AdInMo

PlayerDwellTime

Measuring In-Game Advertising

In-Game Advertising Driving Attention

- Games is lean-forward entertainment and delivers better attention and engagement
- Average player session is 5 – 20 minutes per day depending on the game style for higher brand impact
- This reports measures attention and benchmarks PlayerDwellTime

1/3

Consumers more likely to view in-game than social & web

Lumen Research

PlayerDwellTime

PlayerDwellTime

Time-in-view per day per player

Measurement

An attention metric

Reporting

Measured in seconds / mins per game per player per day

7.3 mins

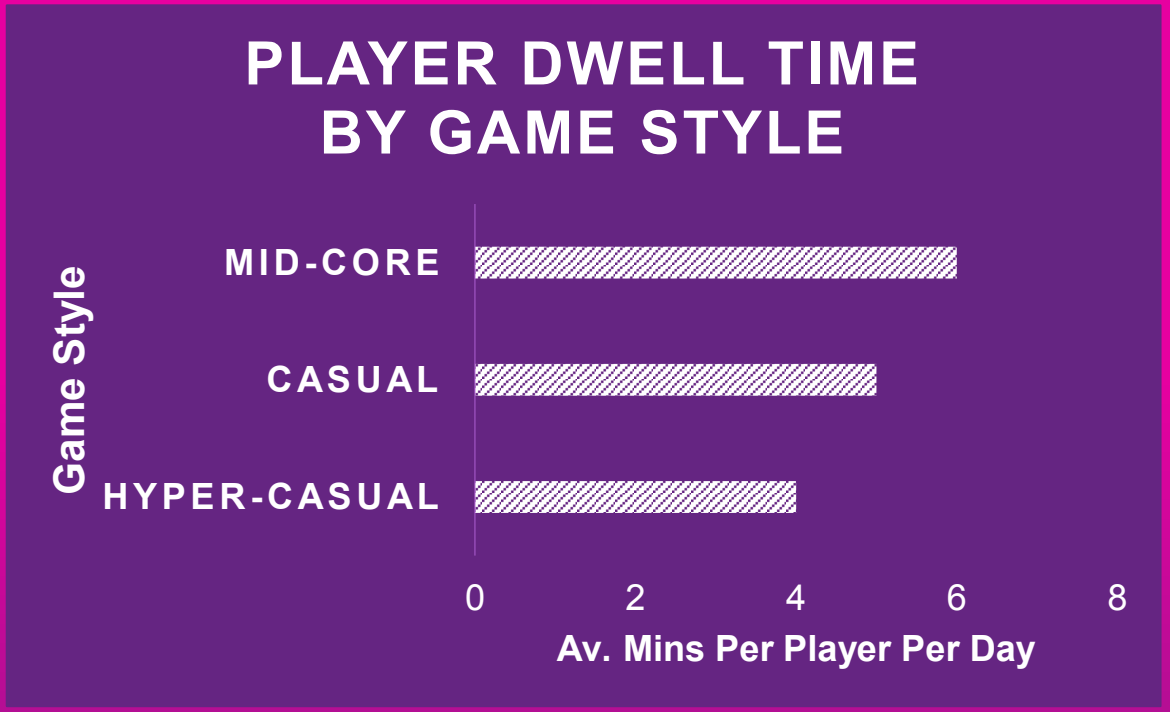
PlayerDwellTime

Weighted Average
Per Player Per Day

Based on AdInMo campaign data – all geos from March 2023

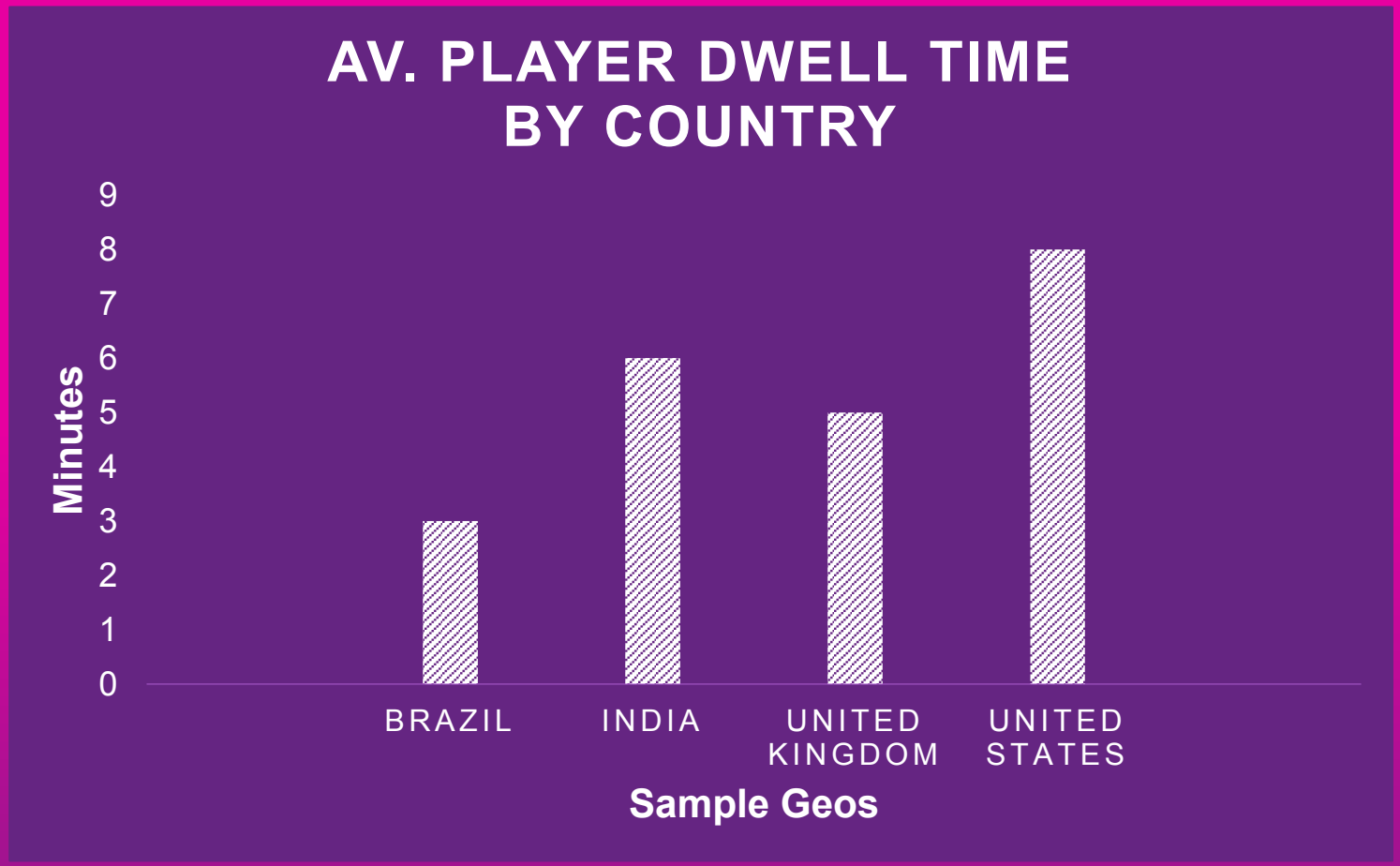
It's in the game

- PlayerDwellTime increases for game genres such as racing and real-world games (mid-core)
