



Reach Players in the **Games They Love**

The Overwolf Ads way of reaching *your* audience

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Paradigm shift in how gaming is created & consumed

only
66
games

out of the
19,000
games launched on 2024

dominate
80%
of global playtime

almost
15,500
will never be played



The UGC Revolution

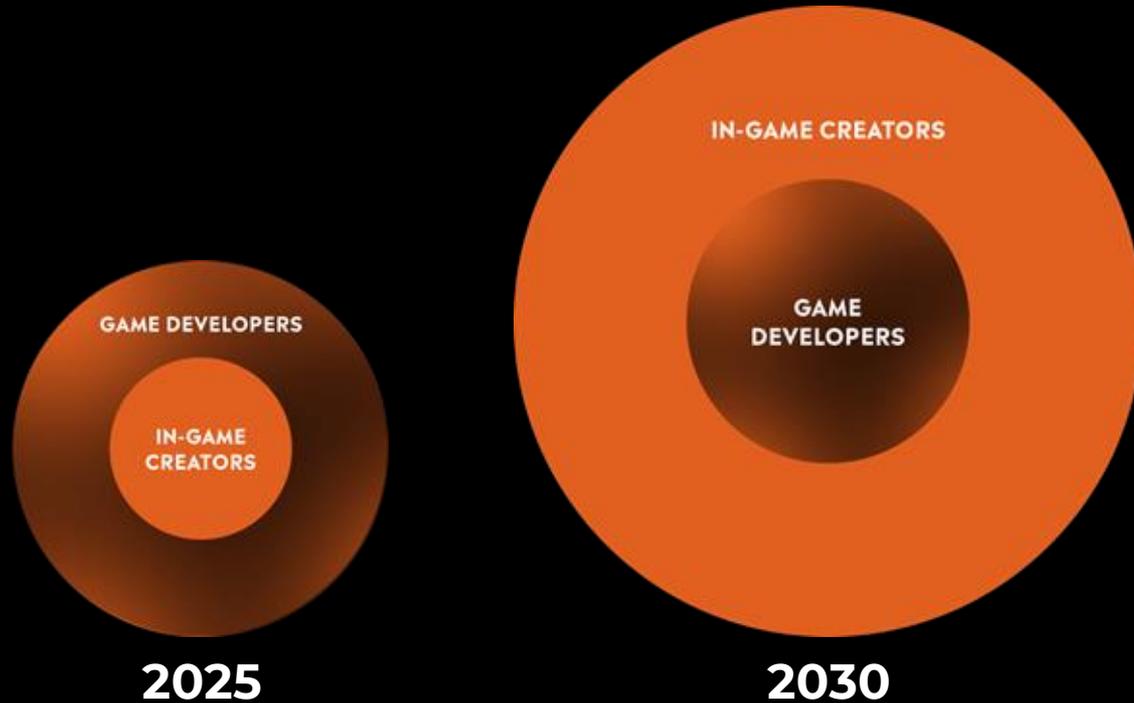
Creator Economy Landscape

Video		Audio	Gaming		E-com	Info
			Single-Game	Cross-Games		
 TikTok	 YouTube	 Spotify	 	 overwolf	 shopify	 reddit
<i>Anyone can become a video producer and monetize their content</i>		<i>Anyone can publish & monetize music</i>	<i>Anyone can create & monetize gaming content & experiences</i>		<i>Anyone can become a product entrepreneur</i>	<i>Anyone can monetize their contributions</i>



The UGC Revolution

Games → Creation Platforms



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Gaming Is Becoming Platform Agnostic

PC gaming growth outpaces console as global market hits \$197 billion

João Silva - December 19, 2025



The PC games market grew a lot more than the console games market last year, says research firm

Tyler Wilde - May 21, 2024



PC gaming market enjoys record 35% growth in 2025 with \$44.5 billion in sales

Anthony Garreffa - September 21, 2025



Next-gen Xbox confirmed as budget-friendly PC hybrid, steam machine is cooked

Sam Cawley - February 5, 2026



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Thing is,
You can't game
and **SCROLL SOCIAL**

When you're gaming, you're unreachable.

