



The future
is in-play

Private & Confidential





We enable real world ads in games





We always put users first



You're in good company

Publishers of all sizes use Admix

7B+

Monthly impressions

300+

Direct integrations

27

Top studios in
integration



How is Admix different?

Others are agencies. We're technology.

Tech

- Proprietary SDK and SSP
- Instant ad rendering
- Proprietary 3D formats

Scale

- Programmatic demand
- 1000s of premium advertisers
- 500M ads served / month

Support

- 24/7 Discord support
- Dedicated integration support
- Dedicated account manager



Safety first

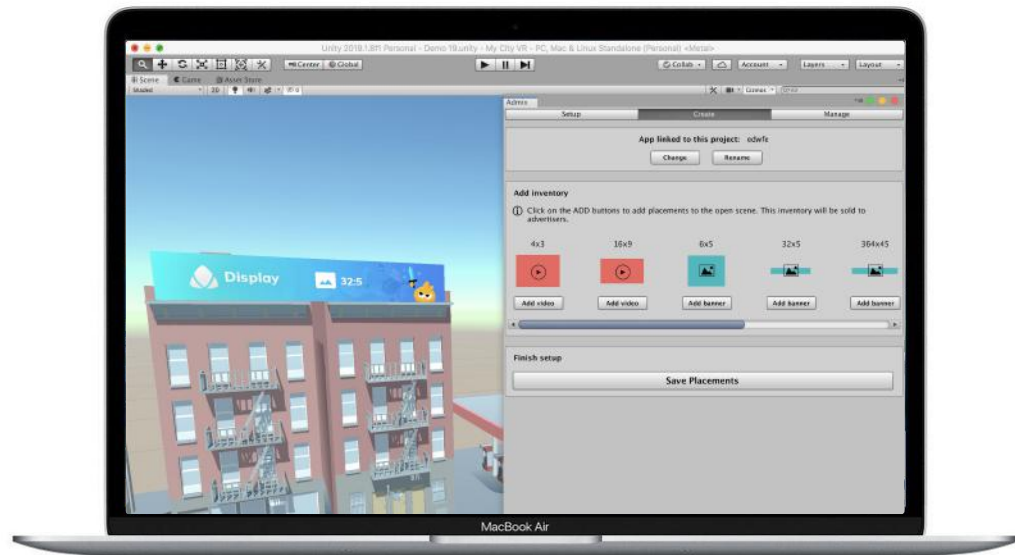
Ensuring players stay safe

- Premium advertisers only via trusted partners like Google, Verizon etc
- GDPR / CCPA compliant via consent API
- Auto-block gambling, political, alcohol, dating, adult ad categories
- SmartBlock misleading creatives or wrongly categorized ads
- User age-gating for HFSS food and drinks and other restricted advertising (beta)

Admix SDK

Create inventory in seconds

- Codeless integration - drag, drop inventory in your game
- Dynamic ad generation support on prefabs
- Supports Unity or Unreal
- Lightweight (1-2MB once compiled)



Premium tech, premium experience



- ✓ 3x faster rendering speed compared to competition
- ✓ No effect on game frame rate
- ✓ Supports lightmaps and shadows for a premium feel

