

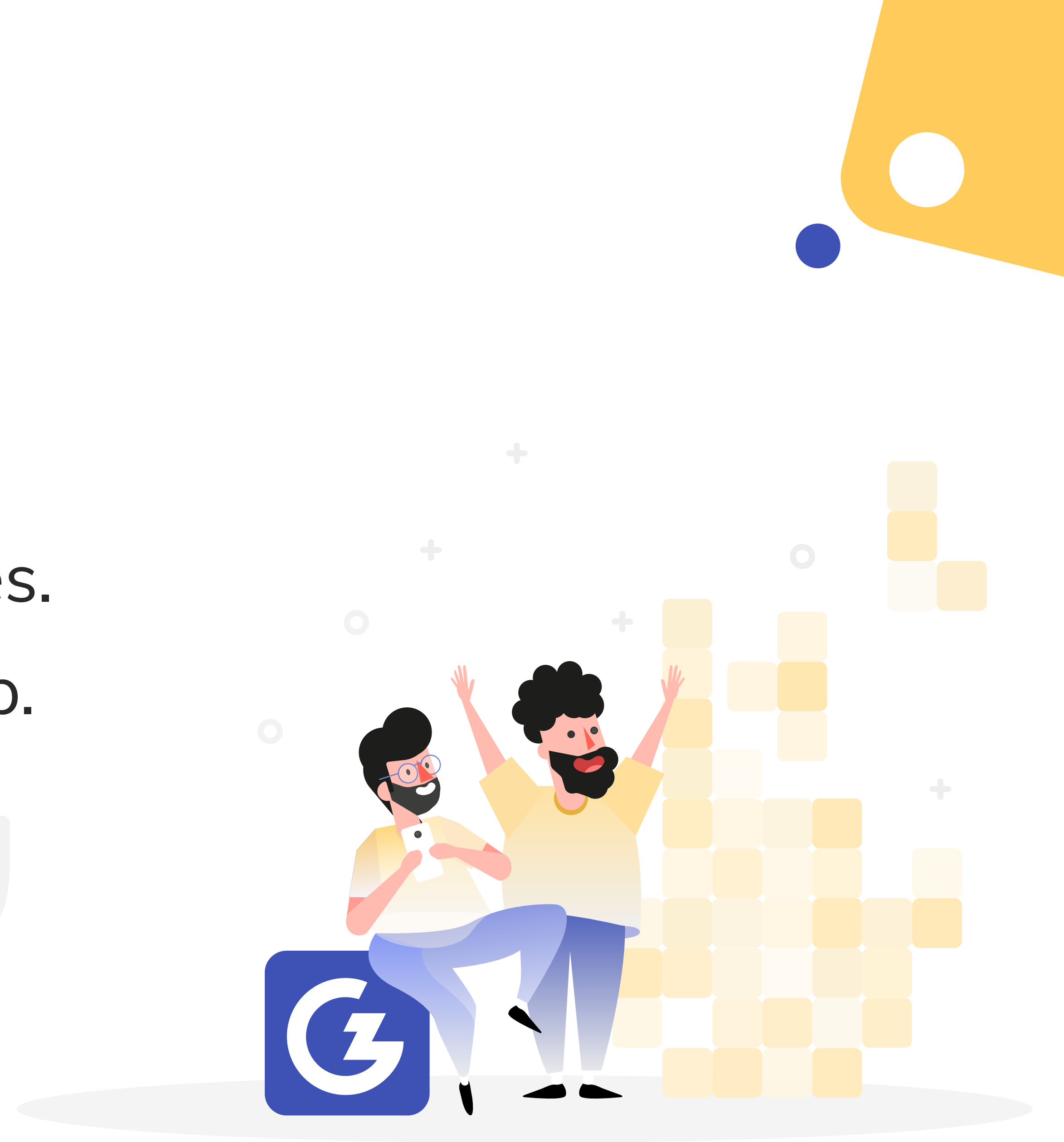
**Target casual
gamers that spend**



“

In 2020,
326 Mn Indians played mobile games.
272 Mn of those played on Gamezop.

”



