

WHY IN-GAME IS THE PERFECT PLATFORM FOR BACK-TO-SCHOOL ADS

In-game advertising offers brands an **engaging and interactive way** to reach **parents and kids** during the back-to-school season, which is already a part of their target audience's daily routine.

WHY GAMING?

74%

of **parents** say they **play video games** with their kids at least weekly - [ESA](#)

75%

of Americans say their **kids have** a moderate to high **influence on purchases** - [Statista](#)

48%

of **gamers** aged between 25-54 **live with their partner and kids** - [Anzu](#)

4 in 5

parents say their **kids have** an **influence on clothing and accessory purchases** during the back-to-school shopping season - [Statista](#)

WHY ANZU?

95%

more likely to **reach parents aged 18-24** in-game than via an average mobile app

78%

more likely to **reach parents aged 25-34** in-game than via an average mobile app

54%

more likely to **reach parents aged 35-44** in-game than via an average mobile app

39%

more likely to **have children in the household** than via an average mobile app

THE BEST GAMES IN ANZU'S INVENTORY FOR REACHING PARENTS AND KIDS ARE:



SO WHAT ARE YOU WAITING FOR?

GET IN TOUCH