**In-Game Ads Resonate with Players**

A Zynga study shows that 71% of mobile gamers find in-game advertisements are at least as interesting as those they see on television, and 41% search for products after seeing the ads. The study also found that 67% enjoy receiving rewards for promotional viewership and 32% would rather get playable ads.

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[***https://www.mobilemarketingmagazine.com/zynga-mobile-gamers-ad-study***](https://www.mobilemarketingmagazine.com/zynga-mobile-gamers-ad-study)

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