

BUILDING AWARENESS TO ACQUIRE NEW CUSTOMERS FOR A FINANCIAL INSTITUTION



AGN strategically reached and engaged potential new customers located in Alberta, Canada with non-intrusive In-Game Video.

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 provided rewards in exchange for their attention across premium game titles during the campaign flight, resulting in positive brand experience while driving engagement
- Location Targeting: Users were targeted across the client's desired location (Alberta) in their favourite gaming environments

RESULTS

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

1.4 Million+ Impressions Delivered	
14,680 / 1.04% Total Clicks / CTR	94% vs 80% VCR vs benchmark