Well, almost.



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Imagine there was
a secret way in.

Not into one - but into

EVERY game your audience loves



**You can stop imagining now.
Hi, We're Overwolf.**



Overwolf's ecosystem
helps **113M gamers**
play better and
have more fun



Source: Overwolf BI, 2025

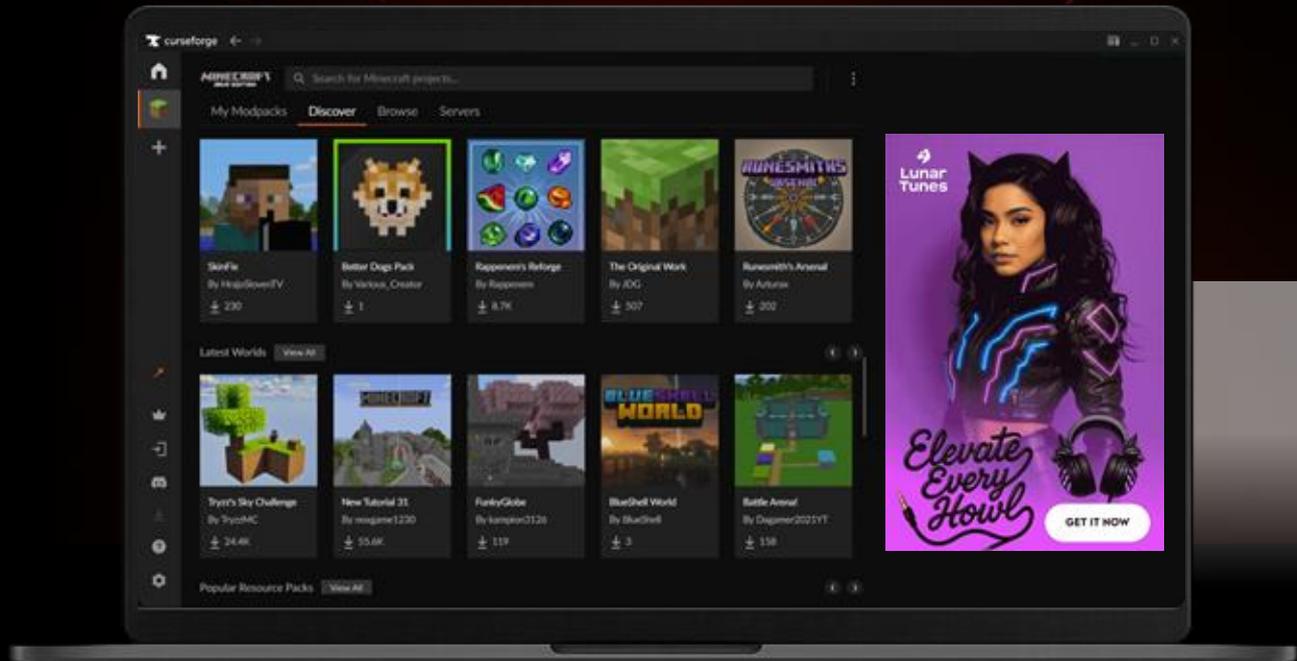


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FOR EXAMPLE

Personalize
their game
with mods &
skins



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FOR EXAMPLE

Discover other players' strength and weaknesses



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FOR EXAMPLE

