

## Discover how a Canadian Telecommunications and Mobility company used APEX Gaming Network and its leading In-Game Advertising capabilities to create awareness for an upcoming release of a new phone series

### Client Background:

A Canada wide telecommunications and mobility company

### Challenge:

The future of advertising is in game, and so is the now. 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 nationwide Canadian Telecommunications and Mobility company who chose APEX Gaming Network to successfully create awareness for the release of a new mobile phone series by taking advantage of AGN's Rewarded Video



## Strategy

- The goal was simple: Connect with the target demographic to raise awareness for the client across Quebec for their upcoming release. Ads were placed inside specifically targeted premium mobile gaming titles using a value exchange strategy. These ads were presented in a rewarded video setting.
- The campaign targeted mobile gamers in the specified location (Quebec) with rewarded video ads who fit the target demographic (age 25-40) serving them a targeted ad at the right time resulting in higher performance than the industry benchmark
- 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 video completions and click throughs

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 and CTRs.

# Campaign Performance

Using AGN, this Canadian Telecommunications and Mobility company enjoyed a high campaign performance in premium gaming environments and achieved strong performance metrics while increasing awareness of it's new series 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: Rewarded Video

	<u>Campaign</u>	<u>Benchmark</u>	<u>Increase</u>
CTR:	1.03%	0.40%	157.50%
VCR:	92.28%	90.00%	2.53%



Ready to turn engagement into  
brand awareness and actionable insights?

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

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