



## **Targeting Mobile Gamers Community for Marketing Campaigns**

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### **ABSTRACT**

With the large-scale proliferation of smart phones, improvement in internet speed and better equipped applications, mobile games are bound to have more eyeballs, offering a great opportunity for the marketers. Mobile game-based banners, in game videos, advergaming etc. have emerged as most common modes of running the mobile based marketing campaigns. However, a number of new techniques are also being used by the marketers to add new flavours to the mobile game segment. Some brands have specially developed games for marketing purposes and fruitful results have been reported. This paper analyses the adoption of mobile gaming as marketing platform for various objectives and presents the different methods of mobile gaming-based marketing strategies. A game-based revenue model has been presented considering the various stakeholders and factors influencing the success of marketing campaigns. The framework can be used as guiding mechanism to plan and control the mobile game-based marketing campaigns.

**Keywords:** Advergaming, Mobile Marketing, Virtual Games, Game based marketing, Gamification

### **Introduction**

Game based advertisement is not just a fashionable term, but it has emerged as an innovative mechanism, much beyond the traditional television or computer-based video games. Fast adoption of online games, accessibility via mobile apps and social networking sites has offered a large pool of game players available to the marketers. Mobile phone users are involved in the various activities on the small screen, which is interactive and has much more to offer than the larger screens like television, radio or the desktop/laptop computers (Mittal & Kumar, 2020). As per the survey of 2000 users, conducted by CMR and Vivo, the usage of the smartphone has increased by 11 per cent to 5.5 hours in the year 2020 from the year 2019 during the Covid-19 (CMR, 2020). So, these mobile minutes are precious for the marketers as the user is focused on the mobile screen. Also, the number of smart phone users are continuously increasing across the world, to further add a large number potential gamers (Kumar & Nanda, 2019).

Advertisers have also experimented on this new channel and evolved many models for branding, marketing and sales using the mobile games. As "Gamification" emerged as a hot topic across a wide range of industries, In-game advertisements started proving their worth, this topic deserves more thorough research. Traditions marketing platforms like print, TV or Radio are giving way to the digital platforms like Social Media, Search Engine, Banners and Video.

In fact, the video games and mobile games have the uniqueness of longer and repeated interaction with the game player, hence offer better opportunity to marketers. Gamification of the mobile games gives an additional opportunity as they are addictive in nature and attract the players to return frequently, hence exposing them to the advertisement more frequently. Time spent on gaming is much more than an average internet browsing session or the social media session for the users (Ayodeji, & Kumar, 2019). During the

year 2019-2020, the time spent on playing the mobile games was increased by 35% to 296 billion hours (Appannie, 2021). Advergame is a neologism, made up of merging of the words “advertise” and “game”. Gamification is done by adding game components like virtual coins, extra life, badges to the mobile game playing experience. Hence advergames can be described as marketing strategy using electronic games, to advertise brands and products (Cavallini, 2006). This strategy may include very common and casual games to highly complex internet/ mobile or video games, which are specially developed for some advertising objectives. The games act as a great platform to implement the advertisement strategies.

With the latest technological platforms like app developer environment of android play store, the development and launching of the mobile games has become very cost effective. The cost of production for a simple game (like a Ping-Pong or Pac-Man clone) may be very much comparable to a television commercial from USD 3000 to 10000. The 2D casual games like Red Ball, Stack or Hop cost around USD 20,000- 60,000. The Mid-level Mobile Games like Angry Birds and Cut the Rope with depth in their content i.e. levels, characters, story and impactful visuals may be in the range of \$60K to \$120K. High-level Mobile Games with more features and advanced experience would be much more in their cost (Newgenapps, 2017).

The distribution cost of mobile games is minimal and the upscaling needs only improvements in the technical specifications of their servers and internet bandwidth. Custom mobile games for different product are now easy to develop and share. Hence, these games present a cost effective platform for marketing.

