

Turn gamers into your next sales channel.

Pay in margin, not media. Get sales you can count by code.

Reach is getting more expensive - and harder to **trust**.

Three forces are squeezing the brand marketer at once.

01 · RISING CAC



CAC keeps rising on Meta & Google.

Auction prices climb every quarter. The same impression buys less attention.

02 · AD FATIGUE



Audiences tune intrusive ads out.

Skip, mute, ad-block. Reach is bought but rarely received.

03 · UNMEASURED REACH



Reach you can't tie to a sale.

Walled gardens, leaky attribution. The dashboard says yes; the P&L isn't sure.

Your customers are **inside games.**

In-session, daily, for hours at a stretch - a high-attention surface that ads can only interrupt. We meet them inside the loop they actually want to be in.

Hundreds of millions

of engaged mobile gamers - the audience ads can't reach on Meta, Google or marketplaces.

LIVE SCALE

5,000+

brand partners on one catalogue

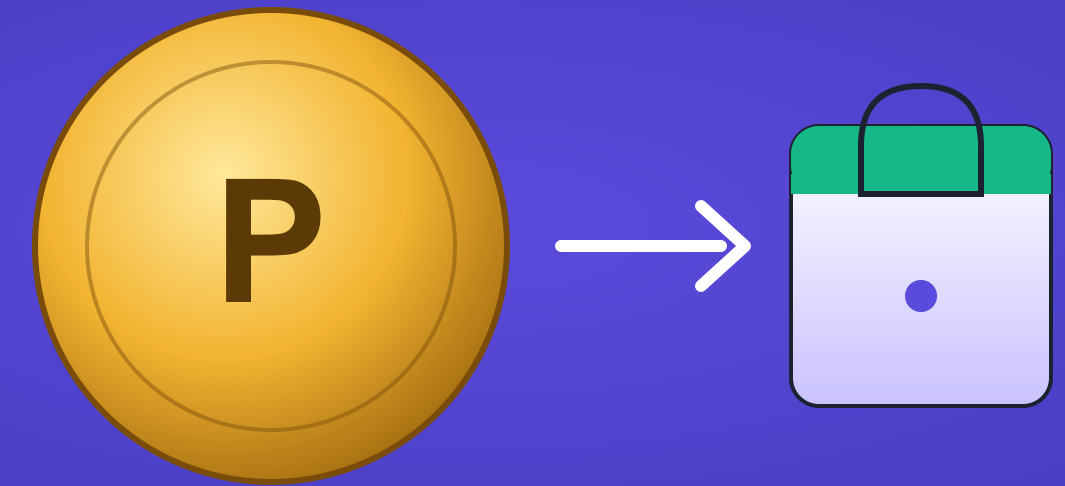
22+

gaming studios across multiple genres

Amazon · Walmart · Uber

real products from these names - and
thousands more

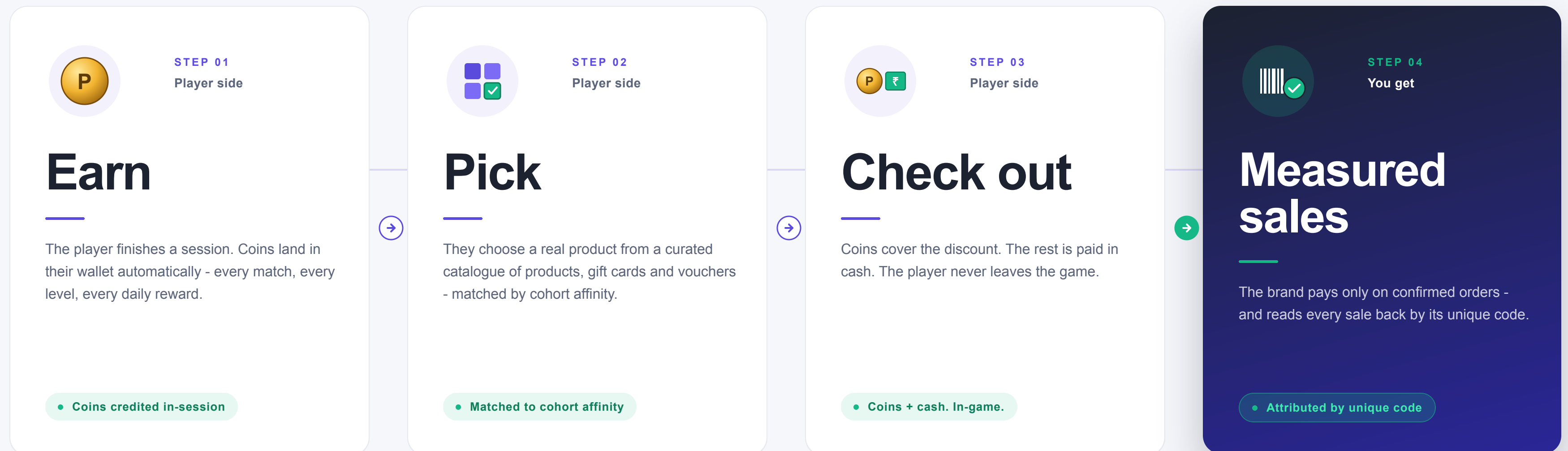
Players earn coins. They redeem them for **YOUR** product.



PlaySuper links in-game currency to real-world products. The brand funds a reward or a small discount
- never an impression.

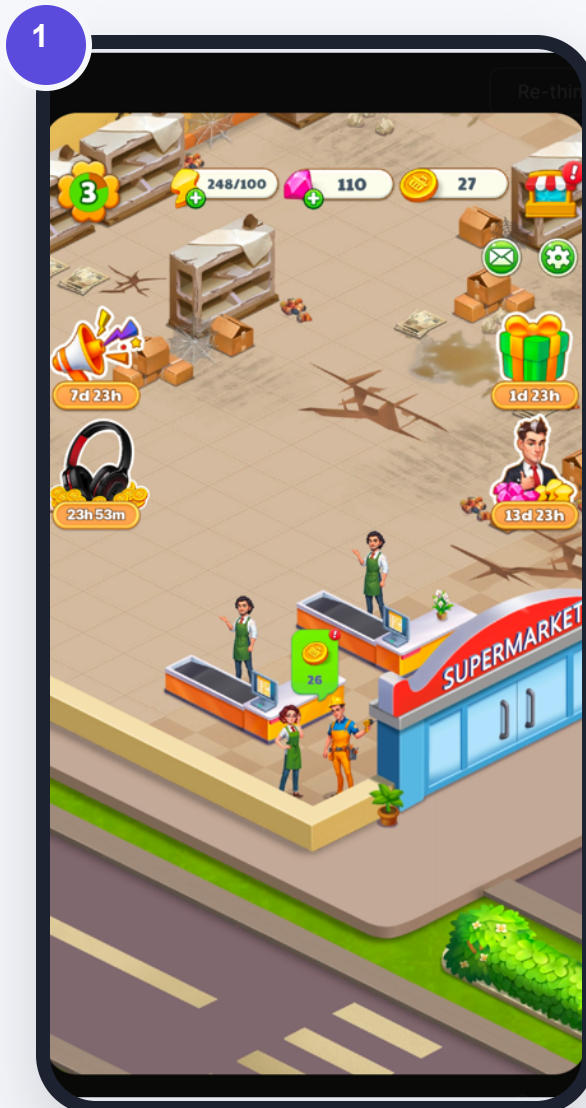
One loop. Four steps.

The player never leaves the game. You only pay when an order closes.



