

Press Release

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## Advertly Introducing Clickable In-Play 2.0 Web Ads to Game Developers at Gamescom

Advertly, the leading In-Play advertising platform, is thrilled to unveil its upcoming In-Play 2.0 ad solution to game developers worldwide at this year's Gamescom, held in Cologne, Germany from August 21-23. Advertly's new and unique click-to-web solution for In-Play ads represents a significant leap forward in immersive advertising solutions within mobile gaming environments, offering developers unprecedented opportunities to monetize their content unobtrusively through programmatic performance advertising.

Advertly's In-Play 2.0 ad solution is designed to enhance the gaming experience by enabling non-intrusive, high-impact, clickable display and video ads, embedded seamlessly into the gameplay. This innovative solution allows developers to create new revenue streams while maintaining the engagement of their gamers. With this launch, Advertly sets a new standard for In-Play advertising, providing developers with the tools to optimize performance ads without compromising user experience.

"We are very excited to showcase our In-Play 2.0 SDK at Gamescom this week, as we are preparing to launch the final product towards existing and new publishers before the end of the month," says Jonas Söderqvist, CEO of Advertly.

Advertly's In-Play 2.0 ad technology enables developers to integrate clickable performance display and video ads within the gameplay of their mobile gaming apps, integrated seamlessly into the gaming environment without interrupting the gaming experience, through an innovative call-to-action solution. This opens up new avenues for creative ad executions and brand collaborations, driving higher engagement and profitability.

Join Advertly at Gamescom in Cologne to see how In-Play 2.0 is pioneering the future of immersive in-game advertising. Whether you are looking to maximize your ad revenue through seamless In-Play ads or are eager to explore the potential of our new format, our team is ready to guide you through the possibilities.

We look forward to seeing you there and exploring how we can help drive your app's success through innovative in-game advertising solutions.

**For more information or to schedule a meeting, 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).*

**Attachments**

**[Adverty Introducing Clickable In-Play 2.0 Web Ads to Game Developers at Gamescom](#)**