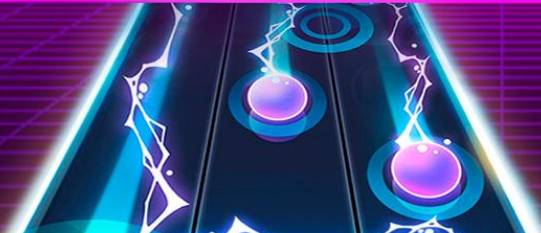


WEBINAR

Post-IDFA UA Strategies for Casual Gaming Apps



Winnie Wen

Sr. Director of UA

JAMCITY



Scott Palmer

Director of Marketing

JAMCITY



Avi Das

Sales Lead, Americas

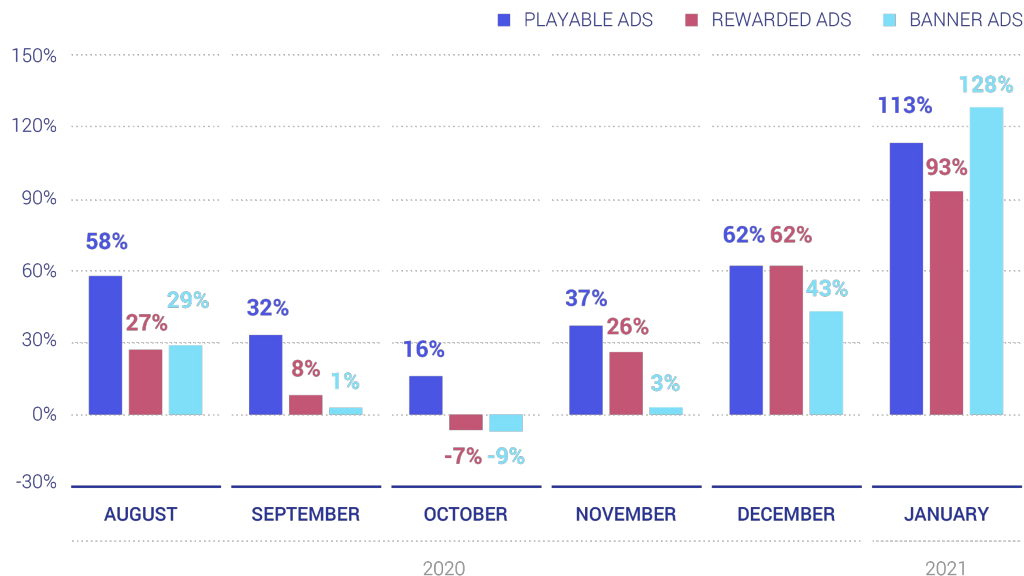
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Playable ads saw a 113% rise in usage amongst marketers, cementing their position as a must-use format in the mix.

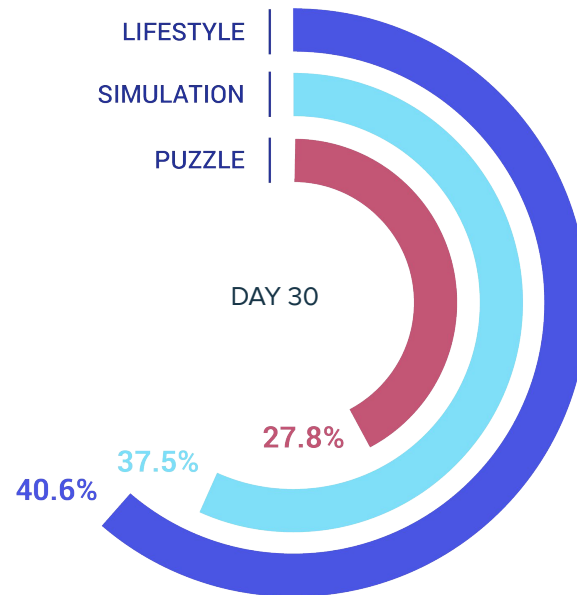
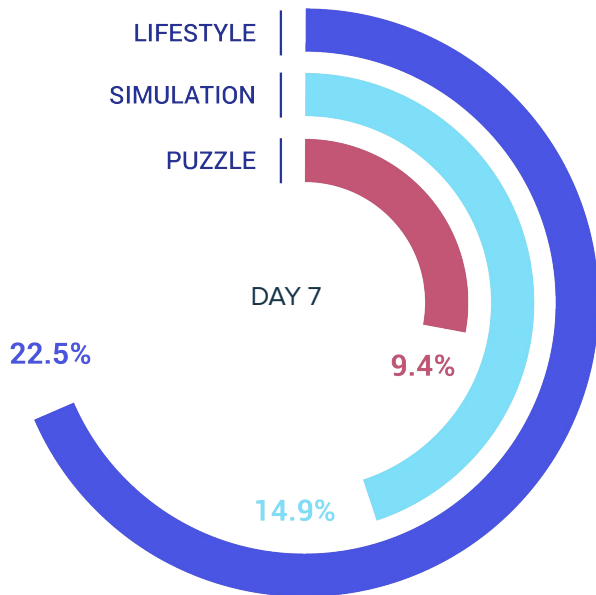
- Playables:** Gaming marketers flocked to playables, causing a massive 113% rise in use and popularity by the end of 2020. Overall, playable impressions increased by an average of 53% per month.
- Rewarded:** A 2x rise in rewarded ads in January indicates users gravitated to games that gave them a bonus.
- Banners:** The format made a comeback in January (128%), suggesting it's effective—provided marketers nail a creative that drives conversions.

Impressions by Ad Type, % Change vs. July 2020



Which genre is the best bet? Lifestyle games. By Day 7, Lifestyle titles generate ROAS of 22.5%, 13.1 points above Puzzle games.

Casual Game ROAS by Genre



Q&A





Casual Gaming Apps Report

The State of Play in 2021



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