Gaming categories



We have **250+** games across most popular categories



Arcade



Action



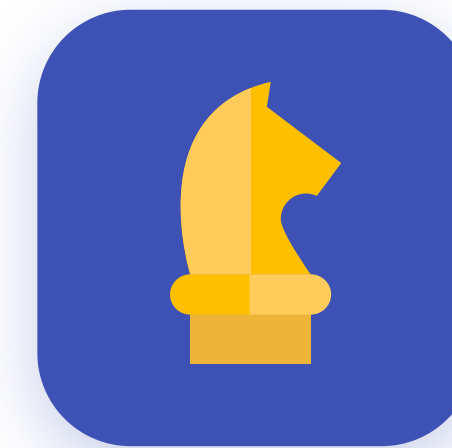
Sports & Racing



Puzzle & Logic



Adventure



Strategy

Impact



In Jan 2021, we served **250 Mn** ads to **35 Mn** users

35 Mn

MAUs

2 Mn

DAUs

250 Mn

Ad Impressions

4.3 Mn

Ad Clicks

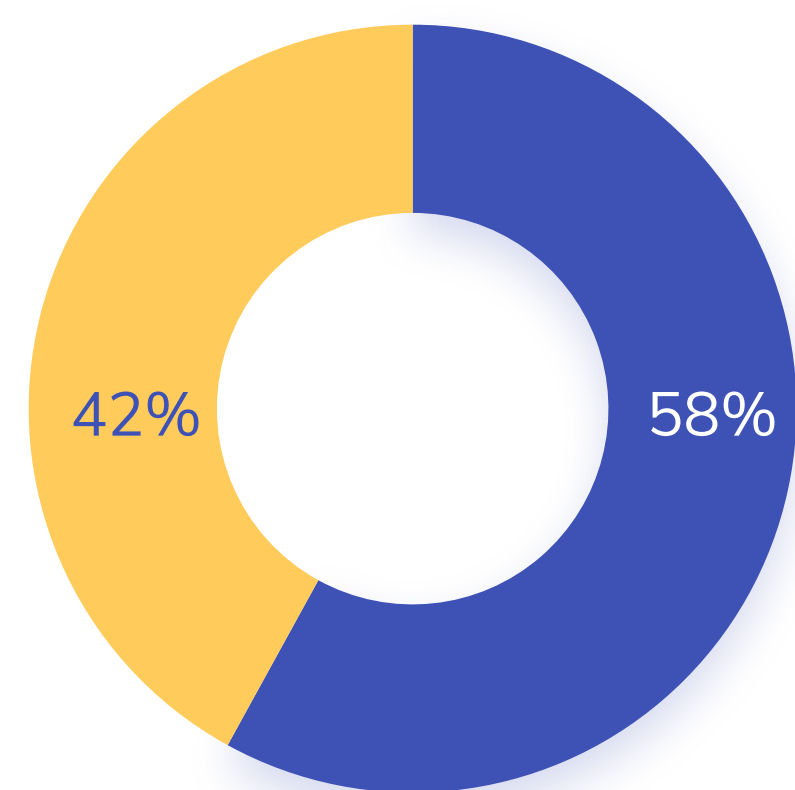
17.5 mins

Avg. Session

Demographics

