

Apex Mobile Media and AdInMo forge partnership to accelerate in-game advertising adoption

In-app adtech provider has partnered with UK based AdInMo to bring in-game advertising to its Canadian clients

Toronto and Edinburgh, London 27th January 2022. InGamePlay brand advertising platform AdInMo and Apex Mobile Media, a leader in mobile in-app advertising have announced a partnership to bring in-game advertising to the Canadian advertising ecosystem.

Apex Mobile Media launched APEX Gaming Network (AGN) in late 2021, a division dedicated to help brands reach and engage gaming audiences in Canada and will be working with AdInMo to offer immersive brand experiences on mobile platforms including AR & VR as part of AGN.

AdInMo's InGamePlay brand advertising platform offers a more immersive experience for gamers, where ads are seamlessly integrated into actual gameplay and do not interrupt gameplay. Maintaining player immersion means the mobile display ads offer a more authentic engagement for advertisers looking to reach new and hard-to-reach audiences.

According to a recent industry [study](#) by Pocketgamer, dynamic in-game advertising is the monetization channel most mobile game developers will most likely adopt in 2022 and the supply of in-game advertising inventory available to ad buyers will continue to increase exponentially.

Apex Mobile Media "AGN" CEO/co-founder Walder Amaya said: "The AdInMo partnership is a powerful combination for Apex Mobile to offer our current base of clients and Brands in the Canadian market. Within our gaming division "AGN" the deep understanding of the complex digital gaming market in Canada is unique and this partnership further enhances our commitment to bring world class solutions to our clients."

Kristan Rivers, CEO and Co-Founder of AdInMo added: "We're delighted to be working with the team at Apex Mobile Media to bring InGamePlay brand campaigns to the Canadian market. In 2022 in-game advertising will become a standard part of the programmatic digital media mix, not reliant on custom or one-off activations. Mobile will drive the adoption of immersive brand experiences and is the

gateway to engaging players in the metaverse. The Apex team shares our vision of in-game advertising's true scale and potential. We're excited to be part of their Gaming Network."

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For further information, images or interviews, contact:

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About AdInMo

AdInMo's InGamePlay brand advertising platform serves click-free immersive ads without interrupting game flow. We deliver engaged audiences for advertisers and quality monetization for mobile games developers & publishers by offering authentic brand experiences that keep players happy. Our global mobile reach and InGamePlay inventory enables advertisers to target premium audiences and developers to generate additional revenue without impacting the player experience.

<https://www.adinmo.com/>

About APEX Mobile Media

APEX Mobile Media is a leading mobile marketing solution company that delivers unparalleled end-to-end digital advertising services to brands and agencies in Canada and specializes in providing brands with a premium and transparent mobile advertising experience.

<https://www.apexmobilemedia.com/>