Record & share
their game
highlights

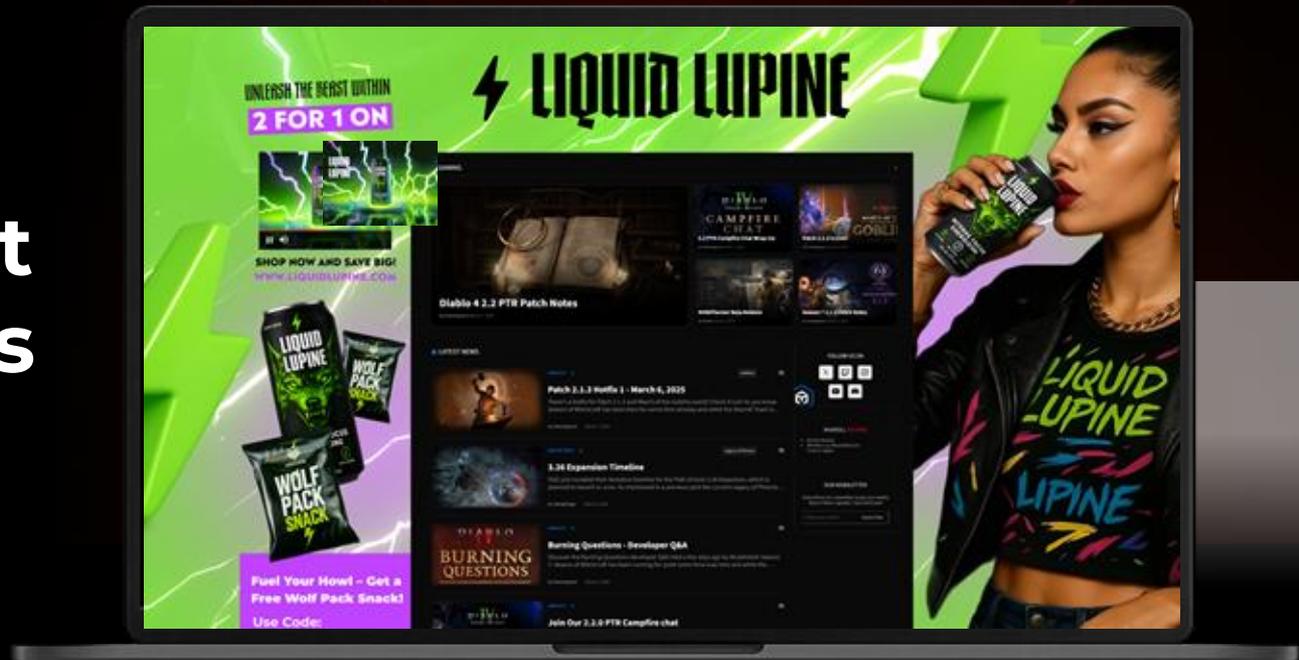


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FOR EXAMPLE

Get the latest gaming news & trends



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What Makes Overwolf's Inventory Premium?



1st Party Data

Owned & operated deterministic audience targeting



Flagship Inventory

Brands associated with the most recognized IPs in gaming



Fully Immersive

Lean-forward entertainment with no outside distractions



Engagement Time

Single playtime sessions last over 70 minutes (avg)



High HHI

PC gaming hardware is very expensive (vs owning a mobile)



