Get in the Game

Creative Insights that Drive App Ad Performance for Gaming Marketers during COVID-19

---

vidmob x Google

Lee Waynik

PARTNER DEVELOPMENT
GOOGLE

Sarah Graham

RESEARCH STRATEGIST
VIDMOB

Today, we'll cover

01 State of Gaming

02 VidMob's Agile Creative Studio

03 COVID Gaming Insights

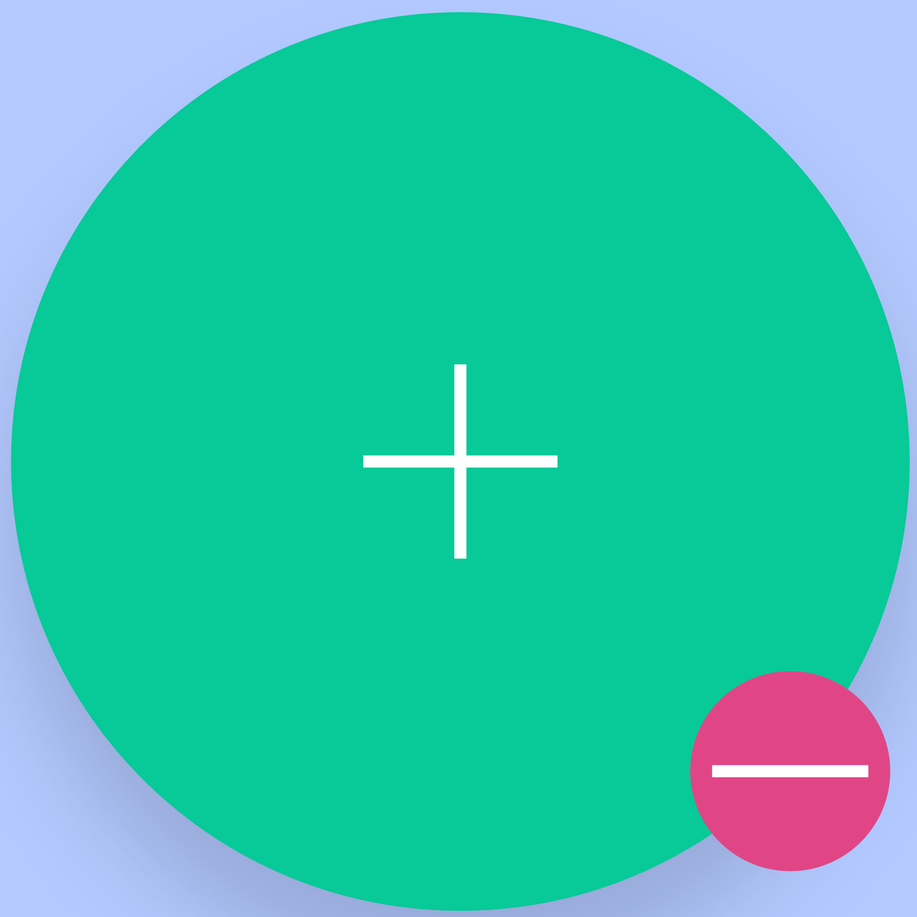
State of Gaming

VIDMOB X GOOGLE SUMMER2020

vidmob

The COVID-19 pandemic has changed the world as we know it.

While gaming activity has increased Advertising budgets have shrunk amidst uncertainty



+41%

Lift in daily active users compared to 2019 baseline

+23%

Lift in conversion rates after a consumer has seen an ad

+24%

Lift in in-app purchases since COVID-19 was first declared a pandemic

Source: 2020 Unity Technologies, COVID 19 Impact on Gaming

Data-informed creative decisions can help capitalize on the opportunity.

vidmob

VidMob addresses two of the biggest challenges facing the industry today.

