

NATIVE CREATIVE DYNAMICALLY UPDATED

INTRODUCING SOPHISTICATED ADVERTISING TO VIDEO GAMES

thinkdigital & anzu





GAMING HAS SCALE UNQUESTIONABLE REACH

NORTH AMERICA

212M

EUROPE

408M

ASIA PACIFIC

1,615M

MIDDLE EAST
& AFRICA

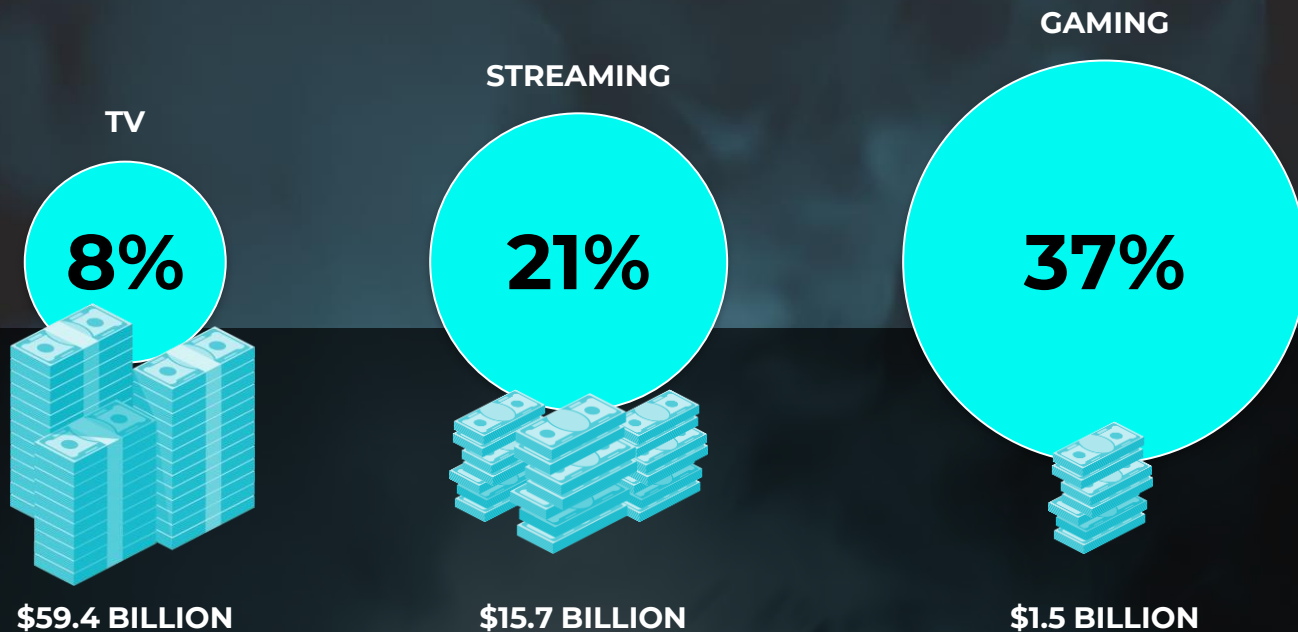
434M

LATIN AMERICA

289M



TIME SPENT **VS.** MARKETING DOLLARS SPENT



Source | AdWeek



Percentage of media diet



Brands spending in this channel

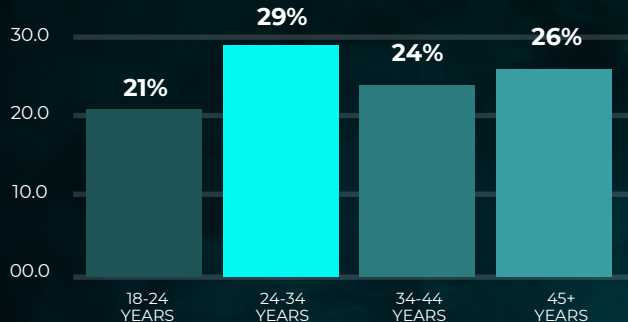


EMEA GAMERS

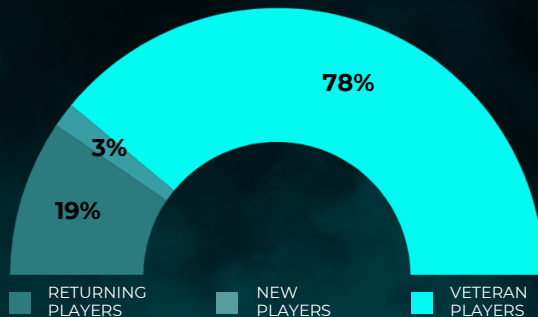


845M play games in Europe, the Middle East, and Africa in 2021.

