



2024

# STATE OF PERFORMANCE MARKETING

## FOR VIDEOGAMES

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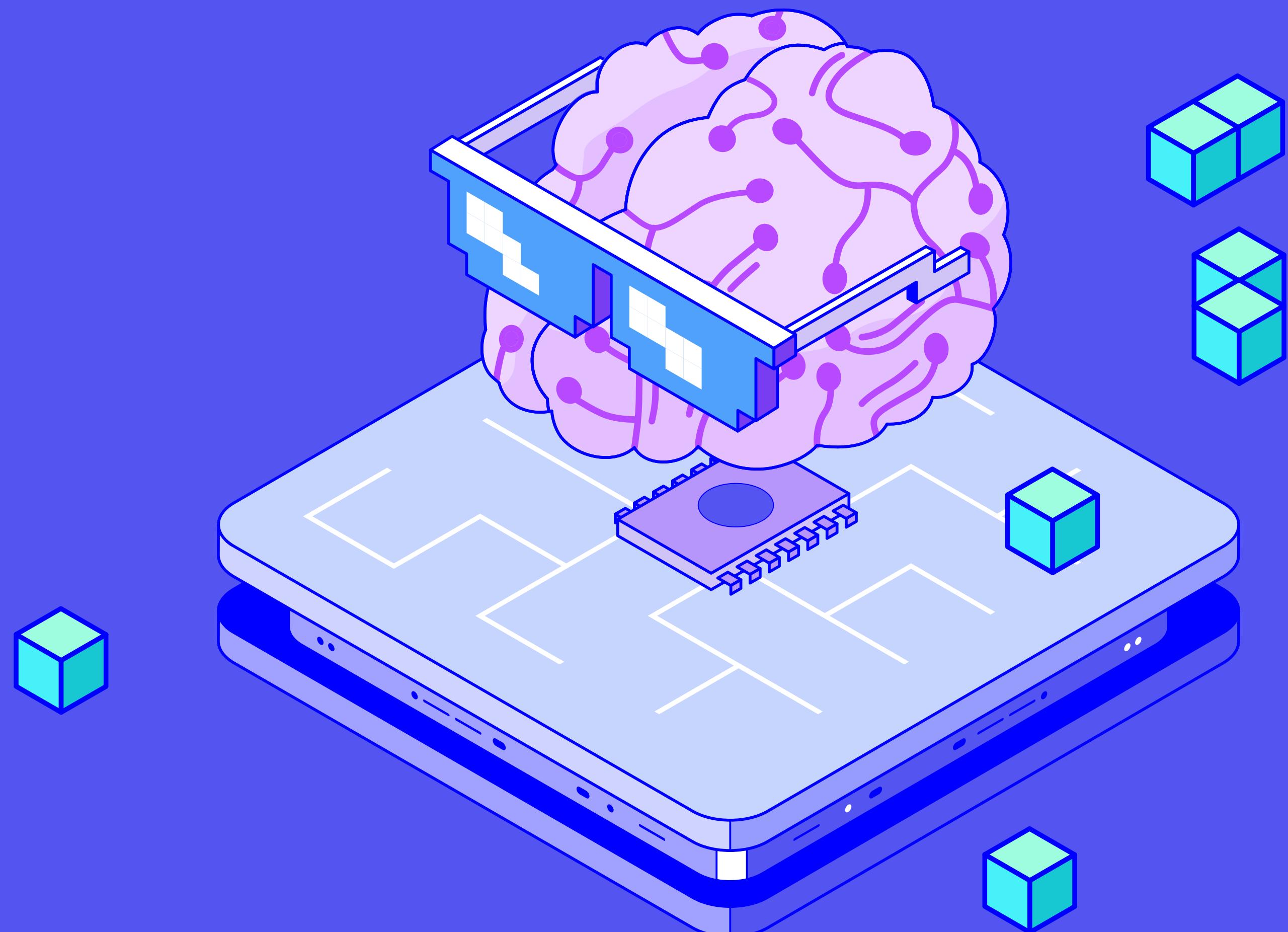
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# OVERVIEW

Through its annual performance marketing report, Gamesight offers a unique perspective based on data from hundreds of the largest gaming brands globally. As a resource with expertise in digital marketing, Gamesight provides answers to frequently asked questions like, “What are the most effective marketing channels for our brands and titles?”

Game publishers are continuously searching for the best methods to optimize marketing spend, and this analysis aims to assist that by providing key insight with in-depth looks at the most popular advertising networks for PC and Console gaming—ranking them using data gathered from the Gamesight engine.

As you read this report, remember that each game has its own unique circumstances. The trends reported here are generalized across a variety of games, genres, and platforms pulled from our data set. Testing different channels, networks, and strategies tailored to your specific game is crucial to finding success. This report should serve as a starting point for planning your upcoming marketing initiatives.

# METHODOLOGY



## DATA CAPTURE:

The goal of our research was to uncover which ad networks offered the highest value to PC and console game publishers. The following is a brief overview of the methodology we used for calculating many of the scores, values, and percentages included in this report. To determine value, we used several crucial metrics to grade performance including:

- **Prevalence** - Frequency and volume run through the network.
- **Conversion Rate** - Includes installs and reactivations.
- **Retention** - The average length of time players referred by this network continue to participate in the game during a seven-day interval.

The data used to calculate retention and conversion rates was gathered from ad campaigns measured by the Gamesight platform in 2024. Retention and conversion rates were weighted to account for the different types of campaigns our customers run for their titles. We only looked at networks that had broad adoption across our customers to prevent a handful of small campaigns from skewing the overall results.

The classification of games as either Free-to-Play or Premium was determined through manual assessment of each game title.

# METHODOLOGY

(continued)

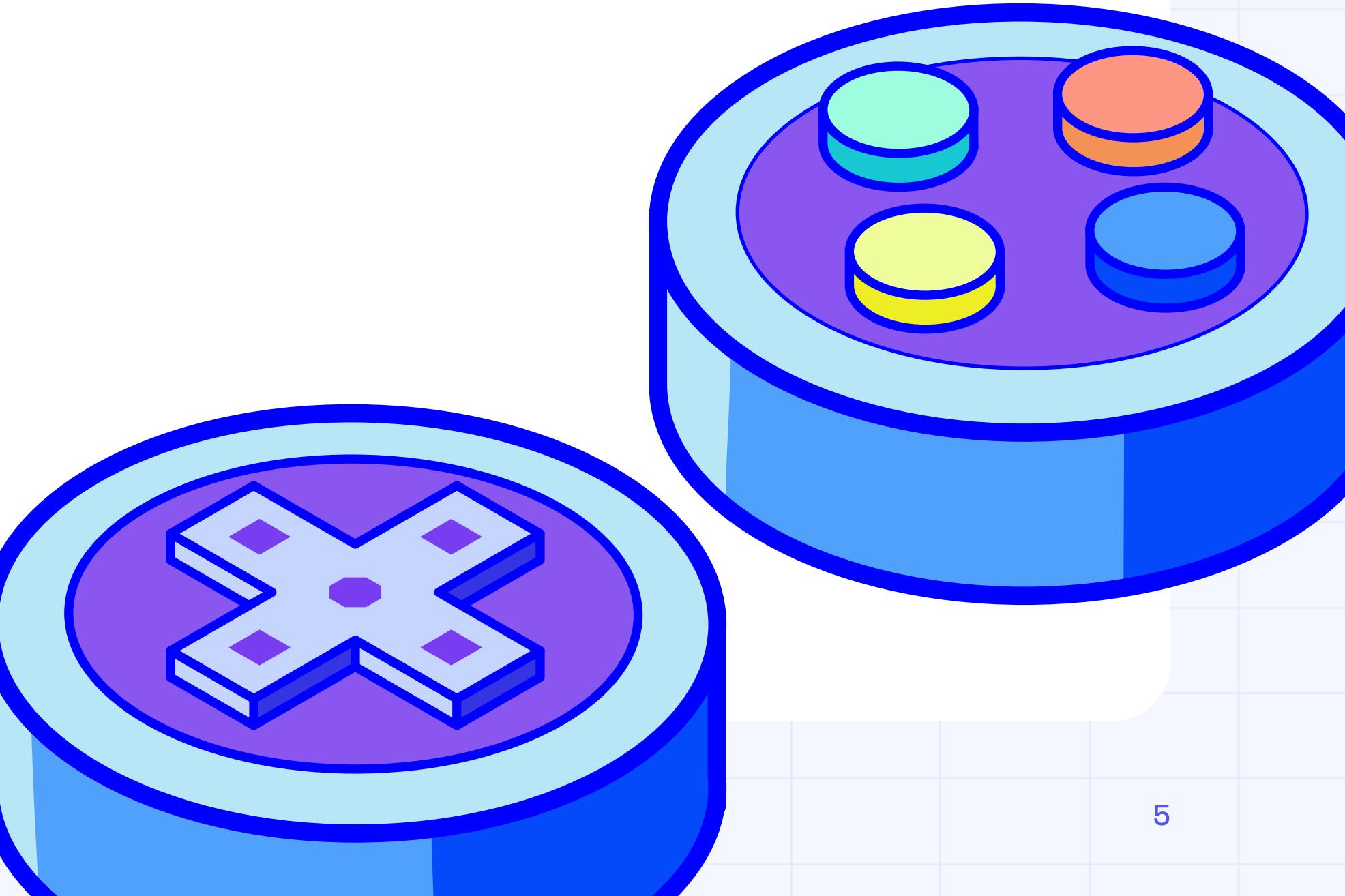
## NON-PROGRAMMATIC DATA COLLECTION:

All data unrelated to campaign performance was collected from publicly available sources. We endeavored to use as many primary sources (game websites, publisher press releases, official statements, etc.) as possible. However, in many cases, we pulled from credible journalistic sources to fill in gaps.

We have cited all our sources in our endnotes section. If you are a developer or publisher of a game in this report and would like to provide us with corrections or updated data, please reach out to [info@gamesight.io](mailto:info@gamesight.io).

## CHANGES FROM PAST REPORTS

We made a minor change to the calculation for the singular Conversion Rate metric compared to previous reports. We found that solely considering install conversions didn't completely reflect the performance of our customers' campaigns, such as reactivation campaigns for existing players, which would drag down conversion rates in previous models. This methodology will be standard going forward.



# DEFINITIONS

**Ad Network:** An ad network is an app, program, or company utilizing technology for monetizing online traffic. Generally, they serve as middlemen between digital publishers and marketers. Sometimes, they are closed gardens that host both the publishing platform(s) and the ad tech required to serve ad creatives.

**Impression:** The point at which an ad is viewed once by a visitor or displayed once on a web page. The number of impressions of a particular advertisement is determined by the number of times the particular ad is loaded.

**Clicks:** The number of times a user has clicked on an advertisement after having it appear in their web browser

**Conversion:** The act of converting an ad viewer into an install, purchase, or reactivation.

**Retention:** The rate at which users continue to return to and engage with the game advertised during a seven-day interval.

**Search Ads:** Advertisements that are shown to a user in search engine results.

**Display Ads:** Display advertisements are online ads that combine copy and visual elements with a call to action (CTA) message that links to a landing page.

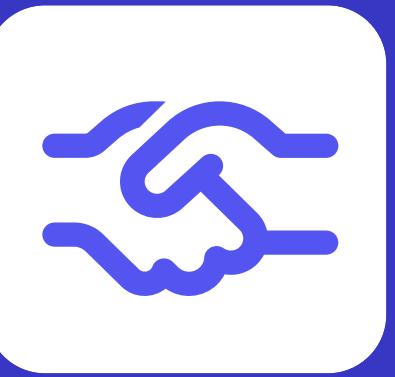
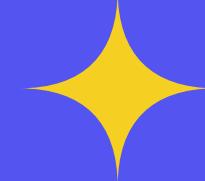
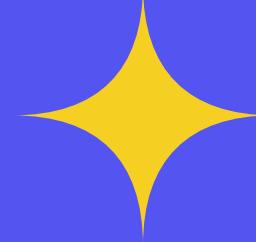
**Social Ads:** Ads designed specifically to run on social media networks, often resembling organic content.

**Video Ads:** Promotional videos generally displayed before, during, or after watching an online video.

**F2P:** Acronym for “free-to-play.” Games that are free-to-play but monetized through in-game purchases or an optional subscription.

**Premium:** Games that are sold for a fixed amount upfront.

# KEY TAKEAWAYS



## Pair Twitch and YouTube to Maximize Your Acquisition and Retention Strategies

Game publishers are leveraging Twitch's leading 12% conversion rate and YouTube's high 54% retention rate to maximize both player acquisition and long-term engagement. Despite Twitch's strong performance, only 18% of media plans currently include it, signaling an untapped opportunity for publishers.



## Tap into Reddit's New Targeting Power

Reddit's recent ad system overhaul has boosted its conversion rate to 4% and doubled its retention rate to 52%, making it a powerful platform for targeted acquisition and long-term engagement.



## Twitter(X) is the Most Effective Ad Network for Reaching PlayStation Audiences

Twitter is the most effective ad network for PlayStation audiences, performing 4x better than comparable ad networks.



## First-Party Data is the Ultimate Power Play

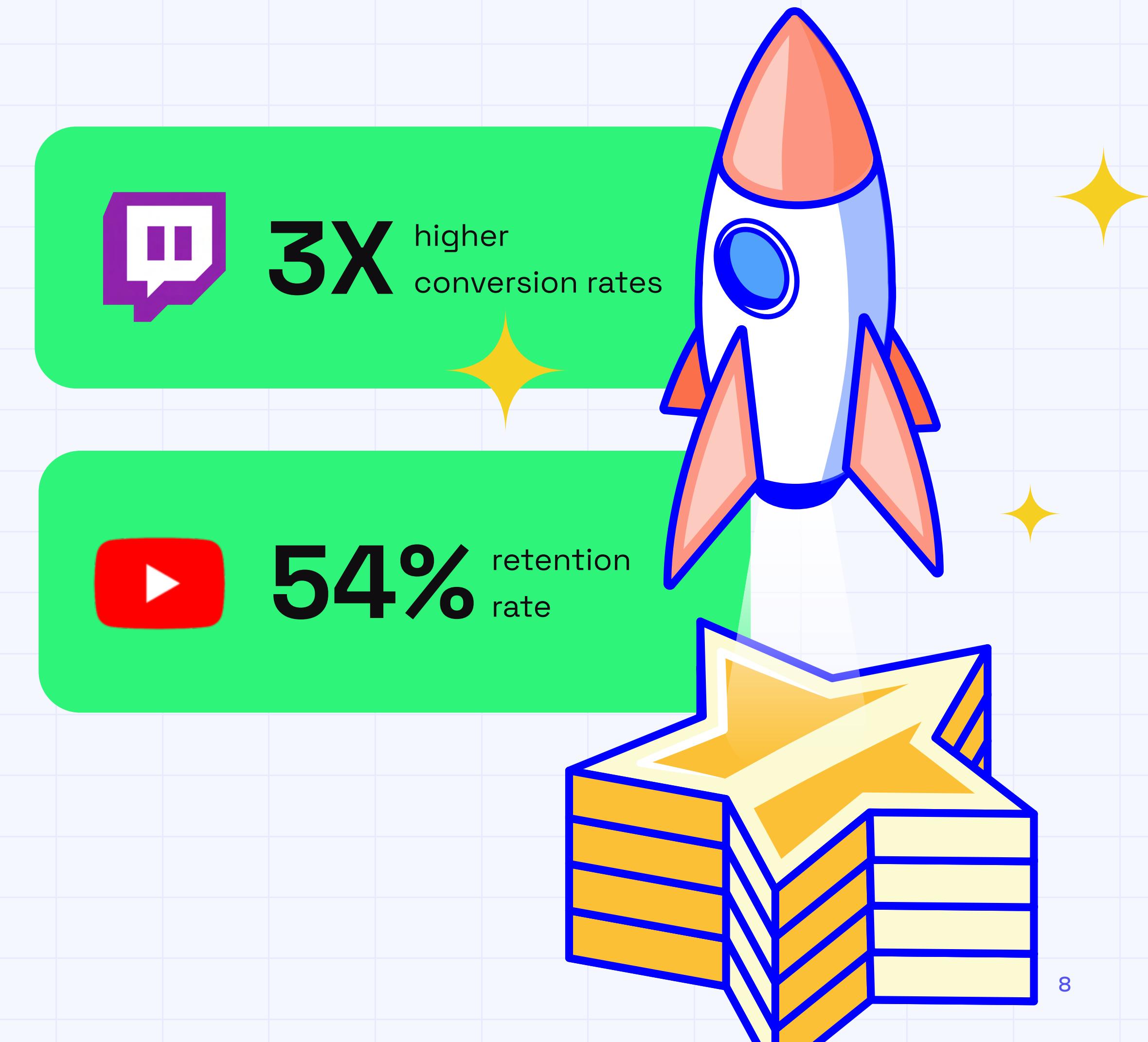
Integration of first-party data and postback capabilities enhances targeting precision and campaign efficiency. By feeding unattributed conversions back to ad networks, marketers enable platforms to better identify and target high-potential audiences. This approach is proving essential for maximizing overall conversions and audience targeting accuracy—a critical factor in a privacy-first advertising landscape.

