

AdInMo

We Get Players

CROSS Promo

Case Study, July 2025



A smart immersive UA and Retention Channel

What is CROSSPromo?

- Contextually and frictionlessly promotes your portfolio within gameplay
- Dynamic genre-based and behavioural targeting
- Player churn prediction



Why use it?

- Quality players with higher ARPU and retention
- Industry benchmark beating CTIs
- No gameplay disruption



Multiple game promotion driving high CTI and quality players with better retention



Game Type

Casual

Promoted Game

Merge Master: Tanks

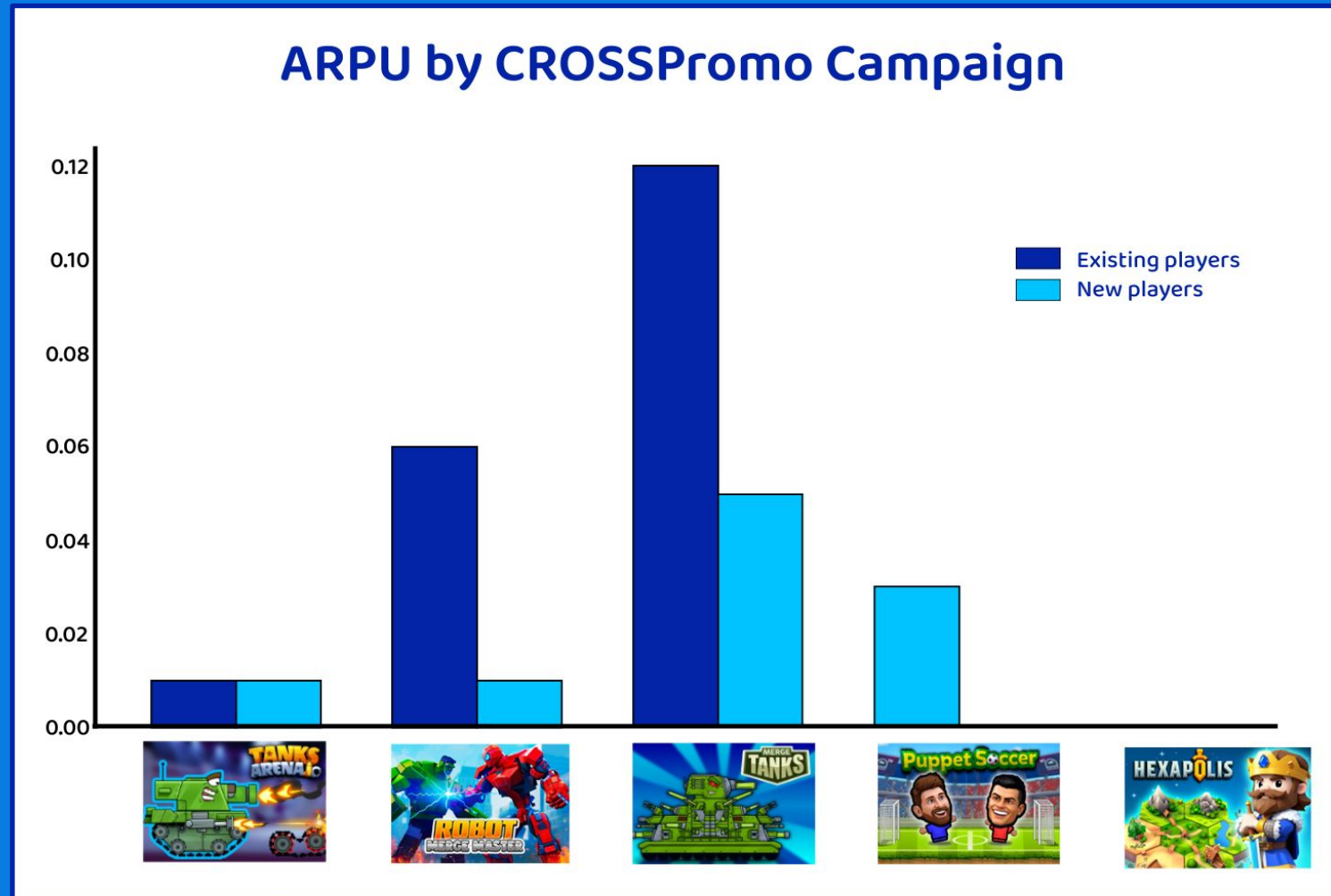
CTI

18.5%

Retention

+97% vs paid UA and organics

Genre-matching increases ARPU. Existing players perform 2X better than new players



