



The Ultimate Gaming Media Alliance

Connecting global brands with highly engaged audiences through pioneer ad formats and privacy-safe intelligence.

A Decade of In-Game Advertising Mastery

5,000+

Direct Campaigns
Operated

100+

Global Brands

150+

Countries Reached

From launching the first in-house playable ads to engineering virtual Out-of-Home ecosystems, AdsX Digital has continuously defined the frontier of gaming media.

The COMBO! Network Ecosystem

The ultimate gaming media alliance. We unite the world's most premium gaming publishers into a single, frictionless buying point.

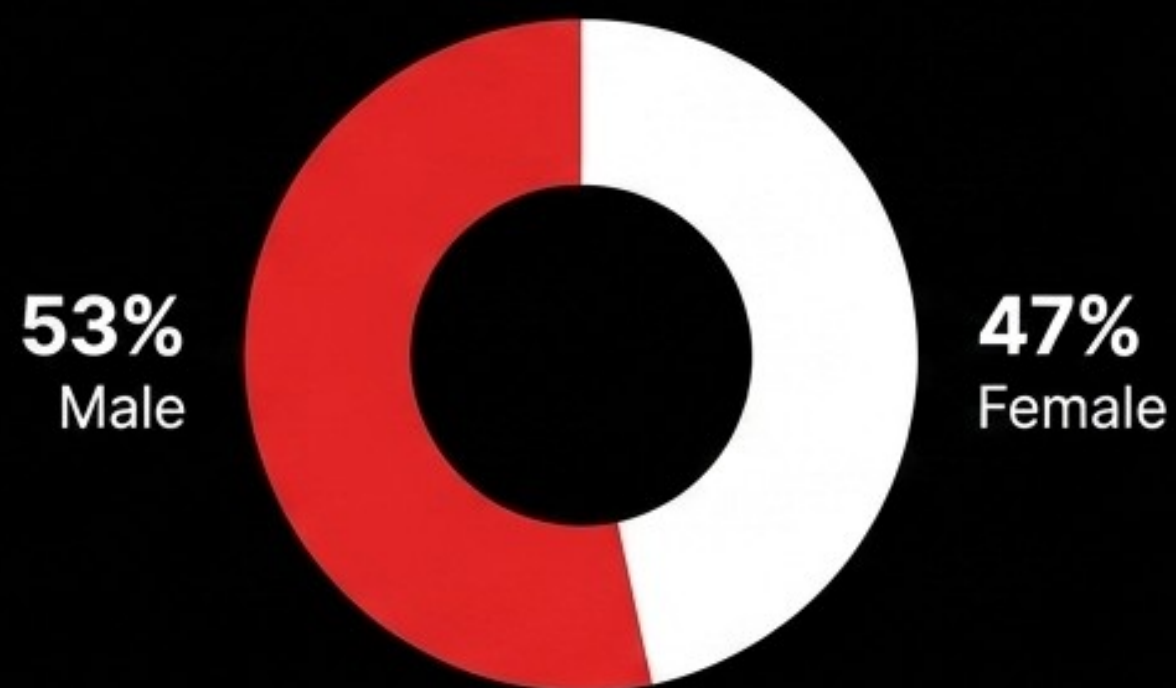


- **Unmatched Brand Safety**
- **Consolidated Global Reach**
- **Premium Ad Real Estate**

Unlocking the Indian Gaming Market

180M+

Monthly Active Users (MAUs) in India alone.



Generational Penetration



Audience Interests

Entertainment
(TV/SVOD, Cinema)

Tech
(Smartphone, Smart Home)

F&B
(Energy Drinks)

Lifestyle
(Auto, Fashion)

The AdsX Creative Continuum



Interactive Video

Completion Rate:

85-95%

Viewability:

95%

Exposition Time:

15.3 seconds

CTR (Non-Rewarded / Rewarded):

1.7% / 4.3%

Quality Score (GQS):

72 (vs Market Avg 47)