Gamification and the game based marketing campaign has been widely accepted and applied in the marketing industry. From enhancing the user experience with the brand using the rewards and badges, the shift has been towards strategic product placement and customised games for enhancing the user experience as well offering a better brand recall. As per a survey conducted in the year 2013, more than 70% Forbes Global 2000 intended to use gamification for their campaigns customer retention and marketing (Wharton Knowledge, 2016).

The mobile games were major platform for advertising in the year 2020 and generated 80% of gaming revenue on MoPub’s Exchange (Full screen and rewarded ads). User engagement with the advertisements in games also reached to the highest levels, with impressions per daily active users increasing by 51% year over year on ironSource’s ad mediation platform (Appannie, 2021). Since the beginning of this century a number of successful game based marketing campaigns have been launched and some of these prominent campaigns have been listed in table 1.

The online gaming market has been on a growth trajectory since the beginning of the last decade. Propelled by the higher performance smartphones and increased internet speeds have led to big rise in the mobile phone based gaming (Mittal & Kumar, 2018). The mobile users downloaded 230 billion mobile apps in the year 2021, which is 63 percent more than 140.7 billion app downloads in the year 2016 (Statista, 2022).

The Straits Research company in July 2022 report claimed that the global Mobile Gaming market was around USD 119 billion in the year 2021 and it was expected to cross USD 338 billion by the year 2030 with a growth of 12.3% CAGR from in the forecast period from 2022 to 2030 (Straits Research, 2022). The consumer spending also increased by 20% to reach \$143 billion (Appannie, 2021). The number of online gamers in India was also projected to grow from 365 million in the year 2020-21 to 510 million by the year 2022-23. Overall, India ranked number one in terms of the growth in online game downloads on app stores (growth rate of 165 percent) between 2016 to 2018 (Statista 2021).

Game developers and the advertisers are finding in-app advertising as an exciting opportunity. For iOS and Android, the games account for 67% of the overall app revenue (Iqbal, 2022). The marketers are using gaming apps for delivering video, display ads, and in-app purchases. This is mostly the same as non-gaming apps except them also heavily feature native ads because of its natural appearance in those apps. Mobile gamers have preference for the advertisement supported but free to install and use games, hence 67% games in Google Play Store are already utilizing this model.

**Table 1: Evolution of Game based Marketing Campaigns**

Purpose	Year	Company	Campaign	Target Audience	Activity
Branding	1999	Pizza Hut, KFC, Lavi's	'Crazy Taxi' video game	Video Gamers	Banners of KFC, Pizza Hut and Lavi's were shown
Brand recall	2003	Diesel	'Devil May Cry' game shows the Diesel company branding on the pants of its characters	Video Gamers	Interaction with Game Characters for recall
Brand Recall and product features	2003	Red Bull	'Worms 3D', by SEGA Studio, shows the characters drinking 'Red Bull'	Video Gamers	Gamers are influenced by Higher Jump by characters after consuming energy drink
Customer loyalty	2010	Starbucks	Custom 'Foursquare' badges	Frequent Customers	Offered Badges and discounts to most frequently visiting customer at an individual store
Customer Engagement	2010	Stack Overflow	Question-and-Answer Activity based points and badges	Site Visitors	Sharing links to Q & A via social media. Rewards in form of additional privileges, including the moderator privileges
Customer Value Enhancement	2011	Yahoo!	Mobile app / SAP 'Fango'	TV viewers	The viewers interacted with shows via check-ins and badges
Brand Recall	2014	Mario Kart 8	Mario Kart 8	Video Game	Mercedes Benz Cars being highlighted
Emphasizing Brand Features	2015	Fanta	10 AdvergAMES	Video Gamers	Brand features shown in campaigns on TV, magazines, movie theatres are again showcased in the games
Customer Loyalty	2016	Oldham A.F.C.	Oldham Picks	Loyal customers	Special game for Loyal Fanbase
Promoting Sales	2016	BurgerKing	Game embedded in the Mobile app of BurgerKing	Mobile Gamers	Gamers collect virtual point to unlock discount coupon of BurgerKing
Advertisement	2019	Gatorade, State Farm (Insurance Company)	NBA Live 19 from EA Sports.	Mobile Gamers	Logo of Gatorade was added to coolers, which are seen as coach talk to players during 60-second timeouts.
Customer payment collection	2020	Versapay	Converting the customer interactions in to gaming environment.	Existing customers	Payment runner: Collect cash while customers play game
Advertisement, Promoting Sales	2021	Banana Boat & Hawaiian Tropic	Customer engagement, special discounts in the game experience	New and existing customers	Game for brand engagement and promoting sales
Promoting sales	2022	Wendy's burger	Customer engagement, promoting sales	New and existing customers	Game for brand engagement and promoting sales

