



Case Study:

# Improving European In-Game Monetization with Consent Management

# Why consent management matters for in-game brand advertising

## Premium media channel for brands

In Europe advertisers follow a privacy protocol called IAB Europe's Transparency & Consent Framework (TCF). Publishers who follow this protocol benefit from increased in-game advertising monetization.



"The importance of privacy has grown beyond compliance. Brand advertisers simply won't advertise in non-compliant games. They are willing to pay higher eCPMs for access to consented data. Forward-thinking game developers understand how smart consent can yield significant benefits.

Valerio Sudrio, Director of Product at Usercentrics.

## Why should you care?

- Opens up demand tier 1 countries and brand advertisers in Europe
- Consented players have a higher value to advertisers = better CPMs
- 16<sup>th</sup> January 2024 [Google](#) will require all publishers serving ads to use a Consent Management Platform (CMP) that has been integrated with the IAB's Transparency and Consent Framework Management

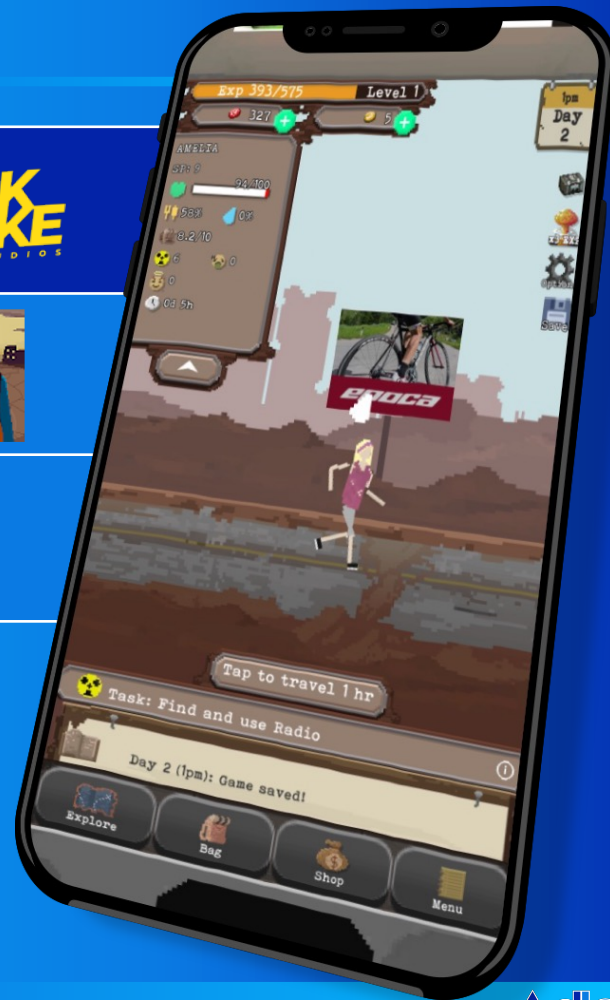
# Case Study: The Wanderer Project Survival

▶ Studio	▶ Black Smoke Studios
▶ Platform	▶ Android
▶ Ad Formats	▶ InGamePlay ▶ Rewarded Video ▶ Banners