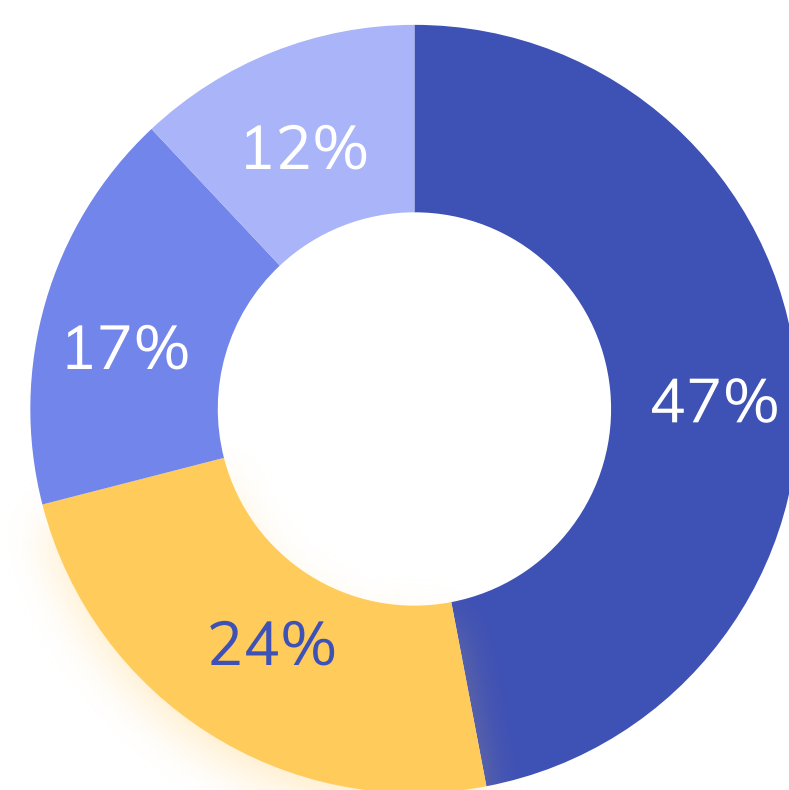


Healthy mix of demographics with penetrating reach



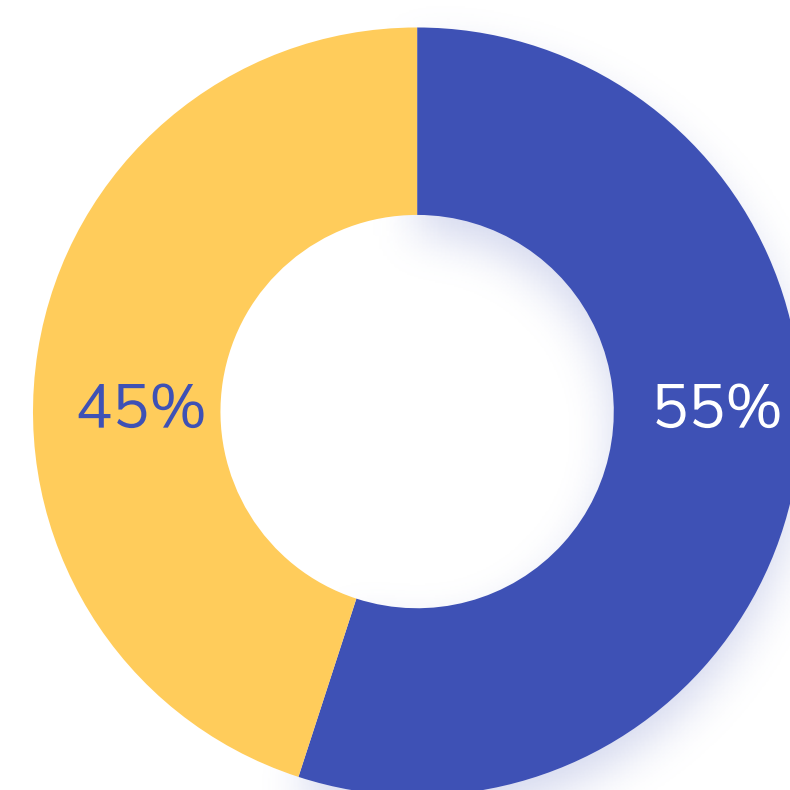
Gender

Male
Female



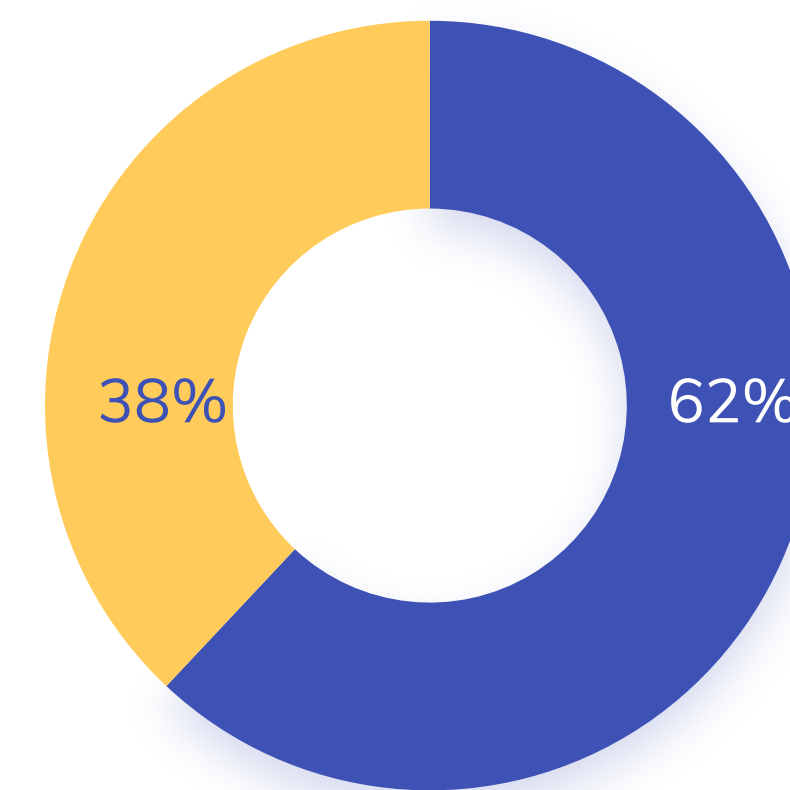
Age

25-34
18-24
35-44
45+



Location

Tier 1
Tier 2 & 3



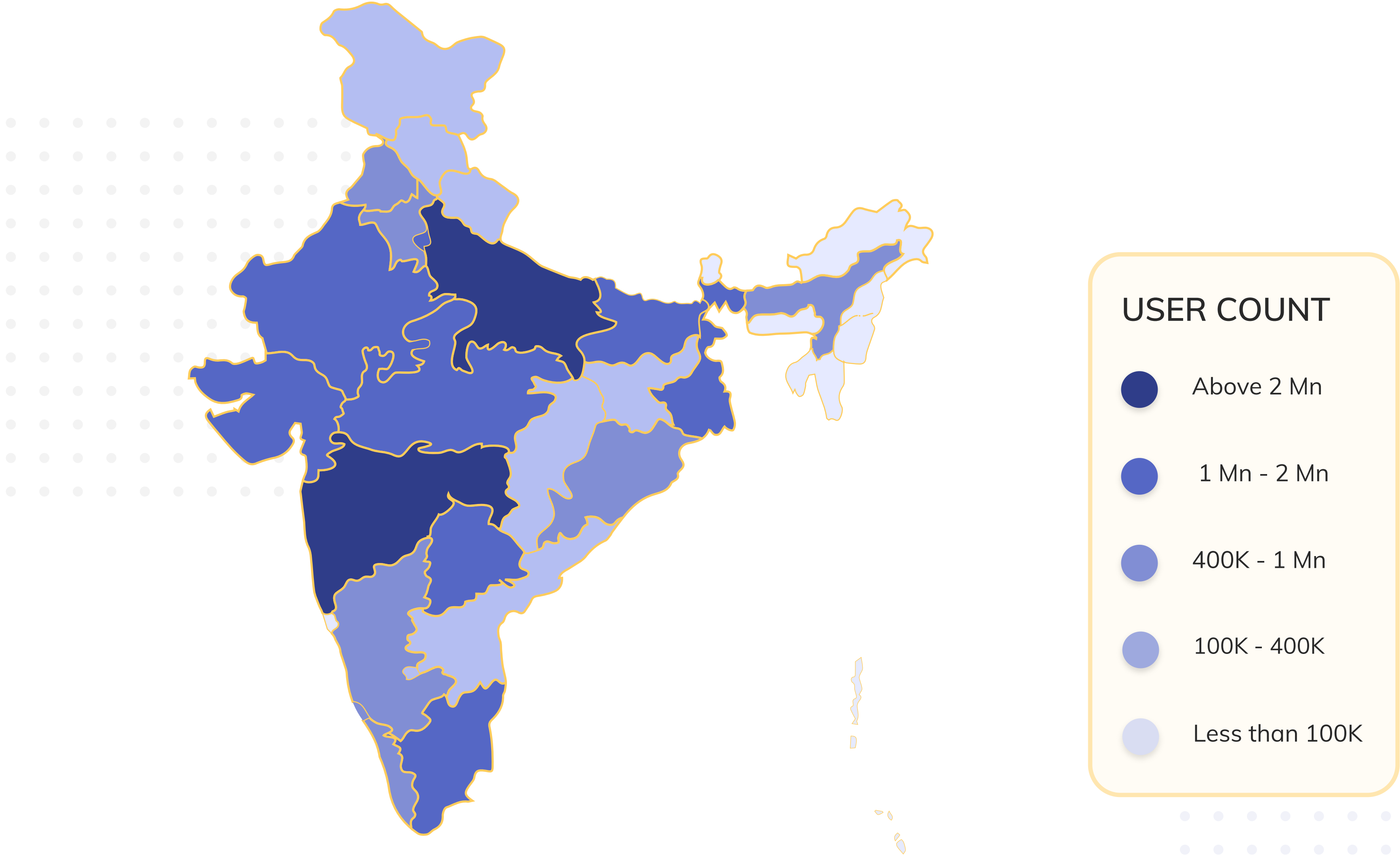
Language

English
Hindi

Users



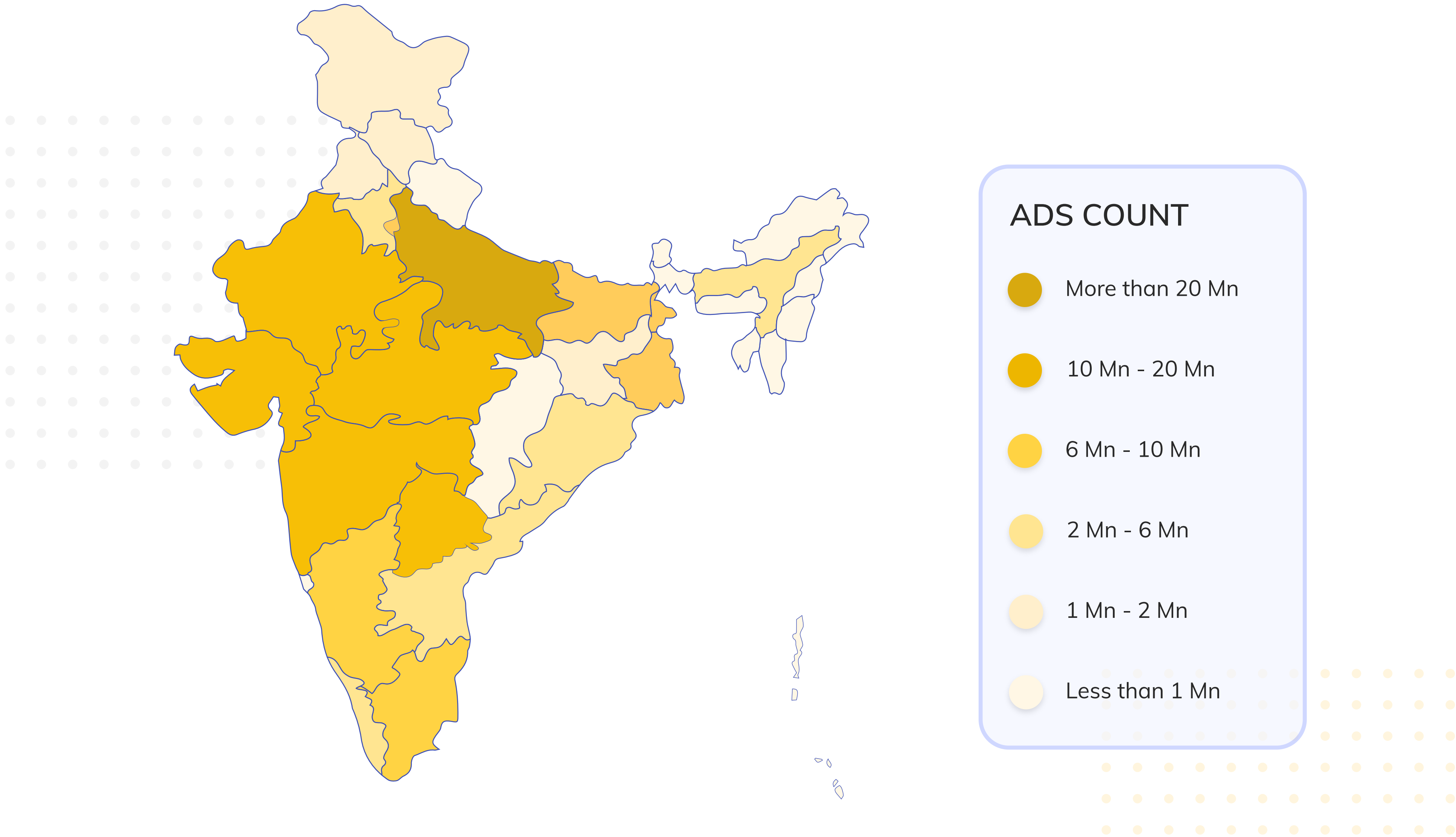
In Jan 2021, we saw **35 Mn** engaged users pan India