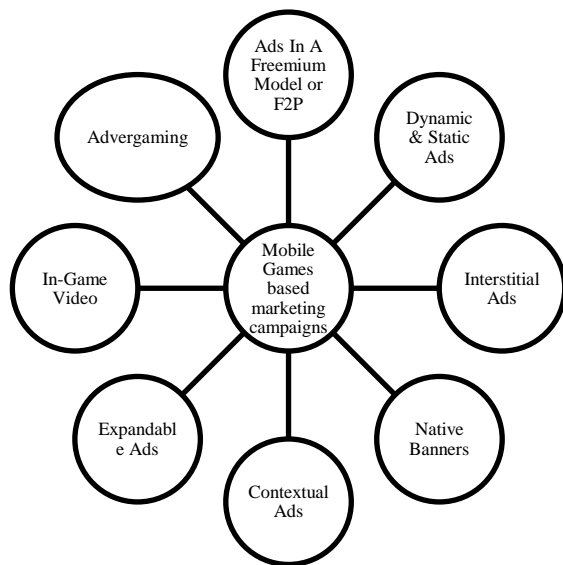
Even approximately 60% of iOS games have advertising embedded in them. As shown in the Table 2 (Adcolony, 2021), the mobile gaming applications fetch more revenue from video, display an m-commerce advertisement. This trend is almost similar to the non-gaming applications where the video, display ads and the m-commerce are main source of revenue.

**Table 2: Worldwide mobile application revenues in 2021 (Adcolony, 2021)**

Category	Gaming apps	Other apps
Video ads	82%	78%
Display ads	71%	77%
Native ads	24%	35%
IAP & m-commerce	39%	06%
Installs and subscriptions	21%	4%
Affiliate deals	16%	5%

### 1. Implementation Strategies for Game Based Marketing Campaigns

The game publishers have explored the opportunities and have come up with various possibilities for launching a marketing campaigns on the mobile games. These options are outcome of the technological innovations like hardware upgrade, internet speeds, high definition content availability, affordability and customers' enthusiasm towards mobile games. Figure 1 represents the various campaign categories, which may be used by marketers in the mobile gaming apps.



**Figure 1: Game based marketing campaigns implementation strategy**

### 2.1 Advergaming

The advertisers get some specially designed mobile apps, which are fully loaded games for promoting a brand or its products. Whole game itself is serving the purpose of advertisement with no specific dynamic or customising features. Different advertisement communications are intrinsic and embedded throughout the game. For example, FIFA Football league, NBA Basketball, IPL Cricket, Lexus created a racing game and Jack Daniels have created billiards games. These games offer rich gaming experience, which are strategically aligned with the brands in an interactive and fun-based environment. If the game is authentic and has players liking, it may develop of a community of users whom the advertiser can consistently remarket and approach for next communication (Nelson, 2002). However, developing the special games is costly but the benefits may justify the cost for advertisers. Advertisers need to run App Install campaigns for motivating the gamers, via online or offline campaigns.

