

In-game advertising & ads in games

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Monetize your game with in-game ads that drive maximum revenue, boost user engagement, and improve retention. In-game advertising with ironSource's mobile game ad network offers game developers a wide range of ad units that fit right into your game loop and complement your in-game economy.

[Start monetizing](#)

What is in-game advertising?

In-game advertising is a monetization strategy that game developers use to boost their game's

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The ads that perform best and deliver the highest eCPMs are the ones which are integrated directly into the game loop and complement the in-game economy – in other words, ads that work as a component of your game. This way, the ads become a part of the user experience and can help improve app engagement and retention rates.

Monetize your game



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Why mobile game advertising



Generate more mobile game ad revenue

Unfortunately, most gamers don't pay to play. But mobile game advertising is a great monetization strategy developers can use in addition to in-app purchases. Games with great ad placements can generate \$50-\$100 eCPMs utilizing mobile game advertising.



Increase in-app purchases

In-game ads coupled with the proper mobile game strategy can actually boost in-app purchases by 6x. Ad units that work as a part of your in-game economy, like rewarded video ads, give users a taste of the IAPs you offer and show them the value of in-game goods. Soon, gamers end up paying for IAPs rather than engaging with the rewarded video.



Enhance the user experience

Ad units that are incorporated into your game loop create a best experience for your users. For example, you can offer users free rewards like coins in exchange for watching or interacting with ads at specific points in the game. In fact, 71% of gamers said watching video ads is their preferred way to 'pay' for in-game content.



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Boost your mobile game revenue

