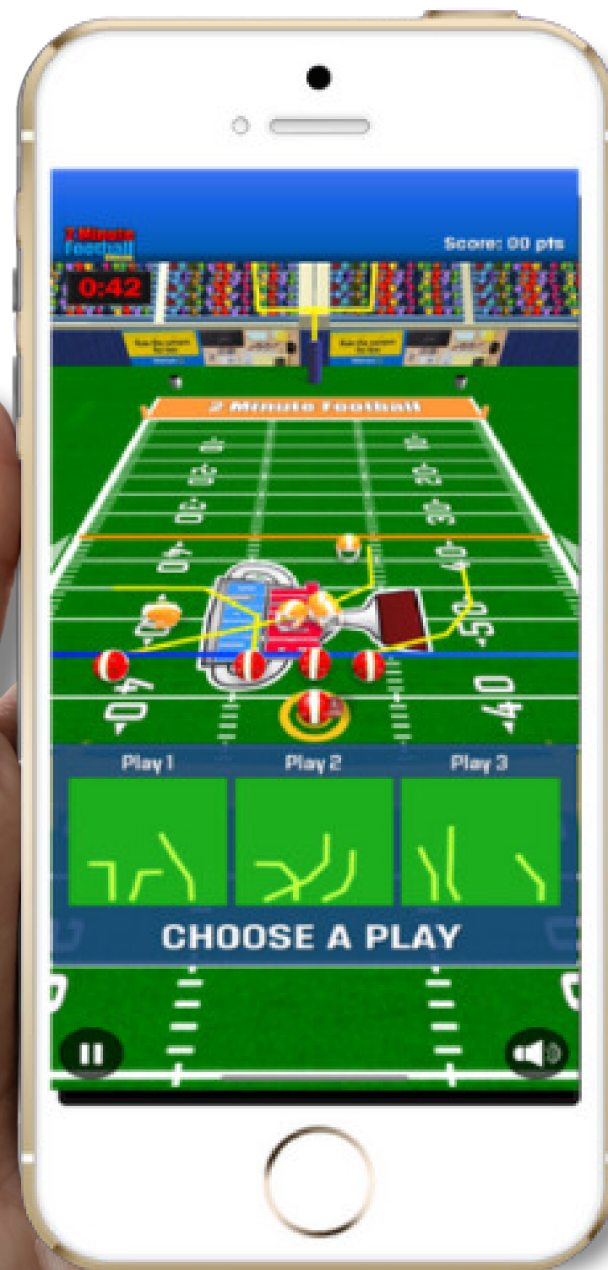


DRIVING AWARENESS FOR ONE OF WORLD'S BIGGEST RETAILER



Here's how AGN helped one of the world's biggest retailers in successfully driving awareness for their back to school promotions and deals in their stores and their website. The global retail giant chose AGN to utilize its impactful Rewarded Video Ads solution and create a powerful impact on individuals aged 18-24.



STRATEGY

- By using Rewarded Video advertising, AGN was able to encourage engagement in premium game environments by exchanging in-game rewards for users attention, which is 100% opt-in on the user's end.
- AGN focused campaign efforts on the brand's desired demographic on Canada, which represented 20% of all gamers in the country, in brand safe and high impact game titles.
- The mobile gaming inventory, locations and demographic data that AGN was able to obtain and use for this campaign was crucial in ensuring that the users were engaged in a positive manner leading to increased video completes and click-through rates.

RESULTS

The campaign achieved exceptional performance metrics surpassing the usual industry benchmarks. Certain game genres resulted in higher VCR, while others resulted in higher CTR which is data that can be used to optimize subsequent campaigns going forward

97.42% vs 90%

VCR vs Benchmark

4.43%

CTR