

THE FULL-FUNNEL IMPACT OF INTRINSIC IN-GAME ADS

A DEEP DIVE INTO HOW IN-GAME
ADS PERFORM AGAINST OTHER
ONLINE MEDIA

 anzu

 happydemics





WHY WAS THE RESEARCH COMMISSIONED?



For a long time, intrinsic in-game advertising has been seen as playing a crucial role in driving success at the top of the marketing funnel. However, as the way we measure and report on this format has evolved to become more sophisticated, it's becoming more apparent **just how effective this non-disruptive format is at driving success at the top and down the funnel, consistently outperforming digital media norms at every stage.**

The findings from this research, which we carried out with Happydemics, show the media value of intrinsic in-game ads and how they drive brand impact across the funnel, **demonstrating the true power of in-game as a standalone channel and a great addition to omnichannel campaigns.**

As the intrinsic in-game advertising landscape continues to evolve, this report serves as a critical resource for advertisers, helping them understand **how the format measures up against other media and which benchmarks they should consider** when running their own intrinsic in-game campaigns.

These findings reveal the non-intrusive, yet impactful nature of intrinsic in-game advertising to forge meaningful, lasting connections with the global gaming community of 3.3 billion players.



Itamar Benedy
Co-Founder & CEO, Anzu



WHAT ARE INTRINSIC IN-GAME ADS?


Intrinsic in-game ads are non-disruptive ads that are inserted natively within gaming experiences.

Unlike intrusive ads, which interrupt gameplay, intrinsic in-game ads complement the gaming experience, helping developers monetize their games while also helping advertisers capture the attention of players.







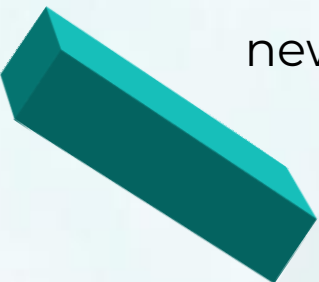
WHO ARE ANZU AND HAPPYDEMICCS?



Anzu is the most advanced intrinsic in-game ad solution for mobile, PC, console, and the metaverse. Anzu's in-game ads put players first and help advertisers reach audiences programmatically in a non-disruptive and highly engaging way. A patented 3D ad tracking engine, the first to bring viewability measurement in-game with Oracle Moat and IAS, partnerships with trusted AdTech vendors, and compliance with the industry measurement standards outlined by the MRC and IAB make Anzu the preferred in-game advertising partner for brands and agencies worldwide.



Happydemics empowers ad players all around the world to precisely assess and optimize the ROI of their media strategies. With a proven methodology backed by over 15,000 benchmarks, Happydemics provides actionable ad analytics in a cookie-less era to simplify measurement across all media, setting a new standard in advertising effectiveness.





HOW WAS THE RESEARCH CARRIED OUT?

From 2022 to 2024, Happydemics ran over 50 studies on intrinsic in-game advertising. By combining these insights with our data, we were able to provide an in-depth look into how intrinsic in-game performs at driving consumers up and down the marketing funnel. While leveraging Happydemics' database of **over 600 advertisers, 60 industries, and 30 formats**, we were then able to compare intrinsic in-game against the most popular digital advertising formats.



Happydemics' data: Happydemics' brand lifts are based on methods that can be adapted to all conventional and digital communication channels, whose performance is often complex to measure and compare (including cookie/ID-less technology, embedding retargeting pixels, and ID/IP batching).



Anzu's data: Since 2021, Anzu has run over 60 brand lift studies across a number of regions and industries. Anzu has collected these results into a database and normalized the statistics to provide benchmarks across all Anzu campaigns. Statistics from this database are shared in order to provide a holistic perspective on Anzu's intrinsic in-game advertising median effect on the purchase funnel over an extended period of measurement.



Point uplift calculation: Throughout the report, all uplifts are reported as percentage point uplifts. For example, an exposed group with 50% reporting that they would consider a brand for future purchase compared to a control group of 40% would be reported as a 10 point uplift, not a 25% increase.



WHAT DO ALL THE TERMS MEAN?

Whether respondents are able to actively recall seeing the ad when prompted.

Ad Recall

The effect to which the ad improves the respondent's perception of the brand on a 5 point scale, ranging from very positive to very negative.

