

# TARGETING NEW CUSTOMERS FOR AN AUTOMOBILE ASSOCIATION



AGN strategically reached and engaged potential new customers located in British Columbia with non-intrusive In-Game Video including Pre-Roll, Mid-Roll and Rewarded Video types

Utilizing advanced targeting tactics across premium game inventory and some of the world's biggest game titles, allowed for a robust in-game strategy that capitalized on gamer's attention in a non intrusive manner across the desired geo-targeted area in Canada.



## STRATEGY

- In-Game Video: Gamers were targeted in pre-roll, mid-roll and rewarded settings during the campaign flight, resulting in positive brand experience while driving engagement.
- Location Targeting: Users were targeted across the client's desired location (BC) in their favourite gaming environments
- Demographic Targeting: Casual gamers within the 25-54 age range were targeted using specific game titles including genre exclusions

## RESULTS

This campaign achieved impressive In-Game performance across the desired location, exceeding the industry VCR benchmark of 80% significantly.

**355,000+**  
Impressions Delivered

**2.26%**  
CTR

**93% vs 80%**  
VCR vs benchmark