Opt-in mechanics drive high CTI



InGamePlay
Placement

Rewarded

Game
Type

Casual

Game
Genre

Idle Clicker

Promoted
Game

Pocket Planes

Use
Case

Cross-Portfolio

CTI

Av. 16.7%

Upselling within a franchise delivers a 2X higher CTR



InGamePlay Placement

Billboards + In-Menu

Game Type

Midcore

Game Genre

Sports

Promoted Game

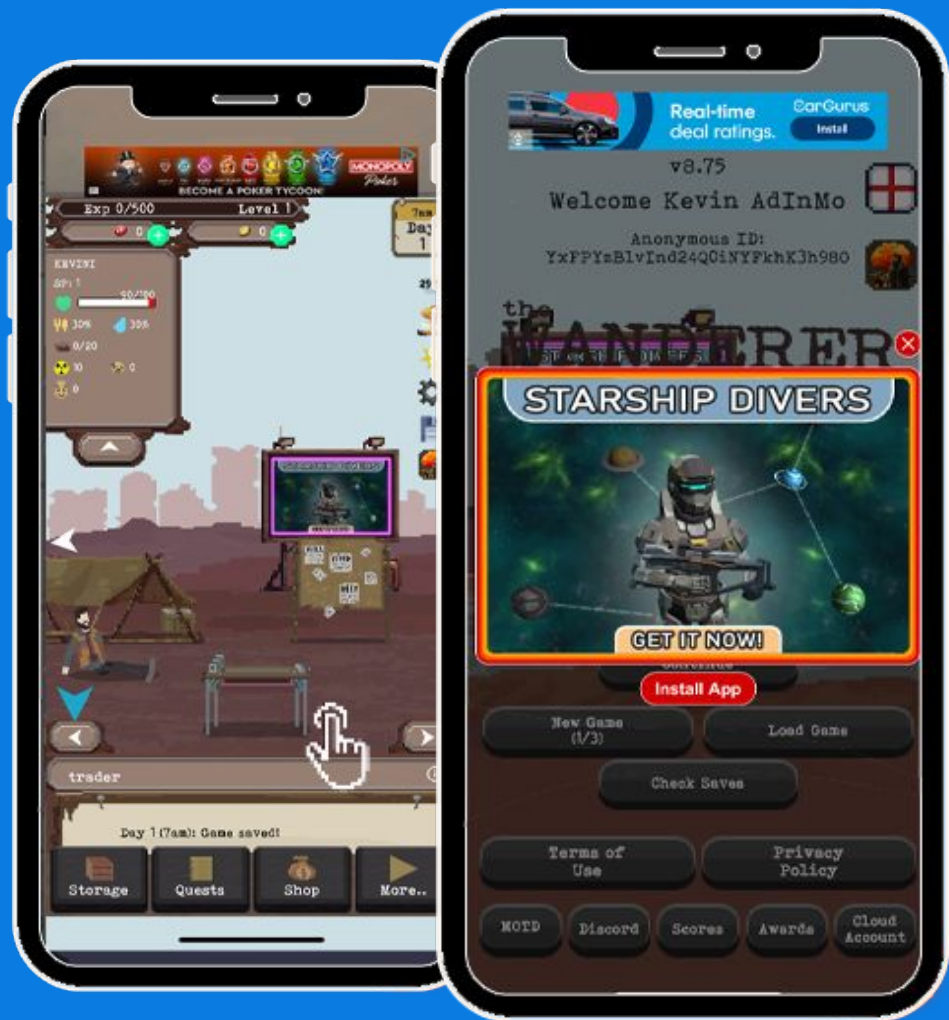
Sachin Saga Pro Cricket

Use Case

Engage players to move to new release



Soft launch UA testing



InGamePlay
Placement

Billboard

Game
Type

Midcore

Game
Genre

RPG

Promoted
Game

Starship Divers

Use
Case

Soft-Launch

CTI

12%

We Get Players

“ We’ve seen consistently good CTIs with AdInMo’s CROSSPromo by activating genre targeting. When you compare InGamePlay campaigns to channels such as Google Ads its outperforming on ARPU by 2X. We’re also really pleased with the retention impact and the quality of installs as part of our hybrid monetization strategy.

David Vykopal, NOXGAMES



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