

June 12, 2025



Orange 142 Releases Gaming Best Practices Guide to Help Marketers Level Up In-Game Advertising Strategies

The new guide explores how brands can tap into the \$11B gaming ad opportunity with immersive formats, smart targeting, and player-first experiences

AUSTIN, Texas, June 12, 2025 /PRNewswire/ -- Orange 142, a division of Direct Digital Holdings (NASDAQ: DRCT) and a leader in digital marketing for mid-market brands, today released a new best practices guide focused on in-game advertising. The guide is designed to help marketers unlock the full potential of gaming as a marketing channel, connecting with audiences in immersive environments without disrupting the player experience.

Gaming platforms are one of the most engaged digital channels globally, with more than 3.2 billion people playing across mobile, PC, and console. As the market for in-game advertising surges toward \$11 billion by the end of this year, the opportunity is clear. Still, many brands remain unsure how to enter the space effectively. Orange 142's Emerging Channels Council created this guide to simplify the landscape for marketers, helping advertisers navigate formats like rewarded video, native placements, and Twitch sponsorships.

"In-game advertising allows brands to reach audiences when they're fully immersed and open to new experiences if done right," said Lindsey Wilkes, SVP, Business Development at Orange 142. "To accomplish this successfully, marketers require a better understanding of how to show up in these spaces in ways that enhance, rather than interrupt, the experience. With this new guide, we're giving marketers a clear roadmap for doing just that."

A Playbook for Reaching Gamers Authentically

The Gaming Best Practices Guide offers a comprehensive look at why in-game advertising is growing so quickly, how brands can do it well, and what to avoid. It covers emerging trends, platform dynamics, and evolving measurement techniques. The guide breaks down complex ad formats into clear use cases that help marketers:

- Understand the range of in-game formats from rewarded ads to dynamic product placements
- Match ad types with campaign goals and gamer behaviors
- Tap into powerful targeting capabilities, including behavioral, contextual, and device-based approaches
- Ensure brand safety and avoid interruptive or poorly matched placements
- Measure viewability, engagement, and attribution in a gaming environment
- Embrace emerging tech like VR, programmatic delivery, and generative AI integrations

From mobile games to live esports events, gaming now rivals TV and social media for consumer attention. With real-world examples and hands-on tips, the guide shows how marketers can integrate into the gaming experience in ways that feel native and drive real results.

To read the Gaming Best Practices Guide or explore additional Emerging Channels resources, visit: <https://orange142.com/emerging-channels-hub>

About Orange 142

Orange 142 is a digital marketing and advertising company with offices across the US. We service marketers and agencies. We are part of Direct Digital Holdings, the ninth Black-owned company to go public.

We help marketers of all sizes grow their reach and revenue through data-driven media strategies. We also partner with agencies and execute campaigns on behalf of their clients.

Our team of experts deeply understands the digital landscape and the latest advertising and marketing technologies. We work closely with our clients to develop and execute custom advertising and marketing campaigns that meet specific goals.

We are committed to providing our clients with the highest service and transparency. Open communication and collaboration are essential to the success of every advertising and marketing initiative.

About Direct Digital Holdings

Direct Digital Holdings (Nasdaq: DRCT) combines cutting-edge sell-side and buy-side advertising solutions, providing data-driven digital media strategies that enhance reach and performance for brands, agencies, and publishers of all sizes. Our sell-side platform, Colossus SSP, offers curated access to premium, growth-oriented media properties throughout the digital ecosystem. On the buy-side, Orange 142 delivers customized, audience-focused digital marketing and advertising solutions that enable mid-market and enterprise companies to achieve measurable results across a range of platforms, including programmatic, search, social, CTV, and influencer marketing. With extensive expertise in high-growth sectors such as Travel & Tourism, Energy, Healthcare, and Financial Services, our teams deliver performance strategies that connect brands with their ideal audiences.

At Direct Digital Holdings, we prioritize personal relationships by humanizing technology, ensuring each client receives dedicated support and tailored digital marketing solutions regardless of company size. This empowers everyone to thrive by generating billions of monthly impressions across display, CTV, in-app, and emerging media channels through advanced targeting, comprehensive data insights, and cross-platform activation. DDH is "Digital advertising built for everyone."

For more information, visit www.directdigitalholdings.com.



 **Colossus SSP®**  **Orange 142®**

View original content to download multimedia:<https://www.prnewswire.com/news-releases/orange-142-releases-gaming-best-practices-guide-to-help-marketers-level-up-in-game-advertising-strategies-302479892.html>

SOURCE Direct Digital Holdings