Available formats



In-play Banners

- Display or clickable for UA
- Custom shader support



In-play Videos

- Short 6s videos
- 3D audio support



In-play Skins

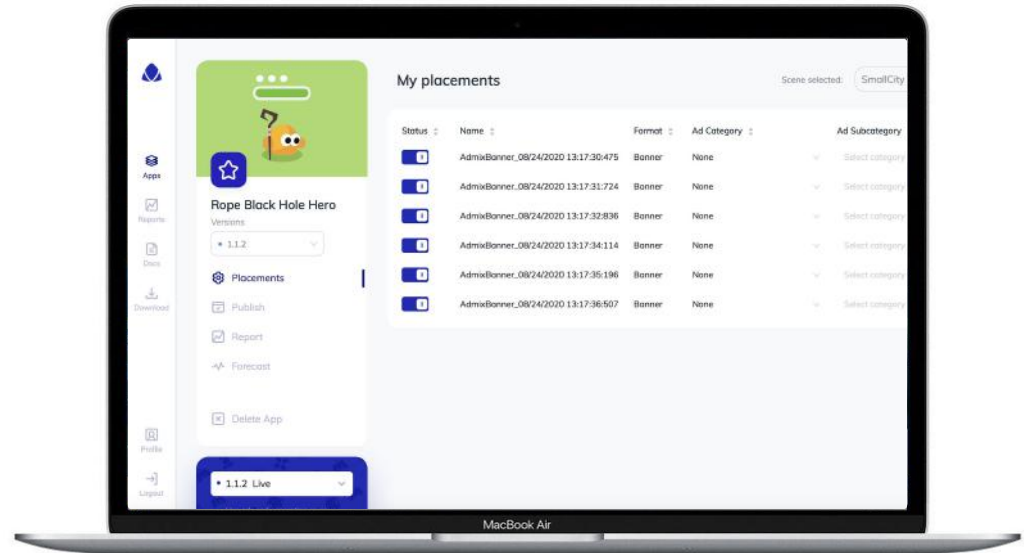
Q2 2021

- Branded wearables
- Sold as IAP

Developer platform

Monitor results and optimize revenue

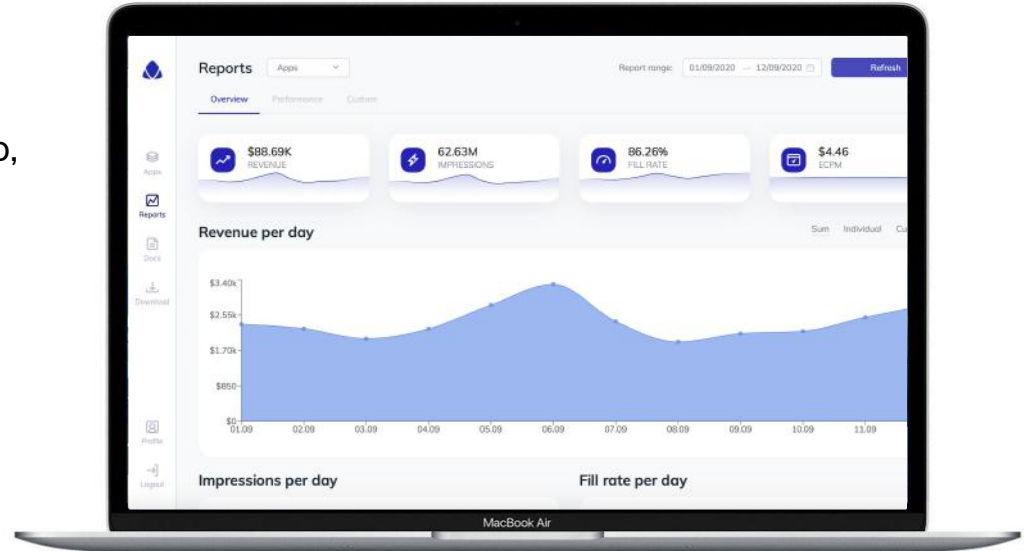
- Categorize your inventory
- Turn placements ON/OFF at runtime
- Whitelist / blacklist advertiser categories
- Advanced tutorial and support
- Set up bank details to get paid
- Invite your team members
- Setup app-ads.txt



Developer platform

Advanced live analytics

- Analytics live overview - revenue, impressions, CPM
- Custom charts - performance per app, per country, per ad format
- Performance per ad placement
- Reporting API to integrate data with other tools (Q1 2021)



Direct sales

Connect with premium brands globally

- Our sales team is selling direct to brands and agencies
- Supports direct deals, private marketplace, programmatic guaranteed
- International in-play trade deals with top agencies starting in 2021

\$8

Average banner
CPM for direct

60+

Direct deals
ran in 2020

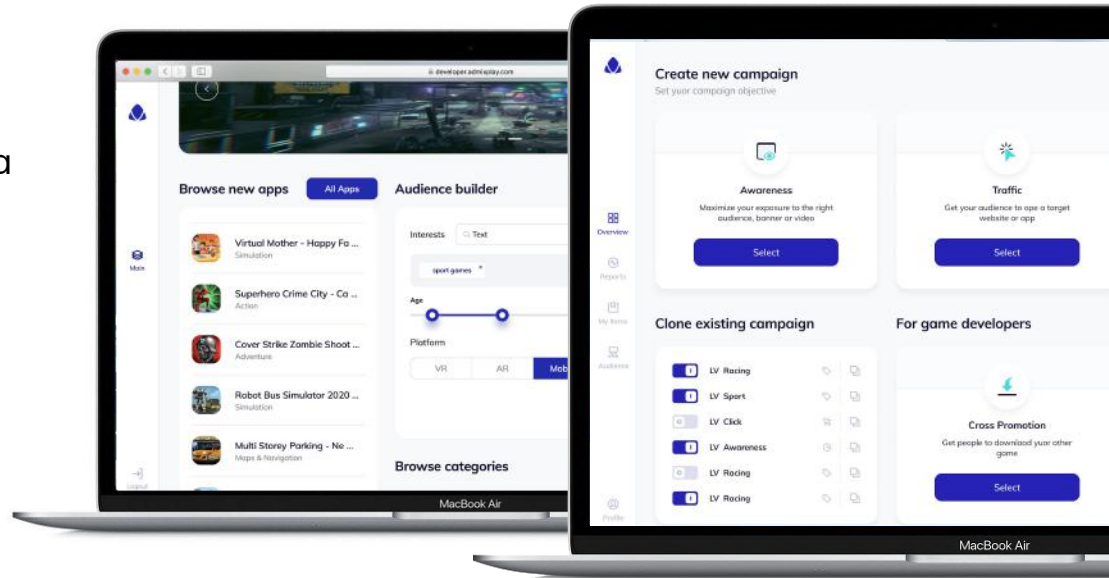


Saas platform

Q2 2021

Invite and manage your own advertisers

- Invite and manage your advertisers
- Or become an advertiser yourself: support UA and cross promotion via clickable in-play formats
- Attribute installs via view or clicks
- Connect to our Data Management Platform for 1st and 3rd party data
- Overlay your user data



Let's get started

Set up

- Integration
- AM/Support

Learn

- Ads live
- Early revenue

Optimize

- More ad placements
- Send more traffic

Scale

- Work together to scale



Day 1

Day 7

Day 30

Day 60





Contact

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