01

Creating effective video ads

02

Using creative data to improve ROI

We are VidMob

A global marketplace of expert creative talent

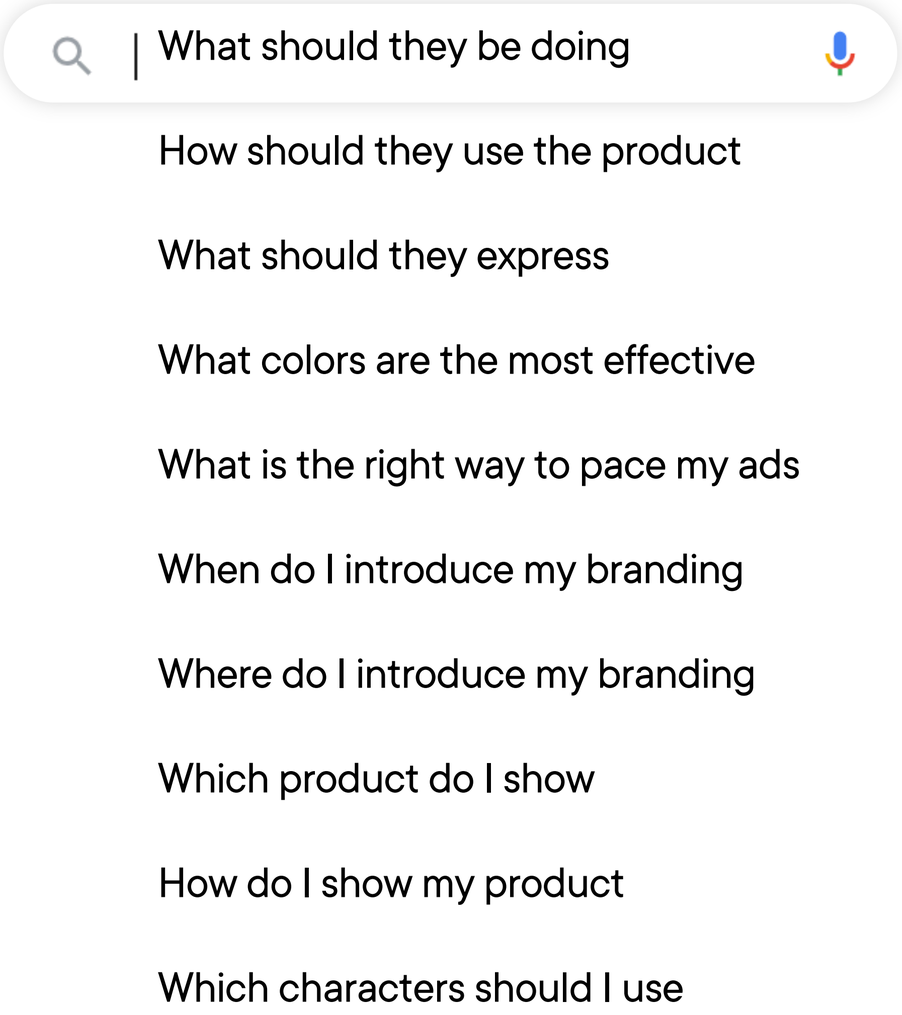
+

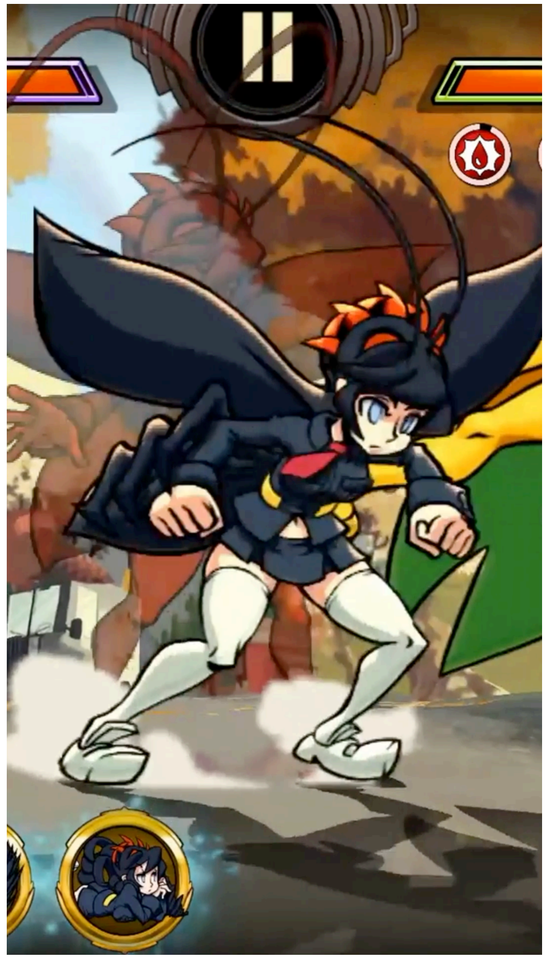
An award-winning workflow platform

+

A data product that is pioneering the field of Creative Analytics

So many choices are made when creating a gaming ad.

