



Usercentrics and AdInMo partner to drive monetization success for mobile game developers in Europe

Joint industry education programme launched to promote how consent-based monetization strategies boost in-game advertising revenues for developers

27th, June 2023, London: [Usercentrics](#), a global leader in Consent Management Platforms (CMP), has partnered with [AdInMo](#), the in-game advertising platform, to help mobile game publishers and developers monetize in-game advertising more effectively through better consent management.

In the EU, the GDPR privacy regulation is supported by the IAB's [Transparency and Consent Framework \(TCF\)](#) providing guidance for delivering programmatic advertising. But if consent is not implemented correctly the ability to monetize in these geographies is significantly impacted.

As part of the education programme, AdInMo's mobile game developers will be able to integrate Usercentrics CMP technology and participate in an industry-first study on the impact of consent on in-game advertising monetization. The study will demonstrate how consent management directly contributes to an uplift in in-game advertising revenue while ensuring developers remain privacy compliant on a global scale.

A [recent study by Usercentrics](#) revealed that nine out of ten popular mobile games currently ignore user privacy due to misconceptions that obtaining user consent will negatively impact user acquisition (UA). However, with premium brands and ad networks increasingly insisting on using only compliant data, developers need to embrace consent management to future-proof their monetization strategies for in-app advertising (IAA).

"The importance of privacy is growing beyond compliance. More and more brand advertisers simply won't advertise in non-compliant games. They are willing to pay higher eCPMs for access to consented data, but mobile game publishers and ad networks face challenges in unlocking this major monetization opportunity," said Valerio Sudrio, Director of Product at Usercentrics. "Our partnership with AdInMo aims to educate the market and gather industry-first data that demonstrates why consent is key to future-proofing IAA revenues."



Lewis Horgan, Head of Supply at AdInMo said: "In-game advertising already offers privacy-first brand campaigns for advertisers and incremental revenue for developers, particularly those impacted by user tracking changes. Our partnership with Usercentrics will support the mobile game developer community to follow best practice and maximize monetization by optimizing access to European traffic from AdInMo's demand partners."

Forward-thinking game developers like [Homa Games](#) already understand how smart consent can yield significant benefits. Having integrated Usercentrics Consent Management SDK, the developer has not only maintained user engagement, but it has also unlocked ad network inventory in regulated regions such as Europe and California, resulting in a 1.5% uplift in ARPDAU (Average Revenue Per Daily Active User) on Ad Revenue.

About Usercentrics

Usercentrics is a global market leader in the field of Consent Management Platforms (CMP). We enable businesses to collect, manage and document user consents on websites and apps in order to achieve compliance with global privacy regulations while facilitating high consent rates and building trust with customers.

Usercentrics believes in creating a healthy balance between data privacy and data-driven business, delivering solutions for every size of enterprise. Cookiebot CMP is our plug-and-play SaaS, our App CMP handles user consent on mobile apps, and Usercentrics CMP serves companies with enterprise-grade custom requirements.

Usercentrics is active in more than 180 countries, with 2000+ resellers and handles more than 100 million daily user consents.

Learn more on [usercentrics.com](https://www.usercentrics.com).

About AdInMo

AdInMo's in-game advertising platform serves click-free ads that don't interrupt game flow creating an authentic experience. Immersive InGamePlay brand campaigns deliver highly engaged audiences for advertisers, new monetization for mobile games developers and a better experience for players.

For more information, visit <https://www.adinmo.com/>.