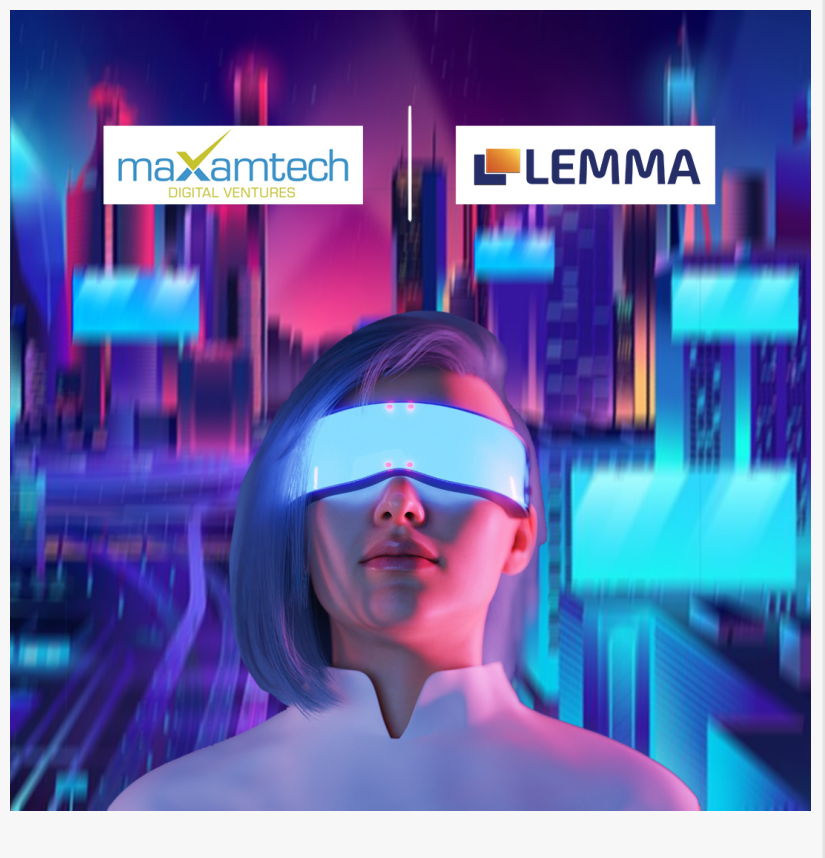


Lemma's Metaverse Billboards blend physical and virtual world advertising for brands

Brands will engage effectively with an evolving audience through billboard ads in the Metaverse.

PUNE, MAHARASHTRA, INDIA, February 14, 2023 /EINPresswire.com/ -- Lemma, an independent supply-side platform for large format ads, has announced its partnership with Maxamtech Digital Ventures, launching its metaverse billboards to real-world digital out-of-home clients.

Advertising in the virtual world mimics the brand's actual world representation. Brands can now create a dual experience for audiences in the virtual and physical worlds through Lemma, doubling the overall impact.



The collaboration between Lemma and Maxamtech will assist global brands in creating an indelible brand impression on untapped audiences through the virtual billboards in the Metaverse, connecting the brand story seamlessly across both realms.

Billboard advertising in the Metaverse is currently relatively affordable. The costs of running a campaign in virtual space are low, making it a potentially lucrative opportunity to target a new audience entering the Metaverse.

Maxamtech is a prominent player in the market, with a growing audience in gaming and virtual worlds. Maxamtech and Lemma will offer clients strategic in-game placements and enrich customer engagement by allowing advertisers to redirect users to their website or landing page.

Gulab Patil, Founder and CEO of Lemma, said, "Metaverse billboards can reach a global audience

and help expand a brand's reach and target new markets efficiently. Further, virtual billboards can show unique advertisements to each user based on their demographics, interests, and actions. Ad personalisation reduces waste and boosts the efficiency of advertising campaigns as a whole." He continues, "Our decision to offer metaverse billboards to the clients will ensure that brands who aim to reinvent themselves to align with audiences in the Metaverse as new patterns of behaviour and consumption emerge will be able to do hassle-free through Lemma."

"We are constantly looking for new and exciting ways to grow and monetise our gaming platform, and this partnership with Lemma presents a perfect opportunity to do so. We look forward to working with them to offer brands and advertisers innovative ways to reach audiences with engaging and cutting-edge new ad units," concluded Xerxes Mullan, Founder of Maxamtech Digital Ventures

Brands can begin with billboard ads and expand into events, product placement, content creation, virtual influencers, and other metaverse advertising opportunities, making billboards the entry point for brands to explore Metaverse advertising.

Lemma

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