Ad impressions



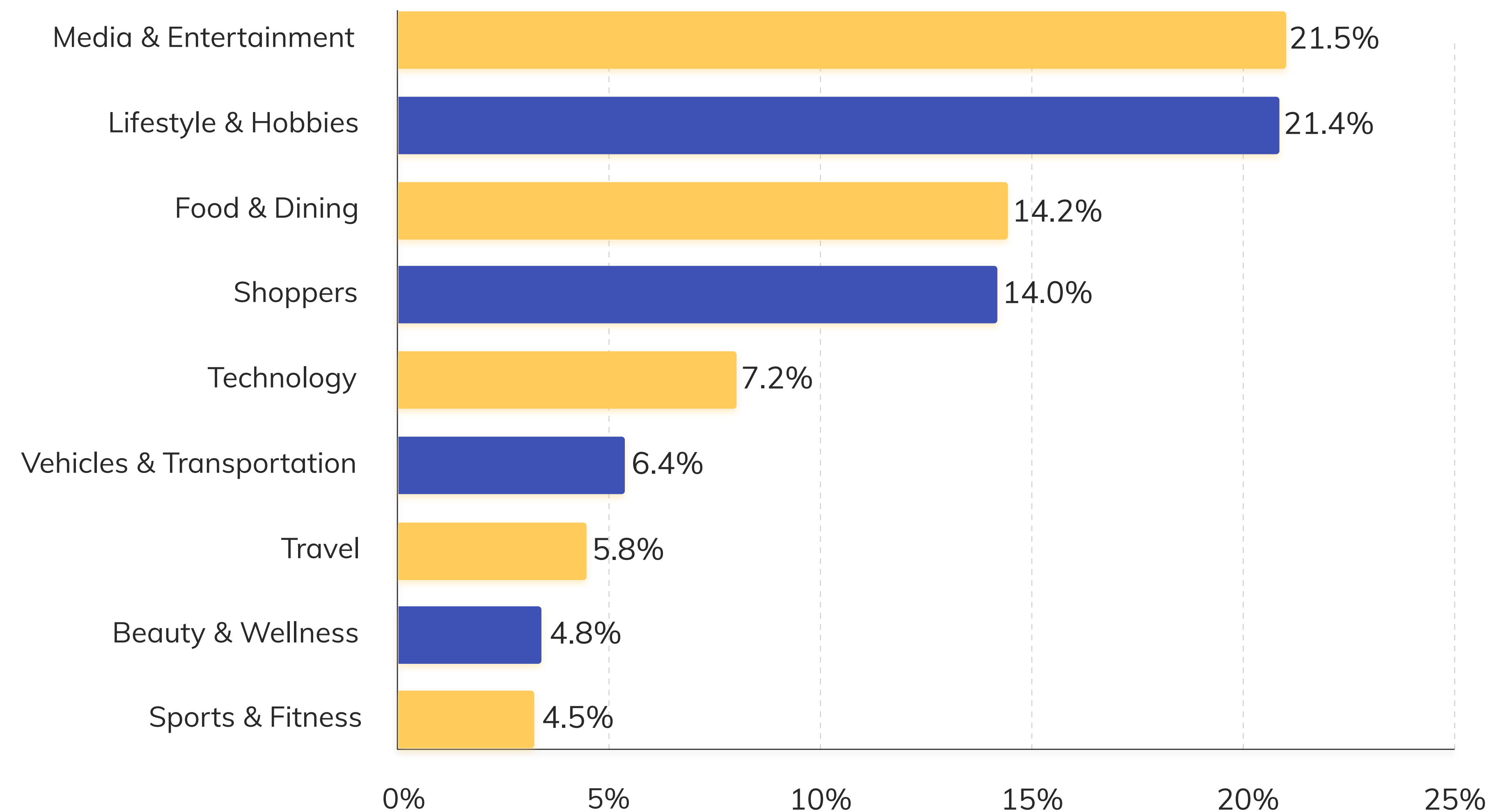
In Jan 2021, we served **250 Mn** ads pan India



Affinity



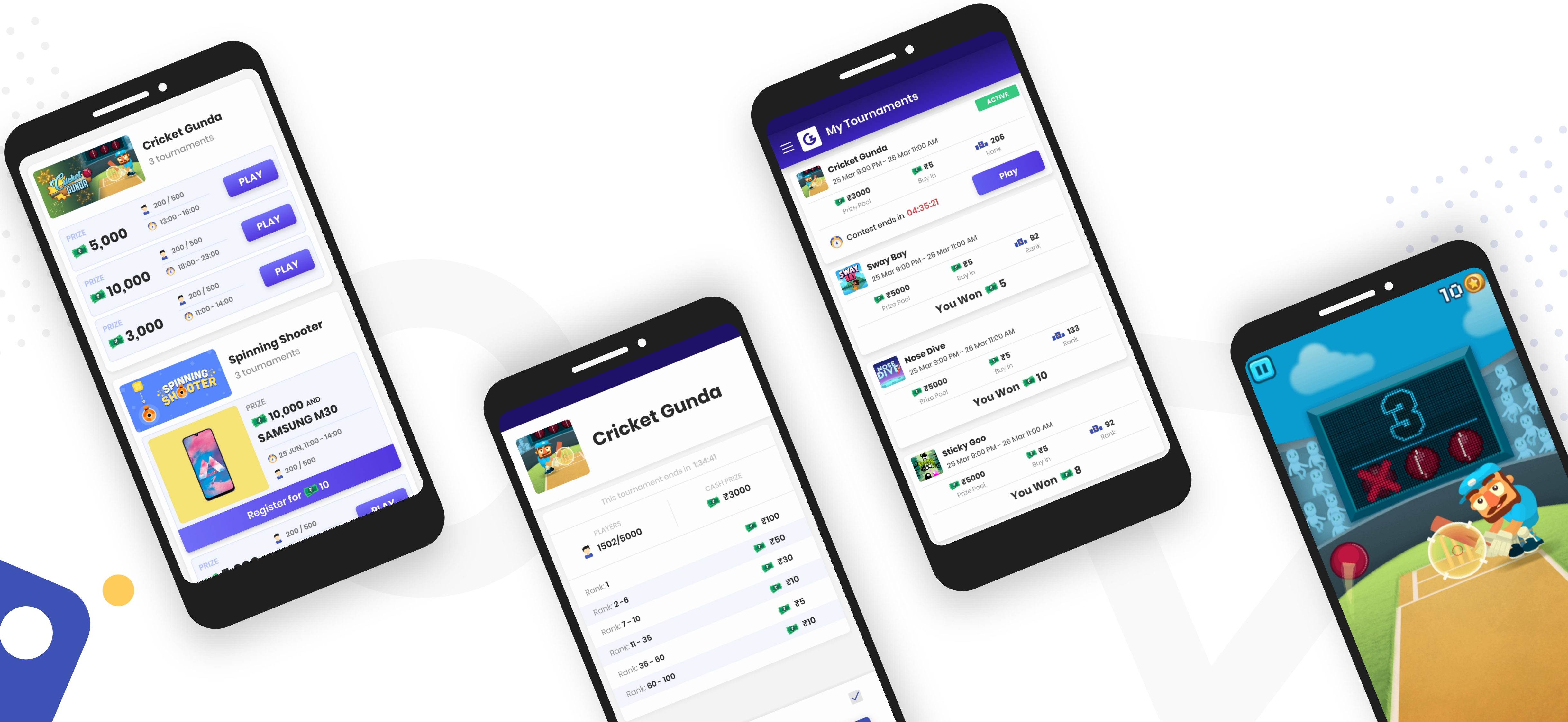
In addition to gaming, our users exhibit various affinities