GAMERS BY AGE



EXPERIENCE LEVELS



GAMERS BY GENDER





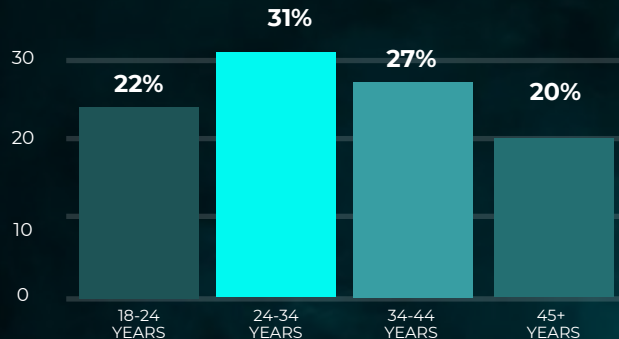
42% OF THE RO POPULATION PLAY GAMES



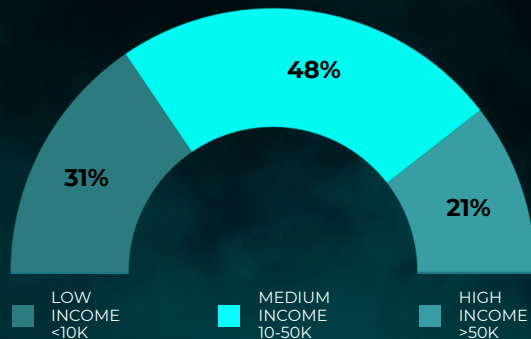
8M people played games in the RO in 2021.

68% of those who started playing mobile games during COVID will likely continue to play after the pandemic.

GAMERS BY AGE



GAMERS BY INCOME



GAMERS BY GENDER





THE WORLD'S MOST ADVANCED IN-GAME ADVERTISING SOLUTION

Operating across mobile, PC, and console platforms, Anzu blends real-world brand ads directly into video games, esports tournaments, and live streams. The only solution of its kind to **bring real-time analytics and existing digital industry standards in-game**, Anzu's patented, adaptive technology features blended, yet highly viewable IAB-compliant ad formats.

Anzu's **full suite of one-of-a-kind AdTech integrations** includes ad viewability, brand lift measurement, as well as audience verification, data enrichment, and fraud detection.





ANZU IS ON A MISSION TO MAKE ADVERTISING IN GAMES BETTER



BETTER FOR GAME DEVELOPERS:
ADD A NEW, SUSTAINABLE
REVENUE STREAM



BETTER FOR BRAND ADVERTISERS:
ADD A NEW, SCALABLE
ADVERTISING CHANNEL



BETTER FOR GAMERS:
KEEP ON PLAYING





PEOPLE DON'T HATE ADS, THEY HATE BAD ADS



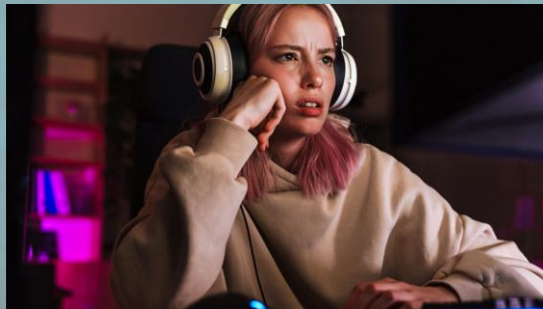


WHY HAVE BRANDS BEEN SLOW TO ADOPT? THREE MAJOR ROADBLOCKS

ANNOYING AD FORMATS, BAD USER EXPERIENCES



LIMITED CONSOLE & PC OPPORTUNITIES



LIMITED MEASUREMENT





A BETTER EXPERIENCE FOR GAMERS

Anzu is designing a new type of in-game communication delivered to gamers in a premium, creative, and non-disruptive way.



BLENDED

Non interruptive
native formats that
keep game play intact



RELEVANT

Adaptive tailored
messaging that's
custom and personal



REALISTIC

Real-world campaigns
that enhance game
environments

LET
GAMERS
PLAY



A BETTER EXPERIENCE FOR ADVERTISERS

Reliable, cost-effective reach with coveted, valuable and elusive audiences.



EXCLUSIVE

Coveted, valuable, and elusive audiences exclusive gaming inventory across 12 platforms



VIEWABLE

World's first 3D tracking engine to guarantee that only viewable impressions are paid for



INTELLIGENT

Advanced targeting on all game platforms



ADAPTIVE

Custom, dynamic, real-time ad delivery using first-party data to bring relevant ads to the right audiences



VERIFIED

Brand safety, ad verification, and audience verification with Anzu's exclusive AdTech partners



TRANSPARENT

Detailed campaign analytics tracked and reported, integrated with standard display metrics



FORMAT SUITE: NATIVE, CREATIVE, DYNAMICALLY UPDATED

Automated Adaptive Aspect Ratio Match - proprietary rendering functions match the ad to the environment where the ad appears.



