



ADMIX REVENUE GROWTH CASE STUDY

# "Dodreams Delivers 50M Player-Friendly Ads In Drive Ahead!"

When creating the gladiatorial arena racing game Drive Ahead!, the development team added fake ads to make the game feel more fun and authentic.

"We were joking at that time 6 years ago how cool it would be to someday have real ads." says Dodreams' CEO Erik Pöntiskoski.

## **Along came In-Play**

Their dream soon became reality thanks to Admix's pioneering solution. Working with Admix, Dodreams doesn't have to invest time into building the tech and negotiating direct deals to deliver In-Play Ads.

Because those ads are simply set in the game world, In-Play is a rare example of a monetization feature that you can just add into a F2P mobile game basically at any stage of its life cycle. There's no impact to your existing virtual economy or player engagement.



"We like In-Play because, with this format, our interests are aligned with the advertiser. We basically get paid for players staying in the game."

- Erik Pöntiskoski, CEO of Dodreams

**Get started with In-Play ads by visiting [admixonplay.com](https://admixonplay.com)**



**Drag & Drop Plugin**



**Player Friendly**



**Additional Revenue**