



VIKRANT MUDALIAR as the
ACQUISITION
ACE

The Conquest Command

Google Marketing Live
Leadership
Circle

#56

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IN THE EXPLOSIVE WORLD OF GAMING, DISCOVERABILITY IS KING, AND PLAYER RETENTION IS THE ULTIMATE QUEST. YET, NAVIGATING THE NON-LINEAR DIGITAL ARENA ACROSS SEARCHING, SCROLLING, STREAMING, AND SHOPPING TO CONNECT WITH GAMERS IS A HIGH-STAKES CHALLENGE.



BUT FROM THE CORE OF GOOGLE'S GAMING INTELLIGENCE, A SOLUTION AROSE - THE POWER OF GOOGLE AI!



THE ACQUISITION ACE, EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S TO THEIR NEXT ADVENTURE. THESE PLATFORMS ENABLE THEM TO ENSURE EVERY GAME FINDS ITS AUDIENCE, AND EVERY PLAYER FINDS THEIR COMMUNITY.

In Gaming, connection is conquest! And with **Google and YouTube**, we are building our brand to be the **Omnipresent Player Connection Hub**, reaching customers and maximizing ROI across every point of the 4S!



STREAMS
STREAMS
NEW PLAYER
ACQUISITIONS



STRONG
COMPETITIVE
INSIGHTS

CONK PLAYERS

ENGAGING