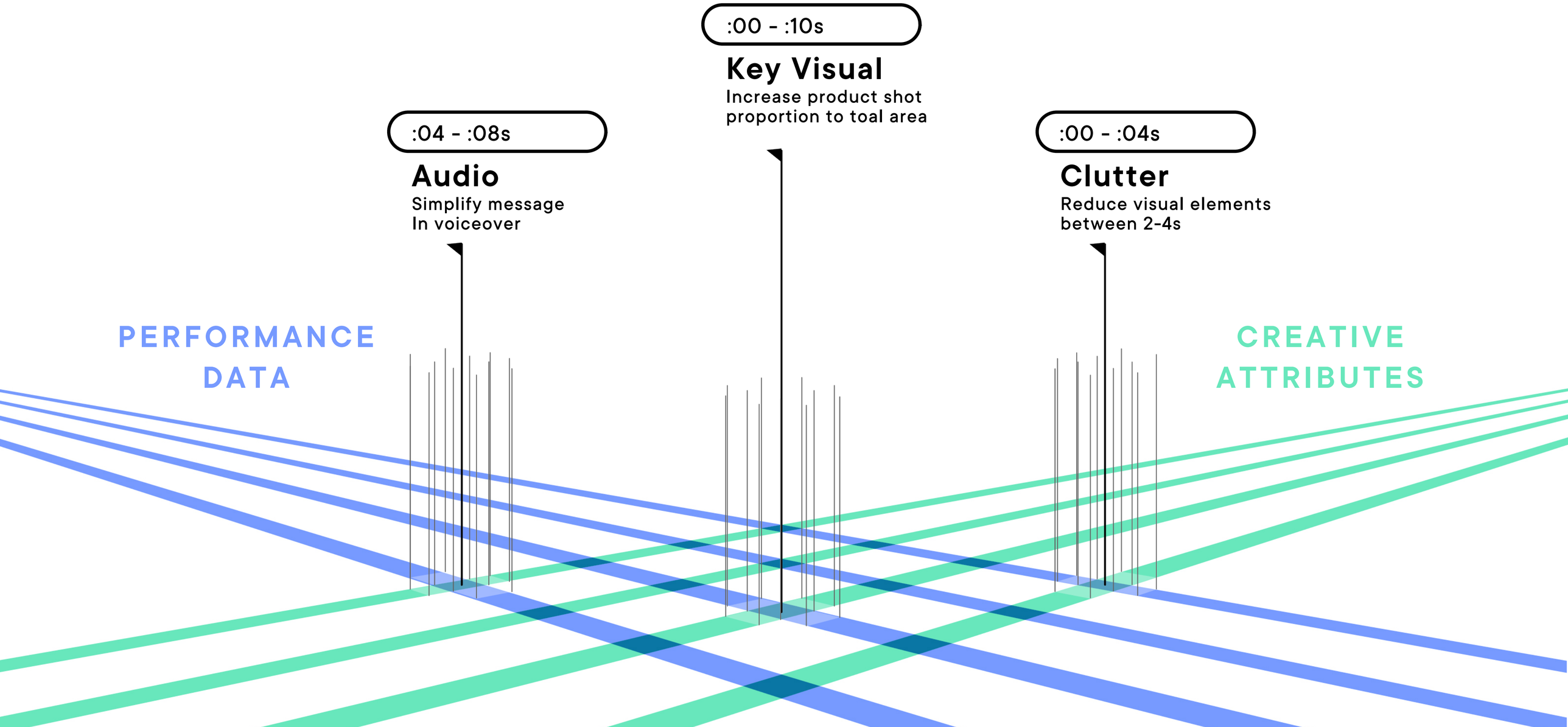




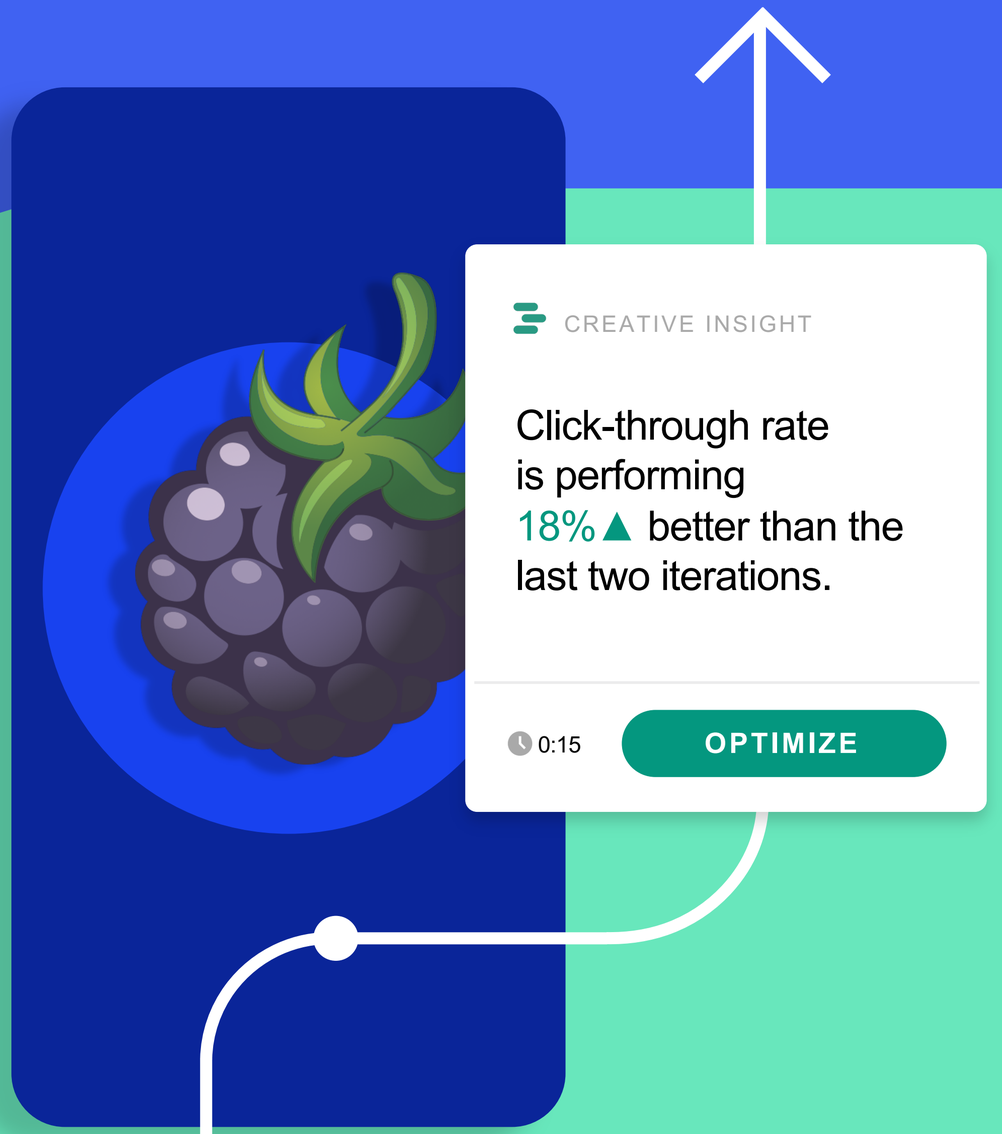
vidmob


```
},
{
  "Label": {
    “Sentiment": 92.79519653320312,
    "Name": ”Happy”
  },
  "Timestamp": 800
},
{
  "Label": {
    "Branding": 95.99729919433594,
    "Name": ”Logo”
  },
  "Timestamp": 800
},
{
  "Label": {
    "Branding": 95.1968002319336,
    "Name": ”Skullgirls”
  },
  "Timestamp": 800
},
{
  "Label": {
    "Confidence": 95.1968002319336,
    "Name": ”Score”
  }
```

