**Study: Playable Ads Gain Favor Among Mobile Gamers**

Zoomd Technologies research found playable ads have been the most used format by 41% of mobile gamers this year, followed respectively by interstitials, video and banner ads. Zoomd clients found Snapchat to be the strongest user acquisition platform, buoyed by how it adjusted to track iOS users and by offering lower rates.

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[*https://venturebeat.com/2021/08/12/zoomd-playable-ads-have-become-the-top-way-to-target-mobile-gamers/*](https://venturebeat.com/2021/08/12/zoomd-playable-ads-have-become-the-top-way-to-target-mobile-gamers/)

*Image credit:*

[*https://s3-eu-central-1.amazonaws.com/centaur-wp/designweek/prod/content/uploads/2016/07/19180550/iStock\_98846531\_MEDIUM.jpg*](https://s3-eu-central-1.amazonaws.com/centaur-wp/designweek/prod/content/uploads/2016/07/19180550/iStock_98846531_MEDIUM.jpg)