

Computer Game Promotion Digiseg Audience Data Delivers 40% More Sign-Ups than All Other Line Items

Campaign Goal: Promote a new game title and prompt sign-ups ahead of the release date

Challenge:

UA campaigns for computer games tend to be rather costly, and often deliver diminishing returns in investment, meaning as time goes on, the campaigns deliver fewer and fewer conversions. In order to achieve scale, this client had always relied on programmatic campaigns that target users based on behavioral data.

The game maker was intrigued with Digiseg's approach to large-scale campaigns, but wondered if our audience segments would allow them to reach millions of consumers and deliver better -- and sustained -- results throughout the entire campaign.

Audience: Custom audience based on lifecycle, neighborhood and tech-level

Targeting Strategy:

Tapping into our previous experience with gaming campaigns, Digiseg encouraged the client to focus campaign spend on young people who have multiple devices and spend a lot of time using them. These attributes allowed us to achieve the kind of scale the client wanted for the campaign. To optimize ad spend, we created and applied a CPC buying algorithm which enabled us to identify the channels and publications that had the best editorial synergies to identify the editorial synergy between the banners and the gaming target group oriented on computer games ...



Composition:

Lifecycle A,B + Tech-level C

Results: The client was pleasantly surprised by the fact that Digiseg was able to cap the CPM at a price that was 33% lower than what they'd typically paid -- and without compromising results. But that was just the beginning of the good news. Digiseg also delivered 40% more sign-ups than competitive line items.

Impressions	CTR	Conversions
4.92M	0.51%	40% Increase in Sign-ups