Brand Reputation

The extent to which a respondent reports an active interest in the ad on a ten point scale.

Ad Interest

Brand Identification

Whether respondents are able to correctly identify the brand being advertised.

Whether respondents will consider purchasing the brand when they are next in market.

Purchase Consideration



Additional insights from our team on how brands can adopt best practices when launching in-game ad campaigns.





AD RECALL ADVANTAGE: WHY INTRINSIC IN- GAME WINS THE MEMORY GAME

The research found that at the top of the funnel, intrinsic in-game ads work well in helping players remember a brand, scoring an average of **13 percentage points higher recall than other digital media**.

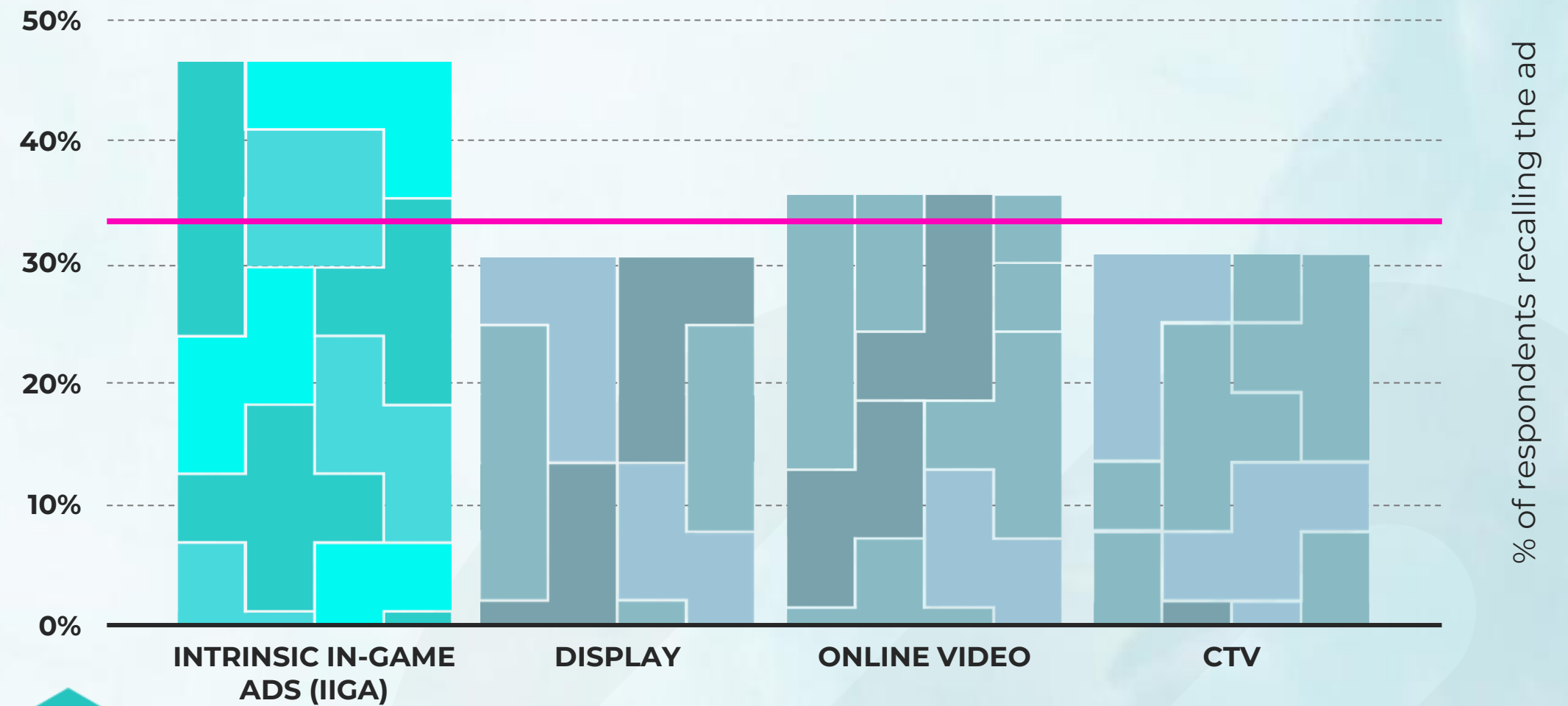
Why? This is because unlike other formats, intrinsic in-game does not interrupt players or reduce engagement during gameplay. The ads become part of the action at the point where the player is most engaged.