#### A DEEPER LOOK AT THE KEY TAKEAWAYS

## PAIR TWITCH AND YOUTUBE TO MAXIMIZE YOUR ACQUISITION AND RETENTION STRATEGIES

Twitch's gaming-centric audience is key in driving nearly **3x higher conversion rates** compared to other major ad networks. This combination of ad formats—including unskippable ads on compatible channels—and highly targeted viewers allows Twitch to deliver more effective ad campaigns.

YouTube is an ideal choice for marketers, boasting a strong **54% retention rate**—one of the highest among top ad networks. YouTube is Google's most popular ad network for advertising to gamers, representing 46% of Google click traffic, making it perfect for driving long-term engagement and high-impact retention.



## A DEEPER LOOK AT THE KEY TAKEAWAYS

# TAP INTO REDDIT'S NEW TARGETING POWER

Over the last year, Reddit has emerged as a powerful media hub for highly targeted campaigns, thanks to a significant overhaul of its ad system. This update has driven Reddit's conversion rates to **4%**, while **D7 retention rates have more than doubled to 52%**, making it a standout platform for both acquisition and long-term engagement.

Reddit's renewed focus on performance has introduced unique ad types and advanced targeting options, allowing you to reach highly specific audiences.

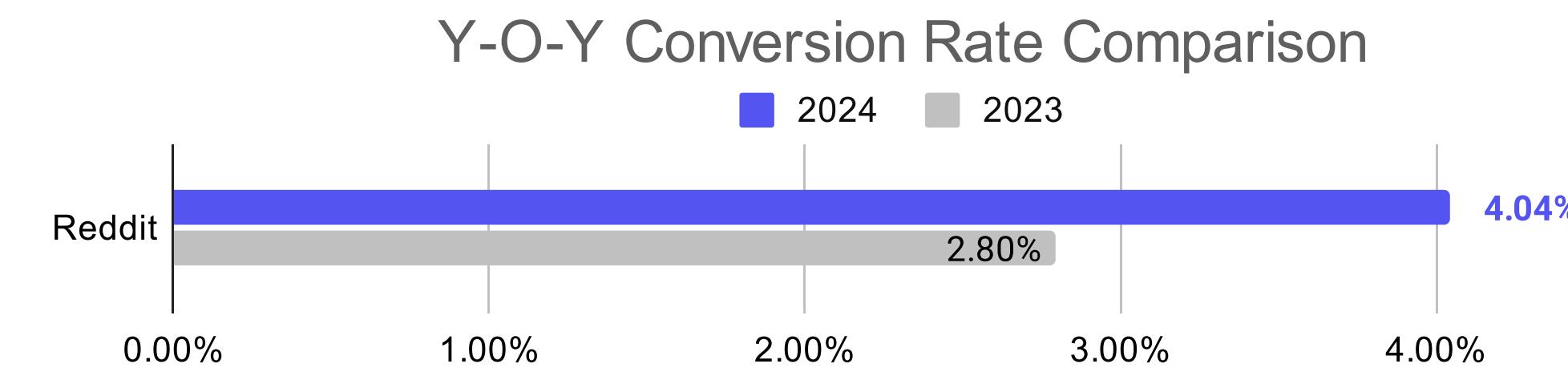
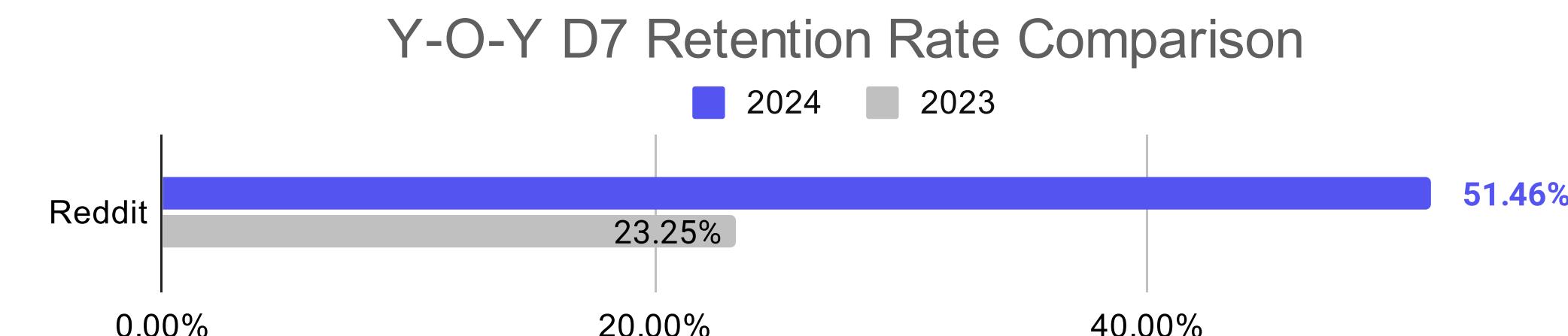
With a **73.1 million daily active user base**, Reddit provides access to a large, highly engaged audience, especially within game-focused communities. These active subreddits are fertile ground for engaging players already inclined to interact with content related to your game.

Recent changes in Google's search algorithm have also boosted Reddit's visibility, as Google increasingly displays Reddit's community threads in search results for experience-driven queries. Google views Reddit as a "helpful and high-quality" resource, which has significantly contributed to Reddit's growth and potential for discovery by gamers seeking relevant discussions.

By leveraging Reddit's community-centric targeting, you can effectively reach players in environments where they are actively seeking new games and engaging in relevant conversations.

See below by topic for improvements Reddit made in 2024 to its ad units, which are helping to improve advertiser outcomes YoY.

- Relaunch of Reddit Conversation Ads. [Read more](#).
- Lower funnel product enhancements. [Read more](#).
- Free Form Ads. [Read more](#).
- Launch of Custom Audience API with CDP Partners. [Learn More](#).



## A DEEPER LOOK AT THE KEY TAKEAWAYS

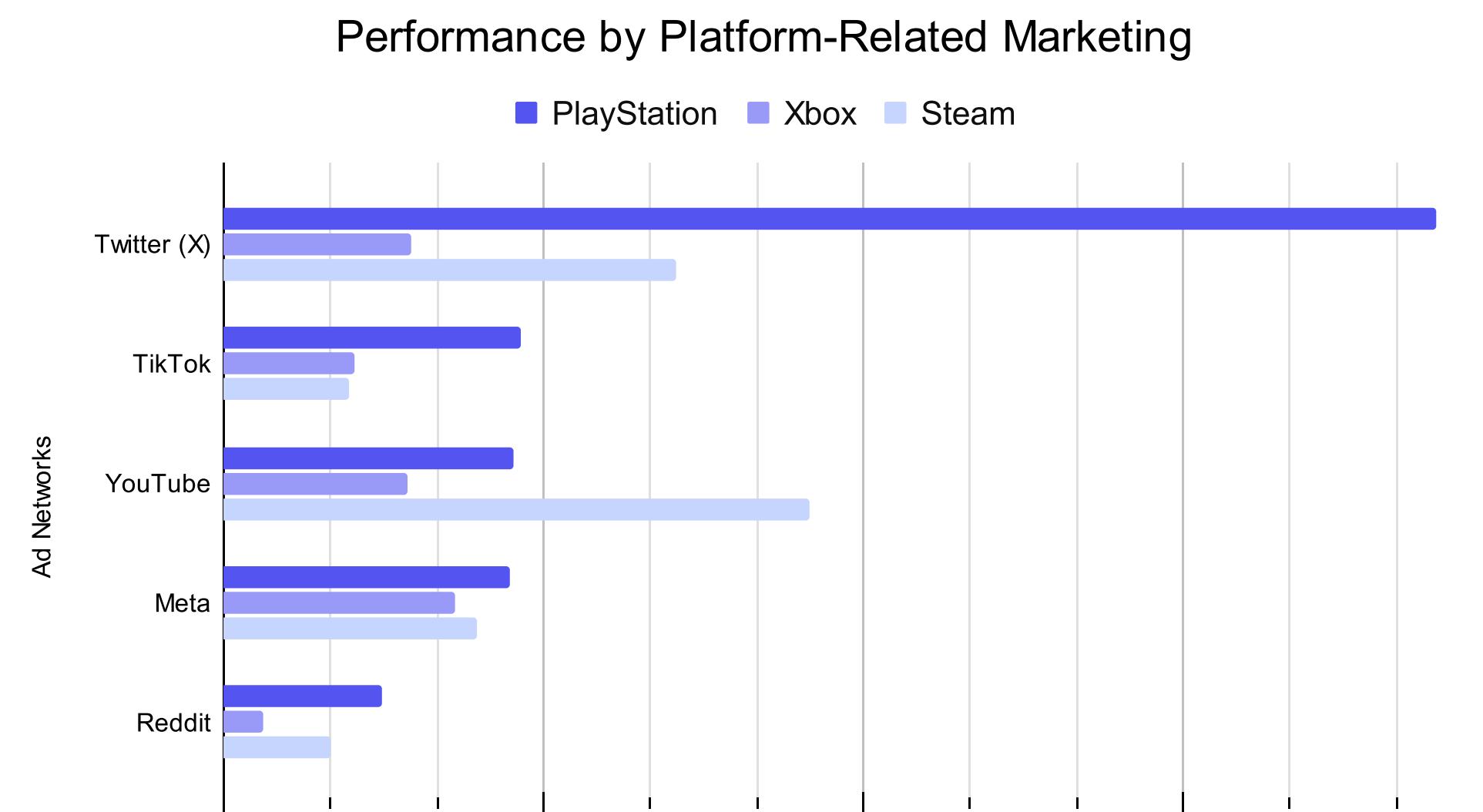
# TWITTER (X) IS THE MOST EFFECTIVE AD NETWORK FOR REACHING PLAYSTATION AUDIENCES

Twitter stands out as the most effective ad network for PlayStation audiences, achieving **4x higher effectiveness** compared to other platforms.

Twitter's greatest strength is its role as a popular social platform. Marketers can use the platform for engagement where the conversation is happening and to target users with specific behaviors and interests relevant to the marketer's game.

As of July 2024, Japan has 74.1 million Twitter users, making it the second-largest Twitter user base in the world, after the United States. This also makes it an effective place to run Influencer Campaigns for games you think might be popular in Japan, as many creators—especially VTubers with large followings—are very active in promoting themselves and their sponsors on Twitter.

Advertisers can see great ROI from X on a cost-adjusted basis as ads here tend to be less expensive than on comparable social platforms like Facebook.



## A DEEPER LOOK AT THE KEY TAKEAWAYS

# CHALLENGES FOR TWITTER ADVERTISING

Over the last two years, X has continuously lost business with major publishers as the platform's brand safety has degraded and its user base has declined.

Twitter also faces significantly more spam traffic compared to comparable channels, including automated replies from bot accounts that can skew interaction data. A mix of lax moderation, increased hate speech, and other factors have led to larger companies taking their campaigns to safer, more reliable platforms.

In August, [X openly filed a lawsuit](#) against a group of advertisers, calling certain decisions to stop advertising on the platform "an illegal boycott." This messaging has been in place since Elon Musk finished his purchase of Twitter in October 2022 and started facing a decline in advertising numbers [as early as November 2022](#)—when Twitter overwhelmingly relied on ad support to generate over 90% of its revenue.

According to a [September Kantar survey](#), 26% of advertisers plan to cut their spending on X in 2025, with only 4% of marketing professionals thinking X provides advert brand safety. Yet, despite these concerns, 34% of media plans this year include Twitter—rising from 31% in 2023—highlighting its enduring role in marketing strategies.

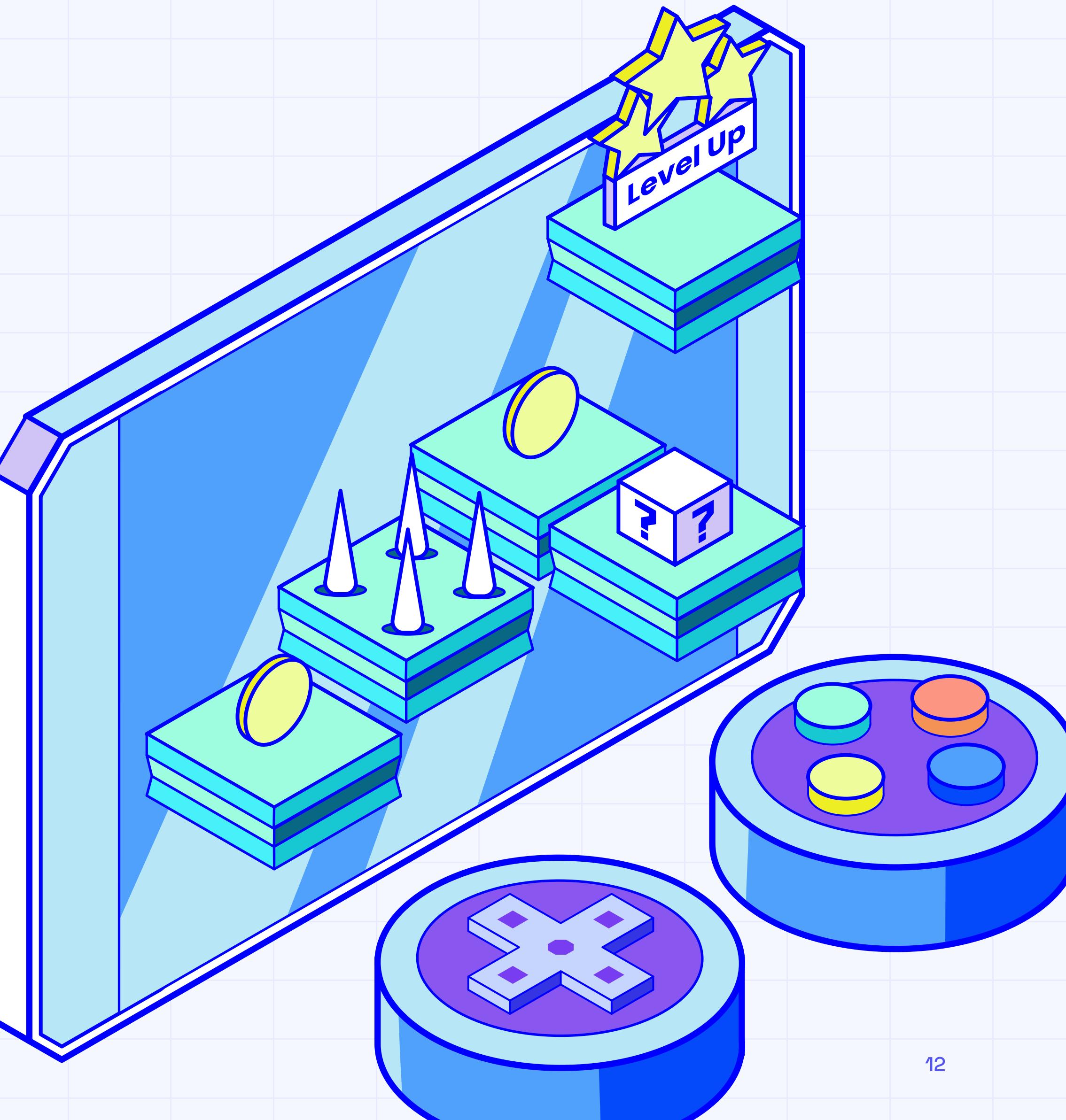
Along with the potential dip in advertiser spend, there is a [growing interest in Bluesky](#), a decentralized social network that has reached 20 million total registered users as of Nov. 19—largely gained from [a user-fueled exodus from X](#). Despite this rapid growth, Bluesky does not have comparable ad infrastructure or [daily active viewer numbers](#) of X.



## FIRST-PARTY DATA IS THE ULTIMATE POWER PLAY

Marketers are increasingly leveraging **first-party data** through Gamesight's **postback system** to drive more precise targeting and improve ad performance on top networks, particularly **Meta**. With a **3% conversion rate**—one of the lowest among the top ad networks—Meta benefits significantly from first-party data insights to increase targeting accuracy and conversion outcomes.

