Gamers aren’t who you think they are

New research reveals the opportunity for marketers to reach valuable audiences in gaming apps. Ideal to discover who is playing and how best to get their attention.

Men and women of all ages use gaming apps

By gender*

- By age*

Gaming app users identify as main household earners and decision makers

- 69% of gaming app users identify as the main earner in their household
- 82% of gaming app users identify as the main shopper in their household

Gamers play frequently

- 15% more than 1x per day
- 80% at least once a day
- 97% at least once a month
- 99% at least once a week
- 99% at least once a month

Puzzle and strategy apps are the most popular gaming apps

Men and women use different types of gaming apps

Gamers play the most in their down time

For winning campaigns, get in the game

Read the full Display & Video 360 Guide to Advertising in Apps to learn how to reach and engage your audience on mobile apps.