**Mobile Ads Grab Attention with Games**

Games and puzzles are advertisers' latest means of getting mobile users' attention. A survey from Fyber found that 28% of agency professionals in the U.S. think playable ads are "the most effective in-app ad format," citing interactivity as the appeal.

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<https://www.emarketer.com/content/playable-ads-the-next-big-thing-for-mobile-advertising>

Image credit:

<http://cdn2.hubspot.net/hub/476531/file-2711475420-jpg/blog-files/phone-etiquette-v2-20130816.jpg>