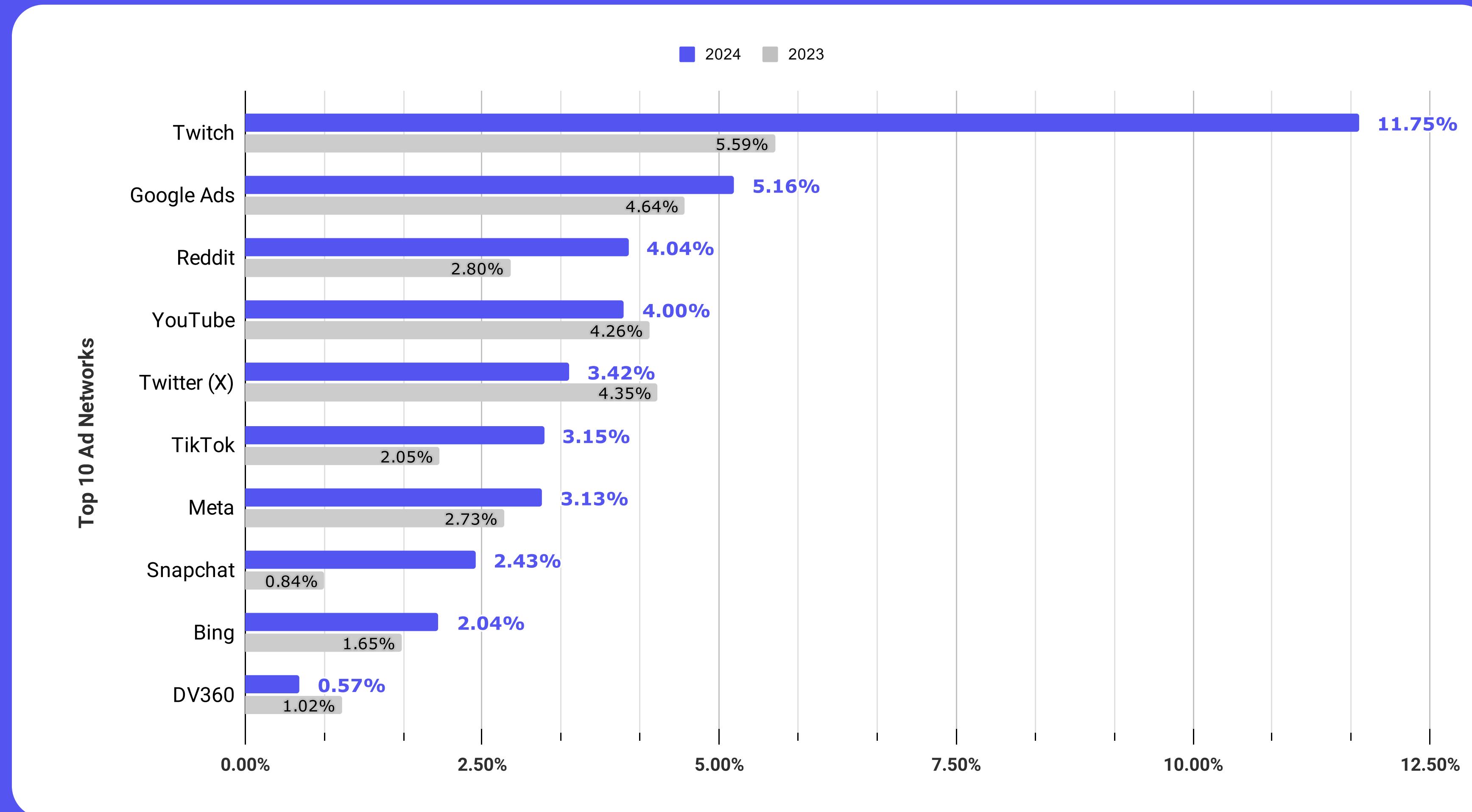
For example, publishers using first-party data on Google can broaden their reach of **known players**, maximizing campaign impact, while Meta campaigns using first-party data see up to a **63% lift in conversion rates**. By feeding **unattributed conversions** back to ad networks, marketers enable these platforms to identify and target high-potential audiences more effectively. First-party data has become essential for boosting conversion rates and improving ROI in today's privacy-focused landscape.



# TOP 10 AD NETWORKS

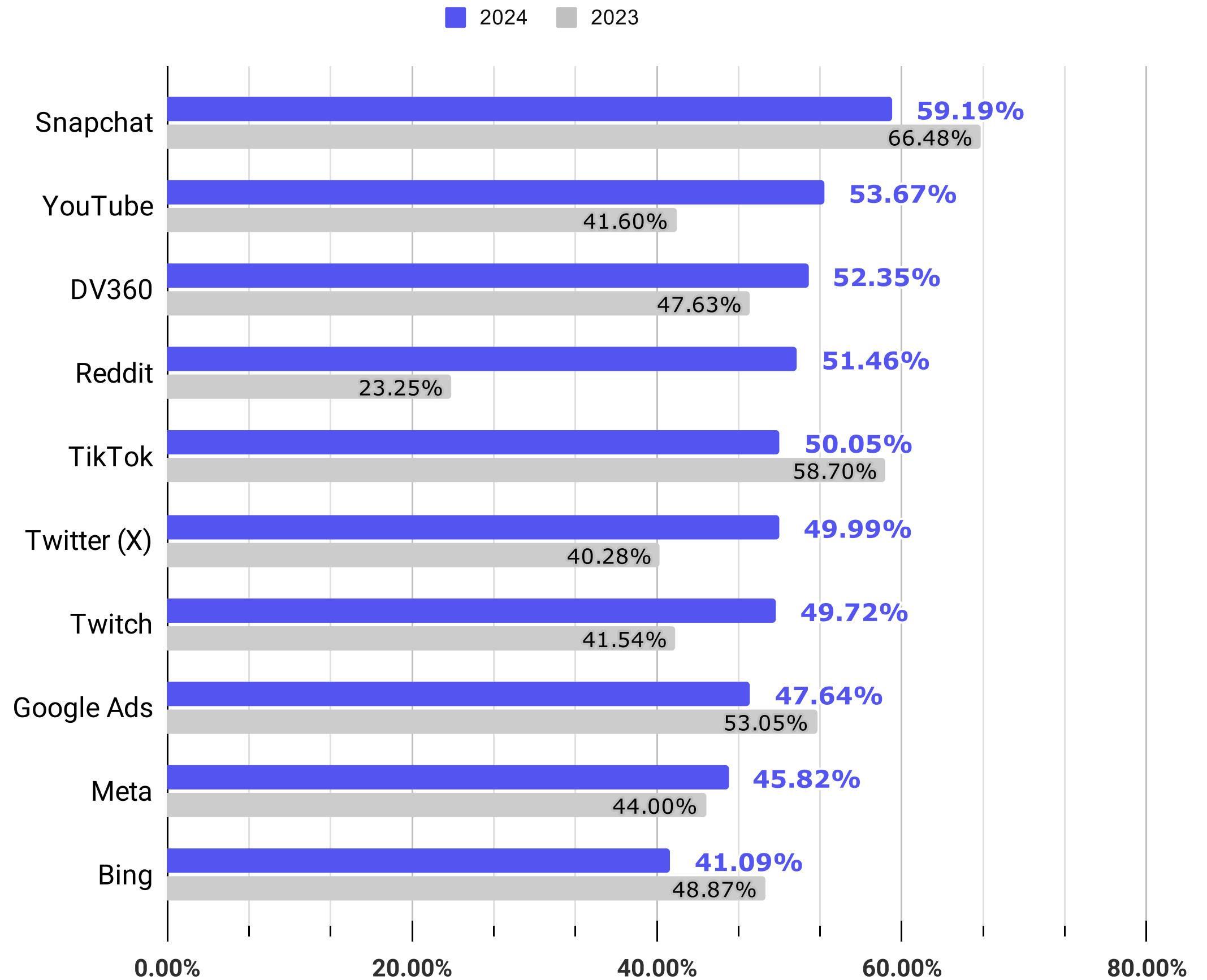


# TRENDS IN CONVERSION RATES



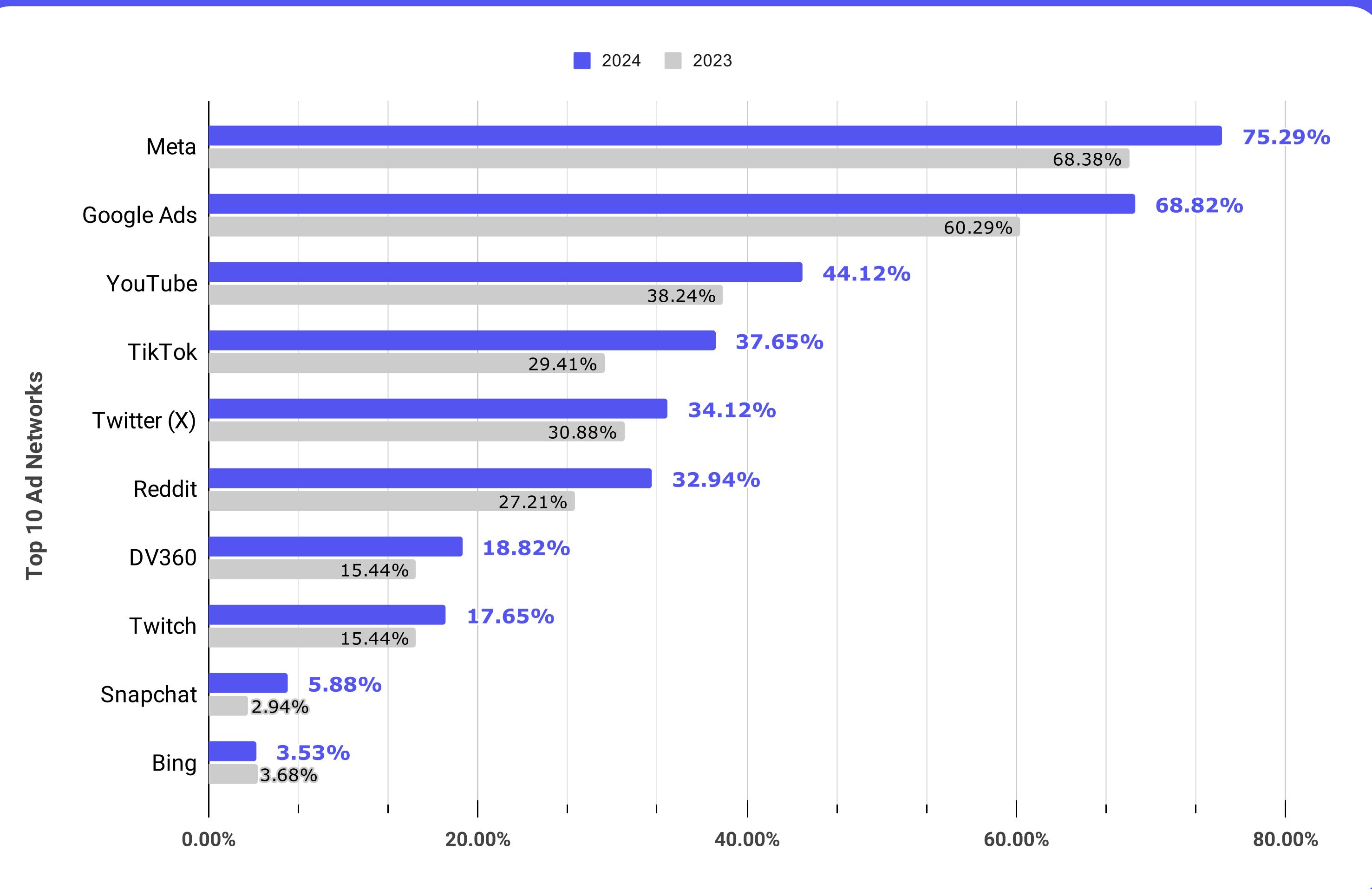
# TRENDS IN D7 RETENTION RATES

The average length of time players referred by this network continue to participate in the game during a seven-day interval.



# TRENDS IN MEDIA PLAN FREQUENCY

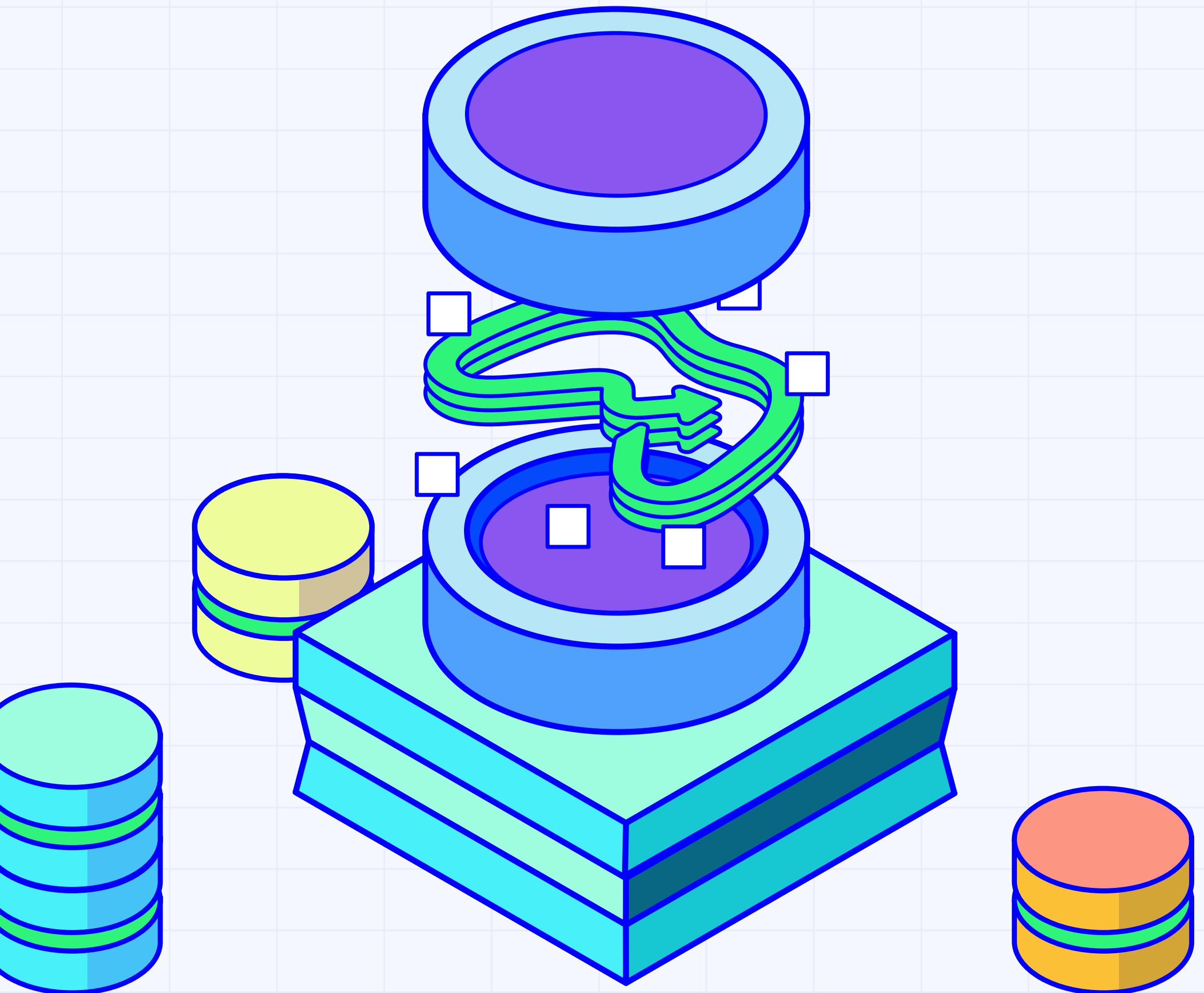
How often these network shows up in customers' media plans.



# ANALYSIS OF THE TOP 5

The top platforms were selected using a combination of prevalence, performance, and their success across various titles.

In this report we will focus on the Top 5 Ad Networks for deeper analysis.





# Google Ads



## How Marketers Are Leveraging Google Ads

Search has steeply declined in year-over-year media plan allocation, accounting for just 16% compared to 37% in 2023. However, Google's flagship search ads still blend the natural intent of keyword search targeting with Google's strong algorithmic optimization to deliver the highest conversion rate among their portfolio.

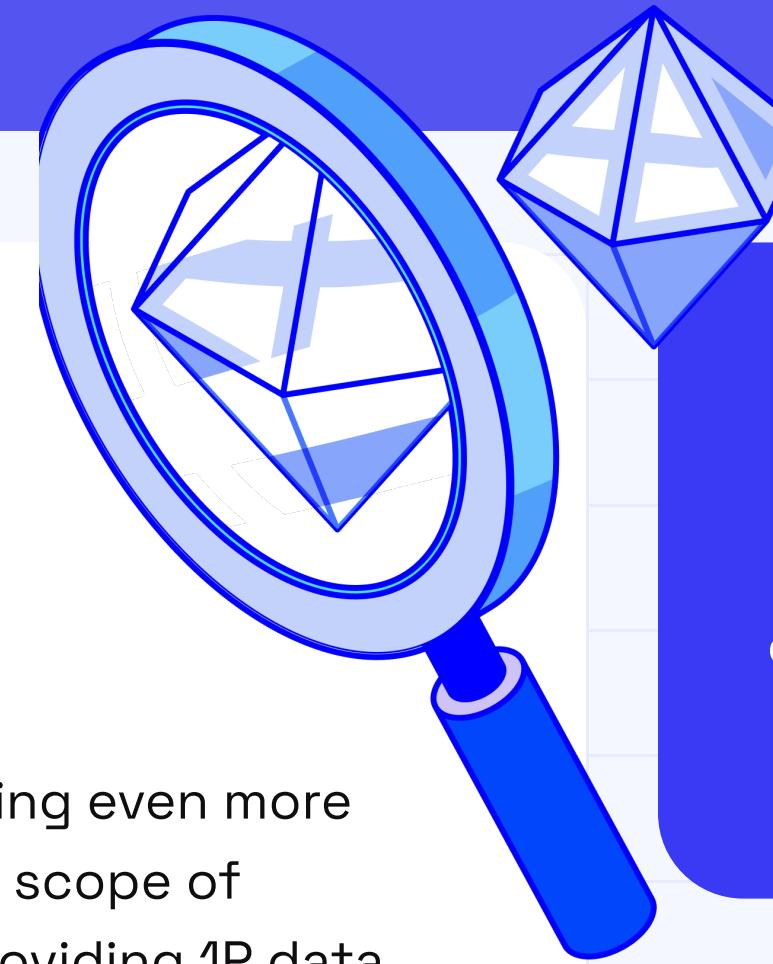
- With marketing budgets continuously being tightened over the last year, marketers' behavior in aggregate shifted to spending on things that they knew would have high conversion rates. Google search utilizes a "bottom of the funnel" placement in the player journey, often capturing user attention right before conversion. (Gamesight offers a more comprehensive understanding of your player journey with modeled goals.)