### 2.2 Ads in a Freemium Model or F2P Gaming Apps

Mobile advertisers have the option to promote their offerings in mobile gaming apps which might be working on freemium model (which is initially free, but users have to pay for an upgrade) or a Free to Play (F2P) game. These game apps involve all kinds of carefully designed and planned targeted ads. Freemium model gives free trial to the players for agreeing to be served advertisements on the app. Users have different response to advertisements in a freemium versus Free to play mobile gaming app (Lee & Faber, 2007). During their free trial period of a Freemium game, users may feel intrusion of ads in their user experience, and it may lead them to upgrade fast so they can enjoy the gaming experience without ads. Irrelevant or frequent ads in the free to play games may lead to negative response from the users leading to uninstallation. Hence advertisers need to be careful while embedding the advertisements in the freemium or f2p gaming apps (Mittal & Kumar, 2020).

### 2.3 Dynamic and Static advertisements

Static advertisements are similar to traditional modes of product placement, and these are embedded during the designing / development of gaming apps. These

advertisements can't be updated in real time. Billboards, logos on the cars, banners in the audience or fences in the racing games are found commonly, like McDonald's, Reebok billboard in a FIFA game or Ferrari billboard in a popular racing game. The static advertisements basically follow the user experience in the real-world advertising during any sports event. Since they are strategically planned and contextually placed in an identical manner as a person experiences similar advertisements in real life, these ads can prove to be very effective (Çiçek et al., 2017). Dynamic advertisements are the banners which are placed at various sections of the game using geo-targeting, demographic targeting, and user behaviour. Dynamic ads have many qualities of online display advertising like CPM (impressions based), action based or click based pricing models (Kumar & Saurabh, 2020). Dynamic ads are easy to update and can be programmed for better outcomes for the brands (Mago, 2017).

#### *2.4 Interstitial Ads*

The larger, full screen coverage with animated and interactive rich media content, the interstitial advertisements are more appealing for the customers with a televisions like experience. These qualities result in better conversions and recall value for the advertised product. Interstitials are shown strategically during natural pauses in some mobile game or videos; hence they have minimum interruption to the user experience (Alamäki et al., 2019; Mittal & Kumar, 2020). Advertisers need to put special efforts in conceptualising and designing the interstitial advertisement for better results. Many a times the users find it difficult to exit the advertisement, but they are left helpless, resulting in frustration or irritation.

#### *2.5 Native Banners*

Native banners do not interfere with the user experience, but are like the traditional banners, being a part of the user interaction in the gaming app (Kumar & Saurabh, 2020). Although there is possibility of interruption in the user activity due to by overlaying on a crucial spot, disturbing the users (Chaney et al., 2004). Hence the native banners should be placed discreetly in the corners of the screen, where generally major actions do not happen. Thereby leaving the user experience uninterrupted. Game designers can use

transparent overlay, as it keeps the advertisement apparent, but it remains unobtrusive. Banners in the racing games (billboards) are typical example of native banners.

#### *2.6 Contextual Ads*

Contextual ads identify the user activity and their action in the game (Kumar & Nanda, 2019). Advertisement is embedded strategically even when the game has no connection with real world. Special powers or game character's dress might have advertiser brand's logo. For example, Starbucks planned its advertisements in the game "Pokemon Go". The local Starbucks outlets and the refuelling stations were connected, so when the user picks up a deal or loot alongside an image of a Frappuccino – it's unobtrusive but easily recognizable. This way, the users can easily find the nearby Starbucks outlets. This is helpful as 'Pokemon Go-er' move around the real world while remaining immersed in their gaming experience too.

#### *2.7 Expandable Ads*

Expandable ads are very popular on the portals like yahoo or news website. When the user taps or swipes across a banner advertisement, the advertisement will expand, and it can flow on the screen. Advertisers like these ads as they get more screen space, but users may have negative response due to interruption in their gaming experience, unknowingly swiping or tapping on the advertisement. For making them successful, content, context and deployment need to be done carefully (Kumar & Saurabh, 2020). Advertisers may inform the users about the ad behaviour for better user response and warn prior to interrupting the game play (Ayodeji & Kumar, 2020). There might be situations, where game players are "tricked" or taken to some other app/website by these advertisement. Accidental swipe or "fat finger" also result in the expanding of ad on screen, annoying the customers. Hence the advertisers should avoid frequent, unwanted expandable ads, placing them judiciously in the gaming experience.

