For the past week I've been doing some analysis on the popularity of FinalMouse usage within the Fortnite community. They’re one of the best mice available, but intuitively I knew that they were much more popular within the Fortnite scene compared to other esports. I’ve collected the data and discovered that only 8% of professional players across four esports (CS:GO, Rainbow 6, Overwatch and Fortnite) use a FinalMouse; of those who do, OVER 81% are Fortnite players. Out of 1290 players total, only 108 use a FinalMouse, 87 of them being Fortnite players (348 total Fortnite Players).

FinalMouse makes incredible, light weight gaming mice, and are usually among the most popular mice within enthusiast groups, however, the overwhelming positive correlation between them and Fortnite players is something I want to delve deeper into.

I think a relatively good argument that would be made for the high percentage of FinalMouse Fortnite users is that mouse movements are incredibly fast paced and are required to be accurate in a 360 degree radius. Unlike Counter-Strike and Rainbow 6, in Fortnite you must quickly move your mouse in abstract patterns to build and edit structures (a mechanic in the game) while simultaneously being ready to snap or “flick” on to opponents’ hitboxes. This process typically occurs in a 360 degree fashion, unless your back is towards a non-editable structure or to the edge of the safe zone (game mechanic that continuously damages players that are not inside the safe zone). Thus, you can make the argument that Fortnite players prefer FinalMouse products over the market because they are typically much lighter, allowing players to move the mouse more quickly.

Although this point makes sense logically, it does not represent the data as a whole. For instance, Overwatch can be just as fast paced as Fortnite, requiring players to quickly snap their cursor to opponents’ characters that can also be positioned 360 degrees on the map. The data is not congruent to the faster pace of play as only 7 out of 254 Overwatch professionals use a FinalMouse product.

From my research and analysis, I’ve concluded that the reason why FinalMouse mice are so popular among Fortnite players versus other games’ player base is a combination of the demographic of Fortnite, combined with exceptional marketing by FinalMouse.

According to [Verto Analytics](https://1z1euk35x7oy36s8we4dr6lo-wpengine.netdna-ssl.com/wp-content/uploads/2018/11/Fornite-user-demographics.png), over 62% of Fortnite’s player base are ages 18-24; it is worth noting that this study does not include players under the age of 18, so even a larger portion of players are under the age of 24.

FinalMouse typically markets their products to the younger generation of gamers, as seen with their endorsement deal with former professional player and current content creator, Ninja. Ninja and FM collaborated to create a mouse with Ninja’s branding, resulting in the FinalMouse Air58 Ninja. This mouse released at the height of Ninja’s popularity, when his Twitch livestream and YouTube channel were skyrocketing, crushing many viewership records.

Using athletes or celebrities for marketing is not an uncommon tactic, as seen by Nike, Adidas, Jordan, etc. FinalMouse had impeccable timing with their marketing with Ninja, and got an immeasurable ROI by the most popular gaming figure using their product with his name on it. Fans of Ninja then saw their favorite player making exciting plays, which lead them to favoring FinalMouse as their next mouse purchase.

This is no different than Michael Jordan releasing his signature shoe with Nike at the height of his popularity. Even though there is not much difference between an Air Jordan 1 and the Adidas equivalent, every kid growing up that watched MJ play wanted “to be like Mike.”

This type of marketing reinforces the fallacy “appeal to authority,” which is essentially confirmation bias by an authority figure. For instance, consumers may say that Wheaties are the healthiest cereal because they are backed by professional athletes, when in fact they are loaded with sugar and unnatural ingredients.

Fortnite players see that the most popular and most successful player at the time is using a FinalMouse product, therefore it must be the best option available. This snowball effects into appeal to popularity fallacy, meaning that so many players adopt FinalMouse as their mouse of choice it becomes the most popular brand; thus, potential customers who don’t even know who Ninja is, are aware of the product and assume it is the best product on the market due to its popularity.

It should not be overlooked that FinalMouse releases their products in limited fashion, creating a false sense of scarcity. This tactic is very popular with products that are often sought after by younger consumers, such as: Supreme, Yeezy, Off-White, etc. The FOMO marketing just exemplifies FM’s popularity; each product drop from FinalMouse creates a frenzy on social media in addition to absurd resell prices on websites like eBay, which reinstates the false correlation between availability, price and quality.

To summarize: FinalMouse do make great mice and revolutionized the industry by popularizing honeycomb-stylized mice, but their popularity is largely due to their genius marketing and great timing within the esports scene. See graphic below for summarized data.