Google Ads users are leveraging Gamesight's postback system to enhance ad serving by informing Google of what's working and what's not.

Publishers with good first-party data are getting even more out of the Google platform by broadening the scope of known players. Through Gamesight, they're providing 1P data back to Google for unattributed conversions (in addition to the conversions attributed to Google).

Google Ads offers the most flexibility and diversity of inventory, offering a wealth of targeting options, frequency settings, and bid adjustments. Marketers leverage these customizable settings to find optimizations that maximize conversion rates and minimize Cost Per Acquisition (CPA).

Google Ads also offers Performance Max campaigns. This goal-based system utilizes Google AI to help you meet specified conversion goals across Google's channels using the information you provide about your campaign-specific budget optimization, audiences, and more.

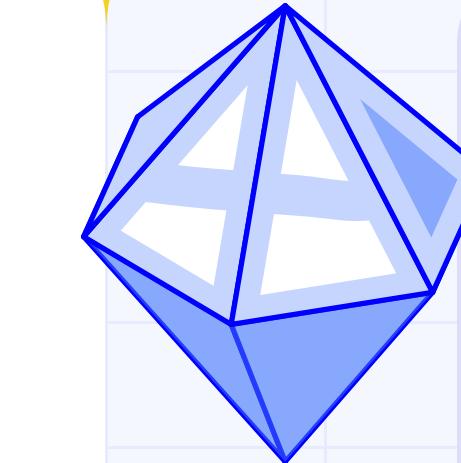


**69%**

of all games' media plans include Google Ads.

**5%**

conversion rate.



**48%**

retention rate.

## Strengths

### EXTENSIVE REACH

Google stands as the world's second-largest internet company, trailing only behind Amazon. Its expansive reach and deep understanding of user behavior offer marketers significant advantages.

### VARIETY OF AD FORMATS

Google's product suite includes Search Ads, YouTube Ads, and Display Ads, among others, giving marketers an unrivaled array of options under a single platform.

### CUSTOMIZATION OPTIONS

Google Ads offers numerous customization options, from tools to help you adjust your campaigns based on targeting clicks, impressions, conversions, or views to automated updates based on factors like budget and ad performance.

## Challenges

### UNNEEDED UNITS

Google sometimes pushes marketers to use products that may not meet their specific needs. A prime example is the lack of a straightforward option to limit ad delivery to YouTube only, requiring marketers to find a workaround to disable display inventory for YouTube campaigns.

### LOOMING LEGAL COMPLICATIONS

Google's current standing as an internet powerhouse could face increased pressure from antitrust enforcers. The U.S. Department of Justice is considering a potential move to break up the tech company following its recent ruling that its hold on Android app stores is an illegal monopoly.

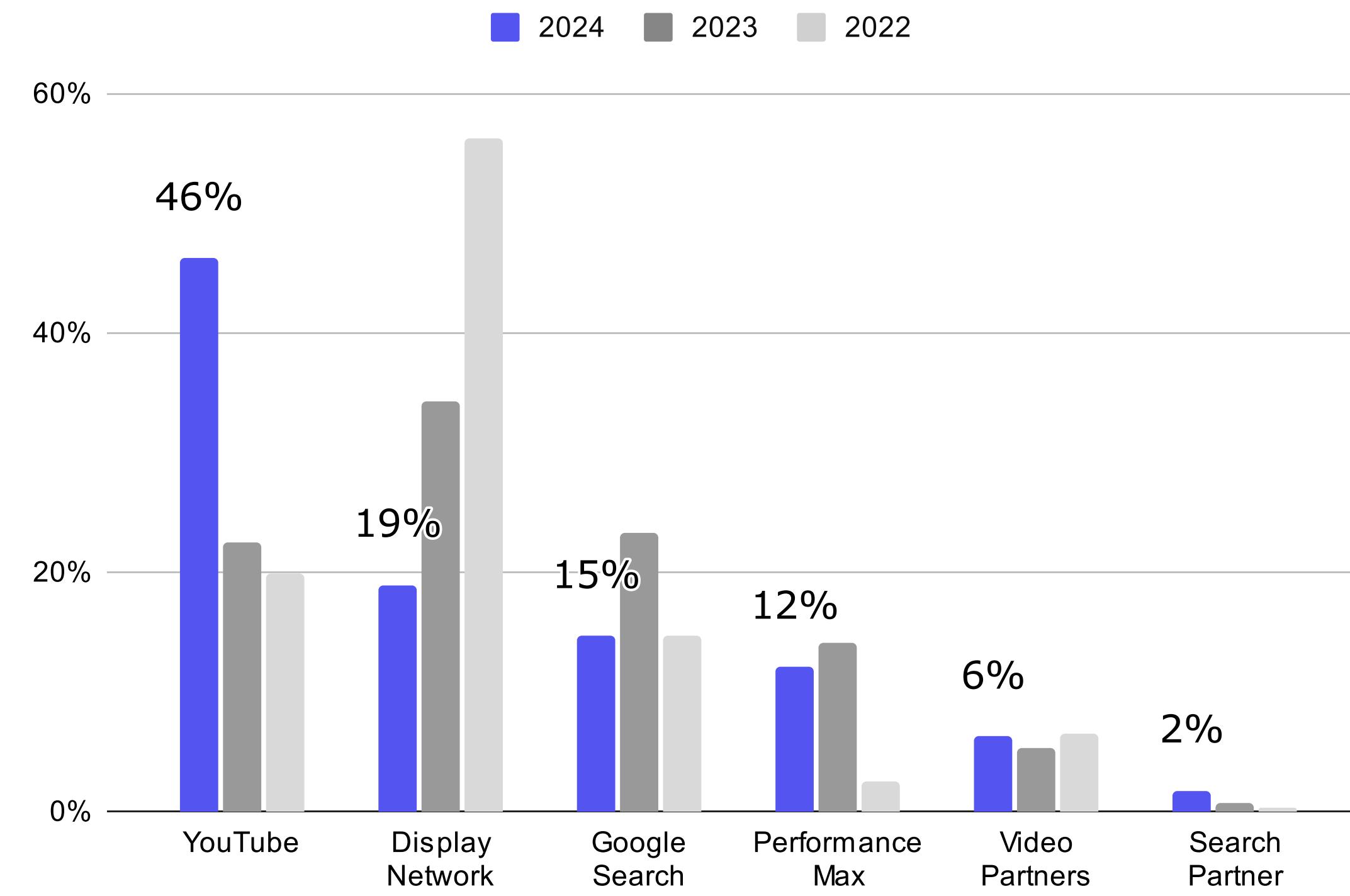
Focus on YouTube and Performance Max campaigns due to their strong performance and predictable results. Other ad types, like display and search partners, are seen as less effective.

YouTube saw a significant bump in click volume. This growth is attributed to advertisers shifting their budgets to platforms like YouTube, where they see predictable outcomes, even though conversion rates have remained flat year over year.

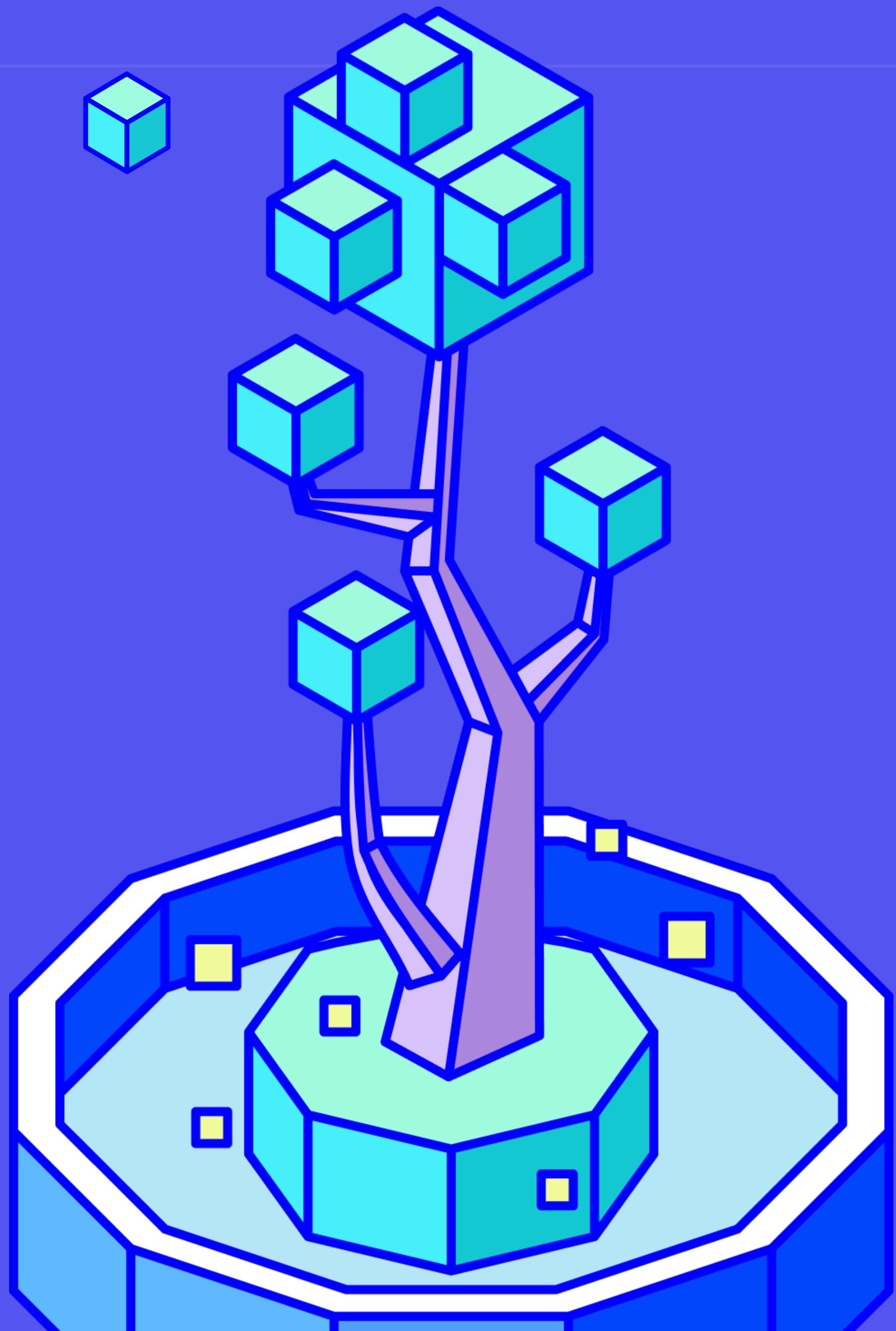
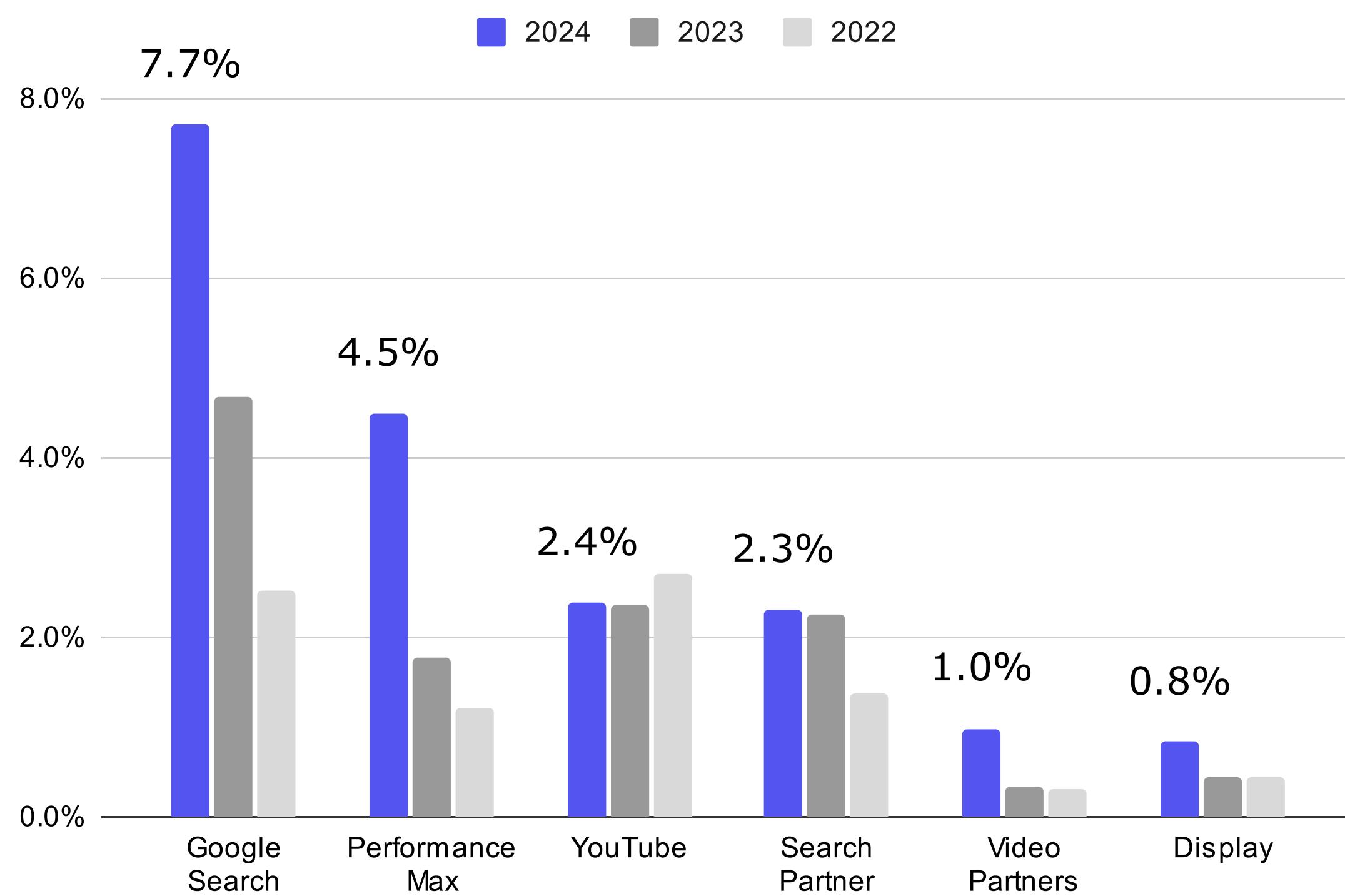
The Google Display Network has seen a consistent decline. This is a continuing trend, with advertisers moving away from it due to underperformance.

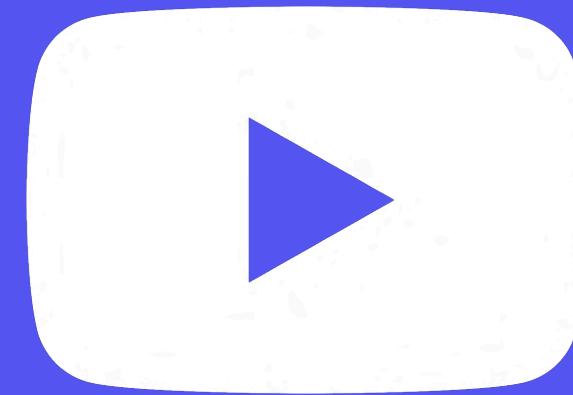
The Performance Max campaign type in Google Ads shows notable improvement in conversion rates, making it a standout product worth highlighting. This product is still relatively new and is expected to continue improving as Google refines it.

## CLICK VOLUME BY AD TYPE



## CONVERSION RATES BY AD TYPE





# YouTube



## How Marketers Are Leveraging YouTube

YouTube brings its own strengths but also benefits from all of the major features of Google Ads, including Google's postback system, data-driven targeting, frequency settings, and bid adjustments. This includes Performance Max campaigns as well.

