

Homeworld 3: Pre and Post Launch DMS Campaign

Results

26%
conversion rate

258%
return on advertising spend
(ROAS)

The Opportunity

We were given privilege to support Gearbox Publishing on their latest AAA title, Homeworld 3 to maximise sales in the third party space.

The Challenge

To organise a pre-order campaign, we needed to ensure we had every base covered - from assets to pricing and ensuring we had every marketing avenue covered for what promised an extremely strong launch given the anticipation for HW3.

The Solution

We utilised our experience to ensure every base was covered to execute a comprehensive and successful launch.

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.

"After years of outstanding partnership, we let GMG take control of Homeworld 3's preorder and post launch campaigns. Helping us shape the product to maximize our impact across the third party space - providing very positive growth. It has always been a pleasure to work with everyone at the Green Team"

Garrett Miller, Director of Sales,
Gearbox Studios



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