**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.
- **16% increase** in time spent on game sites
- **141% increase** in time spent watching videos on a desktop
- The gaming category is estimated to earn **$2.9 billion** by 2022 in esports monetization/revenue.

**Highly Engaged Audiences**

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

**Why Use Mobile Gaming Apps?**

**Age Distribution of Gaming Users**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Share of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>21%</td>
</tr>
<tr>
<td>18-34</td>
<td>38%</td>
</tr>
<tr>
<td>34-64</td>
<td>26%</td>
</tr>
<tr>
<td>65-94</td>
<td>9%</td>
</tr>
<tr>
<td>95+</td>
<td>8%</td>
</tr>
</tbody>
</table>

**The Audience: Breakdown by Age and Gender**

- **PC Gamers**
  - 38% Women
  - 66% Men
- **Console Gamers**
  - 35% Women
  - 65% Men
- **Mobile-Only Gamers**
  - 75% Women
  - 25% Men

### Mobile Ad Examples

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

info@weareglacier.org
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.

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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