**How To Tap Into The Mobile Gaming Community**

Nicole Farley highlights the value of interstitial, contextual, rewarded and other mobile ad formats for brands seeking to engage a rising global gaming community that has topped 3 billion individuals, according to IAB research. To boost success, try "split testing different offers, placements and platforms," suggests Farley.

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<https://searchengineland.com/brands-guide-to-effective-mobile-game-advertising-392386>