Anzu's ads see an average ad recall of 49% across all measurement platforms.

Ad Recall

Q: Do you remember this ad?

■ Online Media Average



People also remember intrinsic in-game ads because they evoke strong attention. In our [2023 report](#), Lumen concluded that Anzu's in-game ads exceeded 76% of all other digital ad formats when it came to attention metrics.





BOSSING BRAND IDENTIFICATION: MAKING CLEAR CONNECTIONS WITH PLAYERS

This data shows that people don't just remember intrinsic in-game ads — **they can also correctly identify the brand behind the ad more effectively** than they can with any other digital ad format.

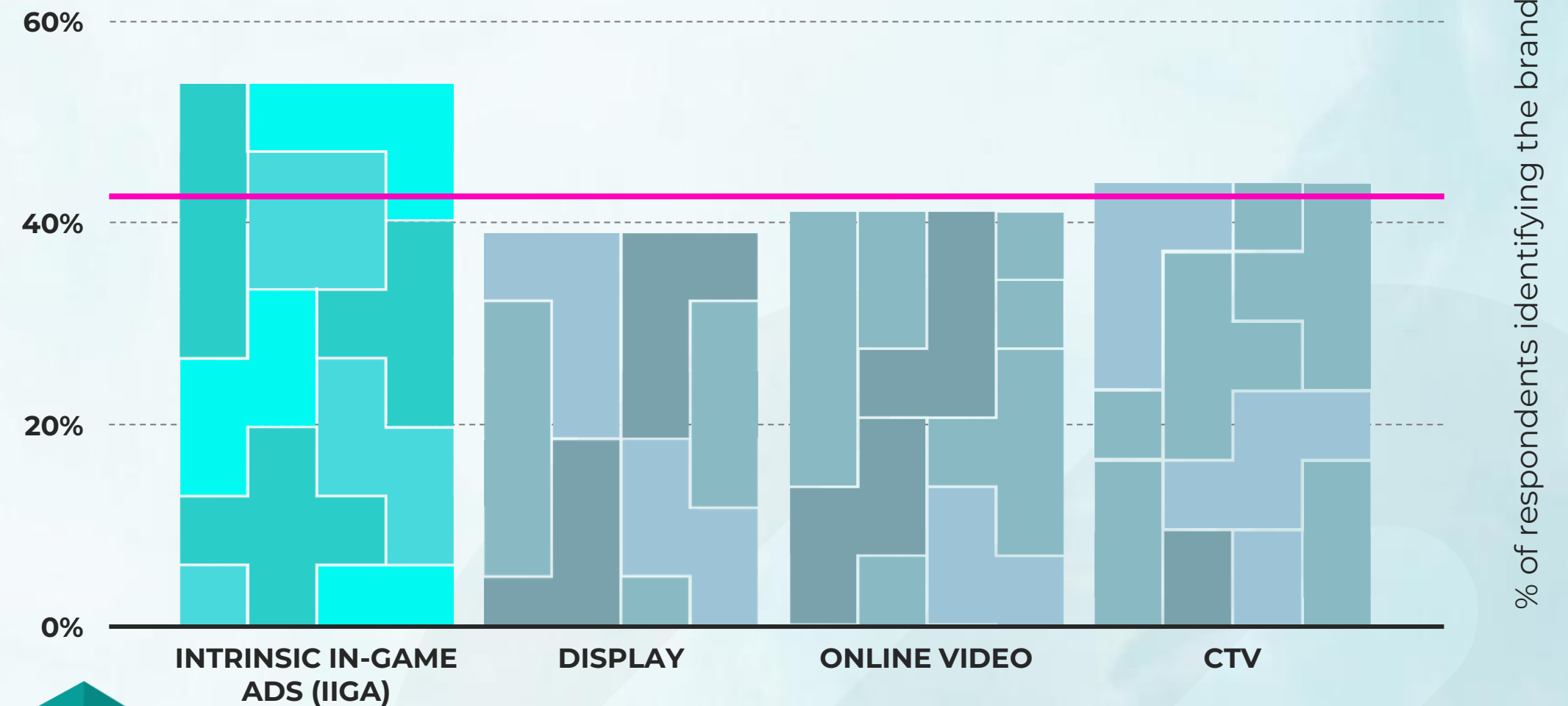
Why? One of the reasons for this is because players view the ad as being part of the game, rather than seeing it as something separate from their experience.

