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## **Reloaded Advertising Launches In-Game Advertising Measurement and Reporting Interface**

**Dynamic In-Game Advertising that can now be tracked and reported on.**

**Vancouver, BC – June 29, 2012:** Reloaded Advertising, a leading in-game advertising agency, announced today the launch of a new tool that provides fully-automated reporting and campaign analysis for [dynamic in-game advertising](#) campaigns.

The new interface that's accessible site-wide, allows clients to login and easily pull campaign reports. The benefit being one centralized dashboard, that filters and compiles stats for all the types of dynamic in-game advertising (console, mobile, and flash).

The reporting provides simple, yet essential stats like impressions, clicks, and click-through rates (CTRs), which still isn't a widespread offering amongst in-game advertising networks and companies.

"We're in a new age of advertising where almost all forms of digital advertising is trackable, such as online advertising and social media for example", says Jordan L. Howard, the 22 year old Founder and President. "As effective as in-game advertising is, one of the challenges that the industry has faced over the years is a lack of reporting capabilities. Our goal is to change this with our new system, and encourage future advertisers to jump onboard with in-game advertising".

### **About Reloaded Advertising**

Reloaded is a leading [in-game advertising company](#), offering a variety of in-game ad services including dynamic in-game advertising, static in-game advertising, and advergames.

### **About Dynamic In-Game Advertising**

Dynamic in-game advertising is a type of in-game advertising that can be delivered within console, mobile, or flash games. It's popularly seen within Xbox 360 and PlayStation 3 games, taking the form of predetermined billboards that can be updated, changed or removed in real-time to easily accommodate time-sensitive advertising campaigns.

For more information about Reloaded's in-game advertising services please visit:

<http://www.reloadedadvertising.com>

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