A look into the future: Native ads for immersive environments

@samhuber

Native Days - Nov 2019
Where does your audience hang out?

7h

Time online per day

+1.2% YoY

3h25min

Mobile

+6.1% YoY

3h28min

Desktop / tablet / console

-6.7% YoY
Where does your audience really hang out?

Social media: +0.7% YoY

Watching videos: +6.2% YoY

Gaming: +10% YoY
Seriously, where does your audience hang out?

Data: emarketer.com, newzoo.com

AR features

+58% YoY ▲
15B
Snapchat lenses
500M TikTok users
Seriously, where does your audience hang out?

AR features
+58% YoY ▲

E-sport
+38% YoY ▲

Data: emarketer.com, newzoo.com
250M Fortnite players
140M
Monthly e-sport viewers
Seriously, where does your audience hang out?

AR features

+58% YoY ▲

E-sport

+38% YoY ▲

VR (non mobile)

+54% YoY ▲

Data: emarketer.com, newzoo.com
Oculus Quest
First all-in-one VR headset
How do you reach your audience in these 3D environments?
100% Viewability

6.5s Time in-view

87% Completion rate
Why consider native in-game ads

1. Reach your audience in new environments
2. Reach them in a way that engages them
How to buy Admix inventory

✓ IAB standards
✓ Viewability
✓ True-view
✓ Anti-fraud
Get in touch

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