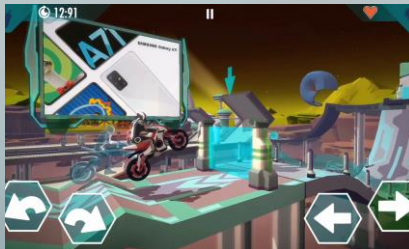
BLENDED DISPLAY



- ▶ Standard IAB creatives
- ▶ Internal / RTB
- ▶ Static or dynamic
- ▶ Rectangular shape
- ▶ Interactivity options



BLENDED VIDEO



- ▶ Standard IAB creatives
- ▶ Internal / VAST / RTB
- ▶ Rectangular shape
- ▶ Interactivity options



CUSTOM AD



- ▶ Bespoke branding
- ▶ Sponsorship packages
- ▶ Complex shapes
- ▶ Interactivity options



WORLD'S FIRST REAL-TIME 3D AD TRACKING ENGINE



IAB / MRC Standard
compliant



Patented in-game ad
viewability measurement



First-to-market in-game
ad viewability with
ORACLE
Advertising



Measures guaranteed
viewable impressions



Standard display
comparison



MEASUREMENT AND QUALITY CONTROL THE FIRST TO BRING ADTECH IN-GAME

Anzu has assembled the best AdTech solutions to set the standards for in-game advertising.

AD VIEWABILITY AUDIT

ORACLE
Advertising

FRAUD DETECTION

ORACLE
Advertising



BRAND LIFT MEASUREMENT

◀▶ **Nielsen**

KANTAR

comscore

GWI.

Lumen

upwave

ondevice
research

AUDIENCE VERIFICATION

◀▶ **Nielsen**

COOKIE-FREE DATA ENRICHMENT

KOCHAVA★

MAXMIND



TARGETING WITHOUT COOKIES AND PERSISTENT IDENTIFIERS

Anzu offers several solutions that provide precise audience targeting across platforms and devices without using persistent user identifiers so the users keep their privacy, the solution works across platforms and:



**LOCATION-BASED
DEMOGRAPHICS**



**CONTEXTUAL
TARGETING**



**FIRST-PARTY
DATA**



**RETARGETING IN THE HOUSEHOLD
LEVEL & PROBABILISTIC RETARGETING**



**REPORTING WITHOUT COOKIES
AND PERSISTENT IDENTIFIERS**



ADVANCED OPTIMIZATION THROUGH HIGH-QUALITY DIRECT SDK TRAFFIC



**IAB & TAG
REGISTERED**



**ALL IAB AD
FORMATS & SIZES**



**TCF 2.0
SUPPORT**



**APP-ADS.TXT &
SELLERS.JSON
AUTHORIZED**



**CUSTOM PIXELS
WITH 60+ TEMPLATE
MACROS**



**VIDEO PROGRESS &
COMPLETION RATE**



**FREQUENCY
CAPPING**



**IMPRESSION &
BUDGET LIMITS**



**PREFERRED DEALS
AND PMP SUPPORT**



**REAL-TIME
ANALYTICS**



PRECISE TARGETING THROUGH HIGH-QUALITY DIRECT SDK TRAFFIC



**PUBLISHER, GAME &
PLACEMENT TARGETING**



**CONTEXTUAL &
BEHAVIOURAL TARGETING**



**PLATFORM, DEVICE &
CONNECTION PROPERTIES**



**GEO, AGE &
DEMOGRAPHICS**



**HYPERLOCATION
TARGETING**



**DAY & TIME
TARGETING**



THE MOST **SECURE** SOLUTION

The Anzu comprehensive security guarantee means we undergo regular audits for security and data privacy.



SECURITY

Anzu encrypts all data, requires **2-factor authentication**, is the first and only in-game advertising solution to receive highest-level **ISO 27001 security audit**, and more.



COMPLIANCE

Anzu is **GDPR, COPPA & CCPA** compliant.



DATA PRIVACY

User data is **strictly supervised**. Only the data approved by publishers can be sent to 3rd-party demand Partners, brand safety, fraud detection, and such.





GAME INVENTORY AND GLOBAL PROFILE



+150M MONTHLY ACTIVE USERS



GLOBAL REACH AND MULTIPLE
GAME GENRES



5.5BN MONTHLY IMPRESSIONS

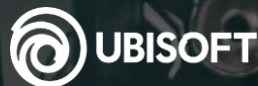


ALL AGES AND GENDERS



CONSOLE, PC, MOBILE, ROBLOX

thinkdigital



LittleOrbit



MINICLIP



Voodoo



SABER
INTERACTIVE

MY.GAMES



TapNation

zynga.



