

Discover how an on-demand video streaming service used APEX Gaming Network and its leading In-Game Advertising capabilities to create awareness for a new upcoming release

Client Background:

A globally recognized on-demand video streaming service



Challenge:

The future of advertising is in game, and it is no wonder more businesses are turning to new and exciting ways to engage consumers using emerging advertising technology. One of these companies was a well known on-demand video streaming service who chose APEX Gaming Network to successfully create awareness for their new release on a national level in Canada by taking advantage of In-Game Billboards, Videos & Rewarded Video



Strategy

- The goal was simple: Connect with the target demographic to raise awareness for the client across Canada for their upcoming release. Ads were placed inside the EA mobile gaming title "Sims" using a value exchange strategy. Displayed on an interactive billboard, and also used in a rewarded video setting.
- By leveraging high quality client visual assets, and placing them in a fully customizable creative ad unit, AGN was able to captivate and drive audiences to expand on the ad unit. The delivery of the ad was subtle and unintrusive to the end user; which was crucial in helping to further engage and connect the brand with its target audience.
- The mobile gaming app, location and demographic data that AGN was able to obtain and use for this campaign was crucial in ensuring that the target audience engaged in a positive manner and connect with the ad; leading to increased impressions, click throughs, and conversions.

Once audiences were targeted, AGN was able to provide the client with the benefit of a positive user experience due to the unintrusive and opt-in nature of the ads in premium gaming environments with resulting in high VCRs, CTRs and completions.

Campaign Performance

Using AGN, this well known on-demand video streaming service enjoyed a high campaign performance in premium gaming environments and achieved strong performance metrics while increasing awareness of its new release across Canada

The Mobile Gaming Opportunity:

- Brand safe advertising with 100% visibility
- Intuitive targeting opportunities
- Expansive and rich advertising
- Reach millions of Canadians

Media Type:

**In-Game Billboards, Video Interstitials
& Rewarded Video**

Engagement Rate:	13.36%
Overall CTR:	6.68%
Impressions:	146% vs Booked



**Ready to turn engagement into
brand awareness and actionable insights?**

**Learn how APEX Gaming Network
can achieve these results for your brand**

www.apexgamingnetwork.com