

The Mobile Gaming User Acquisition Landscape

"Alternative" UA Channels

Loyalty/ Reward



Content

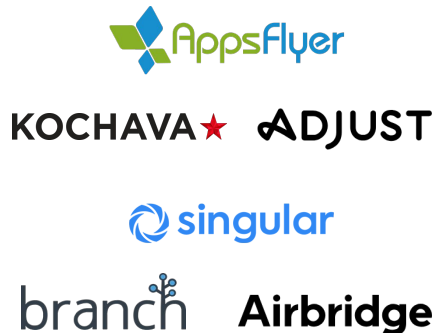


Influencer



Infrastructure

Measurement



Retargeting & Engagement

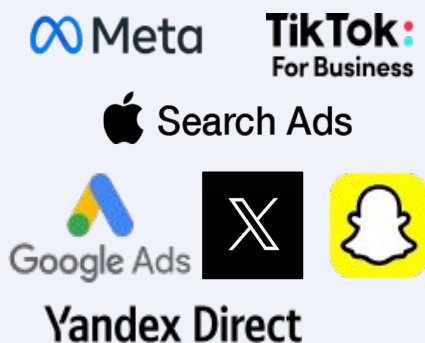


Data & Analytics

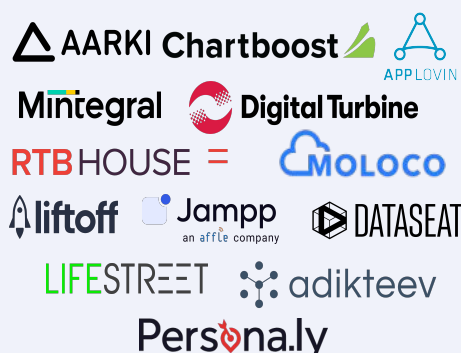


"Mainstream" UA Channels

Search & Social



Mobile DSPs/Tech Platform



Mobile Ad Networks