SELECT GAMING PARTNERS ACROSS MOBILE, PC, CONSOLE



TRACKMANIA



ZULA



FINAL KICK



MY STORY



BUBBLE SHOOTER



APB: RELOADED



REAL BASKETBALL



MAD GAMES TYCOON



GRAVITY RIDER ZERO



GANG BATTLE ARENA



KAEPERNICK FOOTBALL



MAD TOWER TYCOON



HOUSE PARTY



WORLD CRICKET CHAMPIONSHIP 2



TOURING KARTS



FIE SWORDPLAY



DRIFT هجولة



ANIMAL DOCTOR



FOOTLOL



SUBWAY SURFERS



SUPER SOCCER BLAST



MINI GOLF STARS: RETRO GOLF GAME



3D AIM TRAINER



DIRT TRACKIN 2



BALL 3D



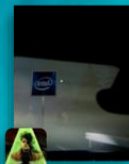
ZOMBIE DERBY 2



AXIS FOOTBALL



PADEL CLASH



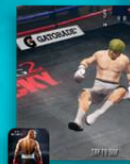
SANITY OF MORRIS



WORLD CUP SKI RACING



POLICE CHASE



REAL BOXING 2



FOOTBALL, TACTICS & GLORY



TAKE OVER THE ENTIRE GAME FOR INSTANT BRAND AWARENESS

OVERVIEW

New product launch? Big announcement? Or just need to get back in touch with your audience? A game takeover provides you with all the benefits of in-game advertising, along with **100% ownership of the gameplay**. Leverage this unique opportunity to **reach engaged audiences** instantaneously.



Control the look and feel of the gameplay



Build brand affinity with 100% share of voice



Run high impact ad campaigns



Level up with advanced brand measurement solutions

FORMATS:



banner



video



custom*

*Dependant on game

PLATFORMS:



mobile



console



PC



WAS

0

1ST QTR
5:00

0

ATL

FINANCE

FINANCE

FINANCE

FINANCE
online banking
from anywhere

Wash

WASH STATE FOOTBALL
WASH STATE FOOTBALL





SELECT GAMES

3D AIM TRAINER

By 3D Aim Trainer



PREFERRED AIM TRAINER FOR HARDCORE GAMERS

Call of Duty, Fortnite, Counterstrike, etc.



GEN-Z MALE AUDIENCE COMPOSITION



A BRAND-SAFE WAY TO ENTER A POPULAR SHOOTER GENRE

No blood, no violence

thinkdigital





SELECT GAMES

ROBLOX



INTEGRATED EXPERIENCES

35+



DAILY ACTIVE USERS

43,200,000



MONTHLY ACTIVE USERS

202,000,000



TOP GEOS

US, UK, BR, MX, RU, CA, AU, TR, PL

thinkdigital





SELECT GAMES



THE BIGGEST OFF-ROAD DESERT RACING ADVENTURE, FEATURING TRUE DAKAR RALLYING



38 STAGES OF FULL OPEN WORLD
played with the official licensed Dakar teams, pilots and vehicles



+20,000 KM OF OPEN WORLD,
in single-player or multiplayer mode

Expected release date:
Q2 2022

thinkdigital



PC



XBOX



PS4



ANZU: THE DOMINANT FORCE

By taking an innovative and customer-focused approach, Anzu is paving a new path for in-game advertising.

MEETING EVERY STANDARD FOR CONSOLE AND AAA GAMES	EXCLUSIVE PROVIDER OF IN-GAME DIGITAL STANDARDS	BEST IN-GAME ADVERTISING SOLUTION FOR BRANDS
 Sole licensed in-game advertising provider for Xbox	 Programmatic advertising on mobile, PC, and console	 +100 live cross-platform games across genres globally
 Verified by Unity, and supports all major and custom-built game engines	 Banner and video ad support for all sizes and formats	 +30 exclusive game offerings
 Only in-game ad company to be ISO 27001 certified - the highest standard for privacy and security	 First-to-market in-game viewability with Oracle Moat, fraud detection, brand uplift measurement	 +40 live programmatic partners, including all major DSPs



Verified
Solutions
Partner

	BLENDED IMAGE		BLENDED VIDEO	
	MOBILE	PC & CONSOLE	MOBILE	PC & CONSOLE
All Games	€ 3.50	€ 7.00	€ 5.30	€ 10.50
Roblox	€ 7.00			

thinkdigital &



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