Google provides a number of campaign types unique to video campaigns, including "Google AI in Video" reach, Video view, and Demand Gen campaign types (more information can be found [here](#)).

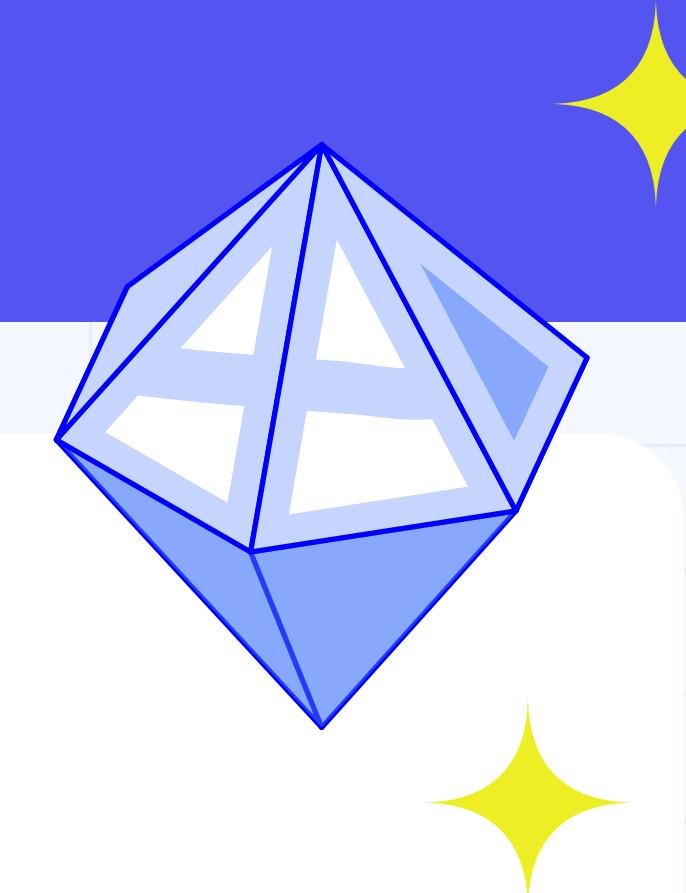
Additionally, Google has AI and machine learning tools that automatically optimize your existing assets for vertical, square, and horizontal layouts and can trim your long-form videos into 6-second bumper ads.

44%

of all media plans include YouTube.

YouTube's advantage lies in video-specific campaigns tailored for gaming audiences.

YouTube has a solid conversion (4%) and retention rate (54%), making it a strong choice for user acquisition and sustained engagement.



## Strengths

### YOY INCREASES

YouTube is Google's most popular ad network for advertising to gamers, representing 46% of Google click traffic measured by Gamesight in 2024, which is a significant increase from 2023's 22%.

### DEDICATED GAMING COMMUNITIES

As one of the most popular platforms for watching game-related content, the platform provides easy access to many dedicated gaming communities.

## Challenges

### DEMANDING TO CREATE

Similar to TikTok, creating engaging content for advertising on YouTube can be challenging. Videos are more expensive to produce compared to static or search ads, and need to be optimized for attention and engagement. For example, you can expect lower retention if your ad doesn't open with an action-packed bumper.

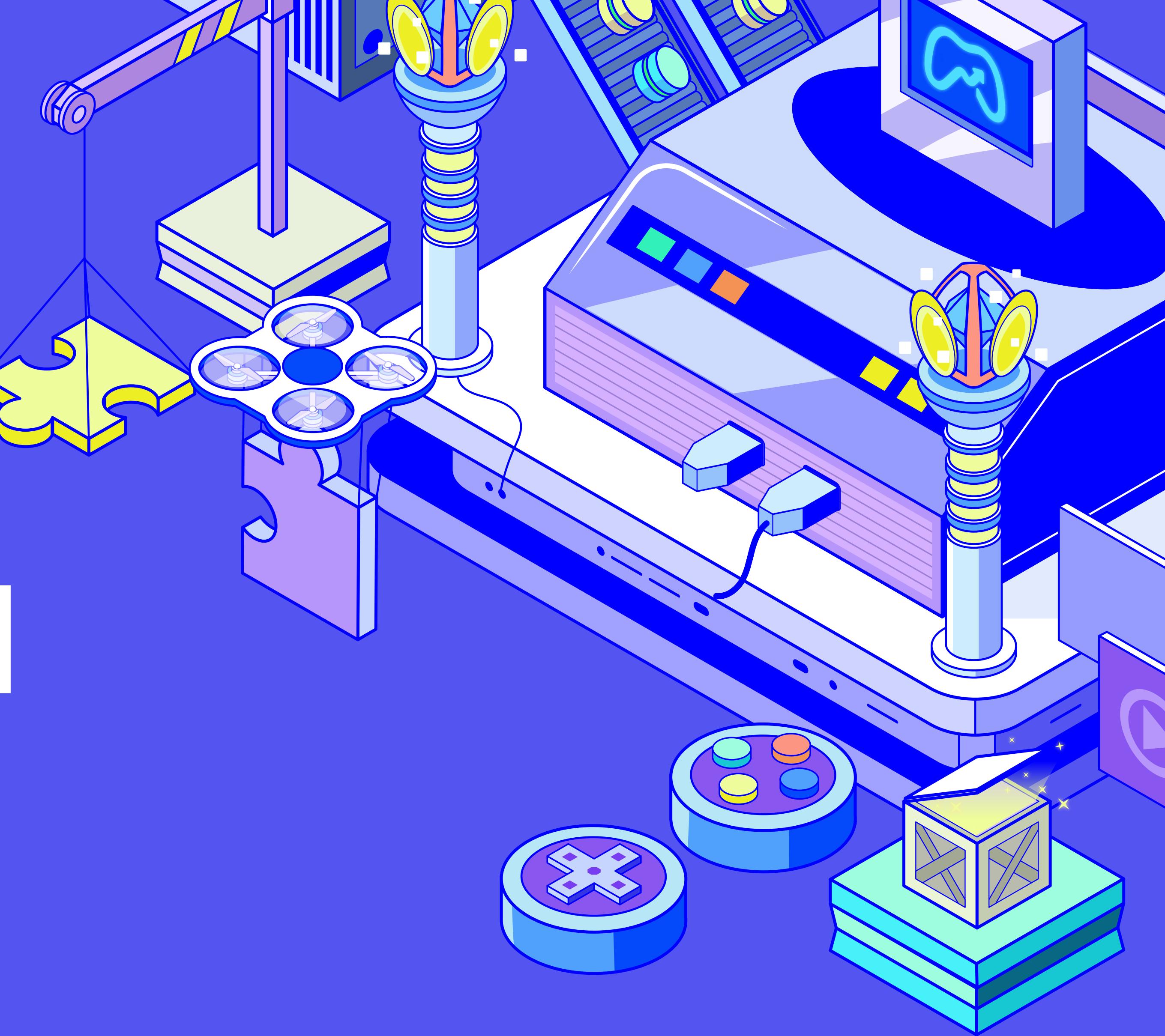
### LIMITED TRACKING

YouTube (and Google Ads in general) don't support post-impression tracking, and users tend not to click on ads. Marketers should be aware of this limitation and not optimize solely based on relative conversion volume.

### COMPLICATED WORKAROUNDS

Google is still driving "YouTube" ad traffic to video partners, requiring complicated workarounds.

# ∞ Meta



## How Marketers Are Leveraging Meta

Marketers are integrating Gamesight's postback tool into their campaigns on Meta, enabling more precise ad targeting by informing the network about which audiences are most responsive to their products or goals.

Marketers with extensive first-party data are further enhancing targeting efficiency by feeding additional unattributed conversions back to Meta. This data-driven approach enables the network to more quickly identify and target potential future players across platforms. On average, companies who adopt first-party identity for campaign optimization experience a 63% increase in conversion rates.

Marketers are taking full advantage of Meta's comprehensive targeting and retargeting features, which are based on a rich array of user demographics, behaviors, and interests.

The variety in ad formats allows marketers the freedom to experiment and test different approaches.

**75%**  
of all media plans  
include Meta.

Instagram is increasingly favored for younger audiences, which supports future growth, particularly among Gen Z and Millennials.

Meta boasts a competitive conversion rate (3%), midrange retention rate (46%), as well as broad reach.

## Strengths

### LARGE AUDIENCE

Facebook alone reports over 2 billion Daily Active People (DAP), with more than 3.27B daily active people across all of Meta's ad-supported products. This unique position enables the network to offer exceptional interest and audience targeting, a feature that is invaluable for marketers.

### YOUNGER AUDIENCE

Advertisers are diverting more of their budget to Instagram, with traffic volume increasing from 20% in 2023 to 26% in 2024. Relative to Meta's other platforms, this likely reflects the increasing importance of Instagram for Gen Z and Millennial gamers.

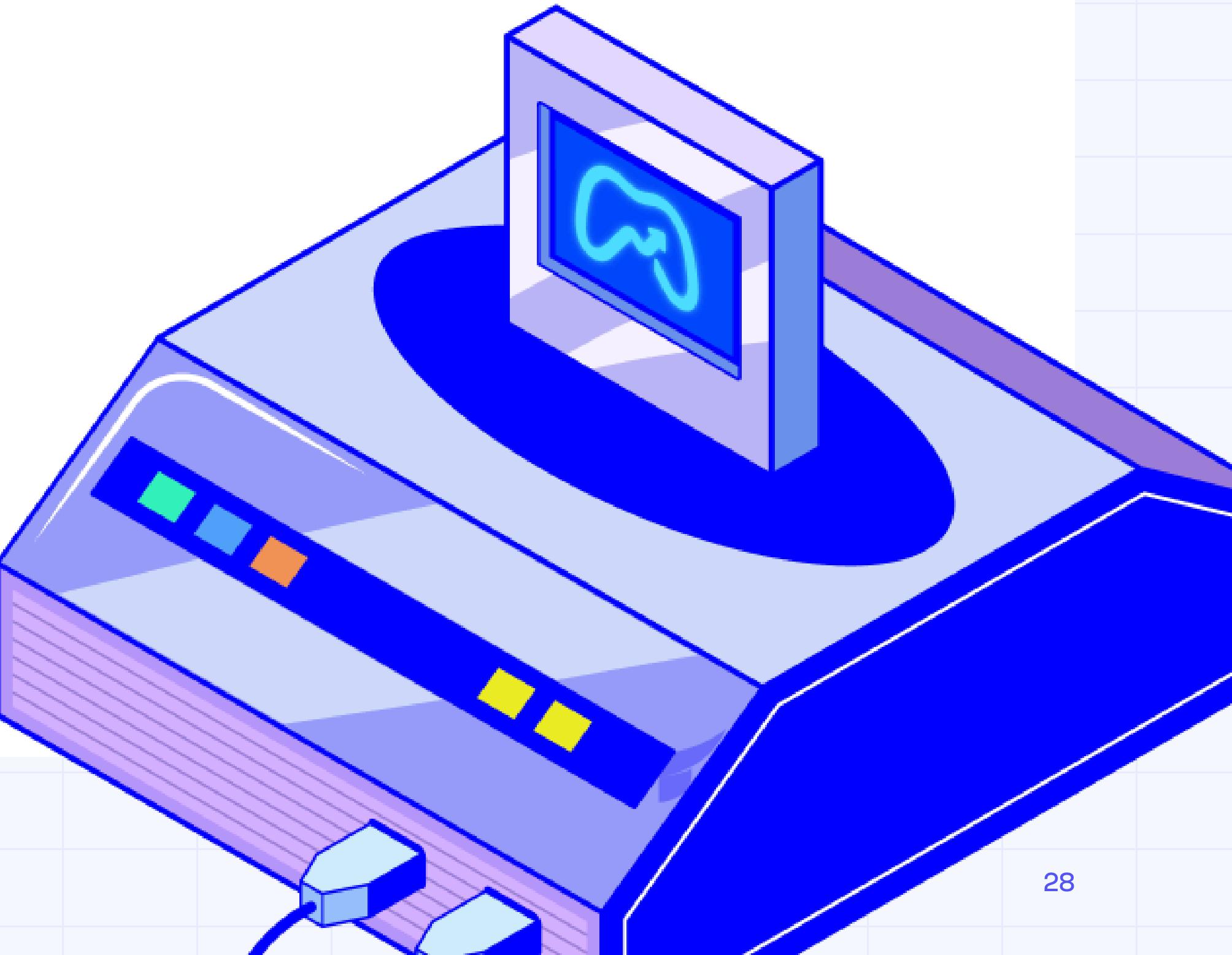
### DIVERSE OPTIONS

Meta offers diverse advertising options, including video ads, boosted posts, carousel, slideshow, and canvas ads. This diversity allows marketers considerable flexibility to tailor their campaigns.

## Challenges

### INCREASED PRICE

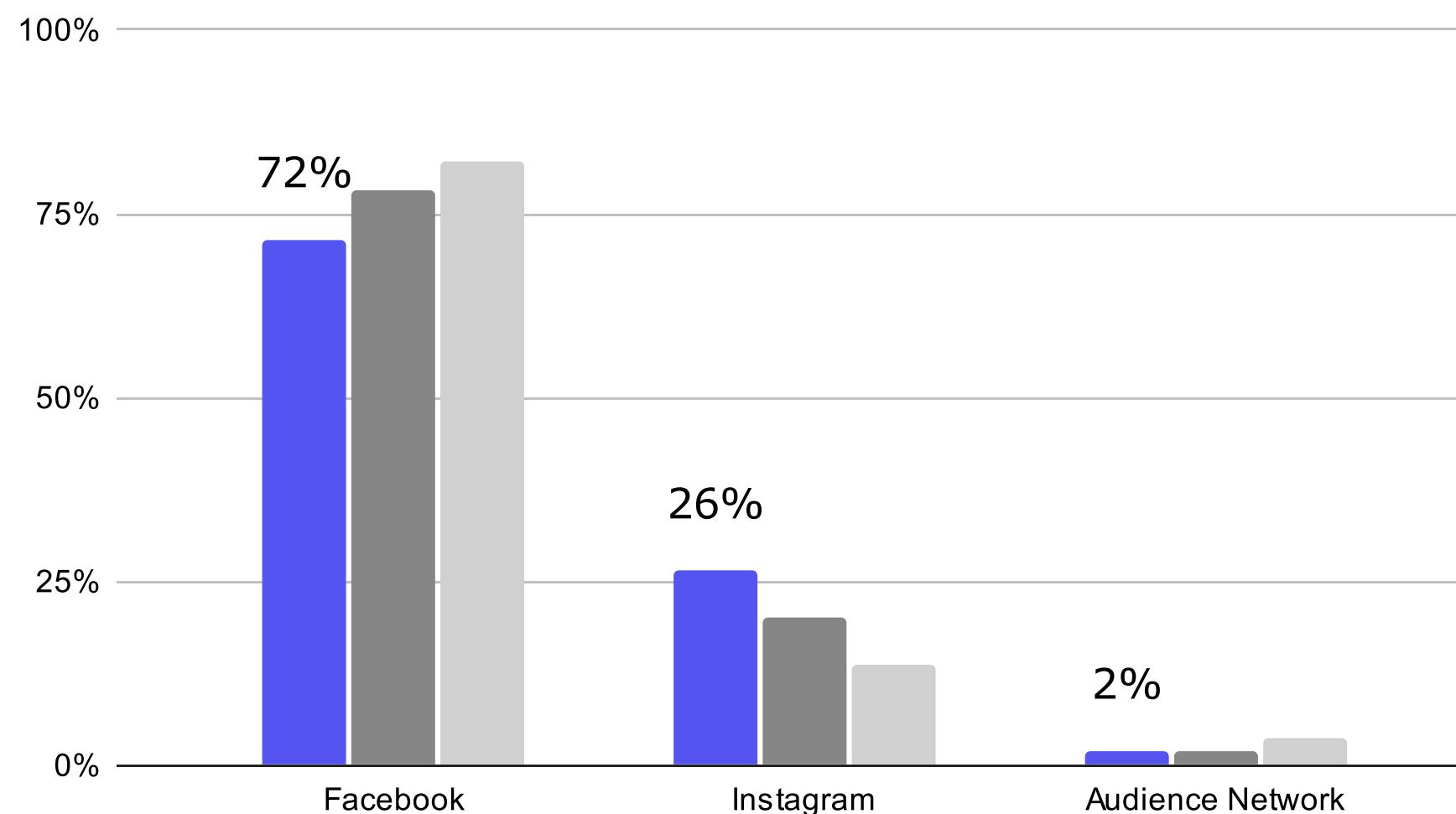
Meta has reported that average price per ad has increased 10% year over year.



Instagram's click volume continues to grow, while Facebook maintains a significant share despite trending down. The focus is on advertisers balancing their budgets between Facebook and Instagram, with Instagram signaling continued growth.