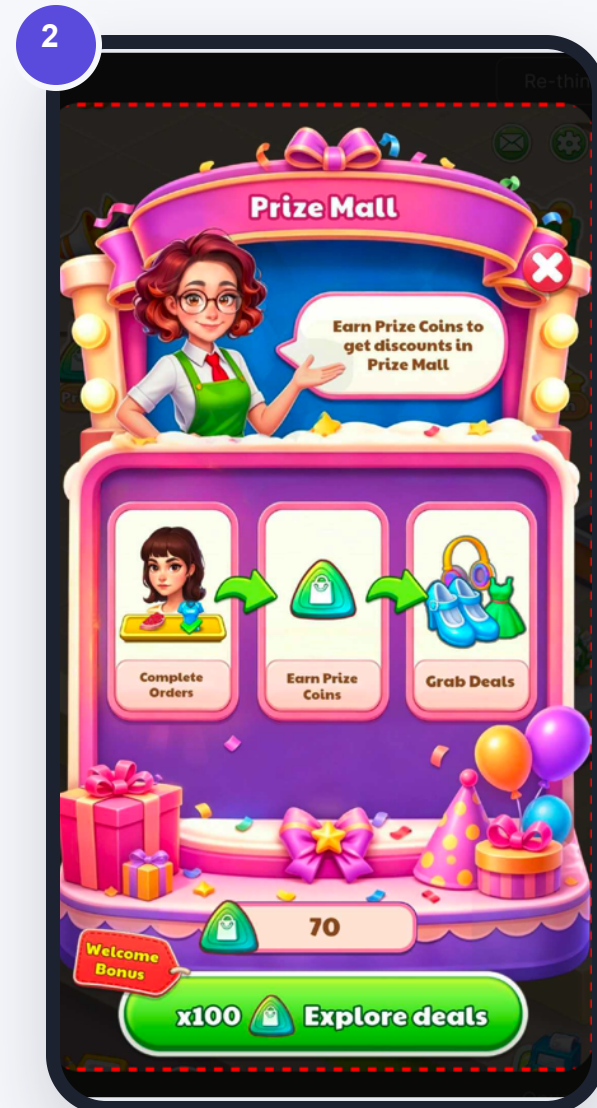
This is how your brand **actually** shows up.

Real screens from a live PlaySuper integration - no mockups, no concepts.



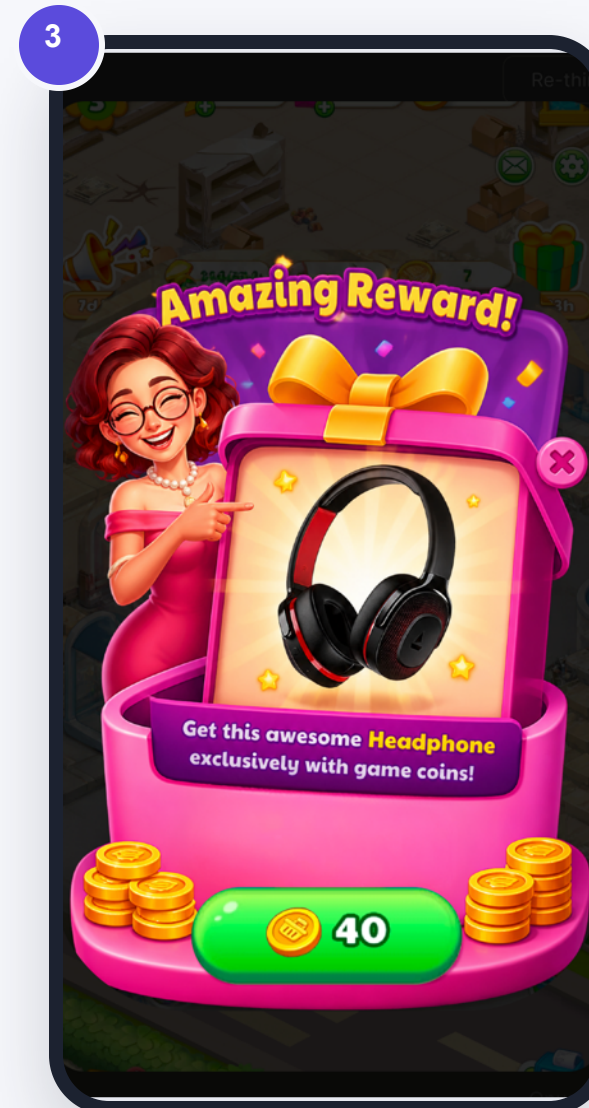
NATIVE IN GAMEPLAY

Lives inside the game UI - no new screen, no interruption.