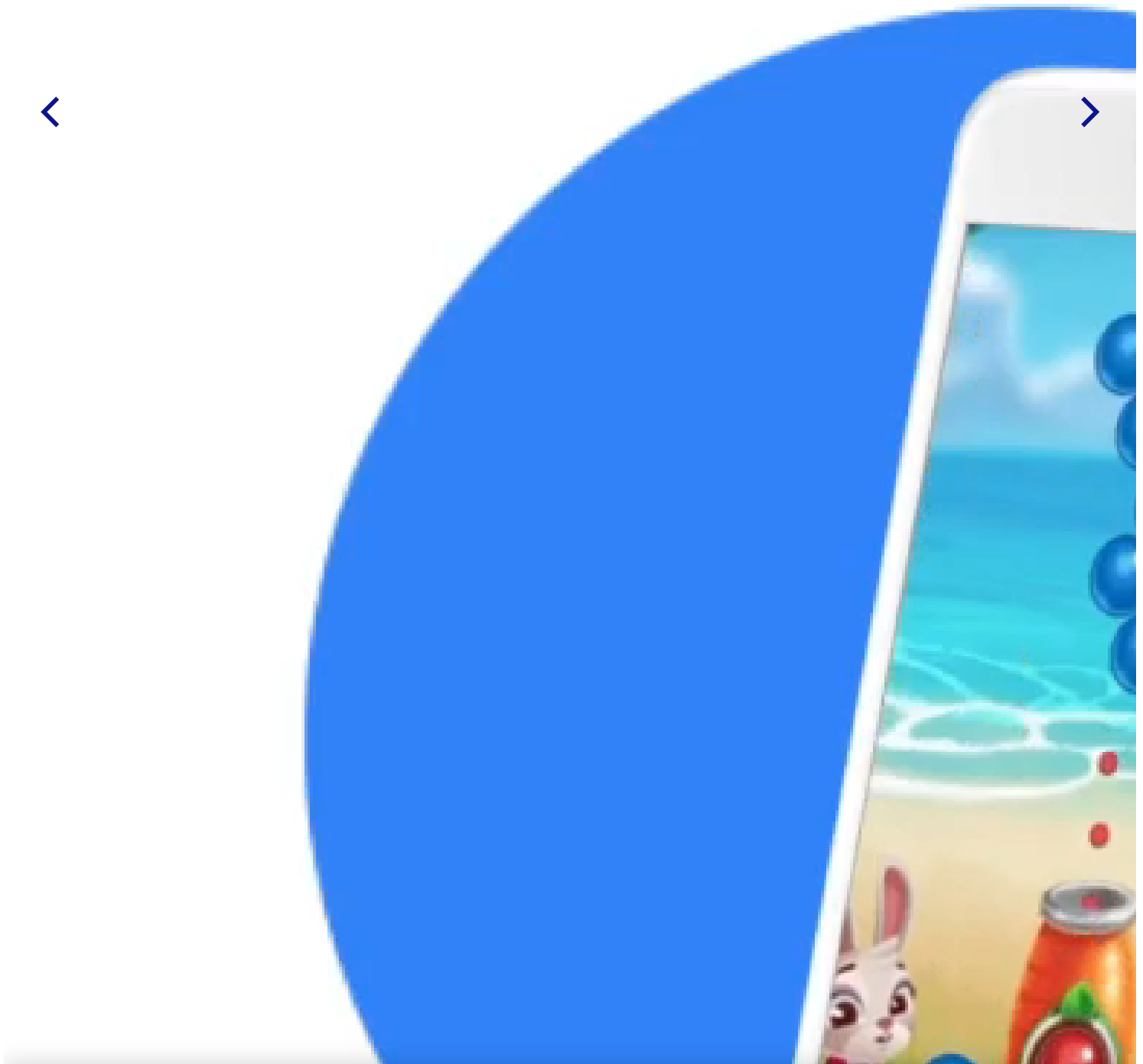
Popular in-game ads

Playable ads

Playable ads are mini-games users can try out before they decide to install. They're always enjoyable in the mobile gaming industry.

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Playable ads

Mobile game advertising strategy & how to advertise on mobile games



Monetize early

Don't leave monetization until the end. It's important to think about mobile game monetization as you're designing your game. This way, you can incorporate your ad units into the game loop, which will improve ad engagement and therefore drive the most in-game advertising revenue possible.



Experiment and A/B test ad placements

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Choose the right ad units for your game

There are several types of ad units for games. For example, offerwalls are great for strategy games, while rewarded videos are great for match-3 and puzzle games. Consider which ad units fit your game best.



Segment your users

You can use segments to tailor the ad experience to different kinds of users. For example, you can serve fewer ads to users who consistently make IAPs, or you could serve ads within the first 3 minutes to users who only play for 5 minutes.

Boost your in-game advertising revenue

In-game advertising examples: How top developers are monetizing with ironSource

PickCrafter boosts revenue by 165% with ironSource rewarded video

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Earn to Die 2 boosts engagement rate by 38% with ironSource rewarded video

“We always knew rewarded video mediation would be a smart way to approach monetization. We had to offer a variable reward that increased depending on the strength of the vehicle in the game, otherwise watching the video wouldn’t be worth our users’ time.”

– Jason Daskalopoulos, Senior Business and Marketing Manager at Not Doppler

[Read the case study](#)

Big Fish doubles revenue with ironSource rewarded video

“After implementing rewarded video with ironSource, we saw double digit increase in revenue – both gross revenue across the entire game and also revenue coming directly from players who are engaging with IAPs. We saw those players actually choosing to spend more while they’re also experiencing rewarded video.”

– Jon Grande, Senior Director of Product Management at Big Fish

[Watch the case study](#)

Dots users ask for ironSource rewarded video ad unit

“We did a test where we actually took out ironSource’s rewarded video ad unit. But then we saw a lot of negative reviews in the Google Play Store. So we knew that users were very happy with the ad unit and it was incorporated well into the game.”

– Chris Calderon, Former VP of Marketing and Revenue at Dots

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Looking for an in-game advertising company?

Integrating mobile game ads with the best in-game advertising network: ironSource's game ad network

Android game ads

Follow the instructions here to monetize your Android game.

iOS game ads

Follow the instructions here to monetize your iOS game.

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