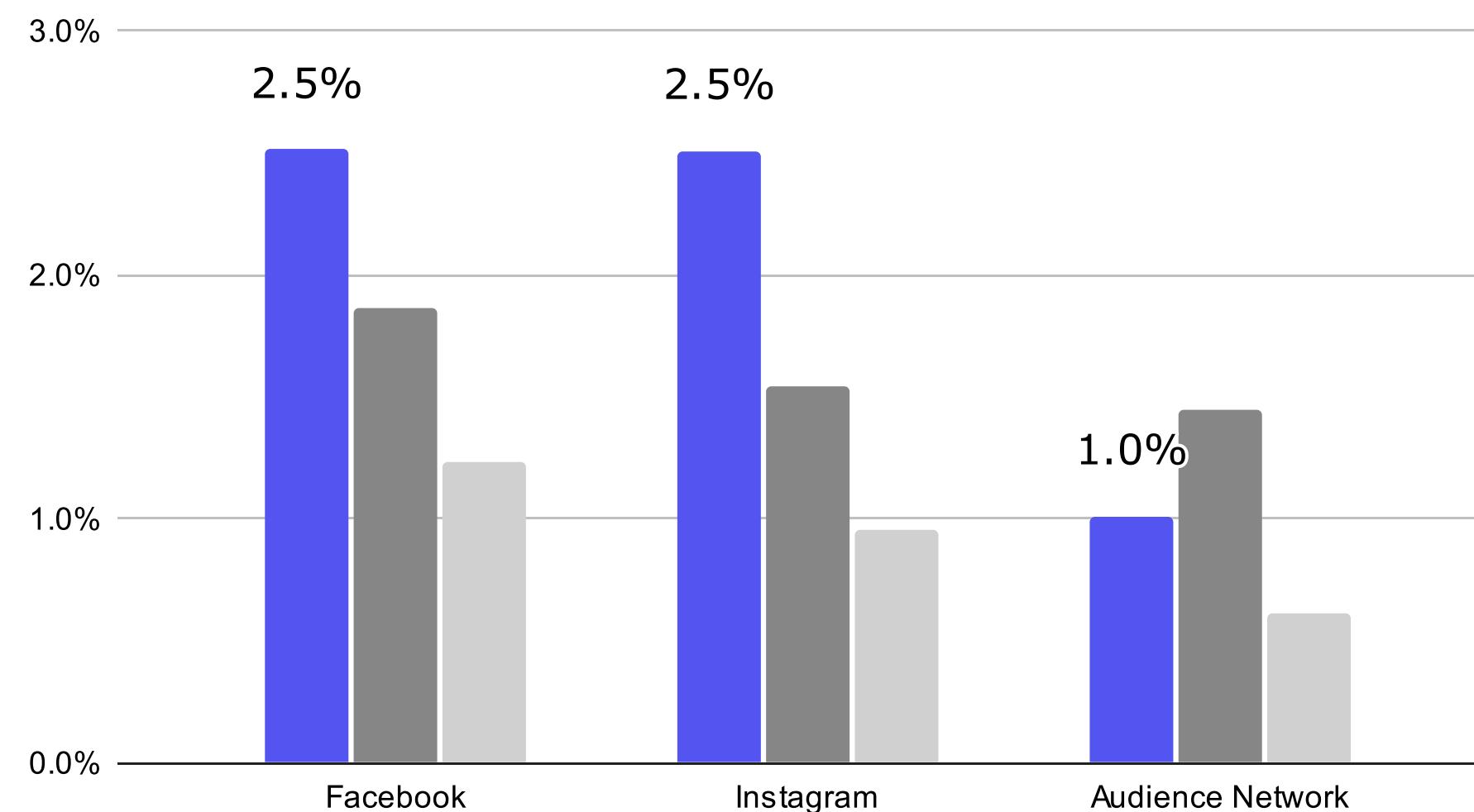
## CLICK VOLUME BY AD TYPE

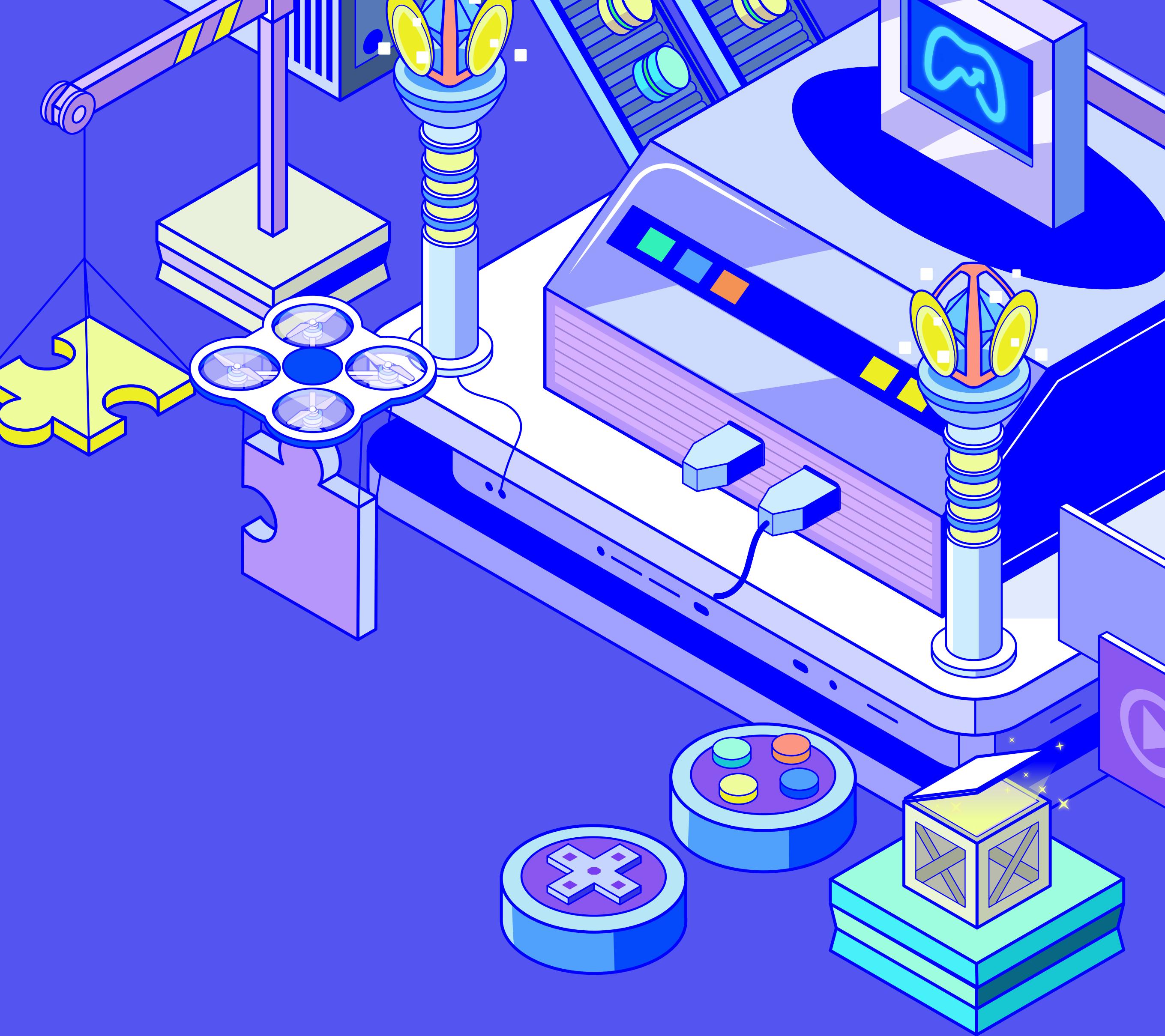
■ 2024 ■ 2023 ■ 2022



## CONVERSION RATES BY AD TYPE

■ 2024 ■ 2023 ■ 2022



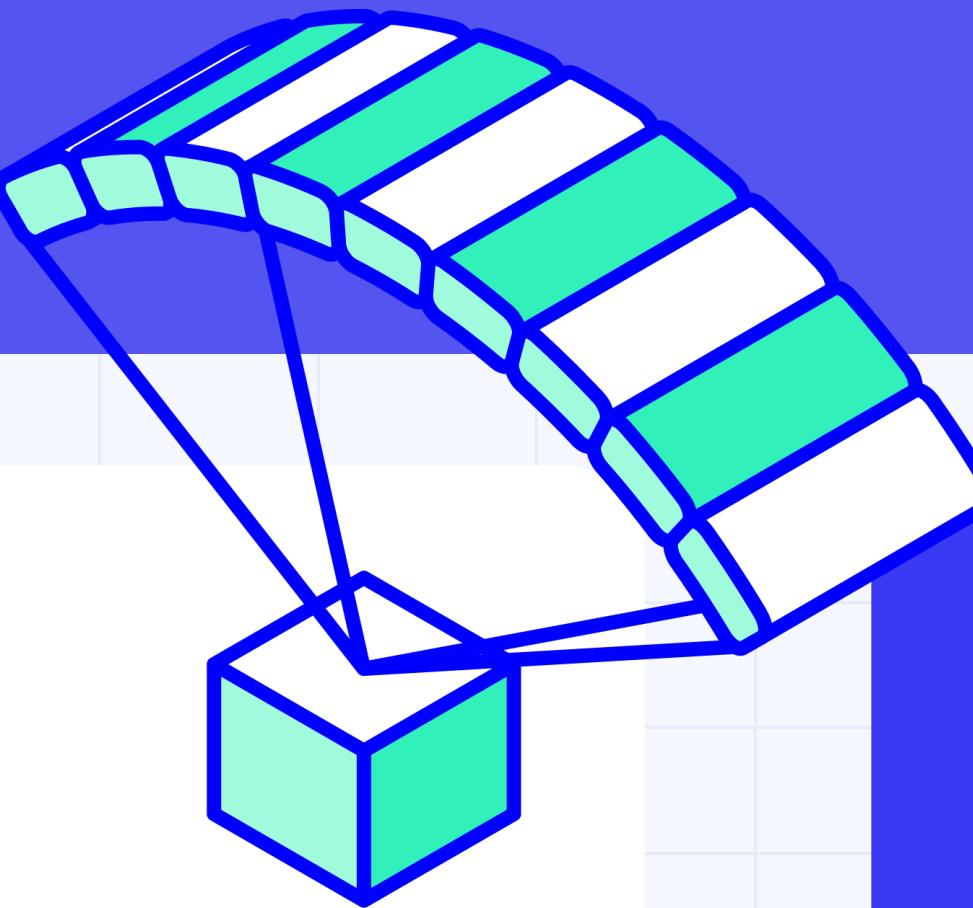


## How Marketers Are Leveraging Twitch

Twitch offers a variety of mobile and desktop-friendly video and static ad placements on the homepage, discovery pages, and channel pages.

Twitch also offers higher-impact placements, with guaranteed impressions during the first broadcast viewed per day, as well as homepage headliner takeovers.

Twitch also offers other options for direct integration on broadcasts, such as Twitch Drops or Extensions, which allow viewers to interact with products in different ways while watching a channel.

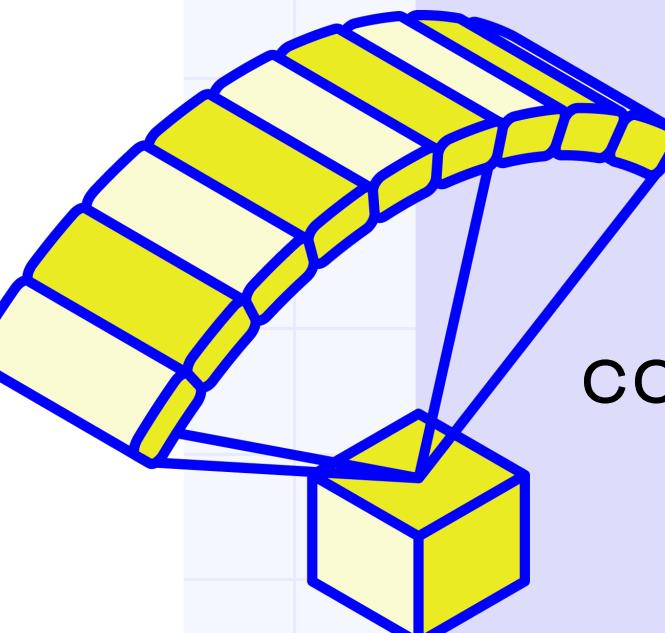


18%

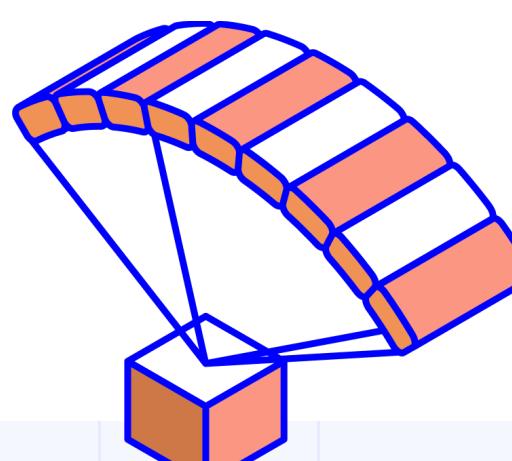
of all media plans include Twitch.



Surprisingly low considering its performance!



Twitch has an impressive 12% conversion rate (**highest among all ad networks**) with a midrange 50% retention rate.



## Strengths

### RELEVANT AUDIENCE

Twitch is a game streaming platform, first and foremost, so advertisers are nearly guaranteed to deliver ads to a relevant audience. The Twitch community primarily comprises Gen Z adults and Millennials, with 70% of the 35 million users between the ages of 18 and 34.

### HIGH VOLUME VIEWERSHIP

52% of the audience watches more than three hours of content per day on Twitch, with 59% watching daily.

### CAPTIVE AUDIENCE

Twitch video ads are unskippable on all channels that run them, with only users who subscribe to a channel not being shown ads.

### HIGH CONVERSION RATE

Twitch drives a 3x higher conversion rate compared to other major platforms in 2024, outperforming competitors like YouTube, Meta, and TikTok.

## Challenges

### NO POSTBACKS

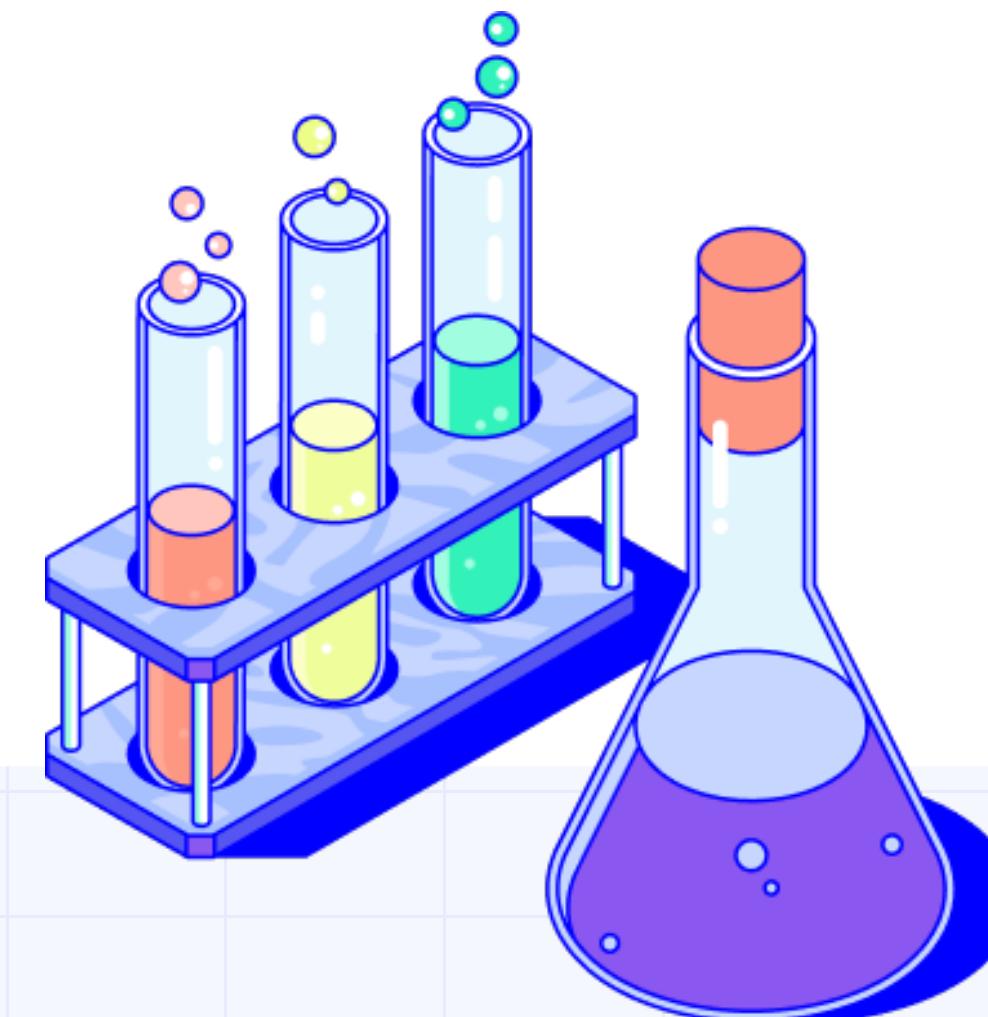
Twitch doesn't support postbacks, so you can't send click IDs back to Amazon for optimization.

