



InGamePlay Ad Placement:

H.I.D.E is a popular prop hunt game that attracts players from all over the world. In teams of Hunters and Props it is the Hunters' job is to find and catch all of the Props while the Props are tasked with hiding and avoid being found by the Hunters.

The action shooter is a good example of the diversity of game genres that integrate InGamePlay brand ads to provide authentic brand and gaming experiences. In H.I.D.E, ads are featured on billboards and digital screens and are framed in such a way that they make sense in the game world.



“ We value InGamePlay ads as part of our monetization strategy because they deliver incremental revenue with no impact on gameplay or player retention.

Aleksandr Minakov
Co-Founder
GS Game Studio

