

Title: TIL How We Can Save GameStop Some Advertising \$\$\$

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Tl;Dr: If you use Google to search for your favorite video game retailer and click on the 'ad' result, you are costing GameStop money every time you click.

I labeled this as DD but if you think it's more of a discussion, let me know

I mentioned to my girlfriend that I like to Google specific stock related phrases daily to pump up the search numbers for the cause. She majored in marketing and is Google Ad certified and relayed that Google charges for ads on a cost/click basis. This is important for us to understand so that we can save GameStop some cash which they can use for other ventures which will produce value for shareholders. There are several factors that go into how much each click costs but the bottom line is that the advertiser only pays for the ad when someone clicks on it. This might have been painfully obvious to some already but I always thought there was a different metric based on time or something to charge for search engine advertising.

I know, I know, it's sooo convenient to click on the ad because It's such a pain in the butt to scroll down to the normal links but advertising is expensive and that money could probably be well used elsewhere.

Corporations have massive marketing budgets so not clicking on a few ads may not make a difference but it is definitely worth understanding. I'm tempted to write a more in depth DD into search engine advertising and how it could help our favorite stock.

If there are any SEO apes or hobbyist advertisers out there that want to jump in and add something important that I missed please do so. Also, if you have the ability can someone please share this on the other GME subs to get the word around.

Final thoughts: Don't click on ads for your favorite retailers. Buy, hold, and DRS GME ■■■■