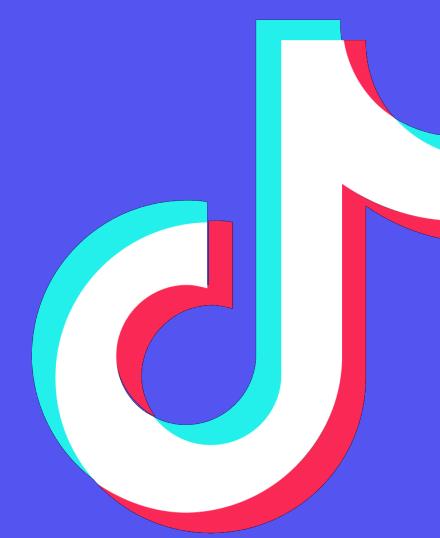
### HIGH MINIMUM SPEND

High minimum spend.

### MIDDLE MEN

Not entirely self serve (like Facebook and Google Ads), and requires contacting a Twitch account executive.





# TikTok



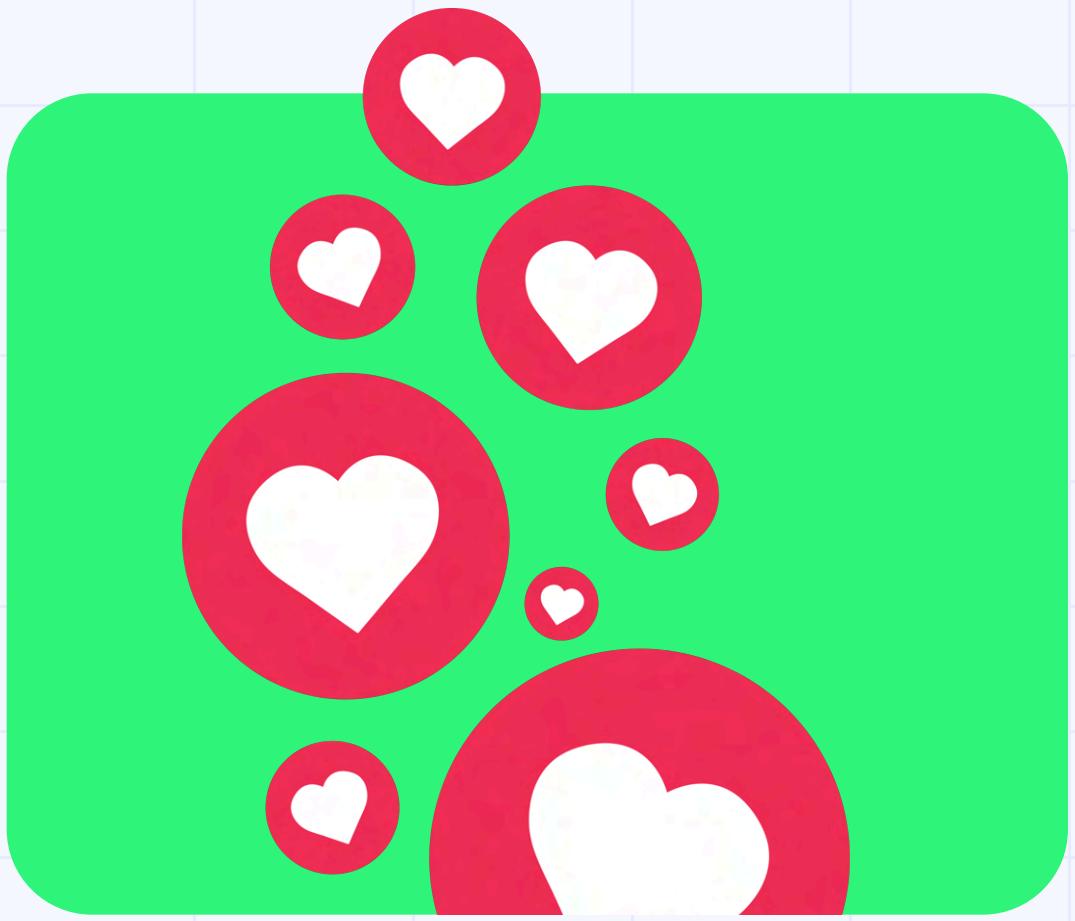
## How Marketers Are Leveraging TikTok

Spark Ads allow users to leverage more organic advertising to “ensure that all views, comments, shares, likes, and follows gained from boosting the video during the promotion are attributed to your organic posts,” according to TikTok.

- These ads enable brands to repurpose user-generated content for more organic, engaging campaigns.
- Gamesight customers have effectively combined these ads with influencer strategies to amplify user-generated content for performance-focused user acquisition.

Performance Automation implements predictive AI and machine learning to maximize business outcomes for advertisers, allowing them to input the necessary assets, budget, and goals so TikTok’s predictive automation can select creative assets, audiences, and more to optimize ads for each objective.

**38%**  
of all media plans include TikTok.



TikTok has a midrange conversion rate (3%) and retention rate (50%).

Success requires TikTok-specific creative that aligns with its mobile-first, fast-paced environment.

## Strengths

### RELEVANT AUDIENCE

Reaching Gen Z audiences across quick, engaging, and highly-shareable content.

### EXTENSIVE TARGETING

TikTok offers a wide array of targeting options, including geolocation, interest targeting, demographics, and frequency. While it may not offer as much flexibility as Meta, its capabilities are still considered extensive.

## Challenges

### REQUIRES CUSTOM CONTENT

“Research has proven that creating TikTok-first ads boosts purchase intent by +37% and brand favorability by +38% and 79% of TikTok users show a preference for brands that demonstrate a clear understanding of how to create content specifically for the platform,” according to [TikTok](#).

### TREND-DRIVEN

TikTok’s mobile-first, vertical format poses challenges for PC and console game marketers. Adapting requires mastering specific formatting and staying updated on trends, both crucial for a campaign’s success.

### LONG-TERM ENGAGEMENT

TikTok lacks enhanced community-building tools like Meta, Twitch, or Reddit—limiting the viability of long-term engagement strategy.

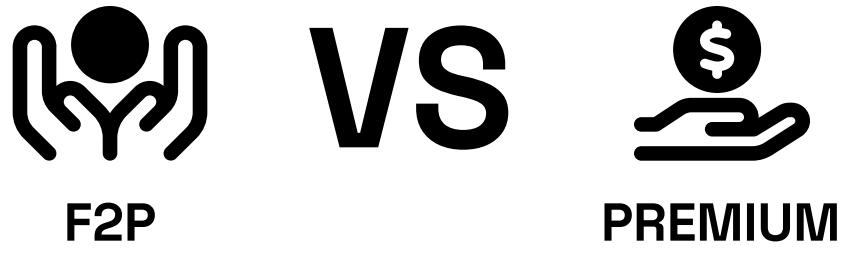
# F2P VS PREMIUM ANALYSIS

Gamesight actively manages campaigns for both Free-to-Play (F2P) and Premium titles.

The fundamental difference in pricing models – one being free with potential in-game purchases and the other having a significant upfront cost – naturally leads to variations in conversion rates.

Accounting for these barriers to entry, we've compared the performance of both F2P titles as well as Premium games.



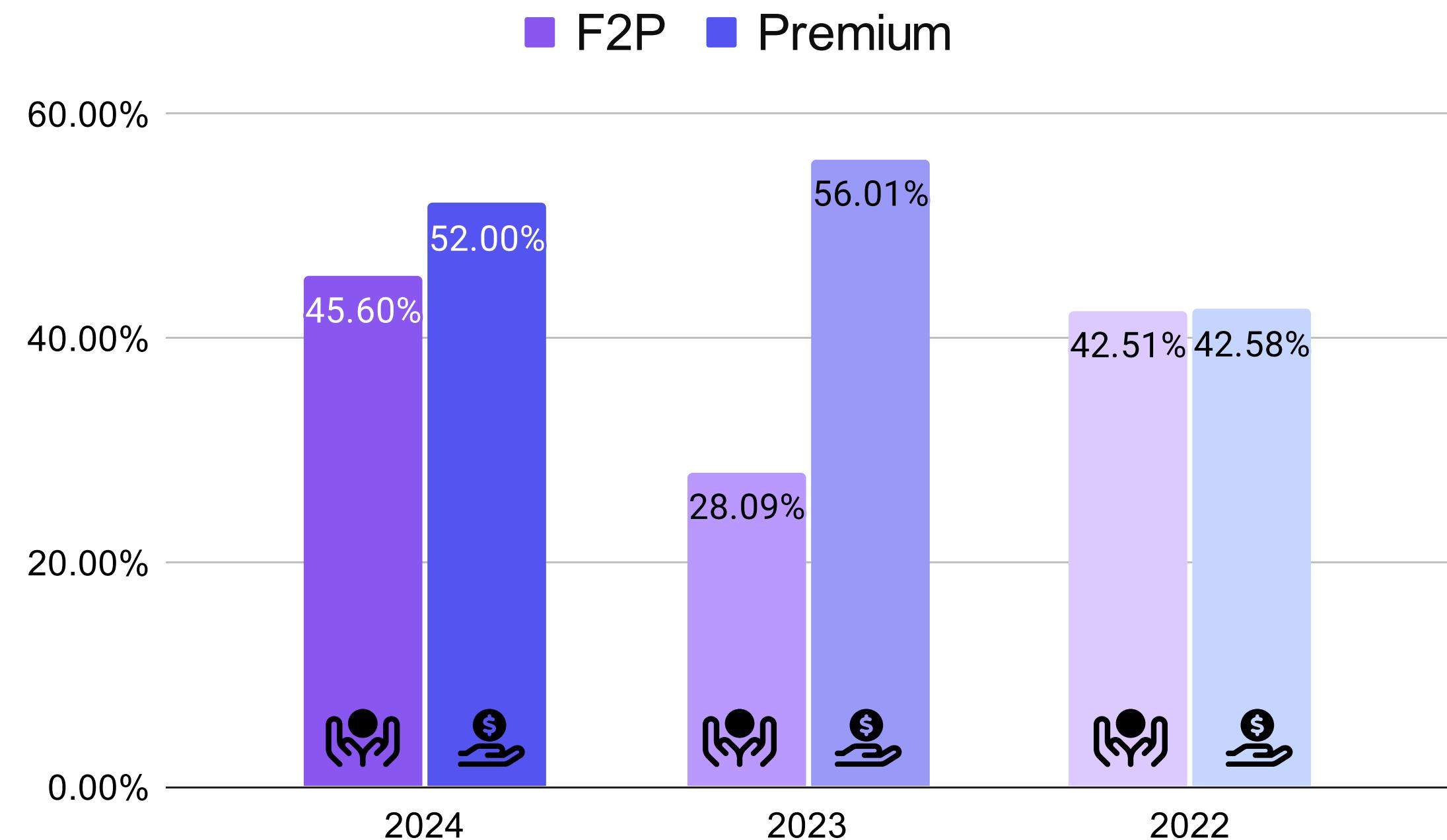


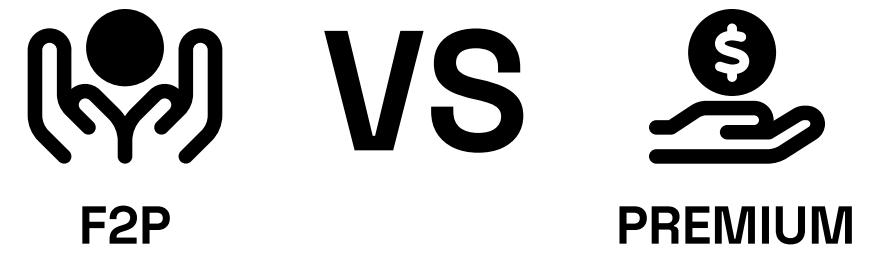
## F2P GAMES SEE A RESURGENCE

In 2024, Free-to-Play (F2P) games rebounded with retention rates climbing back to 46%, recovering from the previous year's decline caused by market saturation.

Meanwhile, Premium games maintained their strong performance, with a 52% retention rate, indicating sustained player preference for high-quality, paid experiences.

## D7 RETENTION RATES





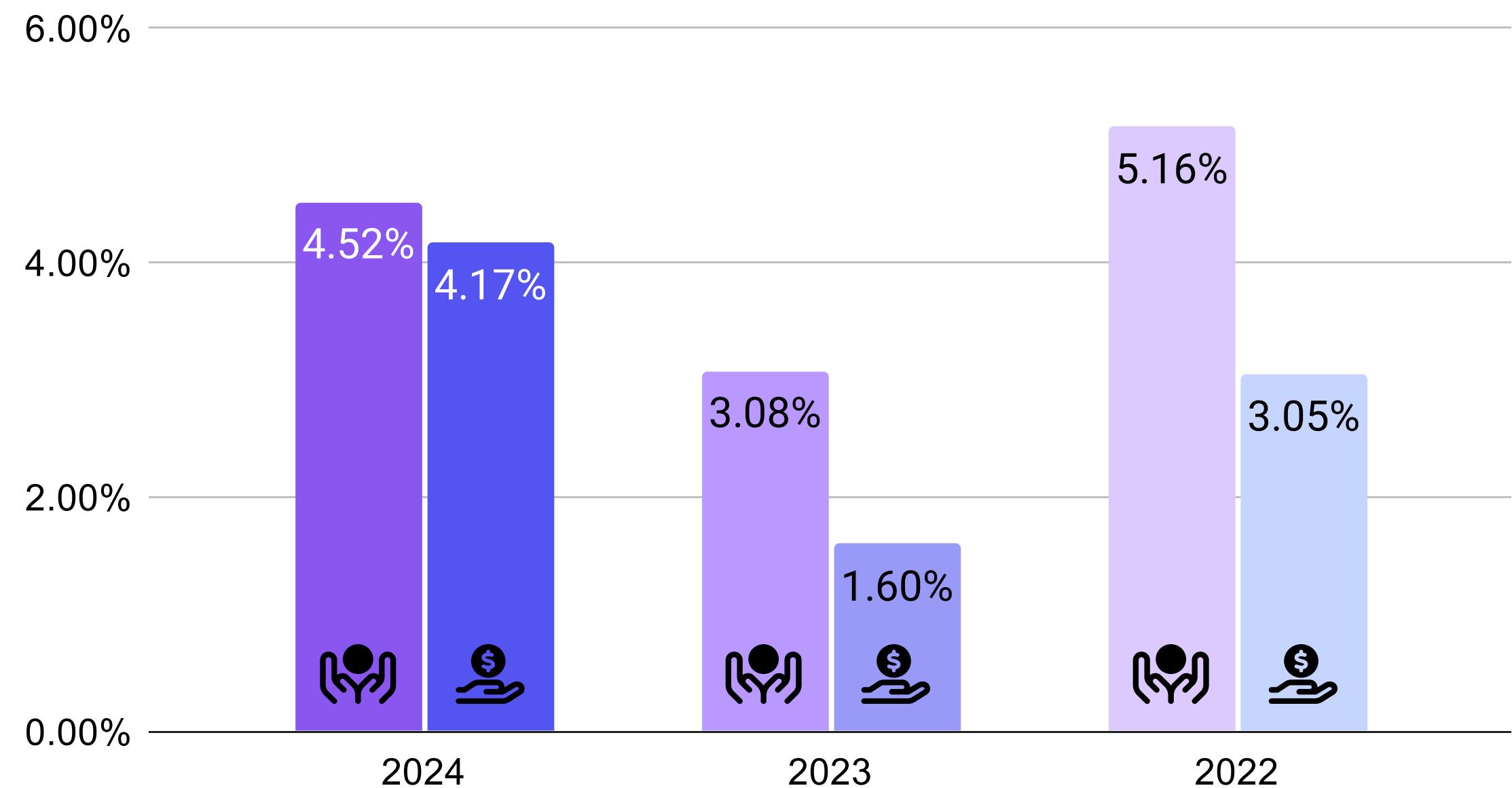
## CONVERSION RATES REBALANCE

We are also seeing a return to normal for conversion rates with a 4.52% for F2P games and 4.17% for Premium games.