#### *2.8 In-Game Video*

Advertisers prefer to show some small video advertisements during gaming sessions, like the interstitials (graphic/ animation/ videos). The users of gaming apps may find it

interrupting their game experience significantly (Kumar & Nanda, 2019). The advertisers need to be careful in selecting and designing the videos in a way that videos are successful in attracting the gamers and motivate them to watch the full video. To invite the users to video, advertisers can place a nice-looking thumbnail, which is compelling them to take a break from the game play and watch video advertisement. But the interruption due to even a small video or GIF banner may have negative response in their gaming environment.

## 2. Factors affecting the performance of Mobile Game based advertisements

Game based advertisements have their own challenges, which have some similarities with the typical web-based banner advertisements or the traditional models like print or television. However, the games are more immersive with the advantage of longer interaction session. Game publishers need to be careful to avoid negative response as well as ensuring the best results from the precious attention they get in the interaction. In figure 3, the major factors impacting the performance of mobile game-based advertisements have been classified in the three categories of user attitude and experience factors, technical and execution factors, and the content related factors.

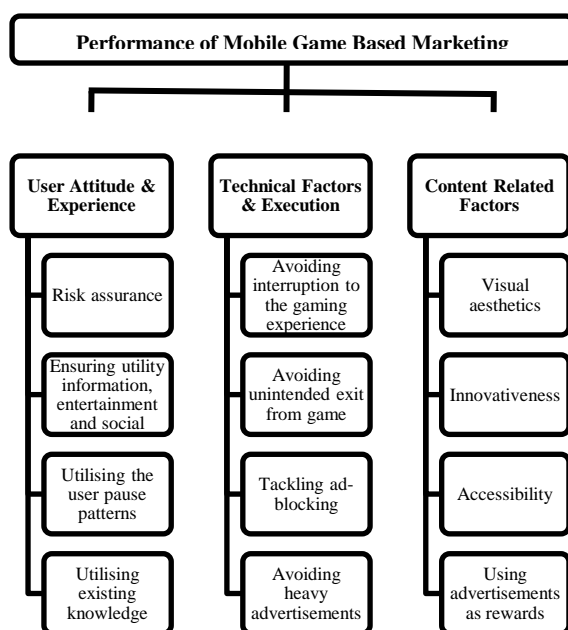


Figure 3: Factors impacting performance of advertisements in Mobile Games

### 2.1 User Attitude & Experience

**Risk Assurance:** The consumers behaviour is strongly influenced by risk perception and usually they are uncertain about the impact of their action (Bauer, 1976; Mitchell, 1999). Generally the users perceive data security as a major challenge for the mobile marketing interactions. Due to the web and app based interactions, there are common concerns about identity theft, tracking of user activities, data manipulation and unauthorized data access. The anytime anywhere user access to marketers provides a big potential for launching highly personalized mobile marketing campaigns. The personalised campaigns also impact the users' willingness to accept the mobile marketing as innovative (Bauer et al, 2005; Högberg, Shams & Wästlund, 2019; Baber et al, 2020). Advertisers need to clarify their strategy and data usage policy to the gamers during the installation and strictly follow the same.

**Ensuring Utility (information, entertainment and social):** The users' acceptance to the mobile marketing campaign is influenced by their perception of some utility (Kavassalis et al, 2003). If the marginal utility of any advertisement exceeds the marginal utility, resulting by spending user's time in alternative activity, then they are projected to be more interested in it (Kaas, 1990). It means that if the game players perceive the utility of marketing campaigns, their attitude towards the campaigns will be more positive. The users select and use specific media and contents consciously to meet their specific needs (Gurjar et al., 2019). This 'uses-and-gratification-approach' (Katz et al., 1973) means that consumers will accept the mobile marketing if they perceive it as an opportunity to satisfy their needs for some information or social acceptance.

