

**Discover how the world's biggest e-commerce retailer worked with APEX Gaming Network to successfully drive traffic for their subscription service on a national level using a mix of tactics including In-Game Video and In-Game Billboards**

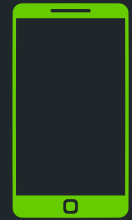
### **Client Background:**

A global e-commerce and technology giant



### **Challenge:**

This e-commerce and technology company chose APEX Gaming Network to boost traffic and engagement for the retailer's subscription service (including shopping, video and music streaming) in Canada by taking advantage of a mix of tactics including In-Game Video and In-Game Billboards



## **Strategy**

- The goal was simple: Connect with the target demographic through a mix of tactics to boost traffic and engagement for the clients subscription services.
- Using 15 Second In-Game Video Ads, AGN was able to encourage engagement in a precisely targeted environment by placing the video in premium titles in the sporting games genre.
- On behalf of the client, AGN was able to focus on the French speaking 18-49 year old demographic in Quebec while targeting the same age group of English speakers in the rest of Canada using In-Game Display Billboards.

# Campaign Results

With the mix of tactics employed by AGN on behalf of the client, this campaign surpassed benchmarks on each tactic with a high VCR and Viewability, resulting in impressive performance on behalf of the client

## In-Game Video:

Overall VCR:	95.31%
Overall CTR:	0.21%
Video Completes:	304,658

## In-Game Billboards:

Avg Time in View:	15.07s
Impressions:	984,375



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

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