

Six Days in Fallujah: How we helped get them to No.1 on Steam

Results

33 Million
Impressions

1086%
Return on advertising spend
(ROAS)

The Opportunity

Using GMG audience insights, drive up the Steam algorithm on launch

We were tasked to drive super targeted PC users who enjoy tactical shooters to the Steam store to; Wishlist, Follow, Purchase and Review positively in order to order to boost the Steam algorithm for extra store support.

The Challenge

1. Instead of utilising the accurate and transparent attribution funnel by converting on Green Man Gaming, the client wished to drive customers to Steam instead. This means less visibility to understand which channel is performing best.
2. We also had to coordinate clear FPS messaging with a fairly controversial subject matter to cut through and excite customers to click through and find out more. Review bombing was a concern.
3. As a co-op game, this presents challenges with conversion for some single players who might not be able to gather a team together to play.

The Solution

Using email, display, influencers and social media for brand pushes but focused the majority of it's paid marketing activity on paid search (Google) ads, paid social ads on Facebook & Twitter and South Korean based campaigns. We were able to use Victuras ad platforms with our data sets enabling over 8.2 Million 1st party data points to create PC gaming audiences who have wishlisted or purchased similar games to Six Days in Fallujah we created bespoke campaigns.

We also opened up a brand new audience in South Korea activating relevant influencers, display and Naver positioning.

The Outcome

No.1 on Steam for launch weekend

We have provided a cost effective campaign achieving great brand awareness / reach using performance marketing channels than store presence only.

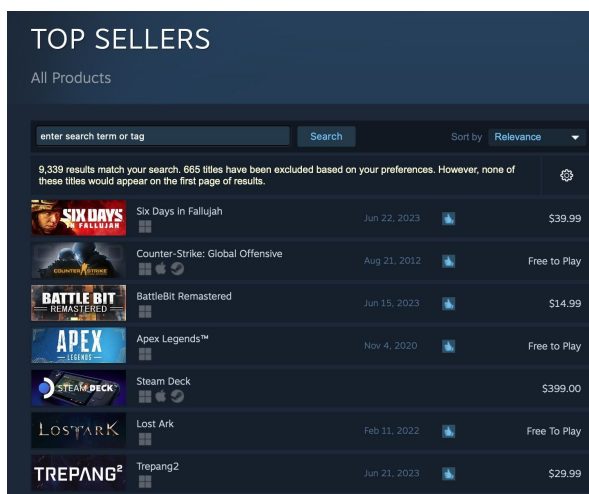
We managed to counteract the initial review bombing attempts by activating genuine customers to review helping drive the steam algorithm up positive.

New audiences unlocked; S Korea
Over 33 Million gamers viewed the game with a positive ROI

"We work with GMG to enhance our reach on launch via DMS 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.



48,000+
clicks*

No.1
on Steam & Naver

1086%
return on advertising
spend (ROAS)*

*taken from all channels one week before and after release

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