88% of time spent on mobile devices is in-app.

According to brands/advertisers, in-app ads can improve ROI by an average of 41%.

In-app mitigates fraud risk by running in closed environments.

App publishers have become extremely savvy with integrating ads into their user flow, creating a less disruptive experience.

Put your money where the action is. People are spending more and more time in-app vs on mobile web or desktop.

2.4 billion people will play mobile games globally this year.

51% of surveyed brand advertisers reported stronger user engagement in mobile games.

47% of mobile gamers shop online more than three hours per week, compared to 28% for non-gamers.

62% of mobile gamers are female. One-in-three is 45+.

54% of the world plays games 1x month.

78% of smartphone users use game apps daily.

Innovate with new ad formats

Innovate with the latest ad formats to get the most impact from your creative.

Be smart with user generated content

Have a strategy for user generated content (UGC) to avoid brand safety concerns.

References Best Practices

Leverage best practices from web.

Diversify in-app placements

Try multiple formats and audiences to see what works best.

Make your next mobile campaign a success

1. Select partners with SDK integrations

2. Innovate with new ad formats

3. Be smart with user-generated content

4. Reference Best Practices

5. Diversify in-app placements

65% of the time spent in-app is spent in apps other than Google and Facebook.