Games Console Manufacturer

AirGrid | MiQ

Goal

The games console manufacturer's key objective was to drive subscribers back to the online store and increase downloads of new games, whilst also reaching owners of the client's consoles who are not yet subscribed to the online store, to drive new registrations.

Solution

The campaign used a number of varied tactics to satisfy the client's goal including; geo contextual, keywords, Google trends, Amazon data & AirGrid audiences.

Custom AirGrid audiences were built to target owners of the client's consoles, through the analysis of online browsing behaviors and interests.

AirGrid audiences are created via a direct integration with premium publishers. This allows the segmentation of users without the use of cookies or personal identifiers, directly in the browser to ensure full privacy for individuals, whilst providing performant addressability for marketers and increased yield for participating publishers.

Results

The campaign's primary metric was CTR, to help drive traffic to the online store. Overall the campaign hit it's objectives of **0.2% CTR**, with AirGrid audiences delivering:
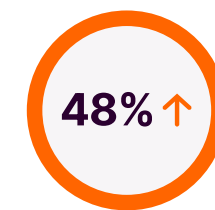
48%↑ improvement in **CTR** vs rest of campaign

74%↑ improvement in **CPC** vs rest of campaign

9/10 ads delivered in view