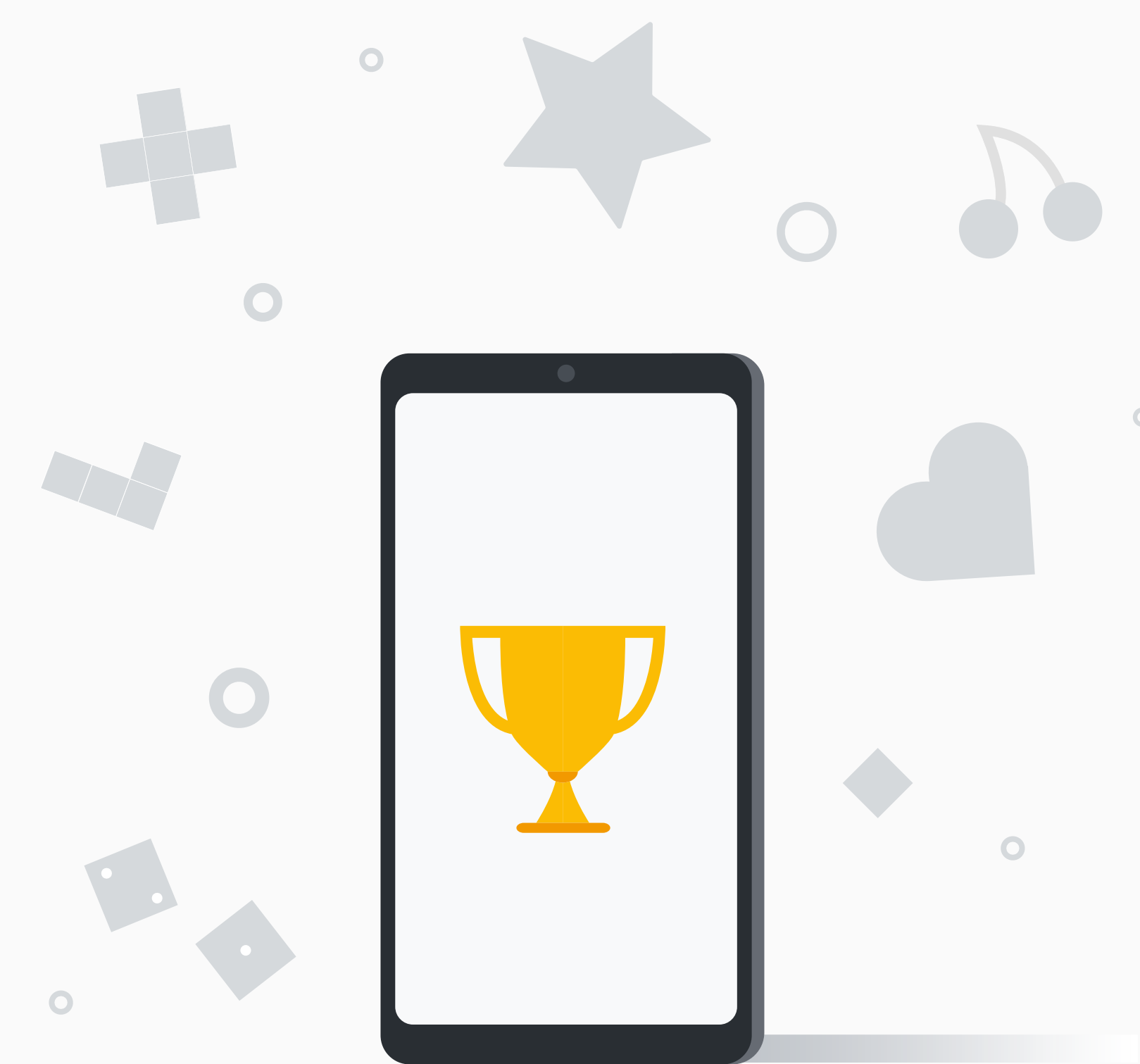


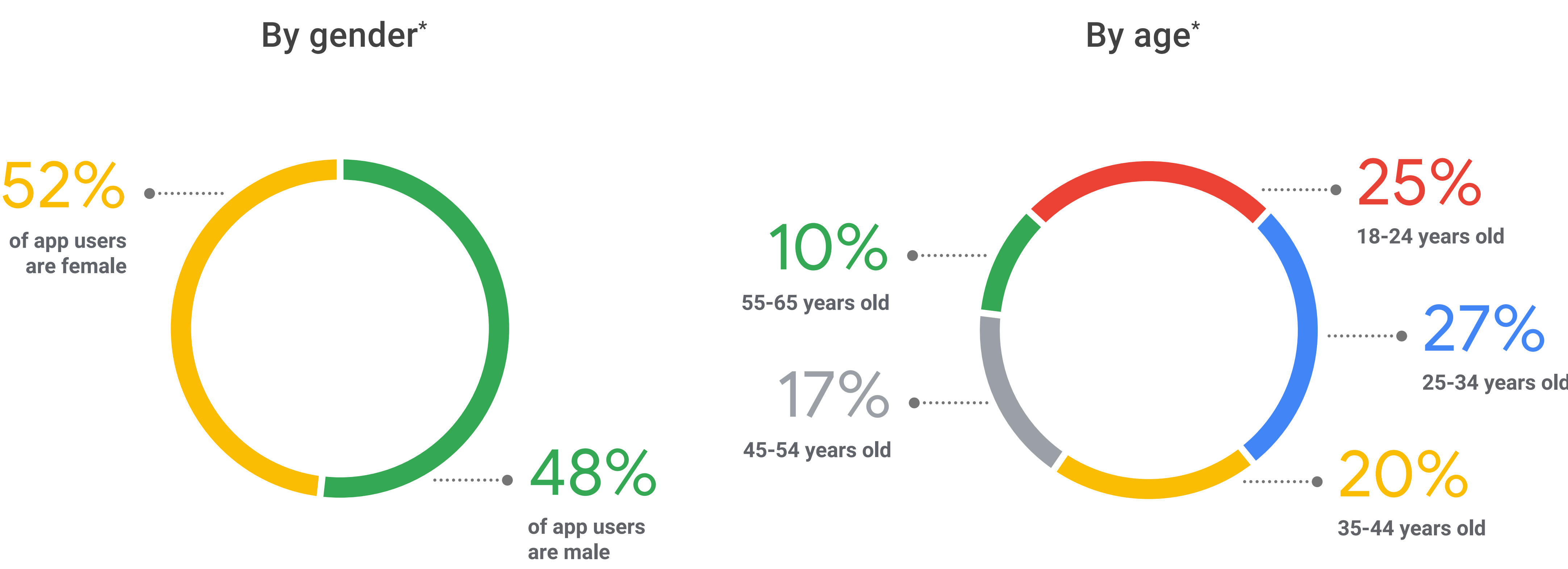
Gamers aren't who you think they are

New research¹ reveals the opportunity for marketers to reach valuable audiences in gaming apps. Read on to discover who's playing and how best to get their attention.

¹ "Something for everyone," Ipsos MORI mobile app research report commissioned by Google, U.S., July 2017