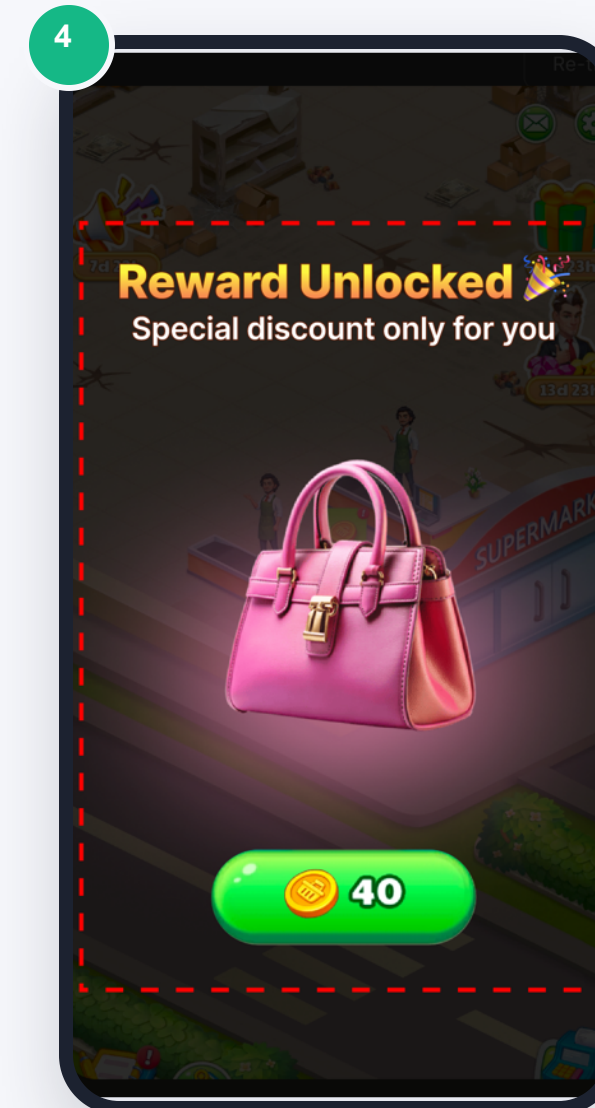
THE REWARDS HUB

Players earn by playing - attention you don't have to interrupt.



A REAL BRAND REWARD

Your product, chosen by the player - matched by cohort affinity.



A REAL DISCOUNT

Coins cover the discount, the rest is cash - every order tagged by code.