**Utilising the user pause patterns:** The breaks between game levels, unlocking a gift or achieving a milestone like winning or losing a race are considered to be perfect time for serving an advertisement to the players. The players may be looking for a short pause and relax before moving on with the gaming experience. Game designers need to identify such pauses and clearly communicate the possible duration of pause to advertisers. These advertisements may also be good opportunity to attract the players with a

special reward like extra time, upgrades, unlocking next stages (Acar, 2007).

*Utilising existing knowledge:* Existing knowledge affects the consumers' response and it helps them understand the features and usage of any innovative product or services. Hence the existing knowledge affects the perception of customers about the complexity of the innovation (Moreau et al, 2001; Jain et al. 2020). More familiarity with mobile communications will result in less difficulty being faced by the customers in using the mobile marketing services. In the explanation of consumer's behaviour, the intention to search and use information was found to be an important construct (Ayodeji & Kumar, 2020). Relevance of advertisement depends on the consumer's willingness to get information. Hence the advertisers need to analyse the existing knowledge of target mobile gamers and then design their campaigns.

## 2.2 Technical Factors and Execution

*Avoiding interruption to the gaming experience:* The advertisements should flow very smoothly when integrated into the mobile games. While inserting the interstitials and videos at natural breaks like moving to next level or adjusting the game settings is important. The expandable ads or banners should not move the players out of the game. The advertisers need to ensure minimum obstruction to the user experience and yet deliver the advertisements for the defined objective. The gamers are unlikely to notice the advertisements which are shown in a spot where they are focused on the game (Chaney et al., 2004). For example, in the racing online games, the virtual billboards appearing in the background have no significant impact in the game play, hence they generally go un-noticed by gamers (Glass, 2007; Nelson, 2002).

*Avoiding un-intended exit from game:* The advertisers should duly plan what the action payers are supposed to take on their advertisements and what happens to the user experience after that action. Whether it results in the user being kicked out of the game that too as per their choice or against it. There should be clear warning about the game exit to players when they engage with an advertisement. After bringing the customer in gaming environment and interacting with the

advertisement should not result in unnecessarily negative outcome.

*Tackling ad-blocking:* Mobile users install the Ad blockers which may or may not work on different games as these Ad blockers are also dependent on the technology and programming techniques. Ad Blockers generally block banners or similar campaigns but they cannot control rewards and contextual advertisements. User motivation for installing ad blockers is to minimize interruptions and seamless user experience (Mago, Z., 2017; Mittal & Kumar, 2020). Advertisers need to strategically plan their campaigns to ensure their content is delivered to their target audience.

*Avoiding heavy bandwidth advertisements:* The advertisers depend upon the videos and animations for their marketing campaigns in the gaming applications. The loading of the advertisement on mobile device should not consume long time as this wait may lead to negative response. The advertisers need to check the size of video, graphics and animation content, which might take longer time to run and consume bandwidth, especially in the slow internet environments. As per the industry report, 18%-79% of the data is consumed by the advertisements on the mobile phones (O'Reilly, 2016).

## 2.3 Content Related Factors

**Visual Aesthetics:** Effective images attract the user attention and are able to pass on the feeling to the viewers. There are various visual elements like lines, colour, shape, texture, colour, and dimensions which impact the effectiveness of any image (Feldman, 1987). The marketers need to carefully check the colour, font, graphics of graphic banners, animations and videos before strategizing their game based advertisement campaigns. These visual designing components support the composition and effectiveness of the visuals. The visual appearance influences the perceived value for the viewers (Mumcu & Kimzan, 2015). The visual aesthetics have impact on the consumer's response as well as brand image. Visual designs directives help in creating the more artistic content for advertising, leading to enhanced effectiveness (Hetsroni, 2005).