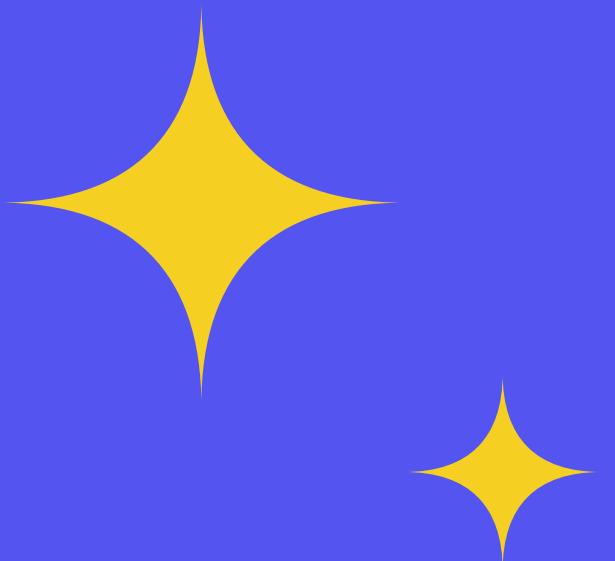


## CONVERSION RATES

■ F2P ■ Premium

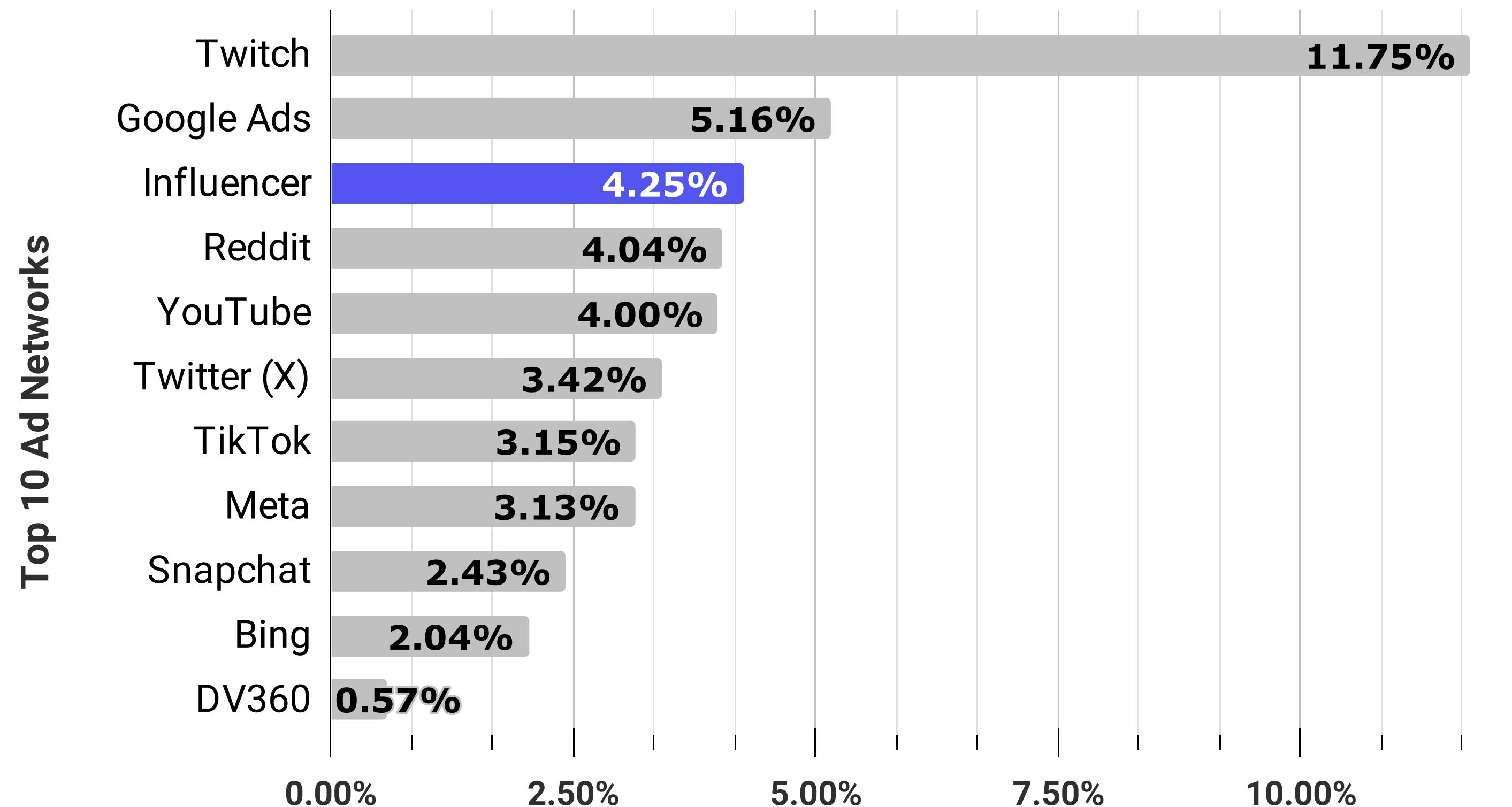


# INFLUENCER CAMPAIGNS



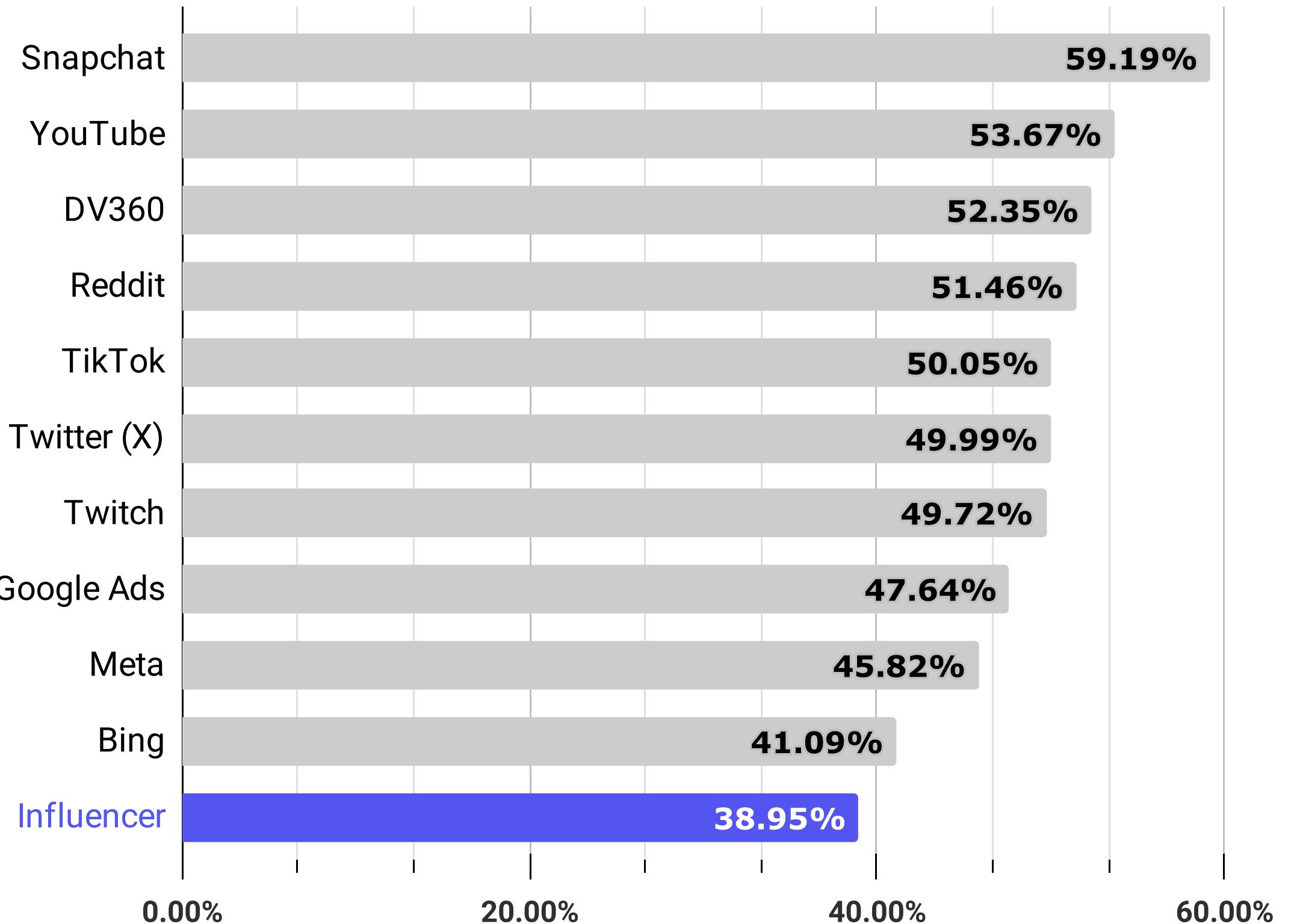
# TRENDS IN CONVERSION RATES

The conversion rate of Influencer Campaigns (4.25%) surpasses the rates of almost all of the 2024 Top Ad Networks except for Twitch and Google Ads.



# TRENDS IN D7 RETENTION RATES

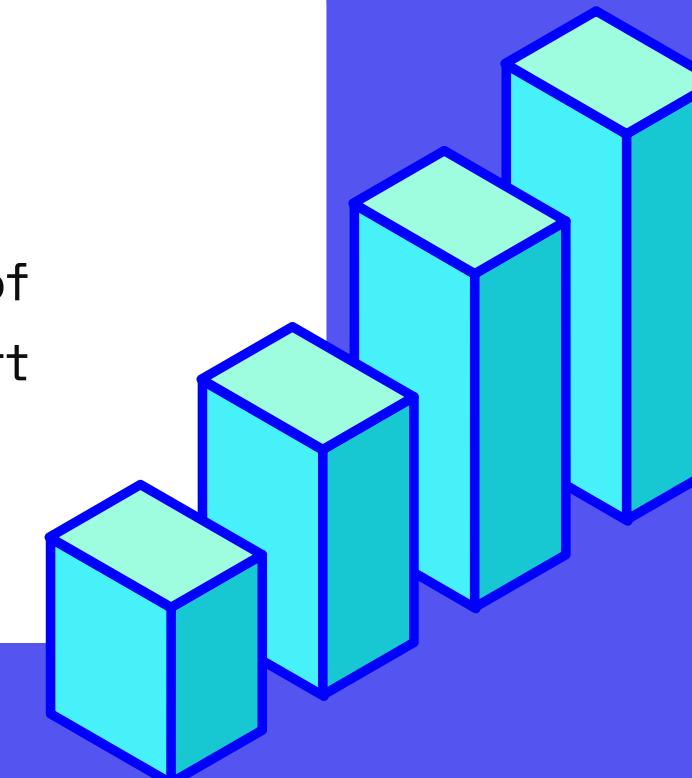
The retention rate of Influencer Campaigns remains competitive with top ad networks at 38.95%.



# INFLUENCER CAMPAIGNS

## In-Depth Insights

For those using Gamesight for both attribution and influencer campaigns, in-depth insights are provided through click-based attribution for each activated influencer. This enables evaluation of performance, retention, and monetization metrics in a single report covering owned social channels and paid media.



## Advanced Tools

Utilizing Gamesight's advanced data analytics tools, marketers can zero in on influencers who most closely align with their campaign objectives, focusing on those with stable viewership in similar game genres.



# INFLUENCER CAMPAIGN – STRENGTHS & CHALLENGES

## Strengths

### AUTHENTIC MESSENGER

Influencer campaigns often resonate more authentically with audiences as they leverage the existing trust between influencers and their followers.

### BUILT-IN TARGETING

Influencers often have well-defined audience demographics, allowing for highly targeted campaigns.

### EFFECTIVE AND ORGANIC

When given the creative freedom to produce content that is authentic to their channels, influencers not only flourish but also generate more meaningful engagement, whether it be fully sponsored live streams or ad reads. They know best what kind of content resonates with their audience, making their promotional efforts more organic, trusted, and often more effective.

### STEADY METRIC GROWTH

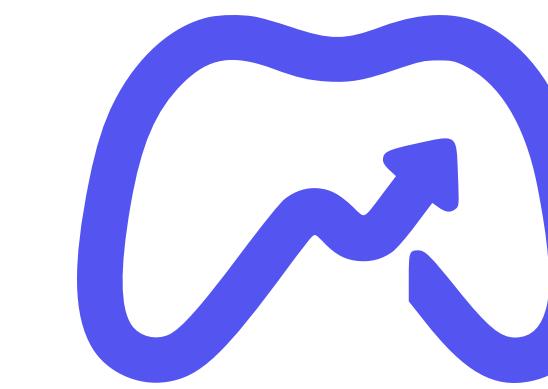
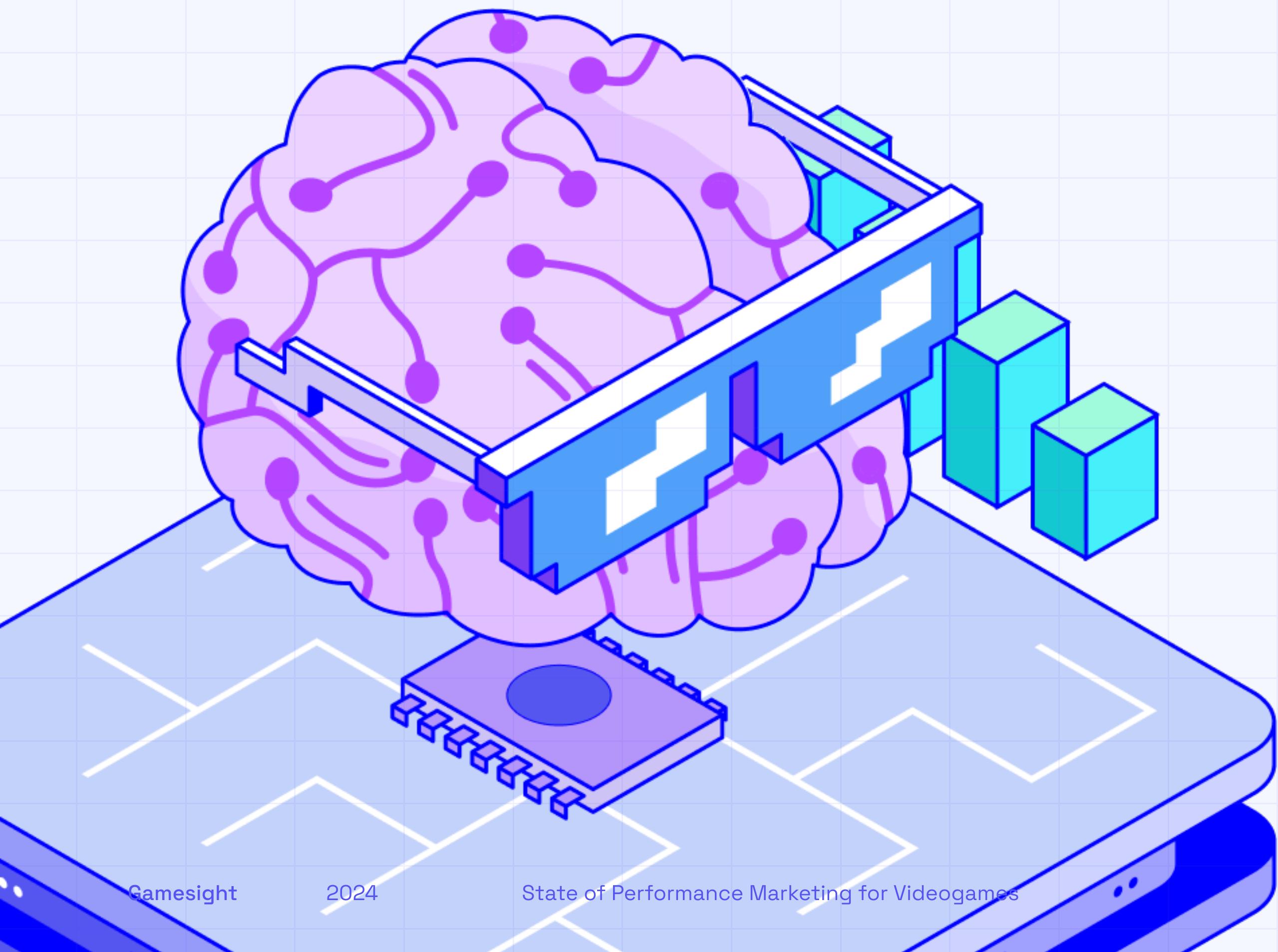
Conversion and D7 Retention rates for Influencer Campaigns remain steady YoY with plenty of room to grow as direct partnerships and activations become more commonplace.

## Challenges

### HIGH-TOUCH EXECUTION

Managing influencer campaigns with tens to hundreds of influencers involves a complex array of tasks, from discovery to game key distribution to contract and billing management to post-campaign ROI analysis. Each phase presents unique challenges, requiring detailed planning and coordination across parties to ensure a successful campaign.





# ABOUT GAMESIGHT

**Gamesight is the growth engine for the largest gaming brands in the world to engage, understand, and grow their audience.**

We meet the unique measurement, community, and creator needs of more than 500 in-production PC & console games, including some of the industry's most successful companies like 2K, Sony Interactive, Xbox, Warner Brothers, Amazing Seasun, Riot Games, Square Enix, Bandai Namco, Bungie, Capcom, Netease, SEGA, Ubisoft, Wizards of the Coast, Tencent, and more.

In 2024 alone, we've measured over \$294M in digital marketing spend and worked with over 20,000 influencers, managing some of the largest influencer campaigns on TikTok, Twitch, and YouTube.

To learn more, visit [www.gamesight.io](http://www.gamesight.io) or follow us on social media @gamesight.