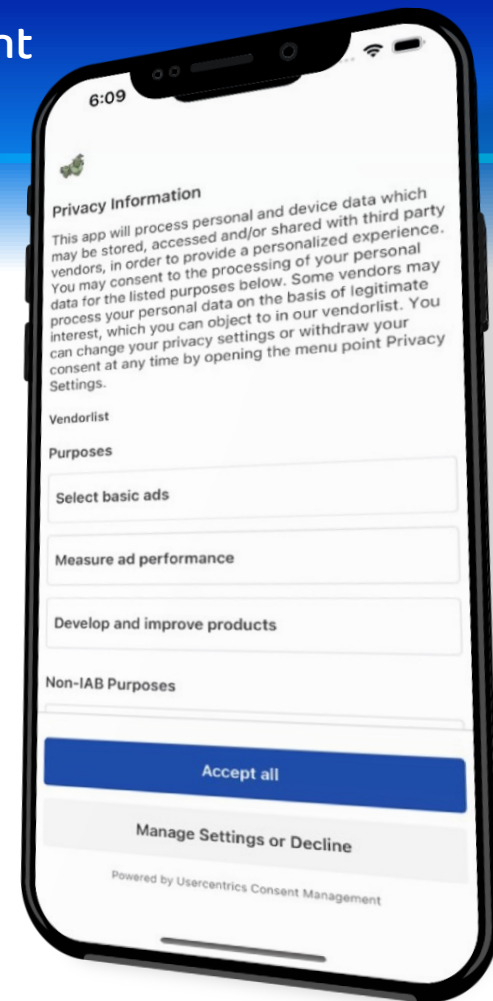
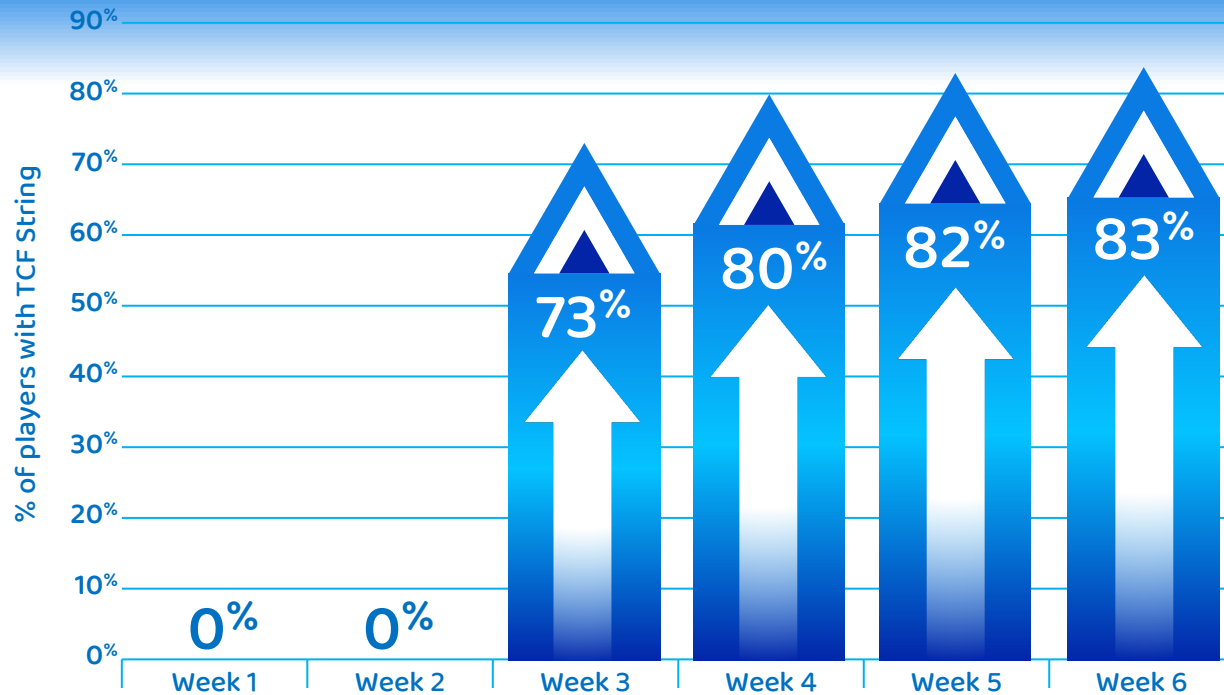


We didn't know about Google's new requirement for publishers to use a CMP and so we were happy to join AdInMo's developer programme and work with Usercentrics. Implementation was easy, the consent pop-up has not created friction and there's been no impact on churn.

