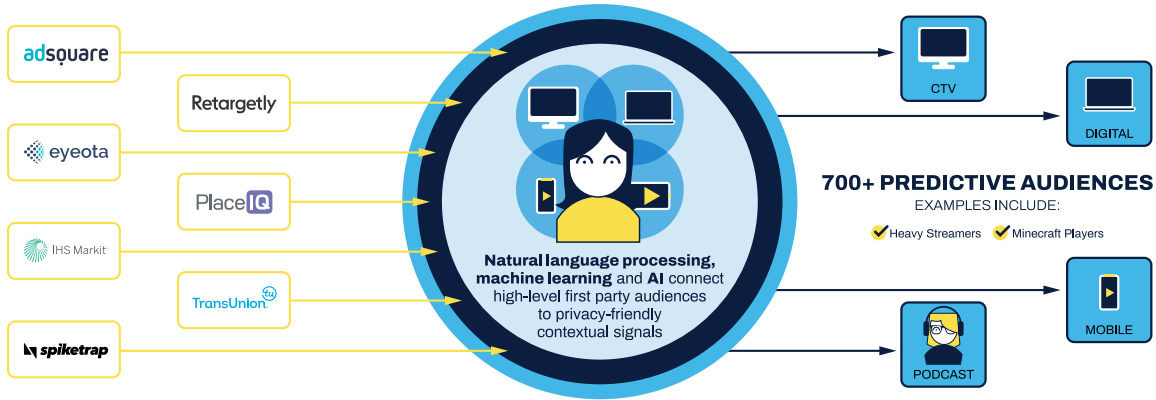
Want to learn more about how you can get started with Gaming App Advertising? Contact us today!

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## Predictive Audiences

How does using predictive audiences to deliver ads to gaming audiences work?



## Steps to Building a Gaming Application Ad Campaign

At Glacier, we leverage Comscore data to purchase this advertising inventory programmatically. This process allows us to reach niche audiences across various platforms.

<p><b>PLAN</b></p> <p><b>UNDERSTAND THE LANDSCAPE</b>  <b>Comscore's State of Gaming Report and Custom Surveys</b>          Comscore surveys collect critical attitudinal and sentiment data from gamers. The State of Gaming is fielded every year.</p>	<p><b>PLAN</b></p> <p><b>MEASURE GAMING ACTIVITY</b>  <b>Comscore Desktop, Mobile and Console Panels</b>          Understand at the game title level which games are played, how often, and when, on PC and console. Mobile panels give additional insights on gaming app usage.</p>	<p><b>PLAN</b></p> <p><b>MEASURE GAMING AUDIENCES</b>  <b>Comscore Digital Audience Solutions</b>          Deliver ads to key audiences with targets such as console game users, esports fans, Fortnite players, and more with Comscore Activation solutions.</p>	<p><b>TRANSACTION</b></p> <p><b>TARGET GAMING AUDIENCES</b>  <b>Comscore Activation and Gaming Targeting Solutions</b>          Get a complete, unduplicated view of how audiences consume gaming content and video across devices with Comscore Media Matrix® Multi-Platform and Video Matrix® Multi-Platform.</p>	<p><b>EVALUATE</b></p> <p><b>ASSESS MARKETING IMPACT</b>  <b>Comscore Brand Lift Survey &amp; Comscore Branded Content Insights</b>          Comscore Branded Content™ analyzes the effect of brand integrations across all platforms, content types, and audiences to help quantify the results of gaming content, sponsorship and promotional campaigns.</p>
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## Work With Glacier!

Glacier is at the cutting edge of ad delivery technology. We deliver ads beyond traditional digital mediums and expand outreach through a multi-channel, integrated strategy.

Our specialized experience working with colleges and universities has allowed us to develop best practices in using different advertising techniques and lead the way in creating Gen Z targeted campaigns. We can't wait to work with you!



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