

Press Release

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Advertly accelerates faster than expected in the US through partnership with Frameplay

On October 9, 2024, Advertly AB (publ) ("Advertly" or the "Company") announced a groundbreaking partnership with Frameplay and AdInMo. The Company can now announce that the integration with Frameplay has gone better than expected, making it possible to test a direct connection to the US market already in Q4 2024. This partnership is expected to not only generate higher revenues than estimated in the development phase, but also simplify the process of buying and selling campaigns to target groups in the gaming industry.

Advertly and Frameplay have started an accelerated integration of a new programmatic exchange, which means that Advertly is now expected to have increased exposure to the US market already before the end of 2024. From initially planning for a full direct integration in Q1 2025, the parties have now been able to accelerate the process through successful tests already in Q4 2024. This positive development provides the opportunity to generate higher revenue earlier than expected, which strengthens the business potential of the collaboration. However, there are lower revenue levels during the development phase, but compared to previous collaborations in the same phase, the Company can see a higher revenue already at an early stage, which bodes well for the future. At the same time, it makes it easier for brands and advertisers to buy and sell campaigns on an efficient and transparent platform.

"This collaboration makes it easier for brands and buyers to quickly find and reach the right audiences in the gaming industry. Even though it is still in the development phase, we find it very promising that the process is moving faster than expected and is already generating higher revenues than expected. It's from lower levels, as it is generally in the development phase, but we can already see that the collaboration stands out in terms of integration and revenue.", says Jonas Söderqvist, CEO at Advertly.

"This partnership is a great example of how innovation and collaboration can create real change in the gaming and advertising industry. Together with Advertly, we have not only created a more transparent and efficient platform for brands, but we have also managed to implement the solution in record time. With this partnership, it will be easier and faster to execute on campaigns. This demonstrates the strength of our technologies and our shared focus on delivering results quickly and with high quality. We are proud of what we have achieved and look forward to continuing to develop opportunities for brands to reach their target audiences," said Sandy Shanman, CEO of Frameplay.

About the partnership

The partnership between Advertly, Frameplay and AdInMo, launched in October 2024, creates a direct integration that makes it easier for brands to reach gaming audiences without third-party providers. Through the partnership, companies can now buy and sell campaigns directly through a new, innovative platform that reduces friction in gaming advertising.

About Frameplay

Frameplay is an award-winning marketing technology provider supporting the advertising and video game industries. They enable brands, agencies, and platforms to place advertising intrinsically within highly-attentive video game environments without disrupting game quality or player experience. The result is proven, high-impact opportunities for advertisers, revenue for developers, and an enjoyable, uninterrupted experience for people who play games.

About AdInMo

AdInMo is a player insights monetization platform run by mobile game veterans. We understand players - respecting their game time and data privacy to provide the most relevant in-game advertising experience. Our addressability and hybrid monetization solutions enable game developers and advertisers to engage players immersively and increase the value of each player. Advertisers reach new audiences, game developers make more money and players keep on playing.

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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.

Attachments

[Adverty accelerates faster than expected in the US through partnership with Frameplay](#)