

Discover how one of Canada's largest retail merchants worked with APEX Gaming Network to successfully create awareness on a national level using In-Game rewarded video advertising with geographical, gender and language based targeting

Client Background:

A large Canadian retail merchant department store chain

Challenge:

As the Canadian economy continues to evolve, retailers continue to adapt to the changes in consumer habits as they happen, turning to new and exciting ways to engage consumers using emerging advertising technology. One of these retailers was a large nation wide retail merchant who chose APEX Gaming Network to successfully create awareness on a national level by taking advantage of these new advertising channels.



Strategy

- The goal was simple: Connect with the correct demographic to raise awareness for the client across Canada to both English speaking and French speaking audiences to achieve awareness and high video completion & clickthrough rates.
- Leveraging AGN's rewarded video enabled this retailer 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 gamers enjoyed.
- The campaign targeted female gamers across Canada who were aged 18-34 based on game selection that best served this demographic (Sims free play and Word/Puzzle category games). 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 due to the opt-in nature of the ads in premium gaming environments with 100% SOV moments resulting in high VCRs, CTRs and completions.

Features of Rewarded Video

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

Campaign Performance

With AGN's in-game rewarded video advertising, this large Canadian retail chain enjoyed a high campaign performance in premium gaming environments and achieved strong performance metrics while increasing awareness across Canada

Media Type:
15 Second Video

Overall VCR:	95.10%
Overall CTR:	1.05%
Video Completes Delivered:	936,385



**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

