Pixel Strike 3D

Developer: Vulcron

Genre: Shooter

Installs: 5m+

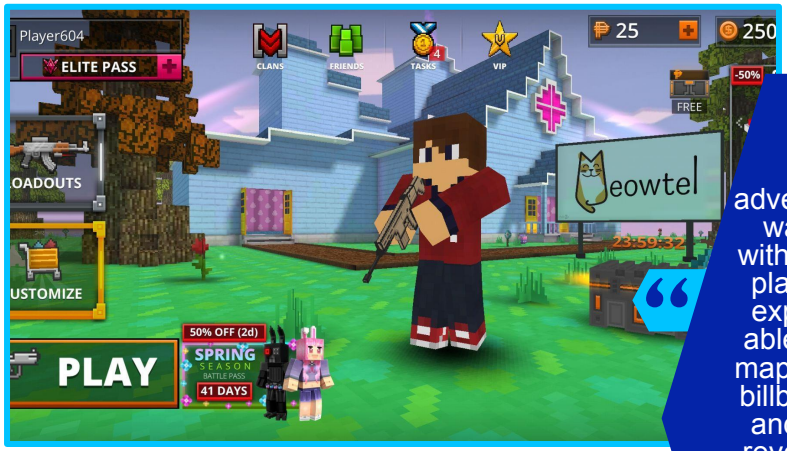
AdInMo

Placing ads in high traffic areas

Pixel Strike 3D is a retro-inspired shooter that has risen to popularity on mobile and Steam with it's quick, simple gameplay and mix of game modes.

Canadian based developer Vulcron's InGamePlay integration places ads in key locations on maps and on the game's character customisation screen, taking advantage of areas where players spend a lot of time in order to generate the most viewed impressions to maximize monetization.

Pixel Strike 3D is a fast-paced game but because AdInMo's performant SDK enables different ad placements to use the same placement key, impressions are generated cumulatively and Vulcron is still able to effectively utilize in-game advertising as part of its hybrid monetization strategy.



> In-game advertising is a great way to monetize without intruding the player's gameplay experience. We're able to use existing map decorations like billboards and signs and turn them into revenue generating ads without any negative impact on player experience.
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> **Brandon Smith**
> Partner
> Vulcron