**Innovativeness:** Some consumers have preference for high degree of innovativeness and they welcome new experiences, utilising the information more constructively (Leavitt & Walton, 1975). The customers with a high level of acceptance for innovativeness are likely to receive more information because the advertising investments are increasing. Multimedia content is specially being prepared for game the based advertisements, (Peter & Olson, 2002; Mehra et al., 2021).

Advertisers need to think and implement unique ways like virtual reality, vibration, pinch, tap etc., to communicate with the users in their game based advertisements too. An emerging use of mobile games is to drive competitiveness through interactions over innovative platforms (Kumar & Ayodeji, 2021). For instance some popular sporting events see the launch of mobile games before the real event which excites the users to the event.

[NBA, Indian Premier League](#) and many other events have successfully utilised this unique opportunity. Mobile game publishers can also update the software with the changes in product/event with time. These updates would further enhance the customer engagement with brand.

**Accessibility:** Mobile game-based campaigns need to be designed to ensure easy accessibility to various links and options (Mago, Z., 2017). The customers may sometimes consciously or subconsciously ignore the brands/ information or advertisement banners (Shiva et al., 2020). This ignorance may affect the user response and engagement rate. Some researchers have found that after some time of interacting with advertisements, the respondents do not remember the brands (Nelson, 2002; Yang & Wang, 2008).

The advertisers need to work on banner blindness, exploring options like timing, location, colour and content to judge effectiveness of the advertisement and not compromising on their game playing experience. Due to the small screen size and touch-based interactions, the games might also have fat finger errors. Users generally tap or click on the various buttons on screen.

**Ads as Reward:** To have positive response from the customers, advertisers can reward them for viewing them with some virtual coins, points, or any other benefits applicable. Such reward supported advertisements may bring more revenue to the game publishers with enhanced sales of virtual game inventory (Lee & Shin, 2017).

In year 2011, Facebook gave special reward freebies to the users of its games like 'Frontierville' for watching advertisements making them more desirable. Verizon ran a video in the mobile game 'Madden 15' where the players are rewarded 250 coins for watching a 30 second video. These coins enhanced their game playing experience. This bonus or help in lieu of user interaction with 'ad content' results in more engagement and user activity like registrations and clicks.

Such reward and recognition strategy can turn the negative attitude to positive towards marketing campaigns (Narula & Jindal, 2015). Games on social networking sites incite the gamers to ask for help on these social platforms, as well as share the success story on the social platforms (Kaurav & Gursoy, 2022).

### **3. Mobile Game Based Marketing Campaigns Framework**

Mobile gaming App based advertisements work similar to the traditional web based advertisements. The application publishers join advertisement networks selling the advertising space in their apps to potential advertisers. The advertisers buy important spots, which can bring them closer to their target demographics. The advertisers pay to the app network for every click on the advertisements or simple impressions.

The advertisement network then passes a fraction of the advertisement revenue to the application developer where the advertisement was displayed. Some popular apps can directly work with the advertisers and fetch more revenue for advertisement campaigns than the network based advertisement. The mobile gaming app based revenue model has been shown in figure 2.



