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

Source: newzoo Global Market Report 2014
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 COCA COLA COMPANY offers you: 2 Gold coins

Sweetness from natural sources, lower calorie

Discover

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
CASE STUDIES
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
Objective

- Lead generation (registration)

Results

- 5% CTR
- 25% transformation rate