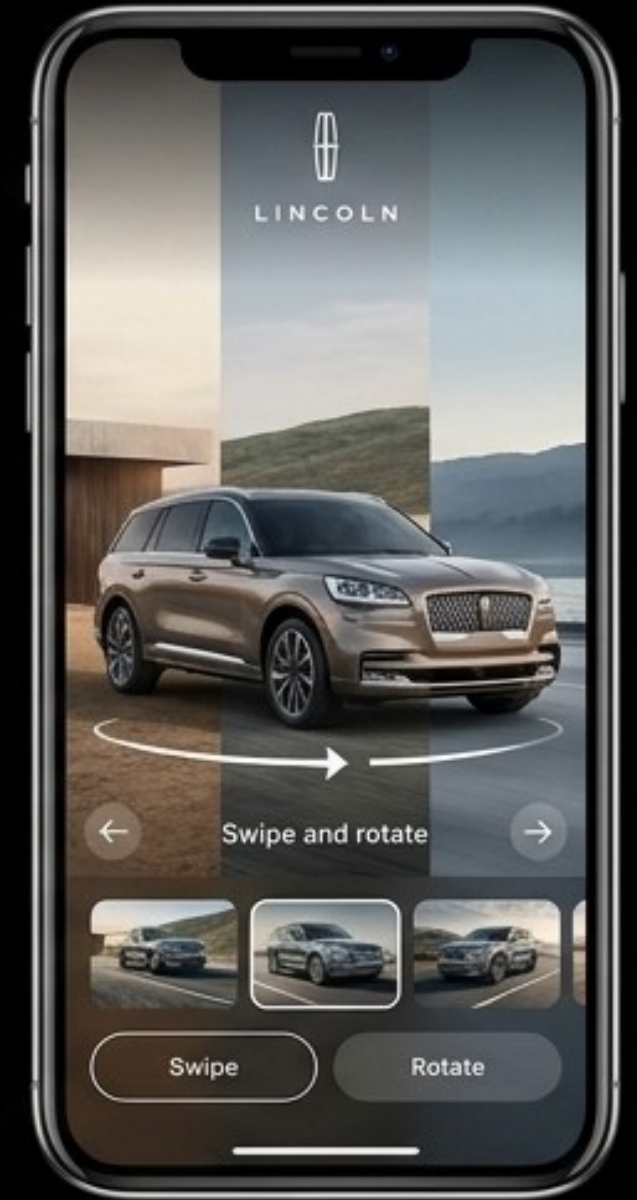
6, 10, 15, 20, 30-second formats. Supports VAST, VPAID, and third-party measurement.



Context-Sensitive



Side-by-Side Dual Story



Rich Media Overlay

Tailor-Made Playable Ads

Spark excitement with fun, compelling mini-games that create meaningful, positive player-brand connections.