Anzu's ads see an average brand identification score of 52%.

Brand Identification

Q: In your opinion, this ad is for...?

■ Online Media Average



To ensure people recognize and remember your brand in the gaming world, you must understand the creative best practices for intrinsic in-game, which include avoiding busy creatives, using seven words or less, and not having clickable CTAs. [LEARN MORE](#)





AD INTEREST HOLDS STRONG: IN-GAME WILL CONTINUE TO LEVEL UP

Regarding interest in the ad, intrinsic in-game aligns with the average across all other digital formats.

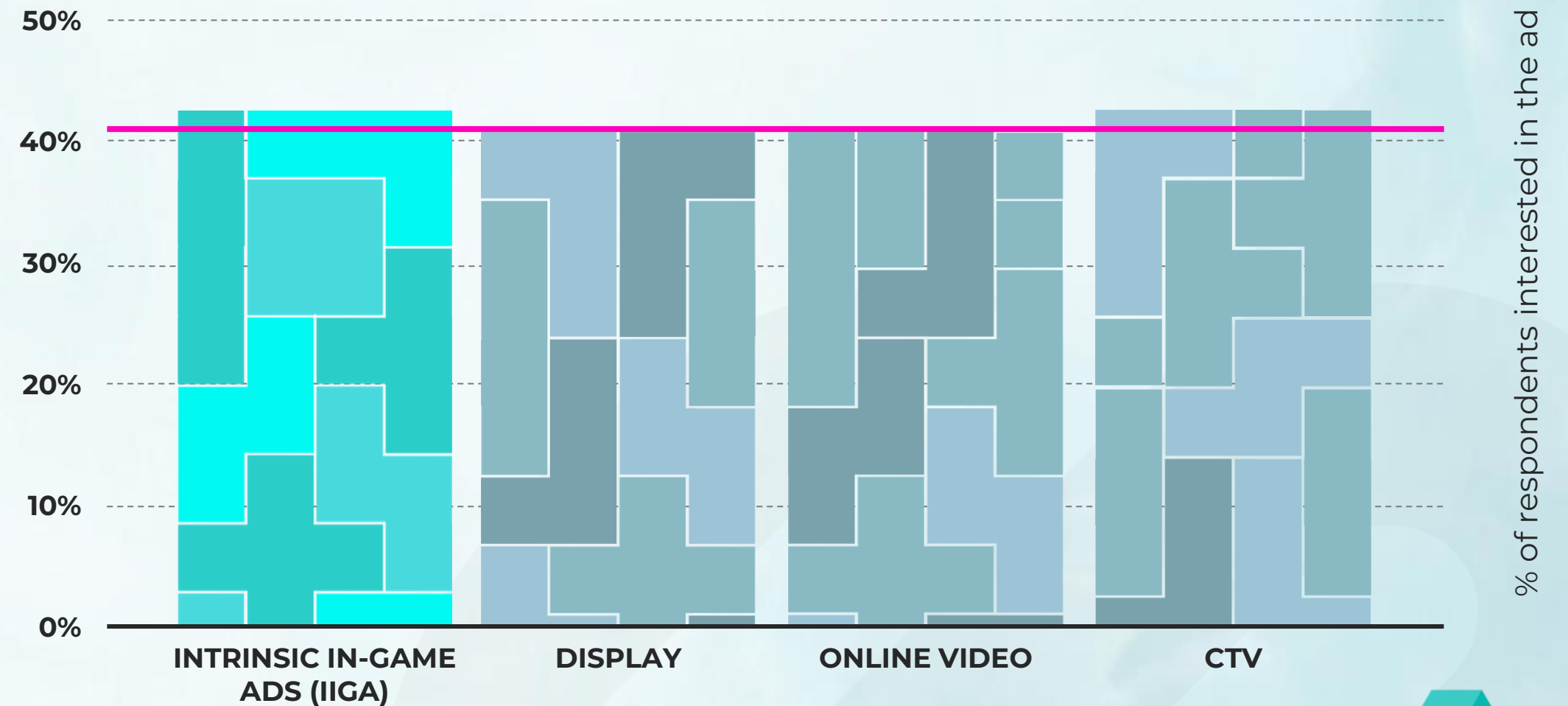
Why? Intrinsic in-game ads are built to both complement the game environment and stand out, which helps to build ad interest. Moving forward, once advertisers fully understand the creative best practices associated with this type of advertising, we can expect ad interest to rise significantly.