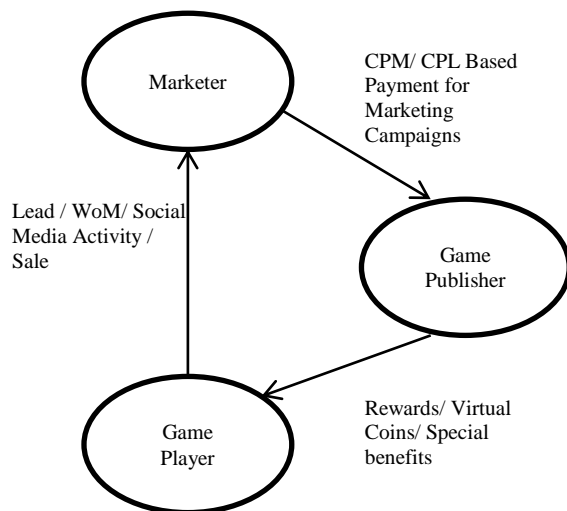


Figure 2: Game based marketing revenue model

#### 4.1 Game Publishers

Game publishers play an important role in the game based revenues. As full versions of high valued games may be chargeable, while the trial versions or games with sole objective of marketing may be free. The game publishers get a two-sided revenue model in which the game players need to pay directly for installing the game. Game publishers leverage this large audience to get additional revenue from marketing activities from the advertisers (Lee & Faber, 2007). In lieu of the game installs or specific actions in games, the publishers rewards the players with virtual coins/ social recognition or advancing to the next levels. With the dramatic growth in the smartphone users along with game players and their diversity, this double benefit business model has become very popular among the mobile game publishers.

#### 4.2 Marketers

For a successful marketing campaign, along with developing engaging content, reaching out to the target audience is also very important. The marketers have to find out the right audience which will show of intrinsic motivation in engaging with a gamification product. In-game advertising offers a great target audience for advertisers because they are engaged in long in-app sessions. On every view or action by the game player for the in-game marketing, the lead is generated for marketers. The marketers can pay for the 'per view' (Cost per million) or CPL (Cost per lead) to the game publisher.

#### 4.3 Game Players

For a long time, the customer attitude toward advertising campaigns has been a major concern for the marketers as well as researchers. Researcher have shown interest in analysing the youngster's attitude towards mobile marketing (Kumar, & Ayodeji, 2021). Since the youngsters are spending more time playing games, the advertisements built around this property have more opportunities to influence the attitude of the gamers. Engaged game players may be influenced with the product placement, or take an action like sharing contact details (lead generation), subscription or purchase. Sometimes a simple recognition and advance to next phase or special powers/ badges also motivate the game players to take action (Lee & Shin, 2017).

#### 4.4 Ad Network Pay outs

Cost per click is the most common way for payments by advertisers to the mobile app developers, but per view or other actions-based payment mechanisms are also available. The CPM (Cost per million views but practically for per thousand impressions of advertisements displayed to the users) may range from USD 0.53 to USD 1.12. If any mobile app has on an average 1,000 visitors daily seeing only two advertisements each at an eCPM of \$.50, the mobile app will get USD1.00 per day (Butner S., 2016). Similar per sales commissions are also being paid by the e-commerce and m-commerce companies to attract game publishers. Games like Supercell and Activision Blizzard's titles don't use much advertising in its games, and therefore it shows in its revenue breakdown, earning more from in-app purchases. Glu Mobile, Zynga and EA Games are more reliant on in-app purchases but also gaining good revenue from advertising (Apptopia, 2017).

## 4. Conclusion

Mobile based games offer tremendous opportunity to the brands to connect with their target customer. Since the games have the returning audience and the duration of interaction is much higher than in most of the other modes of advertisements, the opportunity is really big for the marketers. Mobile based games have further enhanced the chances of interaction with anytime availability of the game to the game players. However, the game publishers need to keep innovating in their content and come with

innovative opportunities for brands. High resolution games and enhanced graphics will increase the budget of the game developers, but can offer the improved environment for the game players. While strategizing for the game based marketing campaigns, the marketers need to analyse the game players' attitude towards the various options and timings etc. Platforms, formats, timing of the campaigns, rewards and recognition, quality and content will help derive more benefits to the marketers. As the opportunities are plenty, the marketers need to carefully choose what works for them. Revenue sharing and the in-game marketing budget spends need to be carefully planned by the advertisers. Technical issues like blinding, thick finger as well as attitude related issues need to be taken in to consideration for better outcomes. The proposed framework can certainly help in careful planning of the marketing campaigns, taking care of the most relevant factors, leading to better outcomes.

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