

Campaign:

Athang Games, a portfolio publisher with nearly 100 games were looking for an ad network to monetize their in-game inventory. Facilitate and deliver immersive in-game brand ads that sit easily within a scene, causing no interruption to the player.

Athang Games used AdInMo's SDK to implement native ads within the game. AdInMo's non-intrusive and natural visual style is a perfect fit and these ads blended seamlessly within the game without interrupting the player's game experience. Additional revenue generated while reviews and ratings were unaffected.

“After testing several competitive solutions, we settled on AdInMo's SDK for ease of integration, no impact on game performance, and highest ARPDAU”

Chandan Pawaskar
CEO
Athang Games