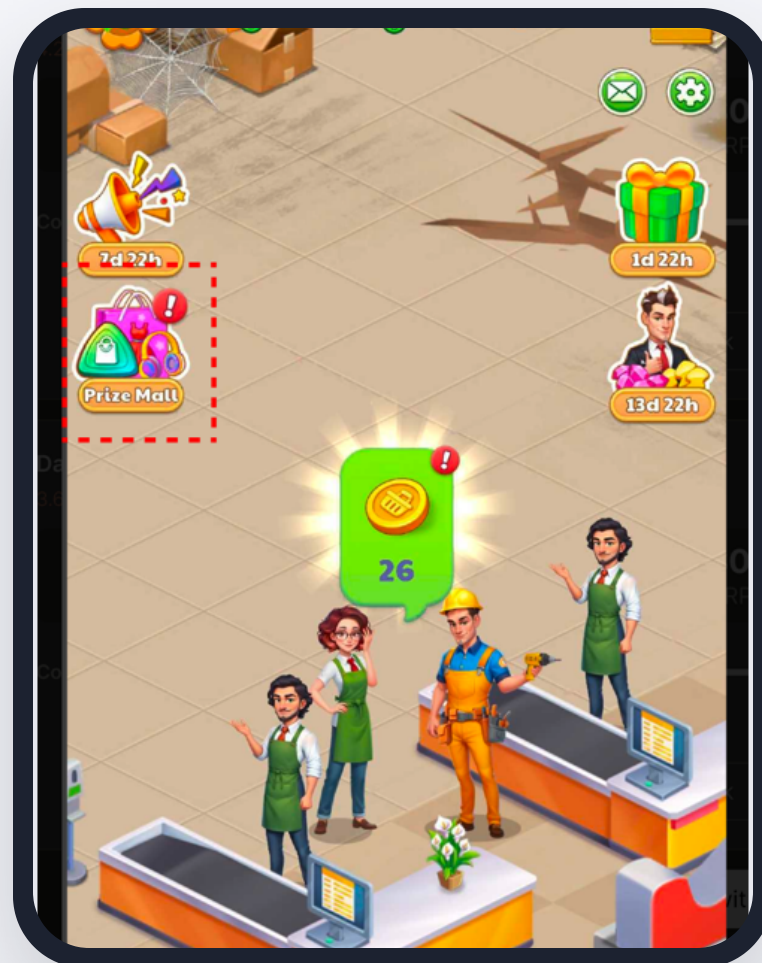
IN-CONTEXT

No new screen.
No forced ad.

The brand lives inside the game the player already chose to open.

A reward they chose -

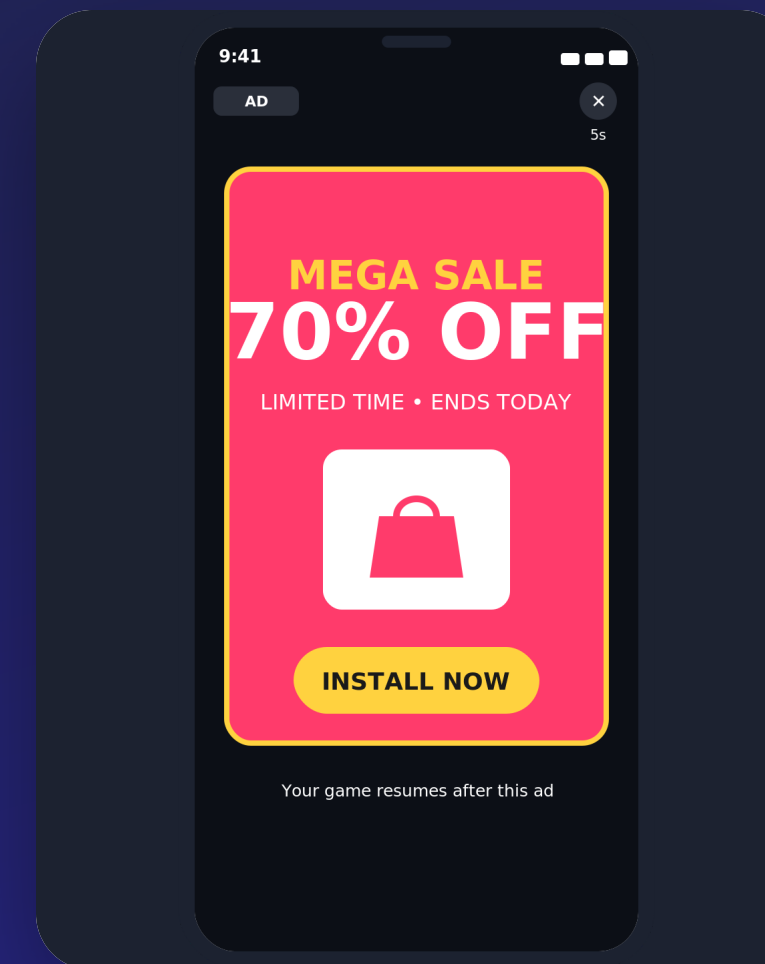
● PLAYSUPER - NATIVE



Chosen, on-brand, in context. The player opts in for something they want.

not an ad they endured.

