

Video Game Marketing: full funnel visibility

The Challenge

Publishers and developers running marketing campaigns lack the visibility required to make smart decisions about how best to spend their budget.

Third party platforms or DRMs often don't provide robust enough visibility around key metrics that would allow marketers to track campaign performance throughout the entirety of the purchasing funnel.

The Solution

Green Man Gaming tracks all key metrics from impression to conversion

At Green Man Gaming we pride ourselves on running a best in class digital ecommerce platform. This means our marketing team can identify what campaigns, audiences, keywords or creative works best not only in terms of click through rate but add-to-baskets, account signups and conversions. As a result we see better than average conversion rates on most of our paid marketing campaigns.



From Ad impression

➡ to product page view

➡ into the shopping cart

➡ and all the way through to conversion

User interactions are tracked and recorded against Campaign performance, giving our Performance Marketing team the ability to analyse what's working and what isn't. This leads to better performing campaigns and a test and learn approach limited not only to Ad Copy but onsite merchandising and product selection.

The Results

Green man Gaming's marketing campaigns perform above average for key ecommerce benchmarks:

6.50%

onsite conversion rate from paid campaigns*

3.05%

avg. PPC campaign click through rate

26%

Open rate on emails with a 1.5% CTR*

*from traffic generated by either paid search or paid social campaigns

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

Contact: partners@greenmangaming.com

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