"AI Slop" Insulation

A premium moat for advertisers as AI content degrades quality



When Gamers Love it, the Industry Notices

DIGIDAY

Best Gaming Ad Tech

2024

 **comscore**

#2 Biggest

US GAMING PROPERTY

Adelaide

Premium Publisher List

FOR HIGH ATTENTION SCORE

 **The Drum.**

Platform/Tech Partner
of the Year

 GOLD

 **The Drum.**

Game-Changing
Technology

 SILVER

**CYNOPSIS
MEDIA AWARDS**

Best Ad Serving
Technology

2025

**CYNOPSIS
MEDIA AWARDS**

Best Programmatic
Advertising Platform

2025



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Trusted Partners

verizon

PROGRESSIVE



P&G



+ ELIXIR



xfinity



Disney



hulu



DSC DOLLAR SHAVE CLUB



SAMSUNG

DISCOVER



EMPORIO ARMANI

Wendy's



The General

Genentech
A Member of the Roche Group

crocs



LANCÔME
PARIS BOULOGNE SAINT-HONORE

RESPAWN

NETFLIX

amazon

Red Bull



logitech



DODGE

intel



State Farm



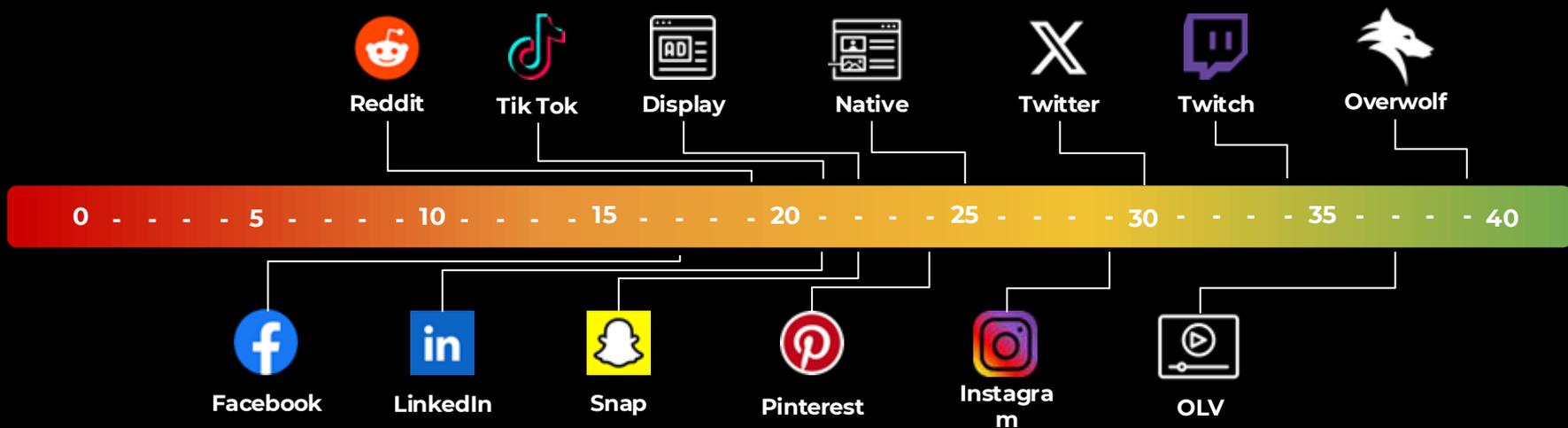
Lenovo



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Overwolf's attention score is ranked at the highest level by Adelaide



Source:  Adelaide's Attention Score, 2024 - Tracks active engagement time compared to total screen time.



Everyone's talking about Roblox, Fortnite, Minecraft.

But is that where *your* audience actually plays?



Your audience isn't in three games. They're scattered across dozens.



A person is seen from behind, sitting in a chair and playing a video game on a computer monitor. The room is dark, with the primary light source being the screen. The text is overlaid on the center of the image.

How do you find **EACH OF THEM**
where they play?



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A person is seen from behind, sitting in a chair and playing a video game on a large monitor. The room is dark, with the primary light source being the screen. The person's hands are on a keyboard. The text is overlaid on the center of the image.

How do you find **EACH OF THEM**
where they play?

Prompt us.



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I want to reach people who game
and are also:

Cat owners



Out of 113M Overwatch users

12 Million Cat Owners

- ◆ +18 y/o
- ◆ Cat owners
- ◆ Purchased cat food in the last month
- ◆ Purchase cat food online
- ◆ US & UK only

**As defined by 1st party & 3rd party data*



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I want to reach people who game
and are also:

Coffee lovers



Out of 113M Overwolf users

19 Million Coffee Lovers

- ◆ +18 y/o
- ◆ Coffee lovers
- ◆ Visited a coffee shop in the last 7 days
- ◆ US & UK only

**As defined by 1st party & 3rd party data*



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I want to reach people who game
and are also:

Horror fans



Out of 113M Overwolf users

4.1 Million Core Horror Fans

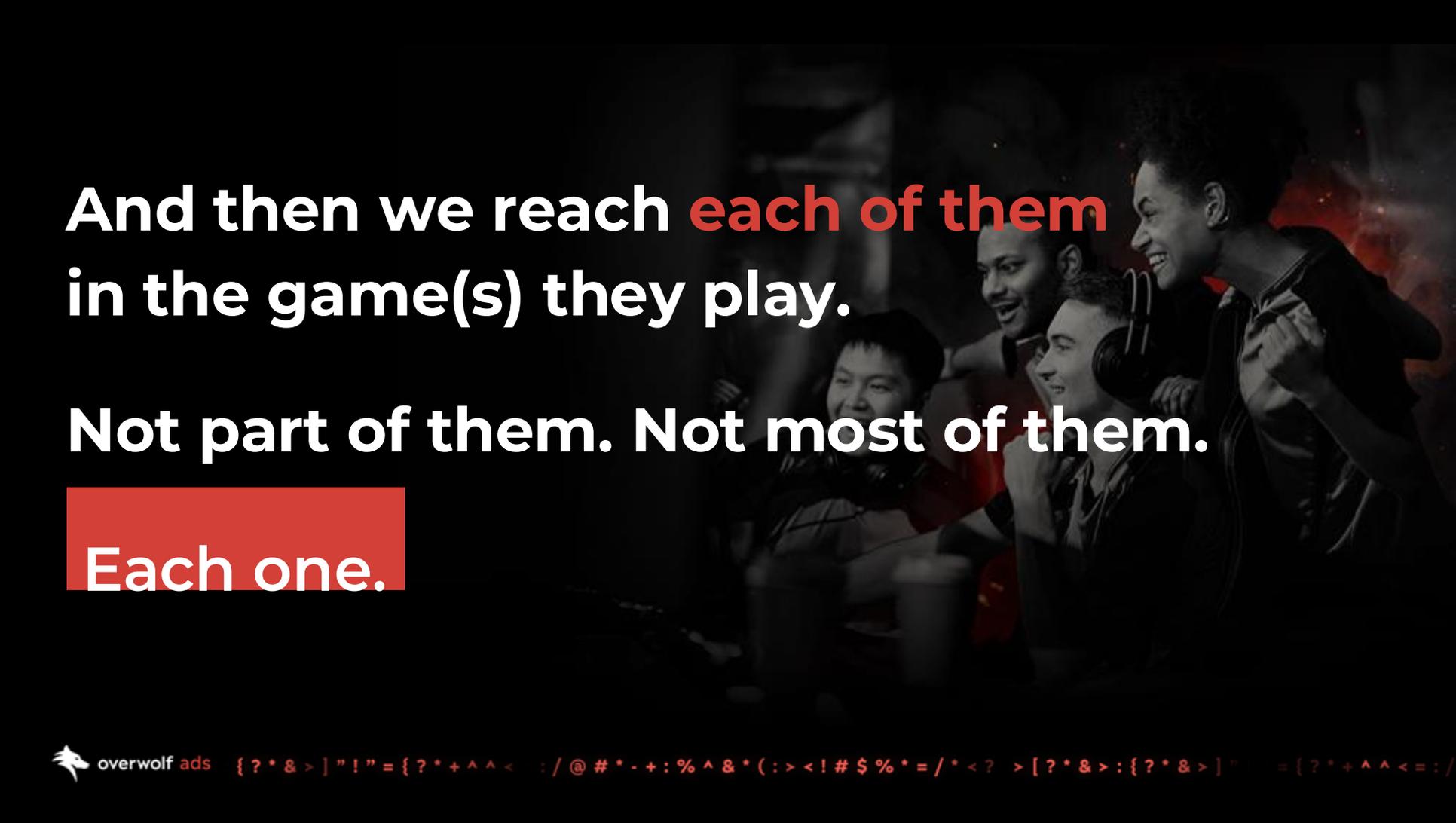
- ◆ +18 y/o
- ◆ Play horror games
- ◆ Watch horror movies / series
- ◆ US & UK only