● TRADITIONAL INTERSTITIAL



Forced, off-context, skippable. Attention taxed, not earned.

The attention of ads.

The conversion of commerce.

DIMENSION	 PlaySuper	Performance ads	Influencer	Trad. promo
YOU PAY FOR	Confirmed sales	Impressions / clicks	Posts / reach	Shelf space / GRPs
RISK	Success-priced	Pay upfront, hope	Pay upfront, hope	Pay upfront, hope
ATTRIBUTION	By unique code	Modelled / leaky	Vague	None
AUDIENCE	Engaged gamers	Saturated, costly	Creator's followers	Mass, untargeted
NEW-TO-BRAND	68–89% (proven)	Often retargeting	Mixed	Unknown

5,000+ brands already live on the catalogue.

A snapshot of names players already know - across apparel, beauty, tech, food, health and mobility.

APPAREL & FOOTWEAR



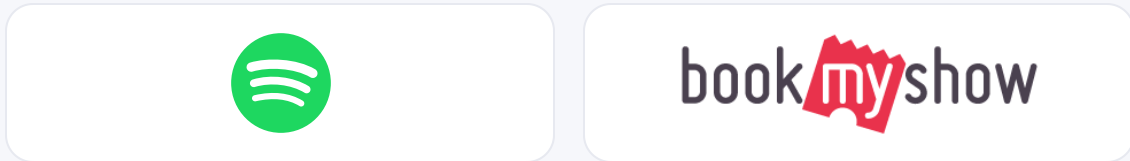
BEAUTY & PERSONAL CARE · EYEWEAR



TECH & AUDIO · ENTERTAINMENT



STREAMING & CINEMAS



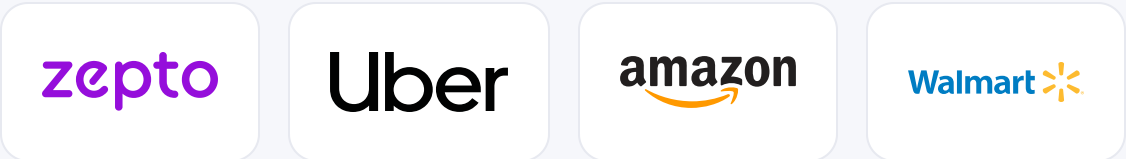
HEALTH & FITNESS



FOOD, BEVERAGE & QSR



QUICK-COMMERCE & MOBILITY



Every rupee of return is tied to a redeemed code.

This is measured sales, not modelled reach - the one thing brand marketing almost never gets. No look-back windows, no MMM guesswork.

UNIQUE CODE

PS-7K42-Q9

issued in-game to one player



REDEMPTION

**Code applied at
checkout**

brand storefront, app or POS



CONFIRMED ORDER

**₹ counted on the
P&L**

no model, no decay, no guess

SIGNATURE DEVICE

1 : 1

**One code in.
One sale out.**

Reach is reconcilable. Spend is auditable. Marketing finally meets finance halfway.

Real results. Different categories. Same engine.

Return on ad spend (ROAS) - anonymized campaigns. Every bar clears 6x.



* Personal care line is illustrative, benchmark-based. The other three are real, anonymized campaigns.

FASHION RETAILER

11.3x

Players spent 1.24x the card value - paying the rest in cash.

AUDIO BRAND

8.2x · 89% NTB

A test became a permanent in-game storefront in 4 weeks.

CHALLENGER D2C

6.3x · 68% NTB

Kept ₹84 of every ₹100; rate-based economics hold as it scales.

