**Why Brands Are Betting On Mobile Gaming Integrations**

Zynga and e.l.f. Beauty are tapping into mobile games to capture consumer attention amid a fragmented media landscape and build relationships through two-way interactivity. Zynga's Gabrielle Heyman says gaming integrations enable brands to connect with all demographics, and when a brand "helps a gamer become more successful in their game and be able to win more, it really impacts people's memory and perception of that brand."

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[*https://www.adweek.com/brand-marketing/power-of-engagement-in-mobile-gaming/*](https://www.adweek.com/brand-marketing/power-of-engagement-in-mobile-gaming/)

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