AllMediaDesk

AllMediaDesk opens up audio advertising in the app and game environment

Düsseldorf, August 25, 2022

From August 2022, the Düsseldorf booking platform will be introducing the option of booking audio advertising in the in-app and in-game environment.

For example, an audio spot will be integrated into mobile games, which will then be played during the course of the game and accompanied by a clickable banner.

The use of apps and games on smartphones has risen strongly in recent years. That's why advertisers and agencies are constantly looking for ways to place ads in these environments.

"The combination of audio advertising with display elements offers a very attention-grabbing form of advertising here, which in the process does not interrupt the flow of the game or app use, and is therefore not perceived as annoying by the user," says Matthias Mroczkowski, Chief Sales Officer of AllMediaDesk, "this is also shown in studies: 3 out of 4 players would rather accept advertising than pay for the game."

Over 3,500 apps can be booked in bundled form via AllMediaDesk's platform. With around 2,200 apps, the focus is on mobile games, especially from the casual gaming sector. However, other apps such as those from fitness apps are also part of the portfolio and can be booked specifically.

For Matthias Mroczkowski, the booking of audio advertising in apps is particularly effective: "On average, the click rates of the combined advertising form of audio advertising and display in campaigns that have already been implemented were around 1%, which is significantly higher than is otherwise usual for pure display bookings in the online sector.

The Düsseldorf-based company is working in this segment with US specialist Audiomob, which is responsible for convincing app and game developers to incorporate the advertising form into their apps.

About AllMediaDesk
AllMediaDesk is a global IT company in the media and advertising industry. AllMediaDesk operates a platform that enables advertisers and agencies to easily plan and automatically book advertising campaigns with media providers. AllMediaDesk supports media groups with technology for automating sales processes and also in creating advertising units automatically and managing their advertising inventory in the best possible way.