**Ads Prove Effective in Retaining Mobile-Game Players**

Mobile game ad revenue was up more than 8% in 2020, and games with ads had better retention than those without, according to Unity's 2021 Gaming Report. The top ad providers were Google AdMob followed by Unity and Facebook Audience Network.

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[***https://www.mediapost.com/publications/article/360852/2020-gaming-benchmark-report-shows-how-covid-19-pa.html***](https://www.mediapost.com/publications/article/360852/2020-gaming-benchmark-report-shows-how-covid-19-pa.html)

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