



Unlock the world of in-game advertising with Overwolf

Overwolf is a desktop platform for PC gamers, offering apps and mods that enhance gaming experience and help gamers play smarter.

31M+
MONTHLY GAMERS

15B+
YEARLY DOWNLOADS

1,000+
PC GAMES SUPPORTED

10B+
MONTHLY OPPORTUNITIES

Reach the Unreachable

Gain premium access to the most unreachable audience of hardcore pc-gamers. Overwolf users are engaged and enthusiastic about gaming, mostly aged **18-34** with a male majority skew

650M+
GAME SESSIONS PER MONTH

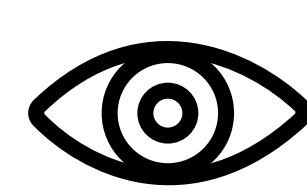
30.2
AVG. HOURS PLAYED PER MONTH
[Per user]



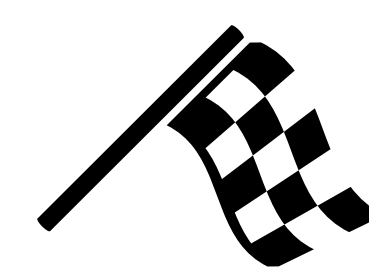
28% Western Europe | 25% North America | 22% Eastern Europe
12% Latin America | 8% Asia and Pacific | 5% Nordics

Level-up Your KPIs

Ads are integrated into in-game apps, while Overwolf ensures they never interfere with the gamer's experience. This results in industry-leading viewship and completion rates



95%+
VIEWABILITY



85%+
COMPLETION RATE

- ✓ Supports Standard IAB and custom ad sizes
- ✓ VAST/VPAID, oRTB, Prebid.js

- ✓ IVT Monitoring with MRC accredited vendors
- ✓ GDPR compliance

Verified and Trusted

MOAT
MOAT VIDEO SCORE

PROTECTED
MEDIA

ge^{edge}
Add Integrity

pixalate

DV
DoubleVerify

iab^{eu}
interactive advertising bureau

Join leading brands who
advertise on Overwolf

P&G

ALIENWARE

intel

DAWN

Dr Pepper

JAKKS
PACIFIC

Contact us advertise@overwolf.com