Unlock The Best of Gaming Advertising to Drive Unparalleled Engagement at Scale

Gaming is Becoming Mainstream Media

With over 3.2 billion active gamers in the world today, gaming inventory offers brands a way to connect with key audiences without disrupting the user experience.

The growing interest in gaming has also created an increasingly diverse demographic of gamers. It's estimated that 61% of mobile gamers are female, 90% of Gen Z identify as gamers and 52% of older women play video games every day. Leading advertisers are now making the most of the gaming supply potential.

Make the most out of it with Equativ Gaming Marketplace

What you get:

Massive Reach Among Mobile Gamers

Display and Video Formats
100% Brand-safe

Great to Reach out to Casual Gamers Mobile Gamers

High Impact Gaming Formats to Drive Great Results

OOH In-Game Advertising
Rewarded Video

Great to Reach out to Online Gamers Hardcore Gamers

Unique Curation Platform to Build Gaming PMPs

Real-time forecast on available gaming inventory and seamless deal creation

Sources: Statista, mobilemarketingreads, everyrealm, eMarketer
Deliver Your Message Within The Most Popular Mobile Games

We’ve got 70% of US top Gaming Apps

Drive Brandformance With Rewarded Video

Well-received by users
Non intrusive
Highly engaging
Scalable
30Bn avails/month

Raise Awareness With OOH In-Game Formats

Innovative upper funnel format
Immersive & seamless
Easy to activate

18Bn avails/month from major players

How to Activate?

Managed Service
Programmatic Guaranteed
Auction Packages

Reach Out Today

Already made
Rewarded video USA
Top Gaming Apps USA
And many more

On-demand
Custom towards your goals
Created by our team