

6 Days in Fallujah: Pre and Post Launch DMS Campaign

Results

23%
conversion rate

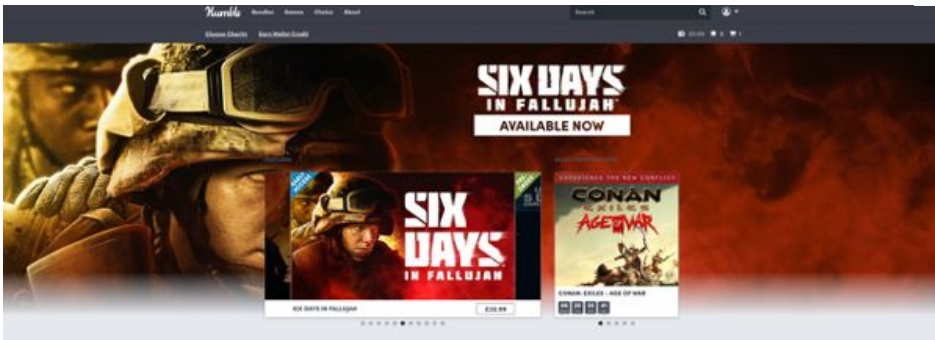
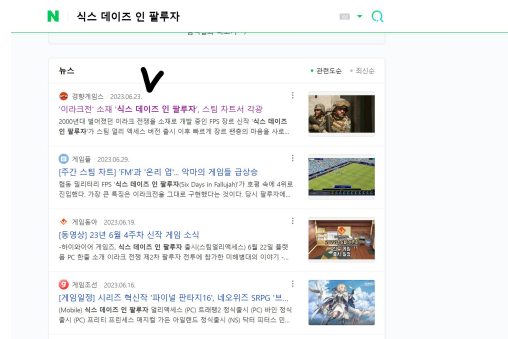
258%
return on advertising spend
(ROAS)

The Opportunity

To support Victura as their exclusive distribution partner pre and post launch of Six Days in Fallujah. Aiding them with their third party exposure as well as supporting their paid marketing efforts.

The Challenge

We had one week to get the hole network setup, primed and marketing support secured for launch in June 2023.

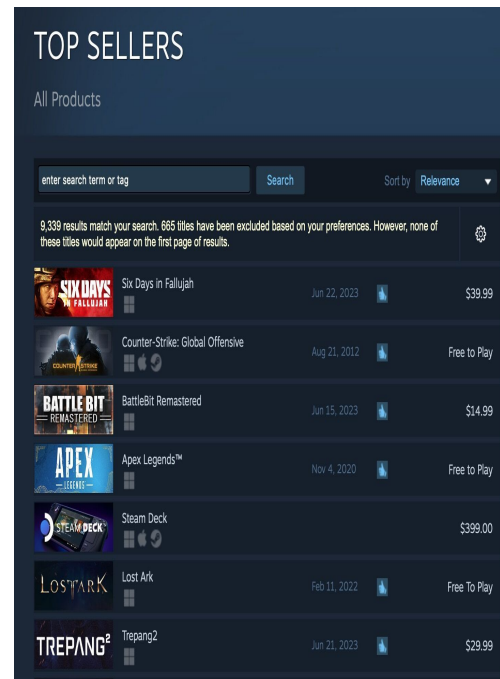


The Solution

We leveraged the team's considerable experience, industry expertise and black book to pull a comprehensive campaign together.

The Outcome

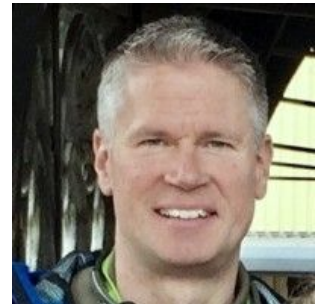
The team did an incredible job in the short time frame we had, but we were able to have everything set up and ready to go ready for launch - supported as well by GMG's Marketing Services team, we were able to deliver them significant additional revenue culminating in 6 Days in Fallujah being Global Number 1 title on Steam.




“We work with GMG to enhance our reach on launch via Distribution Management Service and Marketing programmes.

Overall we are really happy with the hands off service, providing great results that were ROI positive and helping us to Global Number 1 on Steam.”

Peter Tamte, CEO Victura Inc.



WANT TO LEARN MORE ABOUT GREEN MAN GAMING'S DISTRIBUTION MANAGEMENT SERVICE?

 **green man gaming** 6 days in Fallujah Case Study

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