

BOO-ST YOUR AD CAMPAIGNS WITH IN-GAME THIS HALLOWEEN

WHAT YOU GET WITH ANZU

1

Reach your target audience with contextual targeting

3

Connect with vast audiences across all gaming platforms

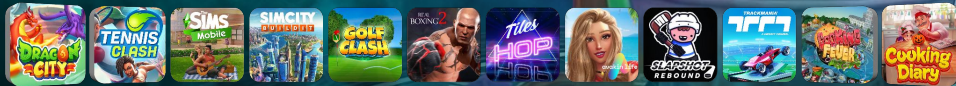
2

Only appear in premium verified games

4

Measure your success with advanced reporting

GAMES THAT WILL FEATURE HALLOWEEN UPDATES*



1. Source: Comscore, Plan Metrix, May 2023, US

*More games are available, and subject to availability

WHY ANZU?¹

Last Year:

83%

of Anzu's audience took part in Halloween activities (trick or treating, apple bobbing etc.)

81%

of Anzu's audience bought Halloween candy, costumes, or decorations

45%

of Anzu's audience watched scary movies in theaters or at home during Halloween

PLAYERS DURING HALLOWEEN HAVE A HIGH AFFINITY FOR:



Clothes /
Fashion

Horror
Movies

Food /
Drink

Toys

ANZU MAKES IT WICKEDLY EASY TO GO IN-GAME WITH THREE SIMPLE OPTIONS

With over \$10.6BN² spent in the lead-up to Halloween last year, we offer three easy ways to reach your audience enjoying Halloween themed updates in their favorite games.



5M GLOBAL DAILY ACTIVE USERS



23 OCTOBER - 5 NOVEMBER



2. Source: National Retail Federation, Halloween Spending Survey, 2022



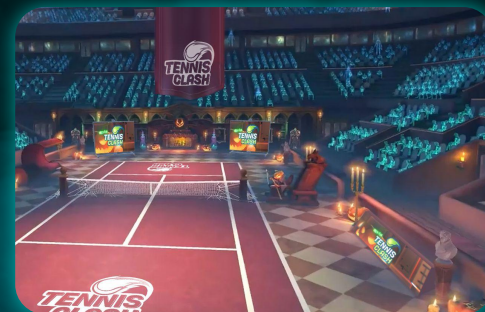
GAME TAKEOVER

Gain 100% SOV in any game for 1-2 weeks during the Halloween season to reach specific audience segments like Retail Shoppers or Parents.



IN-GAME ADS

Bring your brand's Halloween display and video ads in-game with our non-intrusive ad placements that complement gameplay.



CUSTOM INTEGRATION

Integrate your brand into Halloween themed games with unique customizable features surrounding the entire game.

Please reach out to your Anzu representative to check the campaign and pricing details.

[GET IN TOUCH](#)