


ABOUT PLAYABLE ADS:

There have been numerous arguments and facts presented on why Playable Ads are better than video ads, which you can read in various blogs by ad networks and researchers. However, we believe that Playable Ads are not an alternative to video ads but can go hand in hand or complement them. For example, after a video, you can place an animated End Card that resembles a video and offers users the chance to try the game. Alternatively, you can integrate a full playable ad with a shortened gameplay experience. Additionally, you can launch separate ad campaigns with both video and playable ads to determine which format performs better for your specific needs.

Moreover, many analyses focus on raw numbers but overlook the fact that users who have experienced gameplay firsthand are far more valuable than those who have only watched a video.

**TAP INTO SUCCESS
WITH PLAYABLE ADS!**

**33%
OFF**

 Includes localization in multiple languages to ensure your ads reach and resonate with a global audience.

SUPPORT NETWORKS:



 <https://playable.store>

 info@playable.store

 https://t.me/playable_store

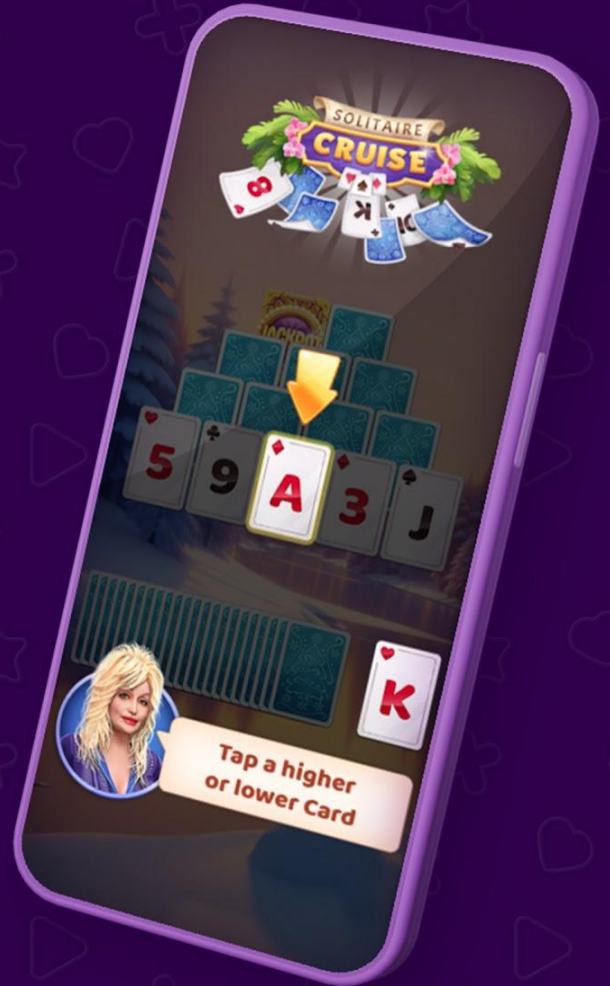
 www.linkedin.com/company/playable-store



END CARDS

ABOUT END CARDS:

This type of ad is often used after video ads, and it's crucial that it's not just a static image or one where only a hand nudges the user to tap on the ad. We design End Cards in a way that makes users want to tap and try the game. Naturally, we always include a hand with a hint for the first action. There's a CTA (Call-to-Action) that isn't static but animated, drawing the user's attention and describing the gameplay in three words. And, of course, we don't forget the most important aspect — the main scene, which feels alive. This can be through animations of the game's key elements or an animated background, but in a way that doesn't distract the user, only enhancing the realism of the gameplay experience.



[VIEW DEMO 1](#)

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[VIEW DEMO 3](#)

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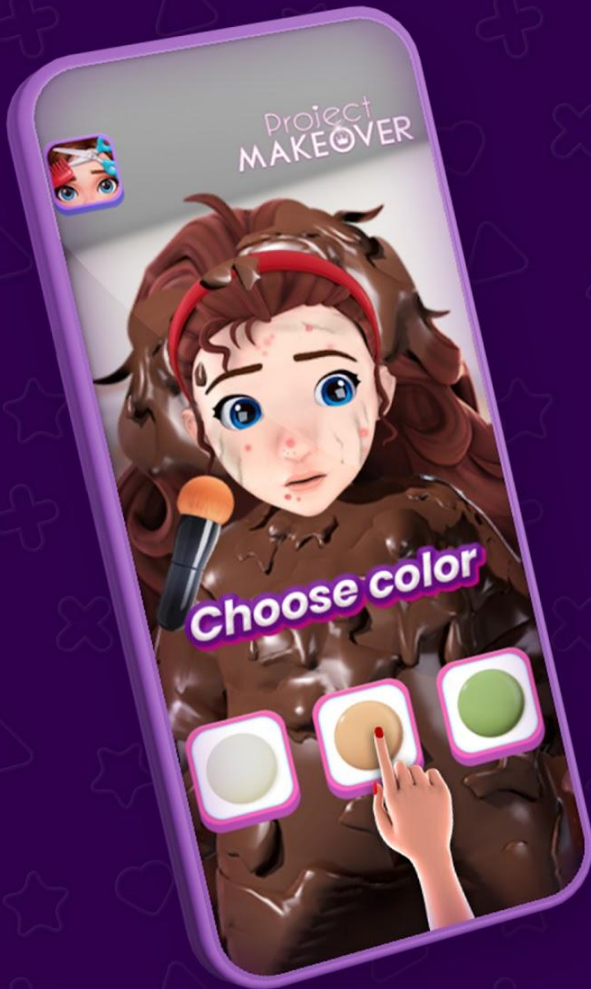
[VIEW DEMO 5](#)

[VIEW DEMO 6](#)

INTERSTITIAL ADS

ABOUT INTERSTITIAL ADS:

This type of ad may involve just a few taps to complete or feature gameplay with consistent functionality that doesn't require significant development effort. As the saying goes: "The simpler, the better." Sometimes, overly long gameplay can tire users, causing them to lose interest before finishing. With this type of ad, that won't happen. This style of playable ad is perfect for Interstitial ads, which are time-limited, or for longer gameplay suited to Idle or Tycoon games, where the number of taps doesn't affect the gameplay. Additionally, with this ad, you will also receive an End Card free of charge.



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FULL PLAYABLE ADS

ABOUT FULL PLAYABLE ADS:

This type of ad is suitable for most games. It includes simple functionality, which may consist of several scenes, as well as a lose or win screen, or another type of ad completion. In this type of ad, each user will finish the game within the ad's runtime and fully experience the gameplay, which should improve the quality of players who download the game. In addition to the main ad, which will last no more than 20-25 seconds (as users typically spend an average of 5 seconds engaging with the gameplay), we will also prepare an End Card and an Interstitial version, allowing you to better scale your advertising efforts.



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BEST PLAYABLE ADS



ABOUT INTERSTITIAL ADS:

This ad type can include functionality of any complexity, as well as gameplay with no time limits. It also covers ads with extensive or complex animations, including character animations. This category includes both 3D ads and 2D ads with physics.

It also features ads with multiple scenes and various scenarios. And of course, complex mechanics such as Match3, where you don't just match three identical objects but can also create bombs with diverse functionalities, all with effects that match those of the original game.

In short, it's an "All-Inclusive" experience. We will provide you with several configuration options, including an End Card, an Interstitial version, and a multi-tap version.

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MEET OUR TEAM



Oleksandr Rozhnov

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CONTACT US



**GET IN TOUCH FOR MORE INFORMATION
OR TO DISCUSS YOUR PROJECT!**



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