

## InGamePlay Ad Placement:

Athang Games is a portfolio publisher who trialled several in-game advertising solutions and selected AdInMo's SDK both for ease of integration and ARPDAU uplift.

It uses AdInMo in three of its titles including the super-realistic Smashing Cricket where InGamePlay brand ads are featured in the 3D world.

The developer takes advantage of being able to monetize with AdInMo in airplane mode as the game is designed to enjoy the entire game without being connected to the internet.

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We trialled several in-game advertising solutions, but selected AdInMo's SDK both for ease of integration and ARPDAU uplift. There is no impact on game performance and positive impact on retention compared to other ad formats.

**Chandan Pawaskar**  
CEO  
Athang Games

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### Key metrics

- Compared to other ad formats they have seen no negative impact on game performance.
- A positive impact on player retention.
- In 2020 AdInMo's monetization platform drove 20% of Smashing Cricket's total advertising revenue.

