



How automotive brands leverage in-game ads to **connect with gamers**

Explore the strategies and success stories in the mobile gaming world





The automotive industry is **one of the top 5 largest industries in the world** , with a revenue of \$4,359B predicted in 2024. Global vehicle sales in 2023 totaled 92.4 million units.

Automakers invest over \$100 billion annually in R&D, focusing on electric vehicles, autonomous driving, and connectivity, while also pioneering digital advertising to engage consumers dynamically.

The challenge

A key challenge for the automotive industry is **meaningfully engaging with the younger consumers** , who demand personalized, engaging content and are often not convinced about need a car. This means that there's need for new channel and ways to connect with consumers.

The goal

Several automotive companies have turned to mobile in-game advertising thanks to its **high engagement levels and audience fit** .

The continuous blending of gaming and automotive interests through games highlights the opportunities car manufacturers can have in the world of mobile gaming.





The solution

For automotive brands, Monetizr typically builds an audience of consumers aged 25+ in the region. It is pulled from our network of 1.2 billion global consumers who play casual mobile games.

We incorporated the brands into gameplay through a rewarded video placement. It was designed to **interact with and educate consumers** about the vehicles.



→ Audience of young players who might potentially want to own a car

→ Rewarded video experience that showcases the brands

→ Interactive end cards that educate players on the brands

All placements were developed to **increase consumer attention** – the more attentive seconds gamers spend engaging with the brand, the better the results across the entire sales funnel. Each attentive second impacts brand awareness, favorability, consideration, and purchase intent. [Read more about attention here.](#)





Inside the campaigns

Ford example. After this journey, users get a reward.



STEP 1

Ford Branded button* is activated across a network of games.



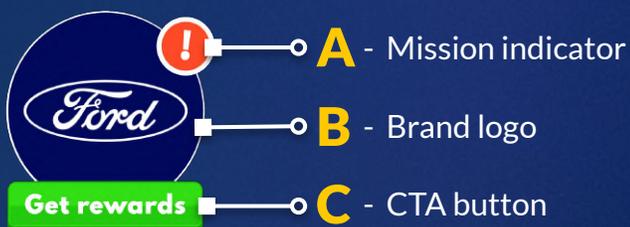
STEP 2

Players watch a Ford video. The video view is user-initiated and supports 6-30 sec. videos.



STEP 3

Players interact with Ford content and get reward.



*Meet the Branded button

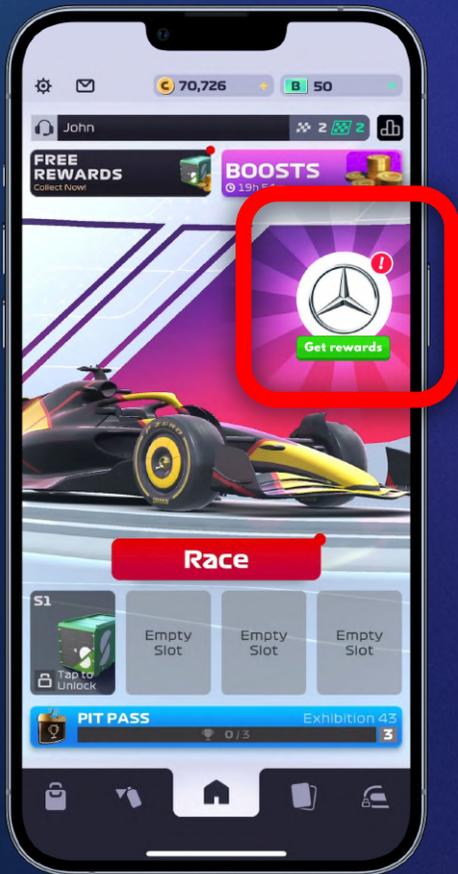
Branded button is an exclusive placement offered by Monetizr.

It's optimized to capture user's attention and **turn awareness into engagement - a click.**



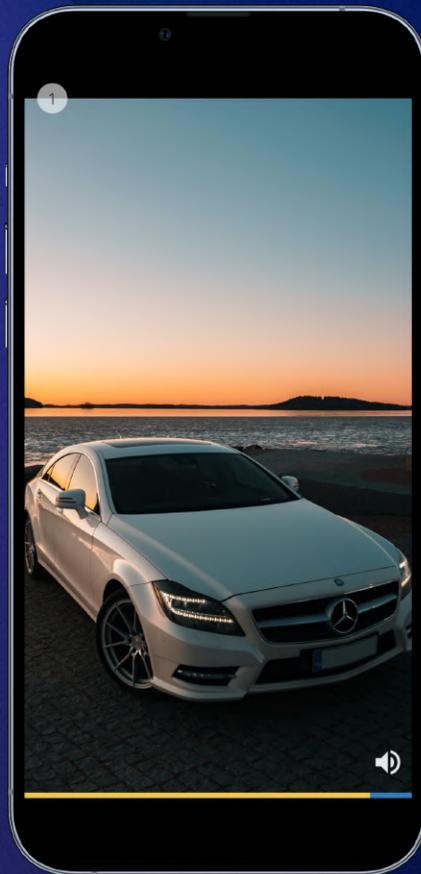
Inside the campaigns

Mercedes example.