Dean Day, CEO Black Smoke Studios



# Black Smoke implemented Usercentrics Consent Management Platform to pass the TCF string to AdInMo's InGamePlay SDK



# After six weeks significant increase across all monetization KPIs

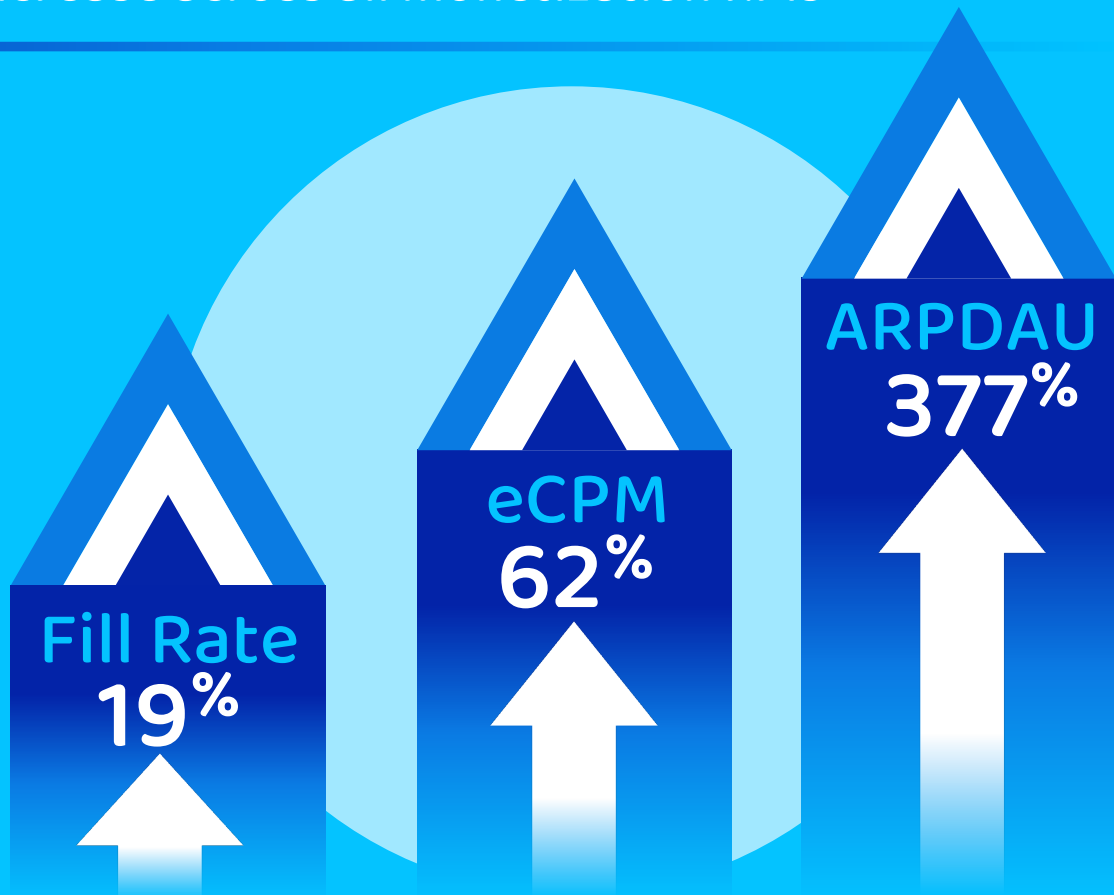
After six weeks of implementing the CMP and passing the TCF string, 83% of players provided consent. This increased The Wanderer's overall revenues and diversified our ad monetization mix.

**We now make more money from in-game advertising than we do from banner ads and in-game can be as much as 50% of rewarded video revenues.**

I'm already big fan of immersive ad formats from a player experience perspective and now we know boring old privacy is the monetization unlock in Europe, then we're excited to see continued growth and more premium brand advertisers come on board.



Dean Day, CEO Black Smoke Studios





AdInMo is the mobile in-game advertising platform that gets ads into games in a way that players love. We're a player-first and privacy-first because the best player experience drives the best monetization. We're a verified TCF vendor and our InGamePlay SDK is compatibility with multiple consent management platforms to make it as simple as possible to unlock in-game monetization in Europe.

[AdInMo](#)



Usercentrics is a global market leader in the field of Consent Management Platforms (CMP). We enable businesses to collect, manage and document user consents on websites and apps in order to achieve compliance with global privacy regulations while facilitating high consent rates and building trust with customers.

[Usercentrics](#)



Black Smoke Studios is dedicated team of developers, designers, artists, programmers, and most importantly gaming enthusiasts. Based in Kajaani, Finland, we're working tirelessly to produce alternative titles for genres that we feel are underserved.

[Black Smoke Studios](#)



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