

# In-app gaming advertising Case Study

How an on-demand video streaming service used APEX Mobile Media and its leading in-app mobile advertising capabilities to create awareness for a new upcoming release.

## Overview

There are 23 Million Canadians who love gaming, and 46% of them do it on mobile for up to 10 hours every week.. Naturally, engaging a population who loves to immerse themselves in their favourite online board game, action games, sports games or role playing games can be made easy when an ad is seamlessly displayed as an interactive game unit.

Using modern mobile technology, APEX was able to help a popular on-demand video streaming service to create awareness and engagement for its up coming new release. APEX achieved this by advertising the new release on a popular free to play mobile simulation game. With this strategy, the advertising brand was able to get personal, and target audiences more accurately based on context, habits, preferences and more.

The mobile gaming app, location and demographic data that APEX was able to obtain and use for this campaign was crucial in ensuring that the target audience engaged in a positive manner and connect with the ad; leading to increased impressions, click throughs, and conversions.



## The Mobile Gaming Opportunity:

- Brand safe advertising with 100% visibility
- Intuitive targeting opportunities
- Expansive and rich advertising
- Reach millions of Canadians with purchase influence



# Approach

By leveraging high quality client visual assets, and placing them in a fully customizable creative ad unit, APEX was able to captivate and drive audiences to expand on the ad unit. The delivery of the ad was subtle and unintrusive to the end user; which was crucial in helping to further engage and connect the brand with its target audience.

## Well rounded targeting

Using our exclusive mobile data, and location data partners APEX was able to deliver and exceed on the requested requirements from the advertiser.

## The power of gaming

Using our exclusive rights to popular EA mobile game titles in Canada APEX was able to ensure that the clients ad was present in a gaming environment with a large active user base.

### Targeting:

National Canada

### Ad unit:

In-game billboard, video interstitial, and Rewarded Video



**72%/27%**

Female/Male Split

**13.4 MM**

Worldwide  
MAU

**10**

Average Sessions  
Per Day

**4 MM**

New users  
every month

## Sponsorship Overview

Ads were placed inside the EA mobile gaming title "Sims" using a value exchange strategy. Displayed on an interactive billboard, and also used in a rewarded video setting.



## Results

**CTR: 6.68%**

**Impressions: 146% vs booked**

**Engagement rate: 13.36%**

## Conclusion

In order to deliver high quality content to quality audiences, brands need to have access to premium mobile demographic user data, and accurate location data that can be used to target quality audiences in environments where they are already engaged. Access to third party attribution is also crucial in giving brands the ability to measure the delivery of their ads, and how it translates with audiences. APEX Mobile Media combines these elements to help premium brands across Canada achieve marketing and business success.