Men and women of all ages use gaming apps

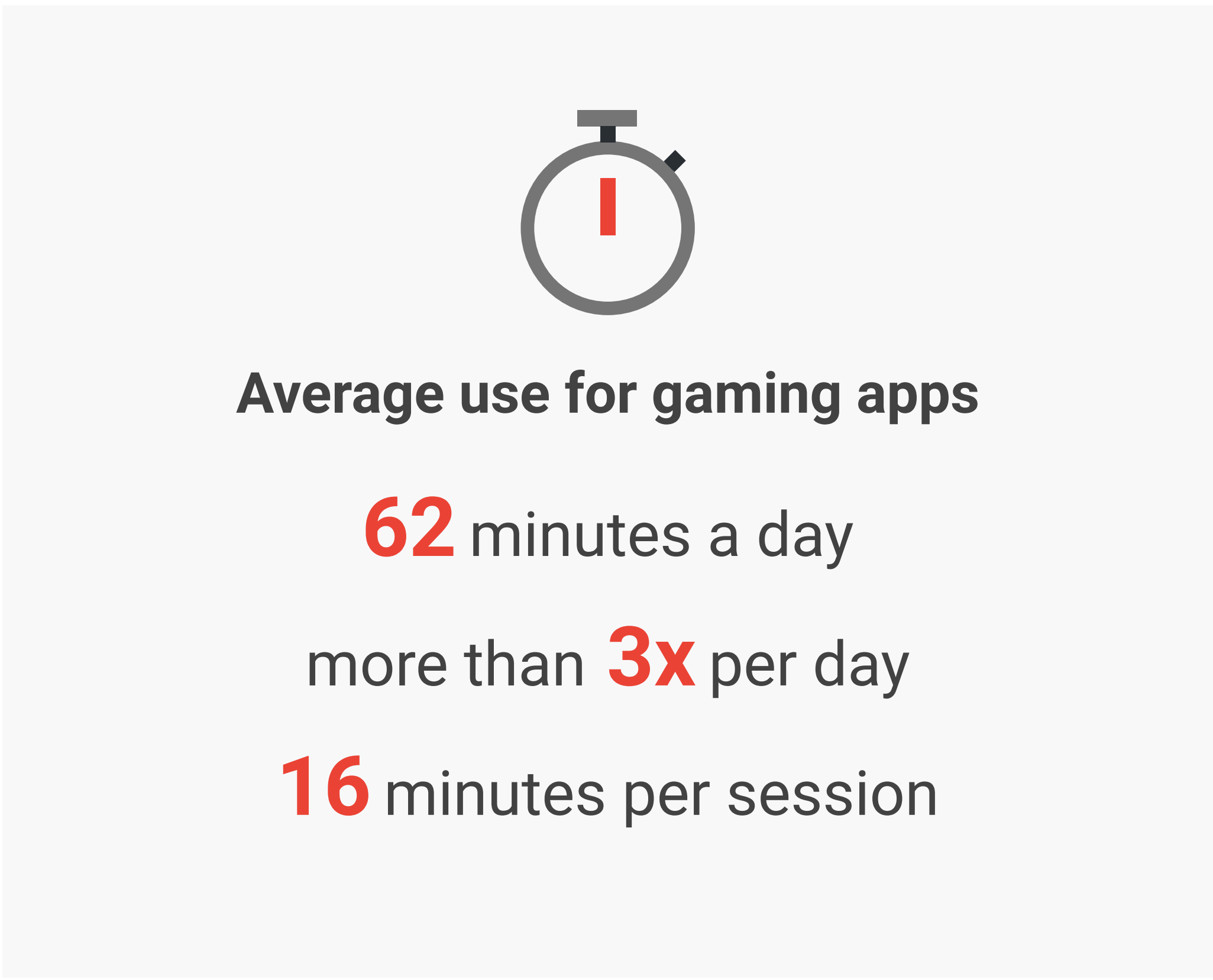


*Based on overall smartphone users who play gaming apps

Gaming app users identify as main household earners and decision makers



