**Mobile Gaming Gives Rise To G-Shoppers**

The fast trajectory of diverse mobile gamers and platform ad engagement has given rise to the G-Shopper, a new type of tech-savvy consumer who favors games over social media apps and is likely to engage with ads in a brand-safe environment. Brands tapping into mobile games can benefit from minimal competition, high visibility and various formats.

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[*https://www.adweek.com/commerce/the-new-gen-z-shopper-opportunity-in-mobile-gaming/#*](https://www.adweek.com/commerce/the-new-gen-z-shopper-opportunity-in-mobile-gaming/)

*Image credit:*

[*http://4.bp.blogspot.com/-FY60-b3SaAw/UtWeeVQVNNI/AAAAAAABR0U/y4rQHDh9\_h0/s1600/mobile-gaming-pic.jpg*](http://4.bp.blogspot.com/-FY60-b3SaAw/UtWeeVQVNNI/AAAAAAABR0U/y4rQHDh9_h0/s1600/mobile-gaming-pic.jpg)