Premium segment



Gamezop users are spenders; they pay to play



Current advertisers



B2C brands across segments target our users

amazon

paytm

airbnb

Uber

make *my* trip

G GROFERS

redBus

B
BALLEBRAZI

AXIS BANK

fabindia

vodafone

BYJU'S
The Learning App

CARS24

FANTAIN
PLAY SMART, WIN BIG

Marriott

adda52.com

mi

HOWZAT

intel

Mondelez
International

Serving capabilities



Flexibility with all kinds of working relationships

Programmatic Guaranteed Deals ✓

Direct Deals ✓

Preferred Deals ✓



Ad formats

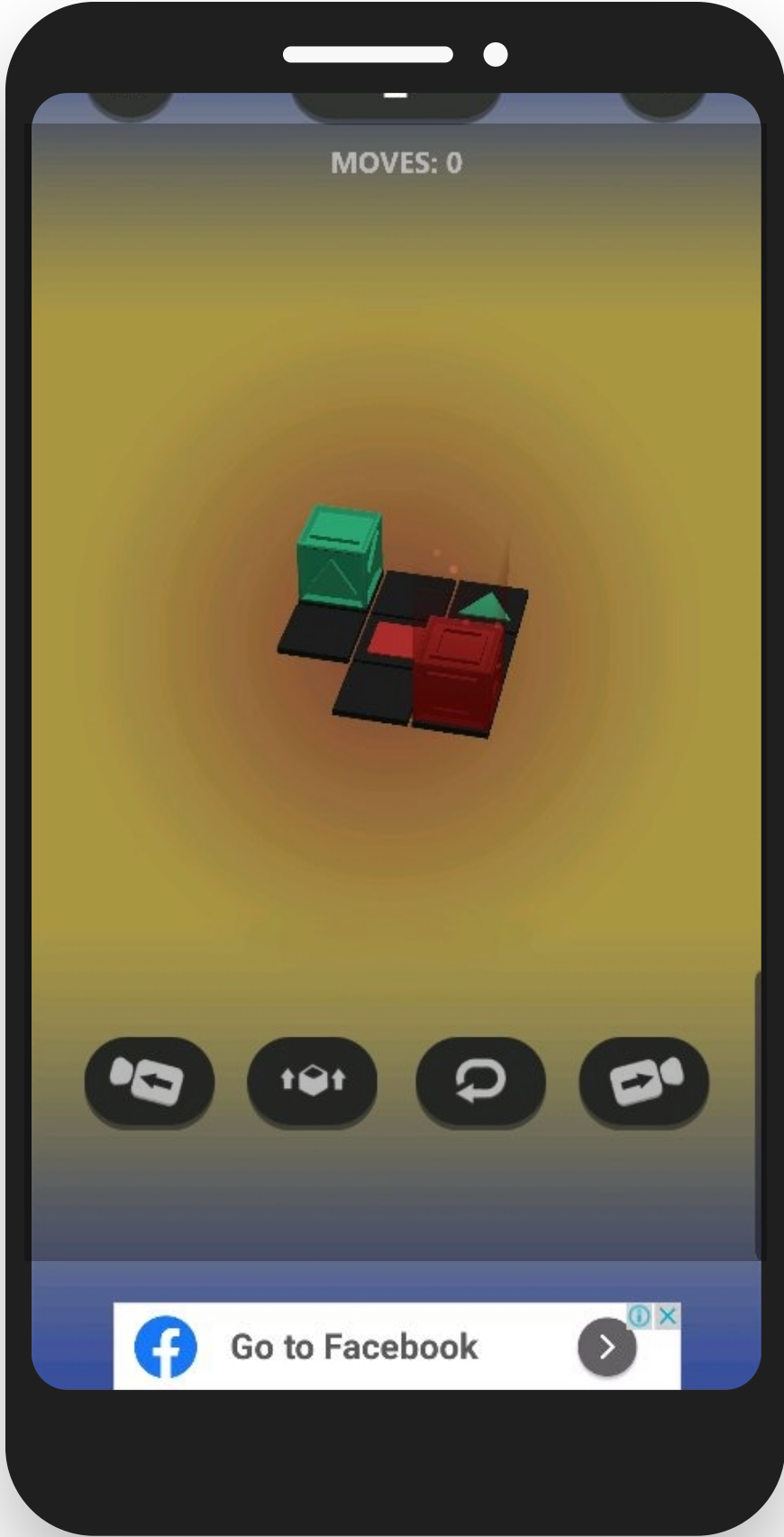