75% of gamers say Anzu's ads stand out within a game.

Ad Interest

Q: To what extent are you interested in this ad?

Online Media Average



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Gaming is different to what has come before, due to its immersive nature and wholly unique environments. This means the ad creatives used should also look and feel different. To make an impact, rather than reusing the same assets, brands should be designing new ones with the gaming world in mind.



BRAND REPUTATION BOOST: IN-GAME ADS OUTPERFORM DISRUPTIVE FORMATS

When boosting your brand's image, intrinsic in-game performance is **above the industry average** and on par with CTV.

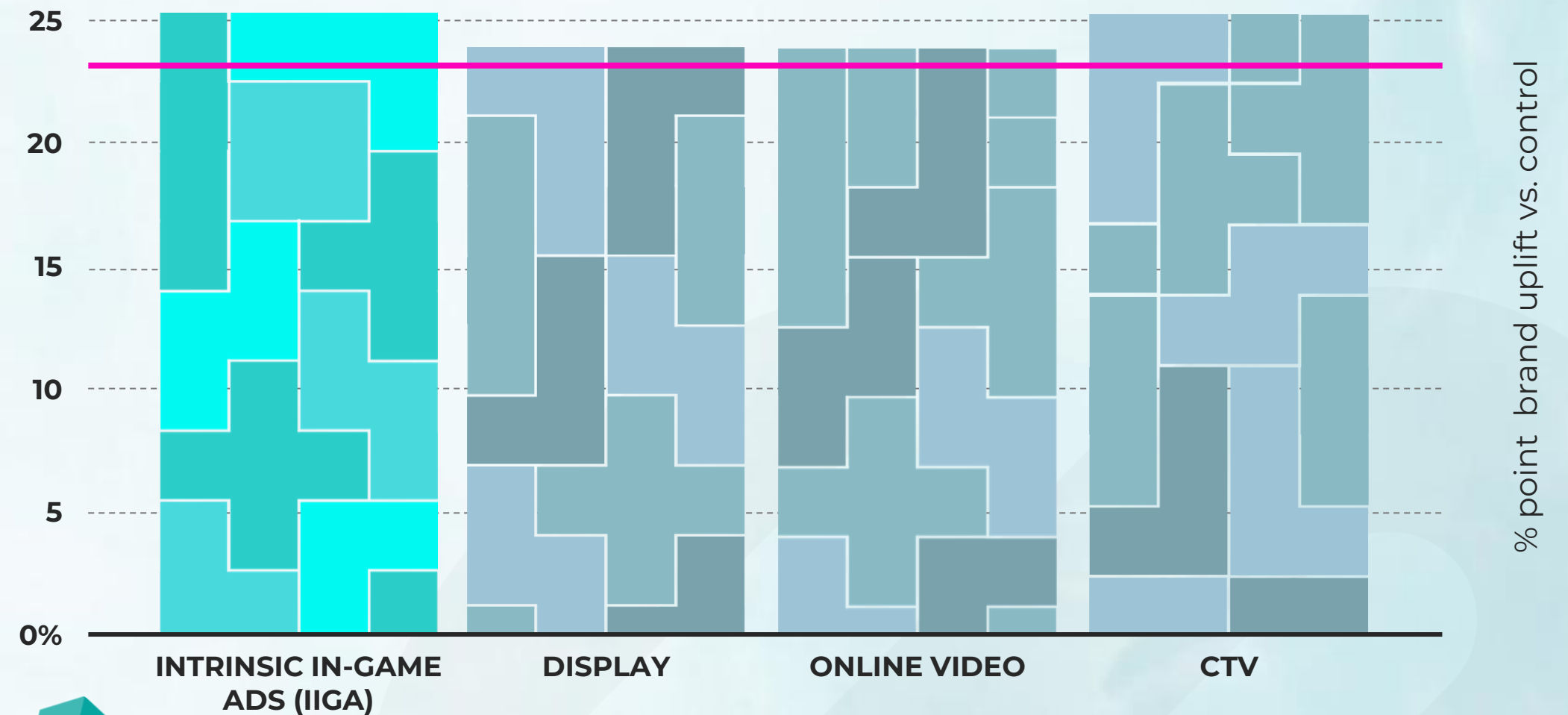
Why? This is in part thanks to the premium nature of intrinsic in-game ad placements that look and feel like part of the gameplay. This allows the ads to become part of the environment, enhance the realism of the game, and help you connect with players on an emotional level as they associate your brand with their positive gaming experience.

