

Borderlands 3: driving performance focused campaigns that convert

Results

5.30%
conversion rate

505%
return on advertising spend
(ROAS)

The Opportunity

The release of Borderlands 3 represented one of the biggest gaming launches of 2019. Consumer demand for the product was high thanks to a rich franchise history, cross platform support and exposure across both digital and traditional media channels.

The Challenge

Cut through a competitive digital marketing landscape and secure sales

Competition would be fierce, with the majority of both digital and physical retailers vying for customers through a broad mix of media channels. Green Man Gaming's marketing team was faced with the challenge of marketing Borderlands 3 profitably, whilst outbidding bigger players in the market with deeper pockets.

The Solution

Leverage Green Man Gaming's unique audience insights to drive the highest ROI possible

In order to ensure profitability on campaigns, Green Man Gaming needed to leverage it's unique audience insights to target only those consumers most likely to purchase. These insights give us the ability to overlay custom audiences on top of those already available within each marketing platform - allowing for greater control over who sees our ads and when. This combined with our expertise at running launch campaigns ensured we drove the maximum number of sales possible whilst spending less than the competition.



The Outcome

Green Man Gaming focused the majority of it's paid marketing activity on paid search campaigns. We carried out extensive keyword research and combined this with audience

specific bid adjustments to focus our spend on transactional keywords for customers most likely to fall into the category of pc gamers looking to buy Borderlands 3. These audience insights were based on both historical sales data, Steam game ownership insights, product affinity groups and engagement metrics from previous prospecting campaigns. This approach ensured high levels of engagement with our ads and excellent downstream conversions:

6.43%

average click
through rate*

5.30%

onsite conversion
rate*

505%

return on advertising
spend (ROAS)*

*taken from paid search campaign performance
one week before and after release

**WANT TO LEARN MORE ABOUT
GREEN MAN GAMING'S
MARKETING SERVICES?**

Contact us:

partners@greenmangaming.com

Visit us:

greenmangaming.com/partners



Borderlands 3 Case Study