

OBJECTIVE: TARGET & ENGAGE NEW CUSTOMERS



AGN strategically reached and engaged potential new customers located across Canada in both English and French with non-intrusive In-Game Rewarded Video ads.

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 Rewarded Video: Gamers were targeted with non-intrusive rewarded video during the campaign flight, resulting in positive brand experience while driving engagement.
- Location Targeting: Users were targeted across both English and French speaking Canada in their favourite gaming environments
- Demographic Targeting: Gamers aged 25+ with over \$100k investible assets defined by a custom poll were targeted using specific game titles including genre exclusions

RESULTS

This campaign achieved impressive In-Game performance across Canada, exceeding the industry VCR benchmark significantly.

108.5% Impressions Delivered	
3.2% CTR	93.7% vs 80% VCR vs benchmark