

# COMBO! CORE



## Reach the elusive Gen Z & Millennial audiences through **cross platform in-game advertising!**

### Why COMBO! Core?

With over 24 years of expertise, COMBO! Core by Gameloft for brands is the ultimate solution for immersive in-game advertising, reaching Gen Z and millennials through some of the most iconic video game franchises of the past 20 years. As the first 360° in-game advertising network, COMBO! Core gives brands access to core and hardcore audiences across mobile, PC, web, and console games.



**+40**

Mid & Core Games

**448M**

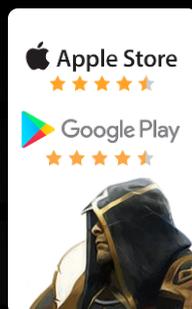
Gen Z & Millennials Monthly Active Users

**4.5\***

Rated Games

**Cross platform**

Mobile, PC & Console games



### Gen Z & Millennials grew up with video games<sup>(1)</sup>

Raised with video games, Generations Z and Millennials, driven by technological innovations and gameplay evolutions, are avid gamers and highly engaged.

**80%**

players consider gaming as an essential part of their life

**Have Fun, Unwind & Compete**

are top 3 motivations to play video games

**+63%**

are more inclined to interact with brands through in-game ads

**Shooter, Adventure & Racing**

are their favorite games genre



### The COMBO! Core proven Impact<sup>(2)(3)</sup>

COMBO! Core is the ultimate in-game advertising solution to engage Gen Z and millennials in their main source of entertainment, delivering immersive brand experiences within their favorite video games a cross mobile, PC, web, and consoles.

**+12%**

Average Brand Awareness Uplift

**+98%**

Viewability

**+92%**

Completion Rate

**1.9x**

Engagement Rate vs traditional Digital Media

**+49.3%**

Ad Recall Uplift

# The 1st Preferred Ad Formats for the Strongest Acceptance<sup>(4)</sup>

Our ad formats are designed to seamlessly integrate into the gaming experience, providing value to both players and brands. With rewarded formats, brands become the player's companion, transforming ads into opportunities rather than interruptions—benefiting both players and advertisers.

## Rewarded Video

Full Screen video ads that offer in-game rewards.



## Standard Display

In-game display mobile & PC ads, reaching players in a positive mindset.



## Playable Ads

Mini-games customized to your brand's message.



## Interactive Video

Gamified ads that engage players through interaction.



## Motion Interstitial

Impactful, short animation seamlessly integrated in the environment.



## Native Integrations

Exclusive branded content at the heart of the player experience of the most popular game franchises.

## A Powerful Contextual Targeting Solution

Our advanced targeting capabilities allow us to deliver highly relevant ads based on contextual, age, gender, and interest data, leveraging first-party demographic and behavioral insights from publishers and trusted third-party partners.



# Join the game!

<https://www.gameloft.com/for-brands>



Contact Us!

