

Press Release

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## Advertly Surges in Q3 2023: New Publishers and Games Drive Supply Expansion

Advertly, the innovative in-game advertising platform, is pleased to announce its latest achievements in the Q3 2023 overview. Building on the successful growth experienced since Q3 2022, the company has continued its expansion on the supply side, with significant additions to its network of publishers and games.

In Q3 2022, Advertly made its mark by aggressively growing its supply side, onboarding ten new publishers and 52 new games. This marked a significant turning point for the company, setting the stage for further success in the future.

Fast forward to Q3 2023, Advertly has continued its upward trajectory, onboarding three new publishers and expanding its game portfolio with 78 new games. The new publishers joining the Advertly network are from the Casual genre: **Mirai Games** with *Power Gun: Shoot Em Down*, and *Home Rush: Draw To Go Home*, **Giant Avacado** with *Your Balls: Basketball Game*, and **Quiet** with *Magic Finger*.

Of the 78 new games introduced in Q3 2023, 58 are part of managed accounts, with 52 coming from existing publishers. This emphasises the collaborative nature of Advertly's relationships with publishers and the significant expansion of In-Play advertising options. Some of the highlights from the new games in Advertly's portfolio include **ABI's** *Banana Survival Monster*, **Alictus'** *Deep Clean Inc. 3D*, **Dmobin's** *Dyno 2 Race - Car Tuning*, **Big Bear Entertainment's** *Water Connect Flow*, **MondayOFF's** *Match Gun 3D*, and **TapNation's** *Horse Shoe 3D*.

These additions highlight Advertly's dedication to providing its advertising partners with diverse in-game ad placements across various genres.

"As we look back on Q3 2023, we are proud to see our continued growth in the supply side of in-game advertising. The addition of new publishers and games, particularly in the Casual genre, demonstrates our commitment to expanding the reach and impact of in-game advertising," said Chloe Cave, Chief Supply Officer at Advertly.

Advertly's Q3 2023 achievements demonstrate its commitment to creating meaningful connections between brands and gamers through non-intrusive in-game advertising. The company's continued growth on the supply side ensures a diverse range of advertising options, making it an ideal partner for brands seeking innovative and effective marketing solutions.

**For further information, please contact:**

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## **About Adverty**

*Adverty, the leading in-game ad platform, delivers spectacular In-Play™ ads to connect brands and people through its revolutionary and multi-patented technology built for VR/AR and mobile games. The platform offers programmatic video and display ad inventory at scale and allows content creators to monetise the complete experience with unobtrusive, easy-to-integrate, immersive ads.*

*Founded in 2016, Adverty has offices in Stockholm, London, Istanbul and Lviv and enables new gaming revenue streams for developers and empowers advertisers to reach uniquely engaged audiences. More information at [www.adverty.com](http://www.adverty.com).*

*This information is information that Adverty AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-10-27 11:30 CEST.*

## **Attachments**

**[Adverty Surges in Q3 2023: New Publishers and Games Drive Supply Expansion](#)**