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InGamePlay Genre Guide

Introduction

InGamePlay brand advertising is a useful monetization strategy for any free-to-play mobile game. Non-interruptive ads don't break player immersion and become part of the actual gameplay.

But that doesn't mean there is a one-size fits all implementation strategy across different game genres.

This guide takes a deep-dive genre by genre at in-game advertising best practices and provides useful tips for optimizing your monetization strategy and ad placement integrations depending on your game's genre.

Featured Genres

> **Simulation**
> **Puzzle**
> **Racing**
> **Sports**
> **Strategy**
> **Shooter**
> **RPG**

Simulation

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Accurate, authentic ads

Genre Advantages:

> - **Simulation** games are those which seek to emulate real-world jobs or roles.
> - They make heavy use of **accurate real-world settings**, such as offices or city streets.
> - This means that Simulation games will, on average, feature a **wide range** of good ad placement location options.

Keeping it real

Genre Tips:

> - Since the settings in these games are realistic, the **standards** for ad placements are high also.
> - You'll need to pay particular attention to details such as **framing, positioning and size** to ensure that your ads blend into your Simulation game effectively, and don't break the player's immersion.

Big Brother: The Game, 9th Impact

Bus Simulator Real, Shadow Mission Game Soft

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Puzzle

Static screens, captive players

Genre Advantages:

> **Puzzle** games are the mobile titles which challenge our brains with tricky conundrums to solve.

> They tend to make use of **static screens** for each puzzle, which guarantees impressions if the size of ads placed is right.

> They also command **long play session times** from players, since figuring out tricky puzzles can take a while, which means lots of impressions.

Figure it out

Genre Tips:

> Look for **recurring background assets** across your puzzles, and try to build ads onto these for efficiency.

> When choosing which levels to place ads in, balance prioritising **early levels** which every player will see, with **trickier levels** that will take up more player time, and thus generate more impressions.

Road Puzzles, Buildstep

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Racing

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A Crash Course in ad placement

Genre Advantages:

> **Racing** games let players enjoy the thrills of motor racing on their mobile device.

> Real race tracks **feature lots of ads**, so you can easily place lots of billboard ads in your Racing game and have it make sense.

> You can also **place ads on vehicles** too, reflecting brand sponsorship practices in real racing.

Speed Bumps

Genre Tips:

> Make sure you **give all your ads the same placement key**, so they can generate impressions cumulatively, since individual ads won't do so due to the fast pace of racing games.

> Try and **make your ads as large as possible** too, to maximise your chances of impressions. At such high speeds, small optimisations like this can make a big difference.
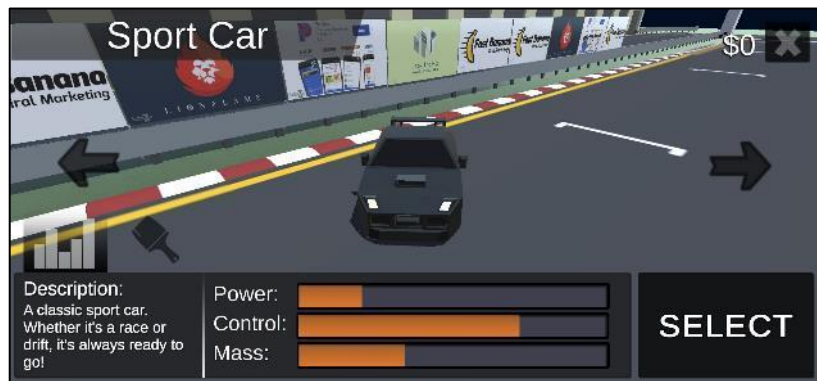
Drift and Race Mania, WB Games

Masters Car Racing Game Heavy, Masters Racing

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Sports

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Stadium-filling ad placements

Genre Advantages:

> **Sports** games put all of our favourite sports in our pockets, ready to play any time.

> Similar to Racing games, **billboard ads fit naturally into the world of sports**, since billboard ads are so common at real-world stadiums.

> You can also place **ads on player uniforms**, increasing your coverage in an authentic way.

Practice makes Perfect

Genre Tips:

> **Consider the sport you're working with**, and place ads in locations that will get a lot of coverage in that sport; midfield in football, etc.

> In fast-paced sports, remember to **give your ads the same placement key**, to ensure impressions regardless of the low dwell times per ad, as with Racing games.

Padel Clash, Chorrus Games

Mini Mobile Soccer, Mud Games

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Strategy

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The Art of Ad Placement

Genre Advantages:

> **Strategy** games let you match wits with your opponent in grand-scale battles.

> They feature some of the **longest play session times** of any genre, ensuring lots of exposure for well-placed ads.

> They also feature **consistent views of the action**, which makes it likely that your ads will generate impressions, if large enough.

Making the right moves

Genre Tips:

> **Think about typical player behaviour** in your particular strategy game when placing your ads, and place them where they'll get the best results based on your findings.

> If your Strategy game gives players the ability to zoom in/out, as many do, **factor the zoom feature into your ad placement**, making the ads functional across as many zoom levels as possible.

Goal Scorer, YSG

Shooter

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Take Aim with your Ads

Genre Advantages:

> - **Shooter** games pit players against each other in intense online deathmatches.
> - Shooter games have **large, dedicated communities**, who rack up huge amounts of play time over lots of short matches, which is perfect for InGamePlay ads.
> - They also **tend to feature urban or futuristic settings**, which make great fits for ad billboards and posters.

Basic Training

Genre Tips:

> - Before placing your ads, **take a look at your player analytics data**. This will show you where players spend time, and thus where to focus your ads.
> - Remember to **give the ads on a given map the same placement key**. Shooters are very fast-paced, so this is necessary to ensure valid impressions are generated.

Pixel Strike 3D, Vulcron

H.I.D.E., GS Game Studios

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RPG

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The Quest for Ad Impressions

Genre Advantages:

> **RPG** games let players express themselves in epic adventures or social experiences.

> RPGs have **legendarily long playtimes**, both overall and on an individual session basis, meaning lots of screen time for ads placed.

> In more traditional RPGs which use turn-based battle systems, combat sections will often take place on **static screens**, which are perfect for ads.

Level Up your ads

Genre Tips:

> It's important to **consider the setting** and what would make sense when placing ads in RPGs; make use of barrels, signs, etc.

> **Look for popular level grinding spots or areas like shops** etc. and try to build ads around these. These areas get a lot of traffic, so ads placed here will perform well.

The Wanderer, Jamie Parish

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