

Press Release

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Advertly Publisher Success Story: Cerebellium Apps

Cerebellium Apps is based in Madrid and known for their mobile racing titles Motorcycle Real Simulator and Car Real Simulator with over 15 million downloads. They've partnered with Advertly to seamlessly integrate non-intrusive ads into their Car Real Simulator, a driving simulator game with a large open-world map where you can customize and race the fastest, coolest cars in the world.

We spoke with the founder of Cerebellium Apps, Ioan Girigan, about their experience working with Advertly and how they leverage with In-Play™ to enhance their players' gaming experience and create a new significant revenue stream.

In your opinion, what is the potential of In-Play™ ads in the gaming industry?

From my point of view, In-Play™ has incredible potential; it represents an additional source of revenue in such a competitive environment without affecting user retention; moreover, in our case, I believe it enhances the user experience.

Can you share specific examples of how In-Play™ ads have contributed to your revenue growth?

In the last few months, we have seen an improvement in the performance of this type of ads, which now accounts for about 10% of our revenue. It is a format that we are increasingly taking into account in our developments, and we are confident that its importance will continue to grow.

What was your experience like integrating Advertly's platform into your games? Can you elaborate on the level of support provided by the Advertly team during the integration process?

The integration with Advertly was very simple, and we did not notice any negative impact on the performance of our apps. On a scale of 1 to 10, I would give a 9 to the simplicity of the integration, with some doubts at the beginning but always counting on the assistance of the Advertly team, who not only helped us at the beginning but are always willing to give us a hand and it is really nice to work with them.

For further information, please contact:

Pontus Dahlström, CFO
Phone: +46 709 13 60 03
E-mail: pd@advertly.com

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.

Image Attachments

[Adverty Cerebellium1](#)

[Adverty Cerebellium2](#)

Attachments

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