STEP 1

Mercedes Branded button is activated across a network of games.



STEP 2

Players watch a rewarded video.



STEP 3

Players get a Mercedes reward.



Results: Automotive category benchmarks

Automotive brands achieve top KPIs with Monetizr's rewarded videos, driving 30x more attentive seconds than social media. With unmatched efficiency and viewability, mobile gaming maximizes brand engagement.



Attentive seconds*

32 sec

per user



Video completion rate

94%



Viewability

>90%



Click-through rate

37%

***Attentive seconds comparison:**

2x more than best performing gaming ads

7x more than 20 sec YouTube video ads

30x more than Instagram and Facebook ads

Measured according to **LUIMEN**

Sources:

Dentsu - Play Attention Calling Focus to Gaming, January 2024
Conversion CXL, 2023



Mobile Gaming - too big to ignore

Mobile gaming stands out in the media landscape for its unmatched engagement, attention, and growth potential, positioning it as a dominant force in digital advertising. It provides unparalleled **access to diverse and hard-to-reach demographics**, including parents, Millennials, and Gen Z, while offering a **high-attention environment that is ideal for impactful brand storytelling**.

Audience

3.2 Billion

Mobile gaming is a massive, highly engaging channel rivaling TV and Social media, yet only 3.9% of mobile ad spend is directed towards it, revealing a major opportunity in media investment.



Why Monetizr

With a network of 340M+ mobile players, Monetizr empowers brands to connect with niche audiences at scale. Don't settle for background noise—choose active, impactful engagement that resonates with your audience and drives results.

Attention

52 seconds

Active user participation, which drives higher attention compared to passive media like TV or social platforms.

Viewability

> 90%

Nearly **unparalleled ad viewability** due to its immersive, full-screen ad formats and the user-driven nature of gameplay.



Activate your audience

Build audiences and activate targeted campaigns across Monetizr's network.



in US

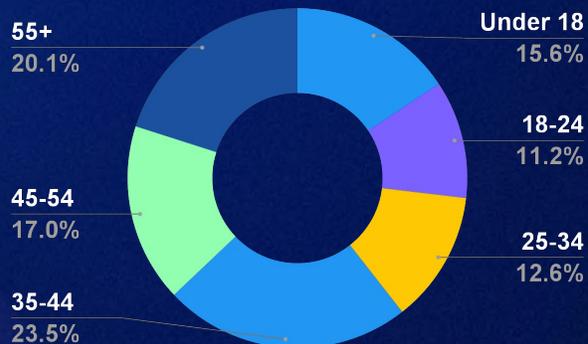
Monthly active users, mil.

178M

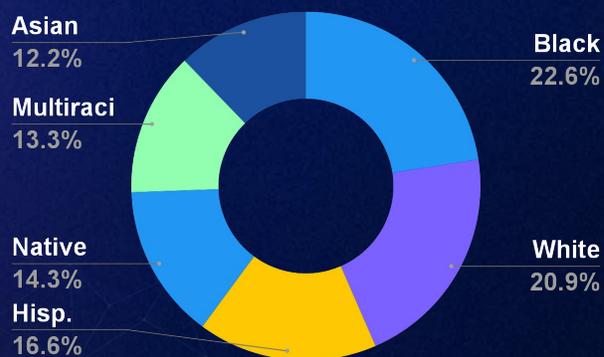
Monthly impressions, mil.

949M

Age groups, %



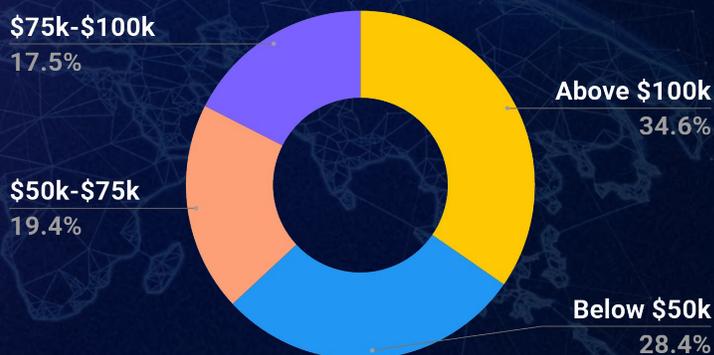
Ethnicity, %



Gender split, %



Income, %



Curious to learn more? Let's chat!

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