



## Digital Advertising

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# Project Proposal for Ad Measurement in the Gaming Industry

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Presented By:  
Chinmayi Chavan  
Jinal Mehta  
Pranathi Manthri  
Supria Deka

## INTRODUCTION

This project will focus on the Measurement / Analytics area of digital advertising technology. The increasing prevalence of advertising within the gaming industry necessitates robust measurement and analytics solutions to assess ad effectiveness and return on investment (ROI). This proposal outlines our plan to investigate and compare approaches to ad measurement in gaming, specifically examining in-game advertising.

## AD TECH AREA AND JUSTIFICATION

**Ad Tech Area:** Measurement / Analytics

**Justification:**

1. The Measurement / Analytics area is crucial for understanding the impact of digital advertising. It provides the data and insights needed to optimize campaigns, demonstrate value to advertisers and inform future strategies.
2. The gaming industry presents unique challenges for ad measurement. Traditional digital advertising metrics (e.g., click-through rates) may not be as relevant in immersive, interactive gaming environments. This necessitates specialized measurement techniques to accurately assess ad exposure, engagement and effectiveness.
3. The global gaming market is substantial. According to Statista, the global gaming market is projected to reach \$312 billion in 2027. This significant market size underscores the importance of effective ad measurement to ensure advertising investments in this space are worthwhile.

## COMPANIES FOR EVALUATION

**Company A:** Anzu.io

Anzu.io is a prominent player in in-game advertising. Their platform focuses on integrating non-intrusive ads into video games, providing opportunities to study the measurement of in-game ad placements. Analysing Anzu.io will allow us to investigate specific metrics and methodologies for evaluating ad performance within game environments.

**Company B:** Integral Ad Science (IAS)

Integral Ad Science (IAS) is a global leader in digital ad verification. Their expertise in viewability, brand safety and ad fraud detection is highly relevant to in-game advertising, where ensuring ad delivery and brand suitability is critical. Examining IAS will provide insights into how verification technologies are adapted to the unique challenges of in-game environments.

These two companies offer complementary perspectives on ad measurement in gaming. Anzu.io focuses on in-game ad delivery and measurement, while IAS provides verification solutions that are essential for ensuring quality and effectiveness. Comparing their approaches will provide a holistic view of the key considerations for measuring advertising in the gaming industry.

## KEY TASKS AND RESPONSIBILITIES

**Task 1: Research on In-Game Ad Measurement:** Conduct a review on the challenges and best practices for measuring in-game advertising. Identify key metrics, methodologies and technologies used in this space.

**Task 2: Analysis of Anzu.io:** Investigate Anzu.io's platform, focusing on their in-game ad formats, measurement capabilities and reporting tools. Analyze the metrics they provide to advertisers and how they demonstrate ROI.

**Task 3: Analysis of Integral Ad Science (IAS):** Examine IAS's ad verification solutions and how they are applied to gaming environments. Evaluate their approach to viewability, brand safety and ad fraud detection in games.

**Task 4: Comparison and Report Writing:** Compare and contrast the approaches of Anzu.io and IAS. Synthesize research findings into a comprehensive written report.

**Task 5: Presentation Preparation:** Develop a compelling presentation summarizing the key findings of the research.

## PROJECT TIMELINE

### Friday, April 11th: Project Proposal Due

- Ad tech area selection
- Company selection
- Initial research
- Proposal writing

### Friday, April 25th: Status Report Due

- In-depth research on in-game ad measurement
- Preliminary analysis of Anzu.io and IAS
- Initial comparison framework development

### April 28th - May 5th: Project Presentation and Written Report

- Completion of all research tasks
- Finalization of comparison analysis
- Presentation preparation
- Report Submission

## CONCLUSION

This project will provide valuable insights into the critical area of ad measurement within the growing gaming industry. By comparing Anzu.io and IAS, we aim to highlight the different facets of measuring in-game advertising effectiveness and contribute to a deeper understanding of this evolving field.