

## Discover how one of the world's biggest retail chains worked with APEX Gaming Network to successfully execute a Back To School Campaign to promote its offerings for the period to Gen Z using In-Game Rewarded Video

### Client Background:

A leading multinational retail giant operating globally



### Challenge:

This global retail giant chose APEX Gaming Network to promote its Back To School campaign to its Gen Z audience in Canada, with a focus on individuals aged 18-24 by taking advantage of the powerful impact of Rewarded Video Ads



## Strategy

- The goal was simple: Connect with the desired 18-24yo demographic (Gen Z) through the use of value exchange in Rewarded Video Advertising in order to drive awareness and engagement for the clients campaign.
- By using Rewarded Video Advertising, AGN was able to encourage engagement in premium game environments by exchanging in-game rewards for users attention, which is 100% opt-in on the user's end.
- On behalf of the client, AGN was able to focus the campaigns efforts on the 18-24 year old demographic in Canada, which represents 20% of all gamers in the country, in brand safe and high impact game titles
- The mobile gaming inventory, locations 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 connected with the ad; leading to increased video completions and clickthrough rates

# Campaign Results

The campaign achieved exceptional performance metrics surpassing the usual industry benchmarks, engaging the intended audience while driving their interest and action. Certain game genres resulted in higher VCR, while others resulted in higher CTR which is data that can be used to optimize subsequent campaigns going forward

## Campaign Performance

### In-Game Rewarded Video:

Overall VCR: **97.42%**

Overall CTR: **4.43%**



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

[www.apexgamingnetwork.com](http://www.apexgamingnetwork.com)