

PLAYABLE
ADS

PLAYABLE ADS FOR VIDEO GAMES

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Playable ads are interactive ads that show the core game play of your game. Fun of game play and visual quality are paramount to convince players to install your game. Playable ads boost retention and life time value (LTV).



QUALITY

Since slots for playable ads are scarce, only the best ads will be shown. It's also the first step of your monetization funnel.



GAME DESIGN

The playable ad is a mini-game that promises more. It's not ONLY a piece of code that must pass different quality tests.



DIALOGUE

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