Anzu's ads see an average brand favorability score of 57%.

Brand Reputation Uplift

Q: This is an advertisement for [Brand]. What image does it give you of [Brand]?

■ Online Media Average



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We also know gamers are interested in ads if they complement the gaming experience. Our [in-game ad report](#) found that 7 in 10 gamers feel positive or neutral towards in-game advertising, with 50% aged between 25-44 saying it enhances their gaming experience.





PURCHASE POWER-UP: CONVERT PLAYERS TO PAYERS WITH IN- GAME ADS

When it comes to purchasing consideration, intrinsic in-game comes out on top, scoring **five percentage points higher than the digital media average** and doing a better job of moving people towards a purchase than all other traditional advertising formats.

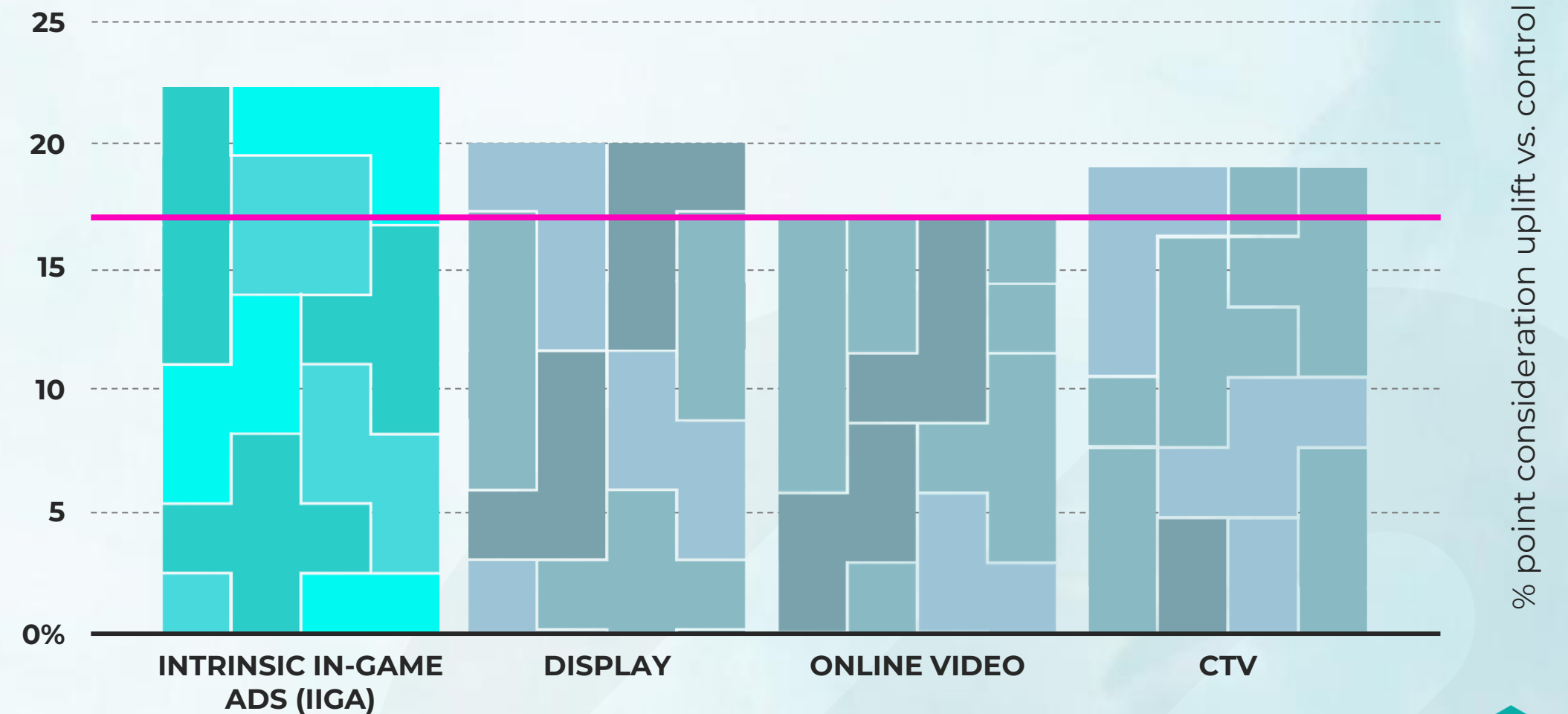
Why? Everything we have looked at so far (high attention, positive brand association, and the non-disruptive element), coupled with the fact that many gamers are extremely affluent (our [US Gaming Report](#) showed nearly a quarter of gamers earn \$120k+ per year), results in intrinsic in-game being a great driver of purchase consideration.

