



Engage Mobile Gamers this Holiday Season

Tapjoy's latest The Modern Mobile Gamer Guide explores the projected gaming behaviors and ad preferences for the upcoming holiday season.



Holiday downtime boosts mobile gameplay & app discovery



mobile gamers play more often during the holiday season



gamers intend to install a new game for the holidays



During the holidays mobile gamers are more likely to engage with ads



are most likely to watch a video ad during the holidays



Consumers seek out ads for movie trailers, new games & retail

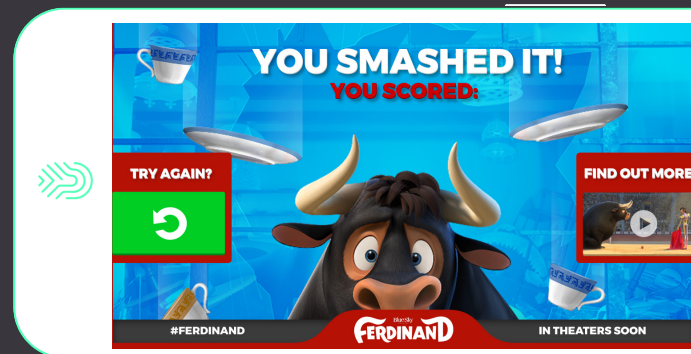


of mobile gamers who would click an entertainment ad are more likely to go to the movies during the holidays

Top preferred ad types:
1. Movie Trailers 2. Games 3. Retail

Top offers that mobile gamers are willing to complete in exchange for an in-app reward.

1. Watch a Video (CPV)
2. Complete a Survey (CPA)
3. Install an App (CPI)



Drive Maximum Impact This Holiday Season with Tapjoy's Interplay™ Ad Suite: Rewarded Video with Interactive End Cards & Motion Ads, Gamified Rich Media & Playables **85% Average VCR and 4% Average CTR**

Source: Tapjoy Business Intelligence Survey, Oct 2017

To learn more download the full report here: <http://tapjoy.com/ModernMobileGamer>

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