**As defined by 1st party & 3rd party data*



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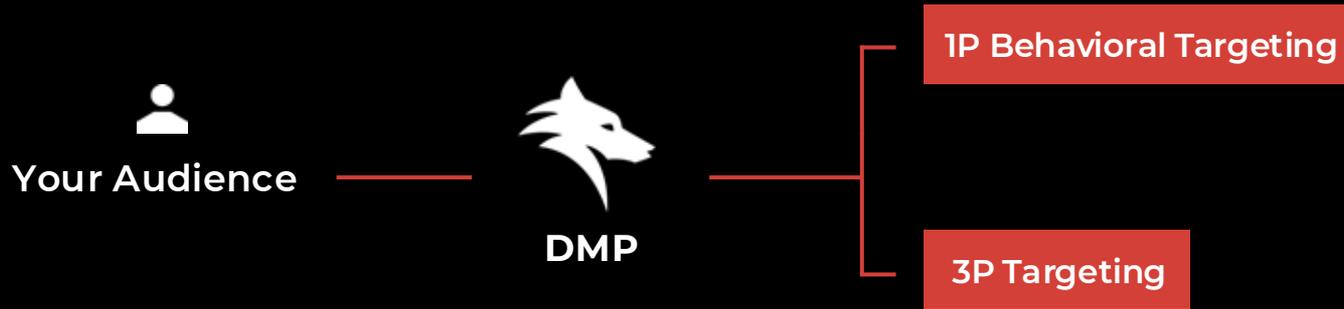
And then we reach **each of them**
in the game(s) they play.

Not part of them. Not most of them.

Each one.



How can we precisely reach your audience?



How can we precisely reach your audience?


Your Audience



1P Behavioral Targeting

- ◆ Games (played & installed)
- ◆ Gaming Behaviour
- ◆ Content consumption patterns
- ◆ Favourite genres & franchises
- ◆ Hardware (GPU, CPU, headphone, webcam)
- ◆ Language
- ◆ ISP
- ◆ Software installed

3P Targeting



How can we precisely reach your audience?


Your Audience



1P Behavioral Targeting

3P Targeting

- ◆ Age
- ◆ Gender
- ◆ Parenthood
- ◆ Income
- ◆ Education level
- ◆ Movie genres
- ◆ Gaming console
- ◆ Streaming subscriptions
- ◆ Automotive in-market
- ◆ Home ownership
- ◆ Food delivery service
- ◆ QSR frequent spenders
- ◆ Pharma data (PurpleLab)
- ◆ Search intent (Captify)





Reaching them is one thing.

Engaging them is another.





Rewarded Achievements

Celebrate in-game wins with real-time brand rewards

Turn players' proudest moments into powerful emotional brand interactions.

These custom rewards show up during game-winning moments (like victories, assists, or ranking up) – when players are hyped & engaged.

Available in 20 top games, including:



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Branded Mods

Make your brand a native part of the game

Bring your brand into the game as a playable element – outfit, item, vehicle, store, or even a full in-game experience.

Each mod is tailored to fit the game's world, and narrative, giving players new ways to wear, drive, explore, or engage with your brand.

Available in top games, including:



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Case Studies



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Case Study



How **Naked Smoothie & Dentsu** skyrocketed intent by combining rich media with custom activations



The Drum Awards

In-Game Experience
2025 Winner



26M

Impressions

11x

Higher CTR vs
Benchmark

36%

Purchase
Intent Lift

42%

Favorability
Lift

FORTNITE



APEX
— LEGENDS —

TEAMFIGHT
TACTICS



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In a world where everyone plays
something,
the magic is how to catch 'em all -
wherever they are.



Are You Game?



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