PERSONAL CARE*

8.3x · 71% NTB

₹73 to acquire a new, repeat-capable customer; 10.5x incl. 60-day repeat.

Most buyers had **never bought** the brand before.

Coupons were open to all players. The new-customer share emerged on its own - additive to existing channels.

AUDIO BRAND



Buyers who had never purchased before

PERSONAL CARE*



Buyers who had never purchased before

CHALLENGER CONSUMER



Buyers who had never purchased before

Customers these brands don't meet on Meta, Google or marketplaces. *illustrative, benchmark-based.

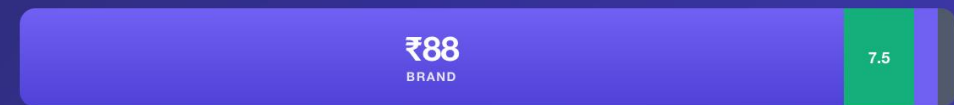
You keep ~₹88 of every ₹100 - and pay only when an order closes.

₹88

retained by the brand, per ₹100 of sales - the rest funds the gaming distribution, the aggregator and PlaySuper, all on success.

WHERE EVERY ₹100 OF SALES GOES

stacked share



■ **₹88** Brand retains
your margin, your P&L

■ **₹7.5** Gaming distribution
paid to the publisher / studio

■ **₹2.5** Aggregator
catalogue, redemption, code routing

■ **₹2** PlaySuper
success fee, paid on confirmed sales

One success-priced fee paid the whole chain. Cost of sale is a ceiling, not a gamble.

Here's exactly how the money works - and who gets paid.

A clean ₹500 order, walked end-to-end. Illustrative example - exact rates set per campaign.