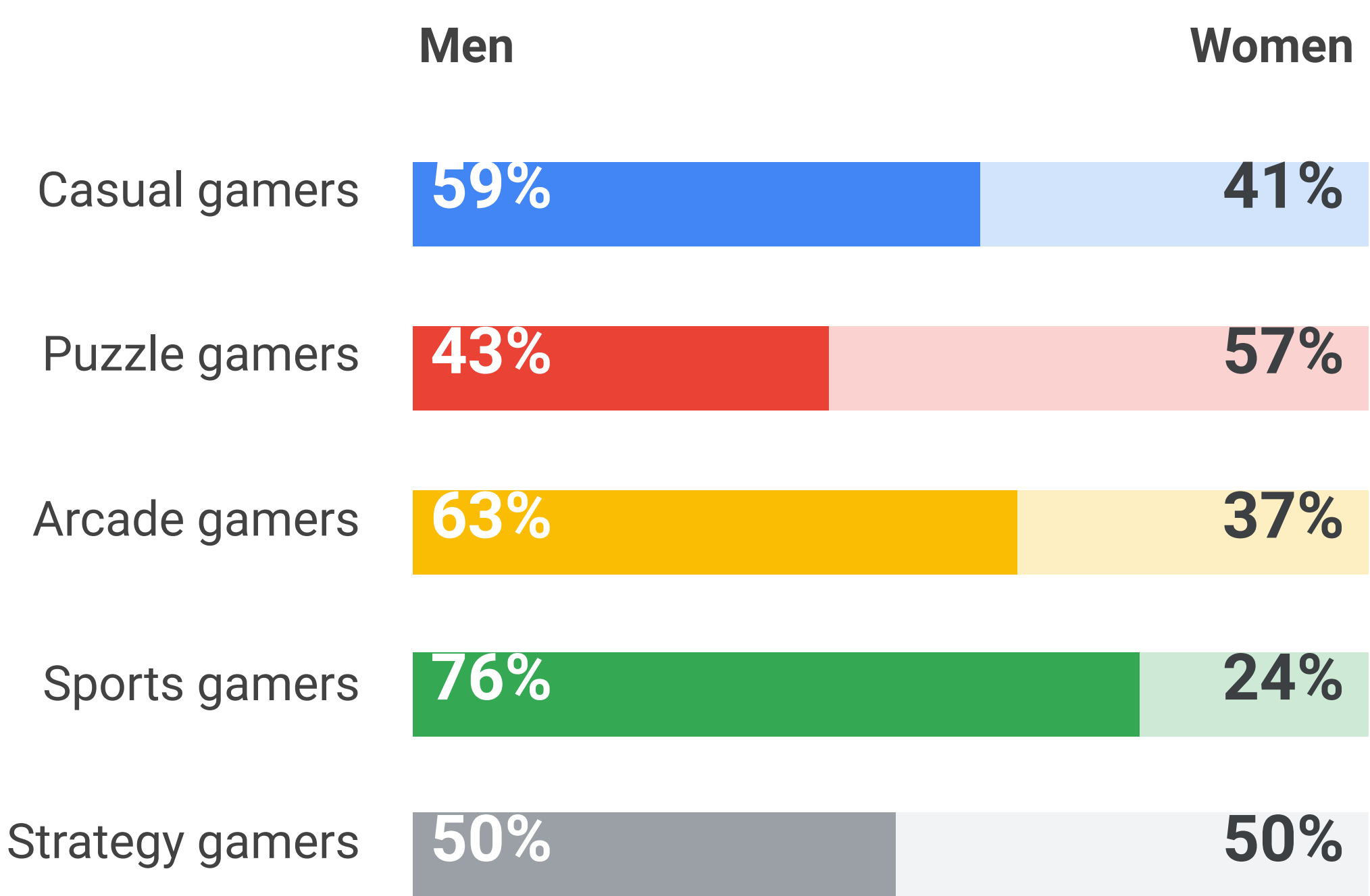
Gamers play frequently



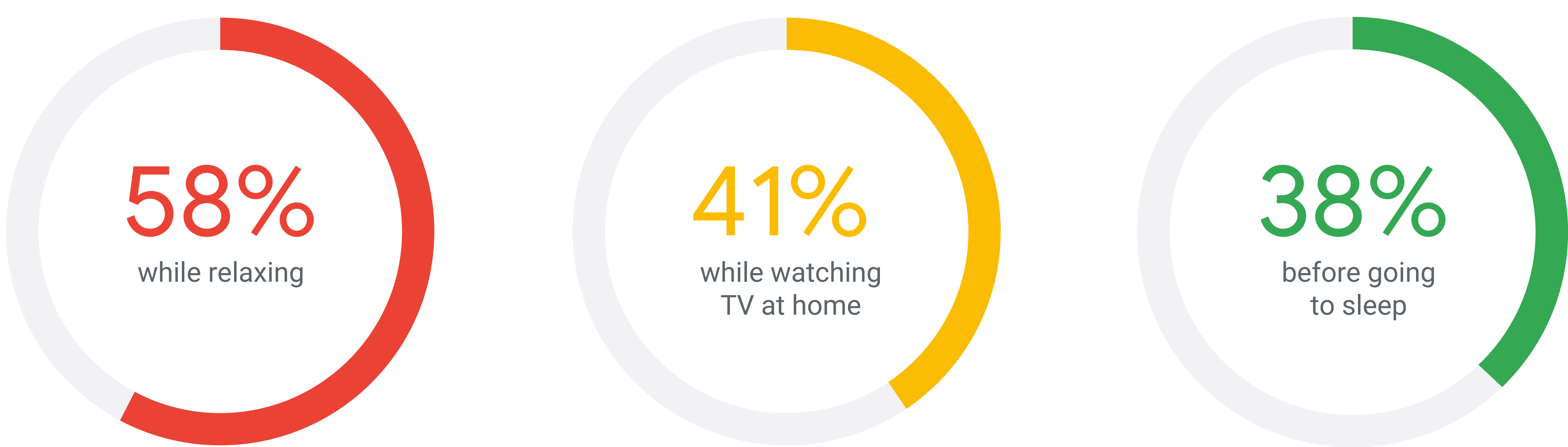
Puzzle and strategy apps are the most popular gaming apps



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.