How creative data becomes actionable insights



Creative Insights



VIDMOB X GOOGLE SUMMER2020

vidmob

DATA ANALYZED:

18	3,884	1.7B
BRANDS	ADS	IMPRESSIONS

PARAMETERS:

+ **Vertical:** Gaming
+ **KPI:** App Installs

PHASES:

Early COVID	Outbreak	Lockdown
JAN 13 - FEB 11	FEB 12 - MAR 13	MAR 14 - APR 4

→ SETTING

EARLY COVID

Use of outdoor visuals resulted in a 222% lift in app installs.

LOCKDOWN

Indoor visuals yielded a 180% lift in app installs from early COVID.

EARLY COVID	LOCKDOWN
▲ 222% Outdoor Visuals	▲ 180% Indoor Visuals

→ THEME

EARLY COVID

Puzzles/brain teasers drove a 288% lift in app installs above avg.

LOCKDOWN

Action/adventure games drove a 158% lift in app installs above other genres.

EARLY COVID	LOCKDOWN
▲ 288% Puzzles / Teasers	▲ 158% Action / Adventure

SENTIMENT

EARLY COVID

“Sadness” was the top performing sentiment with a 200% lift in tag performance.

LOCKDOWN

“Calm” was top performing with a 142% lift in app installs.

EARLY COVID	LOCKDOWN
▲ 200% Sadness	▲ 142% Calm

→ GAZE

EARLY COVID

Models looking away from the camera resulted in a 267% lift in app installs.

LOCKDOWN

The top performing gaze was straight-to-camera.

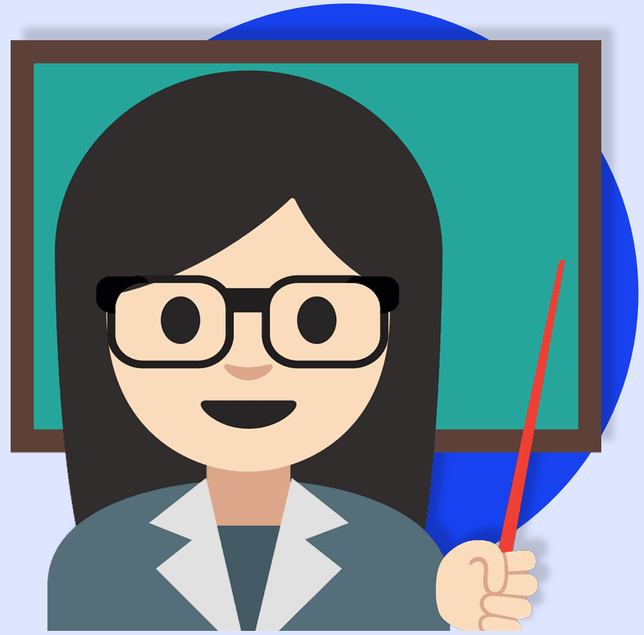
EARLY COVID	LOCKDOWN
▲ 267% Looking Away	▲ Straight-to-Camera

vidmob

DEMOS

EARLY COVID - LOCKDOWN

Use of demos drove a 142% lift in app installs.



EARLY COVID › OUTBREAK › LOCKDOWN

▲ 142% Game Demos

Go beyond best practices and find out what works for your unique brand.

01 Consider the risk of going dark on advertising channels

02 Put your creative data to work

03 Be ready to iterate

Ready to get started?

Preferred app packages available

Reach out to google@vidmob.com

Earn a Google Ads app certification

Reach out to leewaynik@google.com

Questions?

Thank you

sarahgraham@vidmob.com
leewaynik@google.com

vidmob x Google