- Snacking hyper-casual games still generate on average 4 minutes of PlayerDwellTime per day per player



Based on AdInMo campaign data – all geos from March 2023

Country Benchmarks: US over-indexes global average

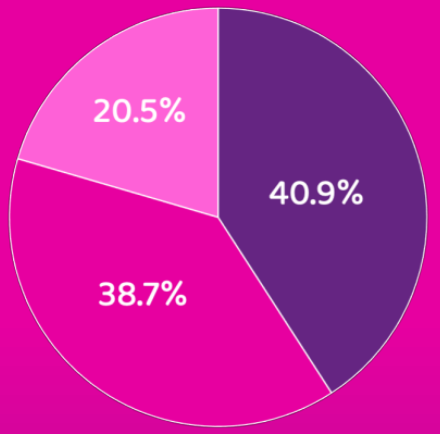


Based on AdInMo campaign data – sample geos from March 2023

About AdInMo

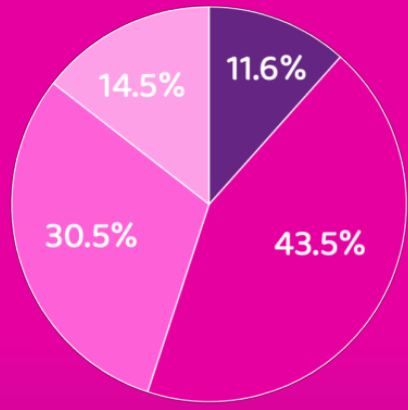
- Mobile specialists creating better player experiences in-game
- Our premium mobile game inventory offers brand safe environments to reach diverse player audiences via behavioural player segmentation and contextual targeting

Player Profiles



- Casual Snackers (<4mins)
- Passionate Players (5-20mins)
- Core Gamers (20+mins)

Player Habits



- Early Birds (5am-9am)
- Daytimers (9am-5pm)
- Primetimers (6pm-9pm)
- Night Owls (10pm-4am)

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InGamePlay Brand Ads

Sales@AdInMo.com

AdInMo.com