

High-Impact Moments: Capture your **moment.**

Full screen, sole voice, with attention already earned.



AD EXPERIENCES

Display Moments

2%+

Click-through rate

+33%

vs. Adelaide's publisher
attention benchmark

- A visible countdown tells the player when the unit becomes dismissible.
- 100% share of voice — no competing ads on screen.

AD EXPERIENCES

Video Moments

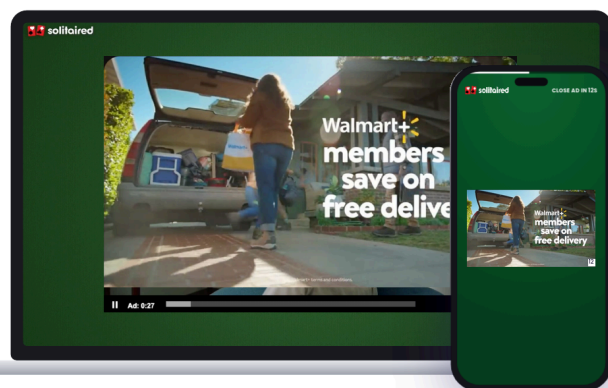
100%

Share of voice

+45%

vs. Adelaide's publisher
attention benchmark

- Available with audio enabled.
- Skippable and non-skippable formats.
- 90% completion rate on videos under 15 seconds.



DESIGNED FOR QUALITY, ENGAGEMENT AND DIFFERENTIATION



JOUNCE
MEDIA

Jounce Media Bellwether
publisher for quality programmatic
supply.



HUMAN

99%+ valid traffic score — verified
real players, not bots.



DeepSee.io

User and advertising experiences
rated **High Quality** across a variety
of signals.



100/100 quality score from
GAMERA, across all domains.

AUDIENCE QUALITY AT SCALE



GENDER

- 61% Female
- 39% Male



AGE

- 60% are 65+
- 15% are 55-64
- 8% are 45-54
- 17% are 18-44

2.3x as likely to be 65+ as the
average U.S. internet user

11M+

Games played daily

61M

Annual users

4x

Longer sessions than top news
sites



NMSDC certified minority-owned
business

79% of Unwind users are 50+: the households driving more than half of U.S. consumer spending (AARP, 2026)

AS SEEN IN

The New York Times

edXchanger

Nasdaq

Forbes

QUARTZ

BUSINESS
INSIDER

USA TODAY