Anzu's ads see an
average purchase intent
score of 53%.

Purchase Consideration Uplift

Q: In the future, would you consider buying [Brand]?

■ Online Media Average



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These findings also show that the positive brand affiliation of advertising in games, all without interrupting the gaming experience, drives audiences to consider a brand when making an in-category purchase vs. more disruptive formats.



FULL-FUNNEL VICTORY: ALL LEVELS COMPLETED

This research demonstrates that intrinsic in-game advertising strongly competes with and often **exceeds other traditional formats when it comes to driving consumers at every stage of the marketing funnel.**

However, it's important to remember that this is still a nascent format. As we gather more data, build out best practices, and see more players move into the space, its performance will only improve, helping it to become an even more significant part and critical component of any brand's advertising strategy.

+13PTS

vs. online media benchmark
on ad recall

+11PTS

vs. online media benchmark
on brand identification

+1PTS

vs. online media benchmark
on ad interest

+2PTS

vs. online media benchmark
on brand reputation

+5PTS

vs. online media benchmark
on purchase consideration





CATEGORY-SPECIFIC STRENGTHS OF INTRINSIC IN-GAME THROUGH THE FUNNEL

Auto brands that want to stay top-of-mind with audiences should look to intrinsic in-game, as the data shows that when it comes to **ad recall, these types of ads scored, on average, 5pts higher** than digital media averages.

+5PTS

vs. online media benchmark
on ad recall

+9PTS

vs. online media benchmark
on brand identification

+4PTS

vs. online media benchmark
on purchase consideration

+3PTS

vs. online media benchmark
on intention

Telco brands that want to stand out above their competitors should look to intrinsic in-game ads, as ads from this vertical are remembered more than others, scoring an average of **9pts higher for brand identification** than the digital media benchmark.

Luxury goods brands looking to drive consumers towards a purchase should look to intrinsic in-game ads. Ads featuring **luxury goods** generate more consideration behavior than other verticals (despite featuring expensive products), scoring **4pts higher for purchase consideration** than the digital media benchmark.

FMCG brands that want to drive purchases should look to intrinsic in-game. On average, ads from this vertical generate more purchase intent than other verticals, scoring **3pts higher for purchase consideration** than the digital media benchmark. As these are generally lower-cost purchases, it's no surprise that they have had the biggest impact at the lowest end of the funnel.



KEY TAKEAWAYS



IIGA delivers strong performance across the entire marketing funnel.



IIGA might be harder to measure, but it is highly impactful in driving engagement.



IIGA outperforms other media and is an essential addition to the media mix.



C. J. Bangah
Principal, PwC

“It can be very easy for CMO’s to take a same as last year approach to how they allocate marketing budgets. That model is not only one that can hold a brand back, but it ignores the very real risk that consumers “tune out” some traditional ad types and marketing dollars do not drive the expected ROI. This is particularly true for emerging ad formats like in game ads, where user engagement can be highly immersive, and the ad can enhance in game experiences and drive real world impact.”



Want to learn more about what intrinsic
in-game ads can do for you?

To start your journey, [contact us](#) to schedule a marketing
consultation with our team today.



www.anzu.io