

**DATA-DRIVEN ORGANIZATION**

**Level Up! Enhancing your Campaigns with In-Game Advertising**

**Roundtable Summary**

With the uptick in gaming as entertainment during lockdown, the rise of competitive esports, gamers reaching celebrity status, and the growth of the metaverse, gaming has become a unique marketing opportunity that brands would be remiss to overlook.

However, this opportunity also raises critical questions. How do consumers feel about ads and other branded content in their favorite games? How do in-game ads and brand activations impact consumer behavior? How can those impacts be anticipated, and ultimately measured? Perhaps most importantly, how can brands take advantage of this burgeoning medium in ways that enhance customer experience with the gaming platform and the advertising partner?

Join us for an in-depth discussion that explores what consumers think about these new experiences, how they impact brand perceptions, and which audiences are most engaged.

**Key Takeaways:**

- **Conventional age and gender assumptions are antiquated.** We'll examine who the average gamer is and how different demographics engage with this medium.
- **Gamers notice in-game advertisements and have strong feelings about how these ads impact in-game experience.** We'll explore consumers' preferred ad formats and expectations for interactive content.
- **The metaverse is an engaging and growing medium to explore.** We'll discuss the growing opportunity for metaverse activations and where brands fit into this emerging platform.

**Roundtable Chair**



**Stephen Jepson**

EVP, Advertising Effectiveness  
DISQO  
[LinkedIn](#)

Stephen is a thought leader in ad measurement, providing high-quality and creative solutions to customers who need to understand the impact of their campaign investments. As the Executive Vice President of Sales for Advertising Effectiveness, Stephen leads the deployment of DISQO Brand solutions, delivering innovative media measurement and ad effectiveness measurement through our Brand and Outcomes Lift products, working with a growing array of client categories to improve advertising performance.