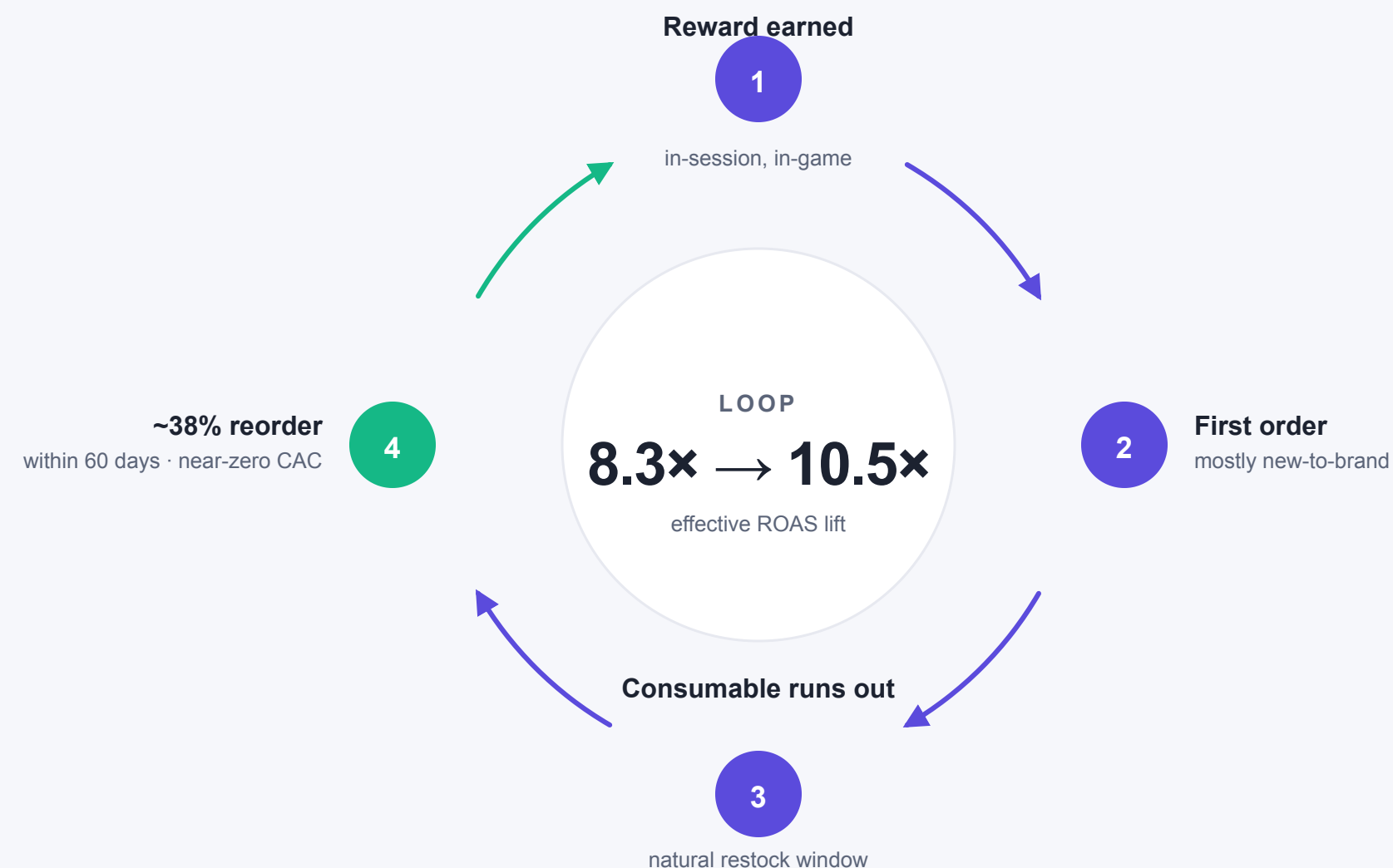


CONFIRMED ORDERS	ATTRIBUTED SALES	SUCCESS FEES PAID	BLENDED ROAS	NEW CUSTOMERS
11,500	₹49.5L	₹5.93L	8.3x → ~10.5x first purchase → incl. 60-day repeat	≈8,165 71% NTB · ≈₹73 each

"You never pay for attention - only for orders. The studio, the rail and PlaySuper are all paid out of a single success fee, and you still keep ₹88 of every ₹100. Everyone earns only when you sell."

Acquire once. Sell again at **near-zero cost**.

Especially powerful for consumables - the second purchase isn't bought, it's earned by the first.



THE COMPOUNDING METRIC

~38%

of first-order buyers reorder within 60 days, at near-zero acquisition cost.

PILOT ROAS

8.3x

→

INCL. 60-DAY REPEAT

~10.5x

Personal-care line - illustrative, benchmark-based.

Whatever you sell, there's a **lever**.



Apparel & footwear

Gift-card model lifts basket size; players spend beyond the reward in cash.



Tech & audio

Pure top-of-funnel discovery for challenger brands the ad platforms bury.



Health & fitness

Trial-to-habit: first order acquired cheap, subscription / repeat follows.



Beauty & personal care

Low-cost new-to-brand discovery + built-in repeat on consumables.



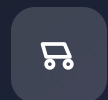
Food, beverage & QSR

High-frequency repeat and footfall; vouchers redeemed in seconds.



Entertainment & streaming

Voucher and subscription redemption that converts attention into sign-ups.



Quick-commerce & mobility

Frequency and basket - reward the next order, measure the conversion.

Fully managed. Success-priced. Live in weeks.

STEP 01

1

Pick an objective.

NTB, repeat, footfall, or a category test - define the result you want.

STEP 02

2

PlaySuper places & runs it.

Studio selection, creative, code provisioning and ops - handled end-to-end.

STEP 03 · YOU

3

Read the codes.

Confirmed sales on your P&L, attributed by unique code. No models.

REAL SPEED PROOF

One brand went from first test to a [permanent in-game storefront in 4 weeks.](#)

Fund one campaign. Read the codes.

We'll prove the return before you scale a dollar.



TALK TO US

Team@playsuper.ai

[Playsuper.ai](https://playsuper.ai)