



# Reaching **Millennial Moms** with High-Attention Gaming Media

SENSODYNE  HALÉON



## Executive Summary

In Q2 2025, Sensodyne partnered with Monetizr to deliver a **mobile gaming campaign in Poland** promoting **Sensodyne Kids** - a product for children aged 0–6 and 6–12. The campaign specifically targeted moms aged 25–44. Using Monetizr’s branded takeover format, the activation exceeded Haleon’s attention, VTR, CTR, and viewability benchmarks, therefore proving gaming’s relevance for driving awareness and interest among modern caregivers.

## Campaign Overview

**Brand:** Sensodyne Kids (0-6 and 6-12 age range)

**Market:** Poland

**Target Audience:** Moms aged 25-44 with children under 12

**Ad format:** Branded Takeover

- Branded Button
- Rewarded Video (4 creative variations, all 6 sec. long)
- Branded Reward

## Key results

**28 sec** average attention (+40% vs. benchmark)

**93.3%** video view-through rate (+64% vs. benchmark)

**16.7%** click-through rate

**93.6%** viewability rate

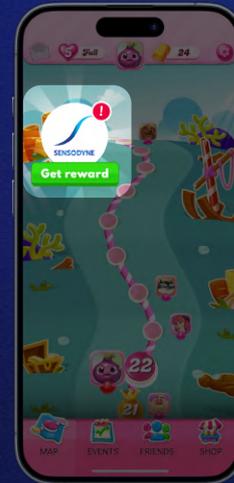
## Challenge

Sensodyne faces a growing challenge: **rising media costs** are delivering **less attention and fewer outcomes**. With Haleon shifting toward attention-based planning, brand teams must find scalable formats that do more than reach - they must hold attention long enough to drive consideration and intent. For Sensodyne Kids, that means **finding high-performance channels** that **resonate with millennial moms** and deliver **better value for quality attention**.

## Solution

Sensodyne partnered with Monetizr to launch a fully opt-in Branded Takeover inside top mobile games — turning passive impressions into **high-attention brand moments**.

This user-first format made every interaction voluntary and rewarding, **transforming ads into engaging experiences that hold attention and drive outcomes**.



Sensodyne Branded button\* is activated across a network of brand-safe games.



Users watched one of four 6-second Sensodyne videos. The video view is user-initiated.



Users get a digital reward. It is presented by Sensodyne, therefore driving brand favorability.



\*Branded button is an exclusive placement offered by Monetizr. It's optimized to capture user's attention and **turn awareness into engagement - a click.**

## Results

Metric	Sensodyne campaign	Haleon benchmark	% Above benchmark
Attention time	<b>28 sec</b>	<b>20 sec</b>	<b>+ 40%</b>
View-through rate	<b>93.3%</b>	<b>60%</b>	<b>+ 55%</b>
Click-through rate	<b>16.7%</b>	<b>2%</b> (Monetizr benchmark)	<b>+ 735%</b>
Viewability rate	<b>93.6%</b>		

## Insight

In traditional digital video, performance often hinges on constant creative iteration. Here, the environment and format are doing the heavy lifting. Despite using four different video assets, all 6 seconds long, the **CTR** (16.6–16.9%) and **VTR** (93.2–93.5%) **were nearly identical across all creative variants**, and **all four assets performed above industry norms**.

“ *It’s not just about getting the most attention, it’s about getting the right kind of attention that moves the KPIs we care about.* ”



**Phil Jackson**

Global marketing effectiveness  
innovation director



## Why gaming, why now?

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**.

## Insights

- Time spent in mobile games is rivaling or exceeding time spent on social media
- 60–65% of players are women
- Core audiences spanning **ages 25 to 54**
- Gaming delivers **4–12x more attention** than social or display ads
- Time spent in mobile games rivals social media, yet gaming still receives **<5% of global ad budgets**
- Rewarded gaming formats have **VTRs exceeding 90%**, outperforming Meta, YouTube, and display benchmarks



## Why Monetizr?

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

**User-first ad formats** that users opt into

**Long-form attention:** 30+ seconds vs. 3-7 seconds on social media

**1st party data capture** capabilities no other network has

**Built-in and 3rd party measurement** (delivery, attention, brand lift, sales lift)

**CPG experience** at scale with:



P&G

MARS

DUDE



Pernod Ricard



Secret.

Twix



CHewy

We don't just run ads. We build brand moments users remember.

Let's talk!

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