



## No Tricks, Just Treats

Halloween is all about trick-or-treating, scary movies, and - for many - more time playing mobile games. Now that Halloween is just around the corner, Tapjoy decided to conduct a new survey with 12,000 US mobile gamers to learn whether or not this spooky time of year influences our gaming time.



Of mobile gamers plan to play more games during Halloween



Will play upto 4 hours of mobile games on Halloween



Use their mobile phones to purchase costumes & candy



Are more likely to engage with rewarded ads during Halloween



Of that 53% prefer watching videos in exchange for an in game reward



Will engage with Movie and Entertainment ads

### Tapjoy's Audience:

780MM+  
Global Monthly Active Users

80%  
In the top 100 iOS and Android games

40MM+  
Ad engagements delivered daily

