

Discover how a large multinational retailer worked with APEX Gaming Network to successfully drive awareness on a national level using Rewarded Video and In-Game Billboard advertising with geographical and age based targeting

Client Background:

A large multinational retailer with operations in Canada

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 large multinational retailer who chose APEX Gaming Network to successfully create awareness for a young demographic at Back to School time on a national level in Canada by taking advantage of In-Game Rewarded Video and In-Game Billboard advertising



Strategy

- The goal was simple: Connect with the target demographic to raise awareness for the client across Canada at back to school time & achieve high video completion and CTR.
- Leveraging AGN's rewarded video and in-game billboards with our technology partners enabled this manufacturer to reward gamers for their attention by using a 100% opt-in form of advertising. The result was a positive and unique brand experience that the targeted gamers enjoyed.
- The campaign targeted Gen Z (18-24yo) across Canada based on game selection by partner that best served this demographic such as Board/Puzzle games and those in the Utility category such as Pinger, Marshmallow Music Dance and Insta Square Fit. Using AGN's exclusive partner network, the objective of gaining awareness and high video completion rates was attainable.

Once audiences were targeted, AGN was able to provide the client with the benefit of a positive user experience resulting in high VCRs, CTRs and completions.

Campaign Performance

With AGN, this multinational retailer enjoyed a high campaign performance in premium gaming environments and achieved strong performance metrics while increasing awareness at back to school time across Canada.

Features of Rewarded Video

- Tracked and Tagged Creative
- Free from Ad-Block Technology
- Target Mobile Users
- 6-30 Second Video Ads

Media Type:
**Rewarded Video &
In Game Billboards**

Overall VCR:	97.42%
Overall CTR:	4.43%
Video Completes Delivered:	352,069



**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