

Press Release

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## **Adverty Reports Impressive Growth and Expansion in Q2 2023, Establishing Itself as the Leading In-Game Advertising Platform**

Adverty, the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, proudly presents its Q2 overview for 2023, showcasing impressive expansion and success in the gaming industry. With the addition of 14 new publishers and 66 exciting games, Adverty continues to strengthen its position as a key player in the in-game advertising market.

Adverty successfully onboarded 14 new publishers during Q2, marking continuous growth from the previous quarter. Noteworthy additions to Adverty's network include **Turborilla** with *Mad Skills Motocross 3*, **Mad Hook** with *Highway Drifter*, **Smokoko** with *RACE: Rocket Area Race Extreme*, **Alictus** with *Rob Master*, **Game Theory Games** with *Theory City Fighter vs Street Gang*, and **IEC** with *Water Connect Flow*. These partnerships span a range of genres, with four publishers specializing in Sports & Racing, one in Hypercasual, and one in Action games. Adverty's growing publisher base demonstrates its ability to attract diverse and innovative game developers.

Adverty's Q2 performance showcased the integration of an impressive 66 new games, further enriching its extensive portfolio. 42 games were contributed by existing publishers, underscoring the strong partnerships and trust developed by Adverty. Noteworthy game integrations included **ABI's** *Famous Fashion* and *Famous Show - Catwalk Battle*, **CarX's** *Drift Racing 2* on iOS, **Hypermonk's** *Drift 2 Drag*, and **MondayOFF's** 20 exciting titles, such as *Merge Bullet* and *Animal Wildlife*. These integrations exemplify Adverty's unwavering commitment to delivering seamless and captivating in-game advertising experiences to players.

"Adverty's innovative solution allows us to generate incremental revenue without compromising player retention, a vital aspect of our business", explains Hüseyinhan Karaca, Co-Founder at Hypermonk. "I want to highlight the seamless integration of branded ads into our games, which has created an authentic ad experience and significantly enhanced player engagement while elevating the overall quality of our games." says Karaca.

Adverty's Q2 overview revealed a steady increase in unique publishers and apps within its network. In June 2023, Adverty celebrated a significant milestone by expanding the network 3 times larger compared to Q2 2022. This growth underscores Adverty's commitment to expanding its reach and offering its innovative advertising solutions to a broad range of gaming audiences.

Chief Supply Officer of Adverty, Chloe Cave, expressed enthusiasm regarding the company's Q2 achievements, stating, "We are thrilled with the growth and success we have experienced in Q2. Our expanded publisher network and exciting game integrations demonstrate our commitment to providing cutting-edge in-game advertising solutions. We look forward to continuing to drive innovation and deliver exceptional experiences for both publishers and players."

Adverty's Q2 performance reflects its dedication to revolutionize in-game advertising and create value for both advertisers and game developers. Adverty solidifies its position as a preferred in-game advertising platform by partnering with leading publishers and integrating captivating games.

**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 2023-07-25 08:30 CEST.*

**Attachments**

**[Adverty Reports Impressive Growth and Expansion in Q2 2023, Establishing Itself as the Leading In-Game Advertising Platform](#)**