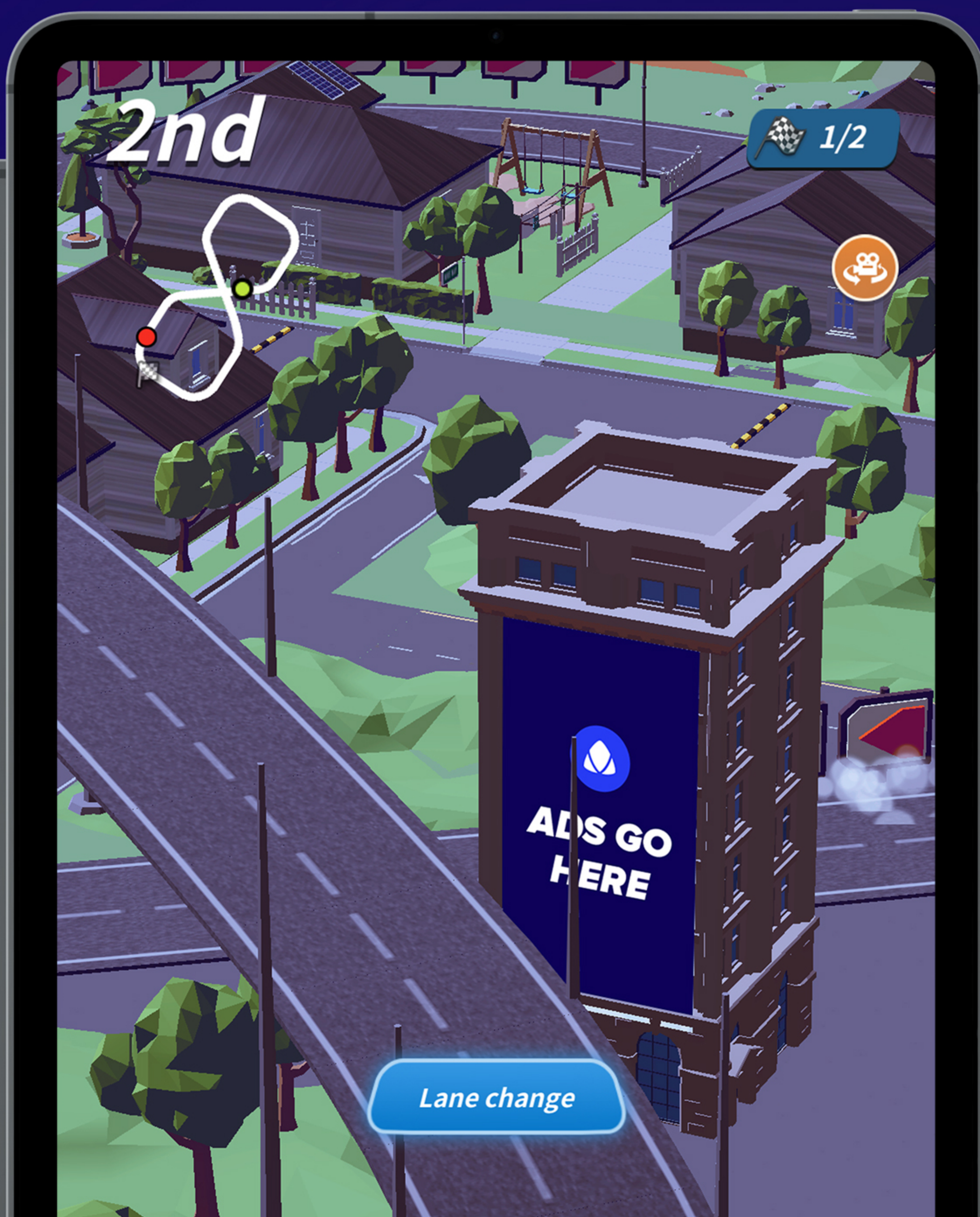




ADMIX RETENTION CASE STUDY

Nexelon Prepares For iOS 14 With **In-Play Ads**

With the upcoming iOS 14 changes, Nexelon needed to find a monetization solution that was less dependent on IDFA. They wanted to display more brand awareness ads, but how?



SOLUTION:

Admix's In-Play ads are iOS 14 resistant AND **player-friendly** thanks to being natively integrated into game scenes.

It took Nexelon less than 2 days from sign-up to going live in their hit game, Merge Racing. With In-Play, Nexelon have created a consistent additional revenue stream and felt no hit to player retention while delivering **premium brand ads!**

"We easily implemented our first In-Play ad placement in less than 30 minutes. The In-Play ads blend nicely within our street scenes, plus it's resistant to iOS 14. **[In-Play] is a no brainer for me.**"

- Kevin Kim, Nexelon Director

Get started with In-Play ads by visiting admixonplay.com

✓ Drag & Drop Plugin

✓ Player Friendly

✓ Additional Revenue