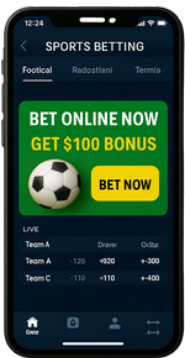


Performance Channels That Entertainment Apps Can't Ignore



Entertainment apps know installs are just the start. The *real* challenge? Converting installs into real outcomes - **subscribers, paying users, loyal fans**. With **retention rates dropping below 10% by day 30**, scaling growth requires investing in the channels that consistently deliver high-intent users.

Here's where today's top-performing entertainment brands are finding success:



Mobile In-App

Rewarded ads within gaming, sports, and news apps continue to perform at scale, reaching users in the moments they're most engaged.

Why it works

Natural relevance at the right moment, high opt-in rates for rewarded video, and advanced fraud protection through SDK-based exchanges.

Impact

Users who engage with rewarded ads are **4.5x more likely to make an in-app purchase**, making them a key driver of post-install actions. Interstitial and native placements complement this impact by expanding reach across high-intent audiences.

Video

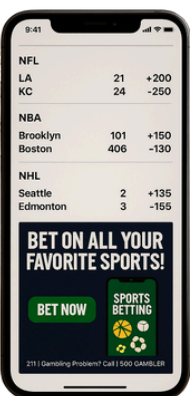
Cross-platform video and connected TV (CTV) have continued to surge as must-test channels for entertainment apps.

Why it works

Premium CTV placements around live events and new content, paired with retargeting, push notifications, or QR codes, create seamless conversion paths.

Impact

Proven to accelerate free trials, subscriptions, and event-driven engagement at scale, FanDuel leveraged this approach to test new video and in-app traffic sources, achieving a **25% install-to-registration rate** and surpassing first-time deposit goals by 120%.



Mobile Web Display

This is a channel that has evolved into a powerhouse for tapping into niche, high-intent audiences.

Why it works

Listicles, native placements, and tailored integrations reach users actively searching, comparing, or engaging in related behaviors. For entertainment apps, this is the moment when audiences are most receptive to exploring new experiences that enhance their gaming, streaming, or betting habits.

Impact

With **20% of U.S. adults betting online**, targeting high-intent signals like odds checks or live-score views and diversifying across display partners helps uncover untapped segments that drive sustainable growth.

Make Every Install Count

Driving 750K+ installs every month for leading entertainment apps, Perform^[cb]'s Outcome Engine ensures marketers identify, test, and scale the channels that actually deliver ROI.

Get in touch with our team to diversify your channel mix and turn every install into long-term value.