Banner Ads

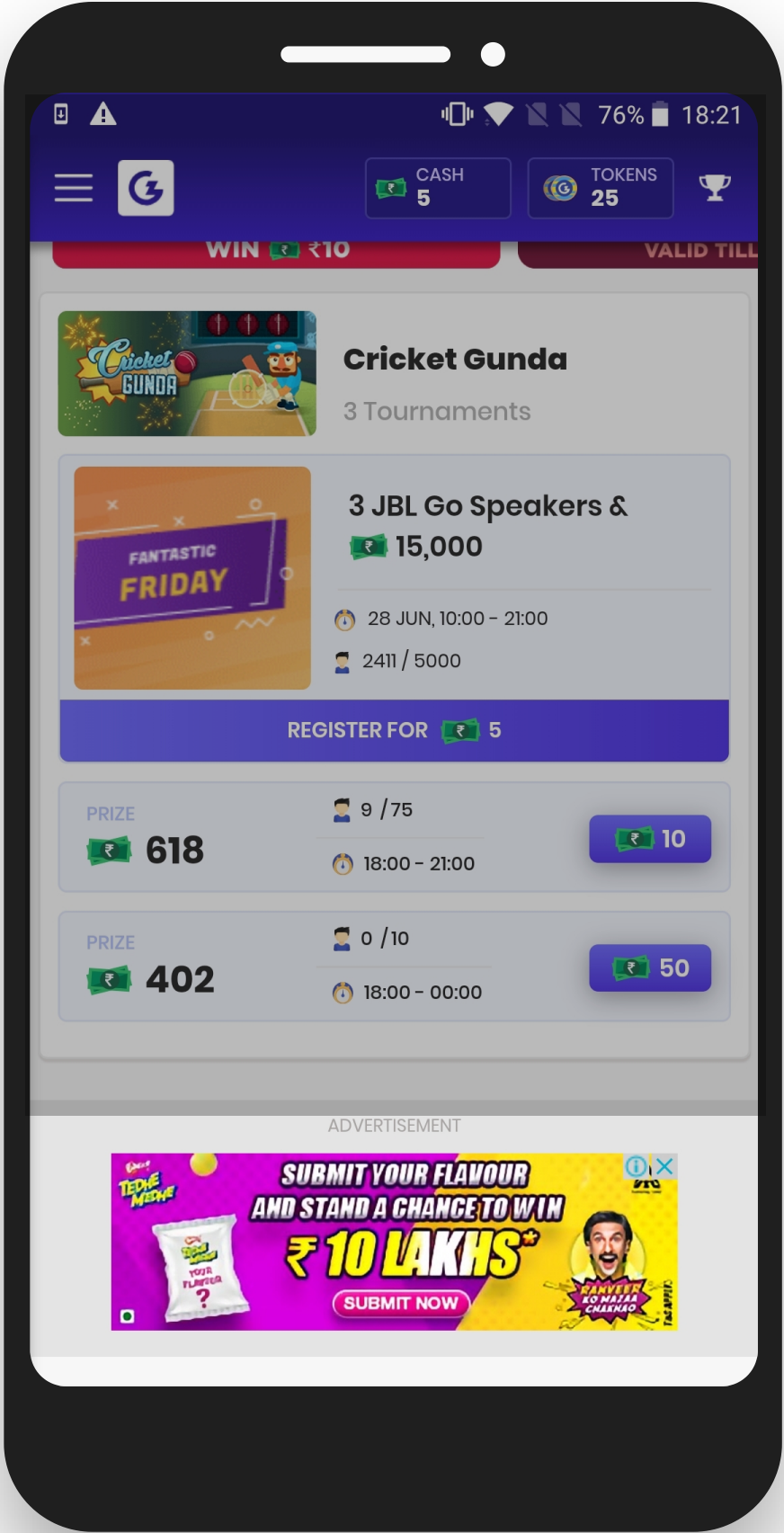
Impressions

130 Mn - 140 Mn per month

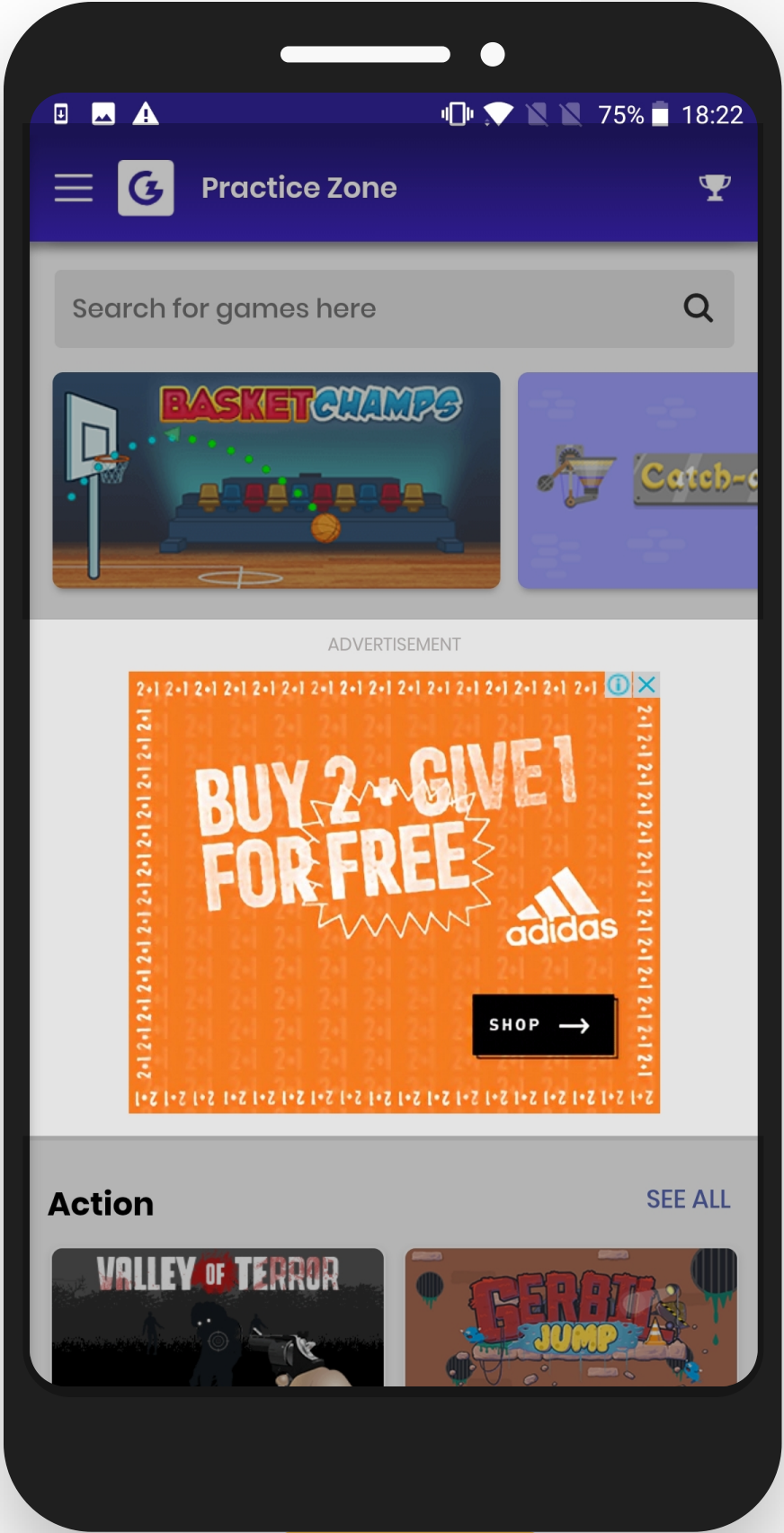
320 x 50



320 x 100



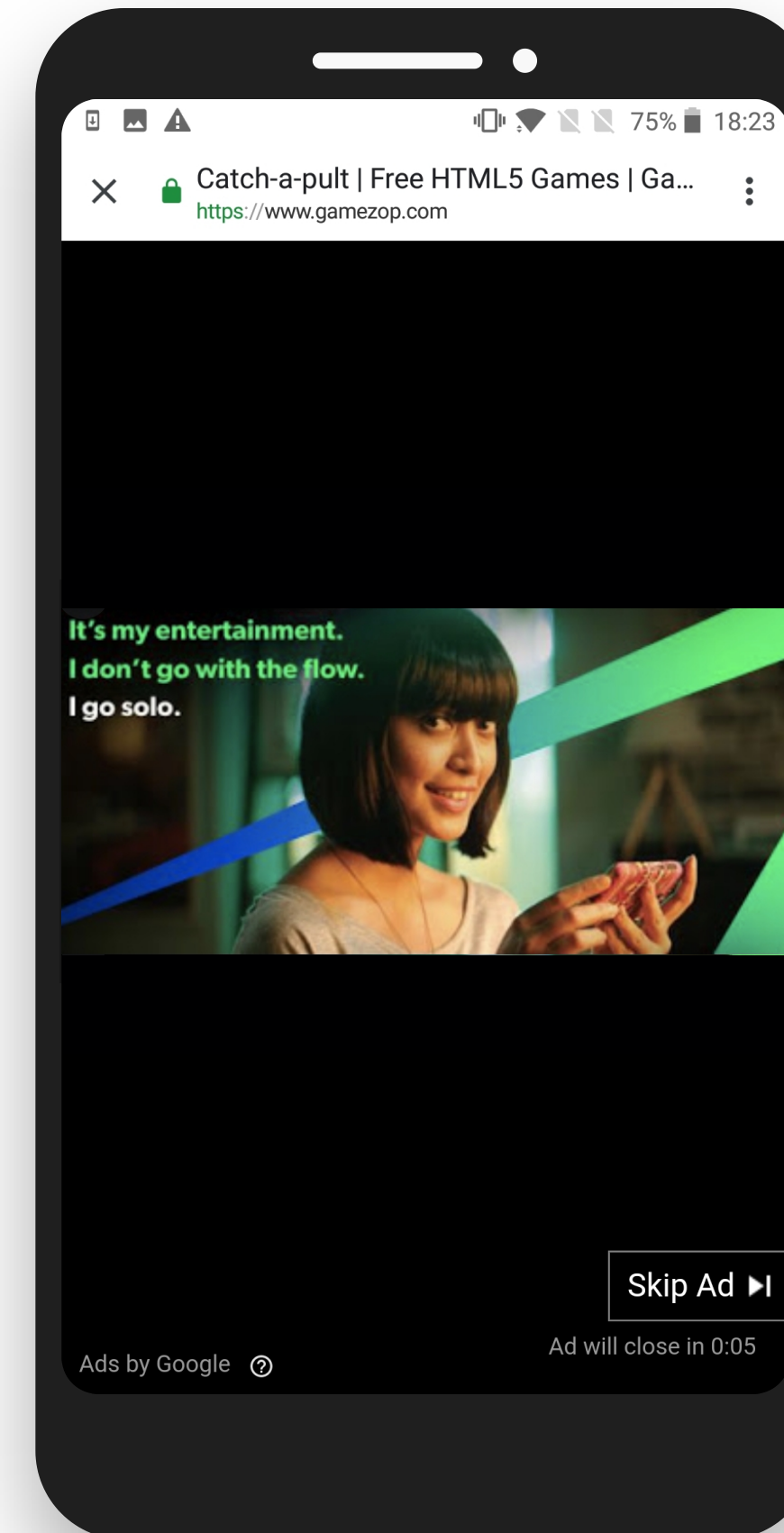
300 x 250



Pre-Roll / Mid-Roll Video Ads

Impressions

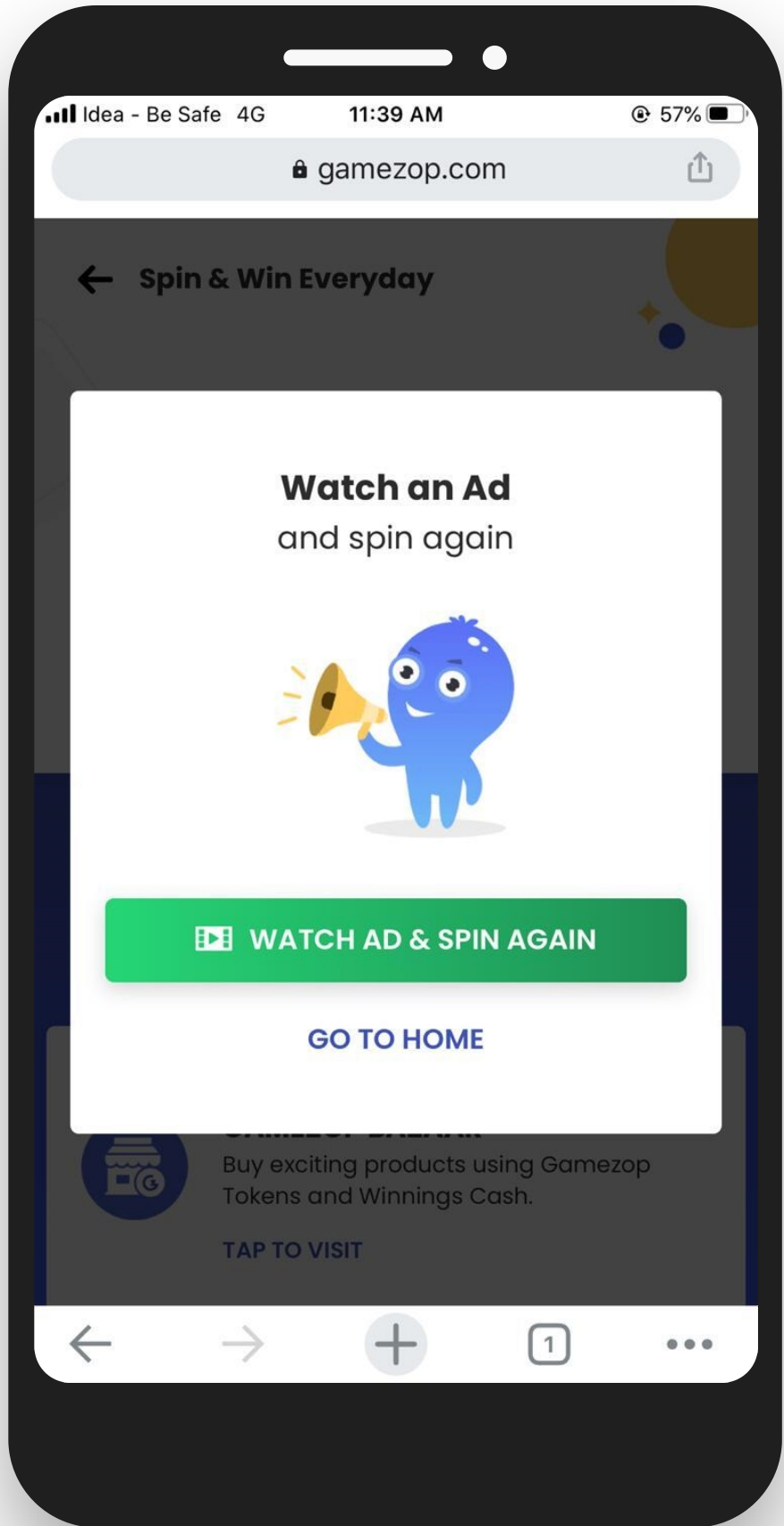
