

Title: GameStop's potential ad revenue should be incredible

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With GameStop's anticipated marketplace, there should be a LOT of transactions.

Like an incredible amount of transactions.

Businesses will be selling to gamers and, even more importantly, gamers will be selling to gamers.

And with selling, there's always the desire to advertise and promote what you are selling. Otherwise, you risk your product being lost in the noise.

What better place to advertise than the marketplace that your ideal customers go to?

More critically, all of the transactions on the marketplace should give GameStop next-level data that advertisers can use to target their ideal audience.

I know "data" and Facebook have become dirty words over time. But, using a similar model with the marketplace could definitely turn ad revenue into a cash cow.

Thoughts?