



The gaming ad market is set to double over the next 5 years to

£1.8bn

dax
DIGITAL AD EXCHANGE

odeeo

EE: Connecting to gamers with DAX

3bn

people play games every day - mobile is the biggest platform

45%



of mobile gamers report feeling positive, calm and motivated whilst playing games

Overview:

EE ran a successful campaign promoting its full fibre broadband product across DAX's portfolio of mobile games.



Goal

EE wanted to improve brand awareness and brand perception to increase consideration and take up of its full fibre broadband service.



Solution

DAX in-game audio ads. In an effort to connect with an engaged audience, EE utilised audio ads in mobile games and created bespoke copy to enhance relevance.



Results

Audio ads in mobile games performed well compared with other ad formats such as video and banner ads.

Following the campaign, **EE saw a 10% increase in purchase intent**, **69%** said they enjoyed being able to continue gameplay and **59%** said that audio ads are better suited to mobile games vs. other formats.



Awareness

+10%



Perception

+14%



Purchase intent

+10%

If you'd like to add mobile games to your audio media plan, get in touch with your DAX sales rep for more information and game on!