90 Mn - 100 Mn per month



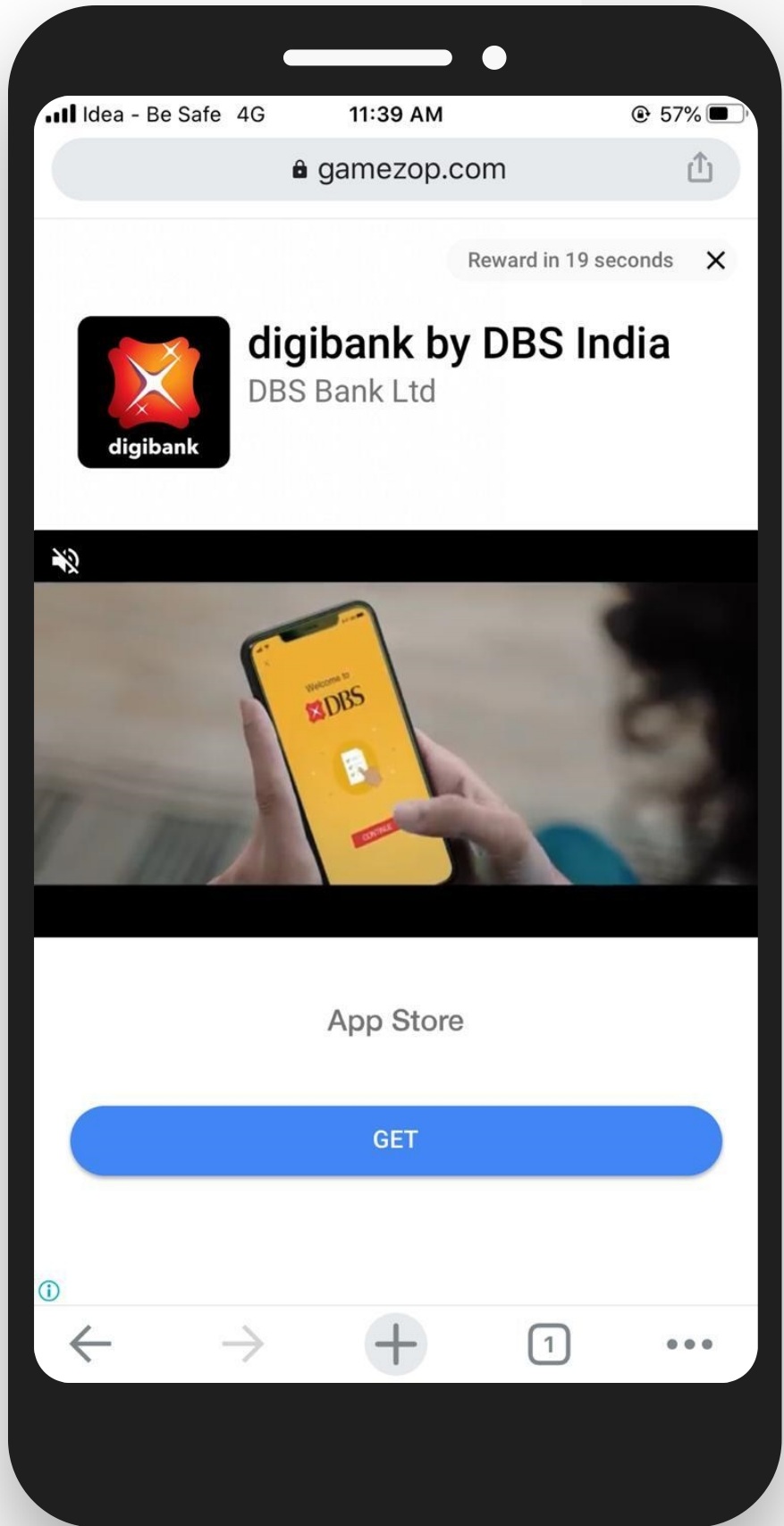
Rewarded Video Ads

Impressions

9 Mn - 10 Mn per month



Rewarded Video Ad

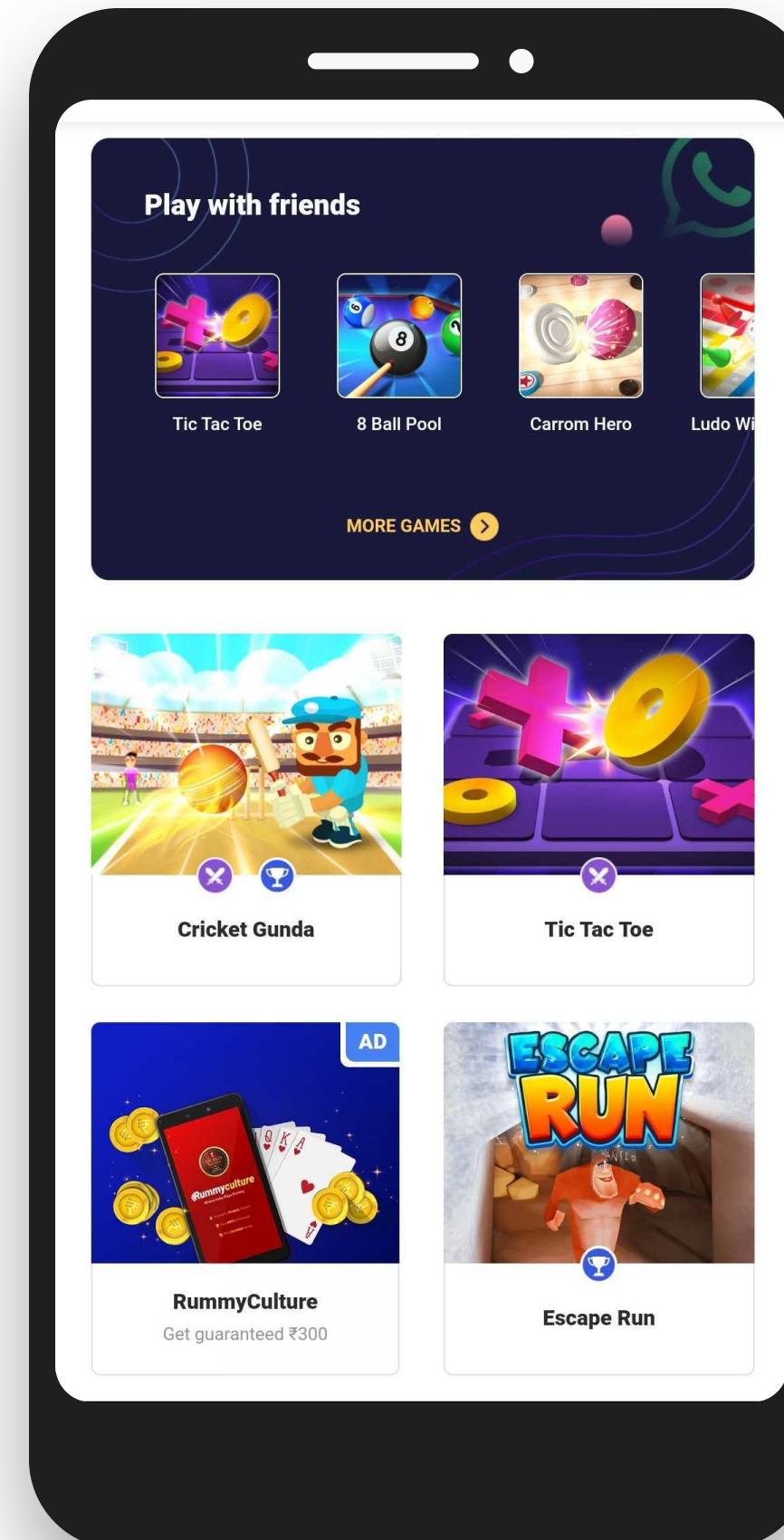


Native Ads

Impressions

4.5 Mn - 5 Mn per month

List Ad



Showcase Ad

