

Native Advertising

In videogames





**Our main
audience**

60% women
25-49 years

Best performing verticals

Lifestyle

Food & Beverage

News

Beauty

Shopping

Entertainment



Examples of advertisers



**Today's gamers
are not
boys/teenagers
anymore.**

85%

of players above 18

48%

of players are women

The videogame industry

**90 billion \$ turnover
(2x cinema industry)**

1,2 billion players

An example :



KING

**500 millions
monthly
active users**

(equivalent to wikipedia)

Playtem has developed
a **technology** to enable
advertisers to reach this
massive audience
with **native ads**.


A non intrusive and efficient ad


The image shows a game interface with a congratulatory pop-up ad. The ad is framed in a decorative, ornate border. At the top of the frame, a scroll reads "Congratulations". Below this, the text "THE COCA COLA COMPANY offers you:" is followed by an icon of a gold coin on a cloud and the text "2 Gold coins". In the center of the ad is a photograph of a Coca-Cola Life bottle in a grassy field. Below the photo, the text "Sweetness from natural sources, lower calorie" is displayed. At the bottom of the ad are two buttons: "DISCOVER" (green) and "SKIP" (grey). Below the buttons, small text reads "Ad by the coca cola company. Terms and conditions".

35

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Congratulations

THE COCA COLA COMPANY offers you:  2 Gold coins



Sweetness from natural sources, lower calorie

DISCOVER **SKIP**

Ad by the coca cola company. Terms and conditions



Leverage the emotion of
an achievement to encourage
the user engage with your brands

**Drive interest & performances
for your campaigns.**



100% Viewability
4% average CTR
High post click metrics



Multi device



Display



Video

CASE STUDIES



Qualified visitors



Objective

- Drive traffic for winter sales
- Comparison with skinned homepage



Results

- 4% CTR
- average time spent on site:
4mn30sec

Comparison skinned homepage:
Playtem display 2 times less expensive
Equivalent CTR
Time spent on site 2x greater

Content discovery



Objective

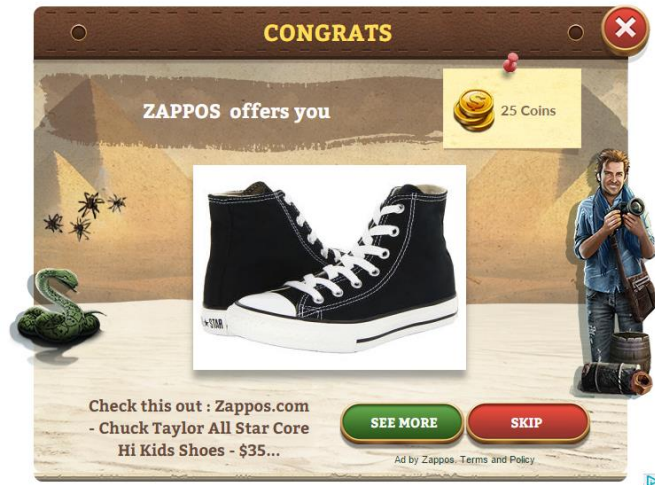
- Drive traffic



Results

- Time spent 2mn
- Bounce rate <40%

Retargeting



Objective

Post click conversions



Results

- Average CTR with retargeting partners 6%
- « CTR x TTR » 5x higher than our competitors

Lead generation



Objective

- **Lead generation**
(registration)



Results

- **5% CTR**
- **25% transformation rate**