Campaign Showcases

- Minions (Despicable Me 4)
- LEGO Technic

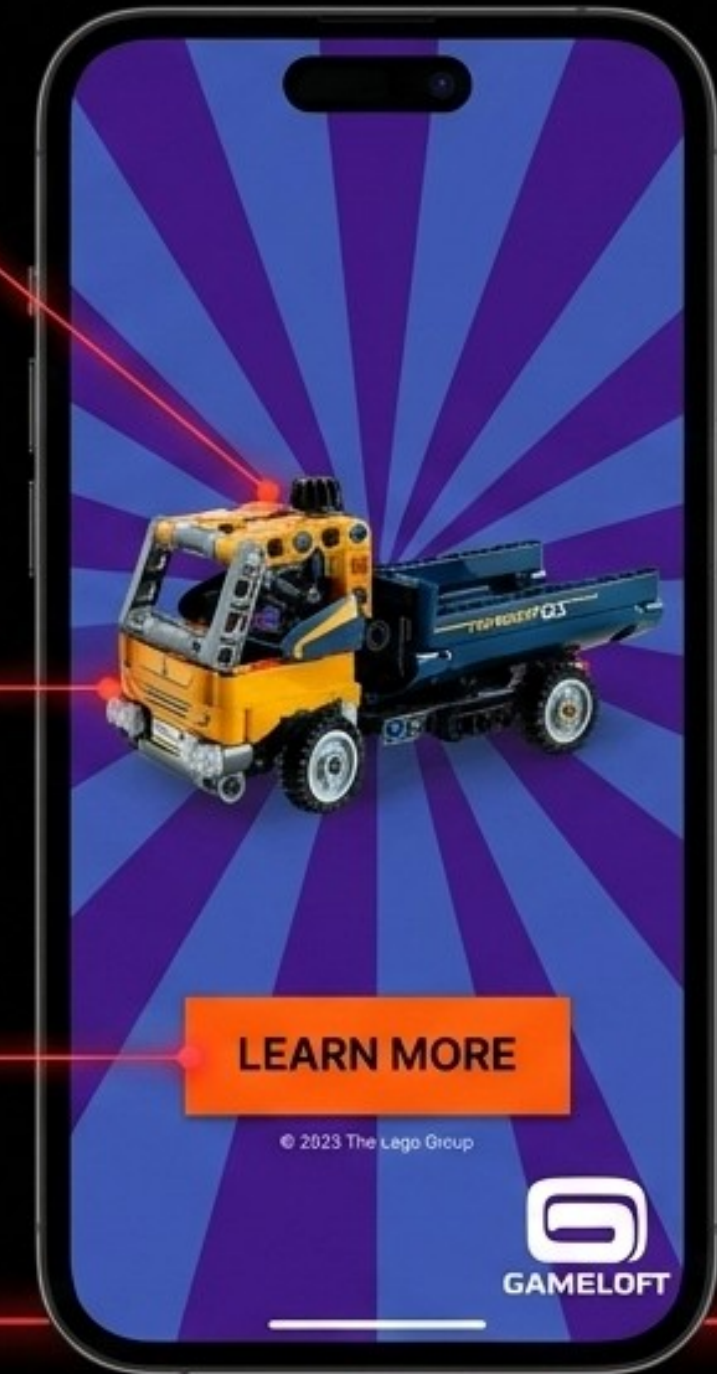


Intuitive Driving Control:
Simple, engaging mechanics for instant player interaction.

Instant Feedback Loop:
Reward positive actions with encouraging visuals and sounds.

Clear Call-to-Action:
Seamless transition to brand landing page for deeper engagement.

Operational Agility:
From concept to deployment:
Fast 1 to 6-week lead times for pre-set or fully customized mechanics.



A premium, curated ad network



*Available in a limited number of countries

Specialized Native Formats



Celebrity Call & Message: Simulates an incoming voice or video call from a brand ambassador or character, breaking the fourth wall for ultimate surprise and delight.



Scroll Stories: A highly narrative, user-controlled vertical scrolling experience guiding users through a seamless visual journey.

Deep Immersion: Quizzes & Mini-Worlds

The Comic Quiz:
Gamified trivia and
interactive comic strips.



**Mini-Metaverses &
Edutainment:** Web-hosted
persistent brand environments.



- Examples include Ferrero's Kinder and the Queen Rock Tour.

Intelligent, Privacy-Safe Targeting

THE PRIVACY-FIRST DATA ENGINE

1st Party Data

Direct-from-player insights via in-game market research, surveys, and age-gates.

The NumberEight (N8) AI Model

A revolutionary edge-computing AI that analyzes behavioral patterns without ever extracting personally identifiable information (PII).

Contextual & Cohort Targeting

Delivering the right ad, to the right mindset, with zero reliance on third-party cookies.

End-to-End Campaign Measurement



We don't just deliver impressions; we evaluate the precise impact on your audience's perception compared to competitors.

Verified By



Frictionless Integration: How to Buy

Direct Buying (Managed Service)	Programmatic Buying (PG / PMP)
Format Access: Full custom creative (Playables, Mini-worlds, Quizzes).	Format Access: High-performing standardized inventory (Interactive Video, Standard Display).
Support Level: End-to-end white-glove service, from concept art to campaign analytics.	Support Level: Seamless DSP integration via Private Marketplace or Programmatic Guaranteed.
Best For: High-impact brand launches and bespoke experiential marketing.	Best For: Scaled reach, fast deployment, and consolidated media buying strategies.