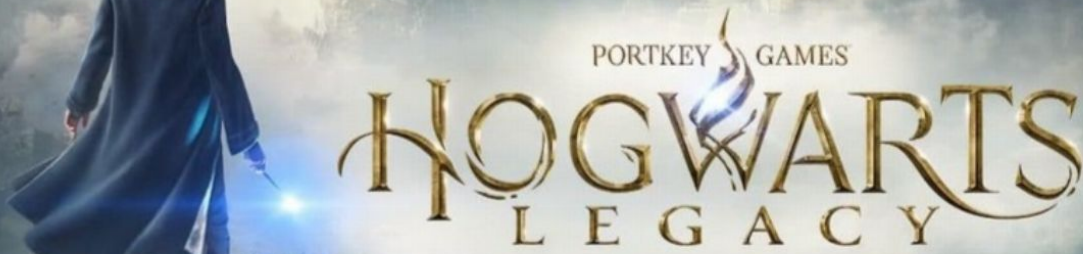


# Hogwarts Legacy: cost effective pre-purchase conversions



## Results











**9.3%**  
conversion rate

**258%**  
return on advertising spend  
(ROAS)

### The Opportunity

#### How to increase pre purchases whilst remaining cost effective prior to reviews hitting

The release of Hogwarts Legacy in Feb 2022 was an unknown entity as a new IP and some controversy around the diversity. We have a close relationship with Warner Bros and were entrusted to help support their release to build pre-purchases and help forecast release key mixes.

MOST WISHLISTED			
1		Hogwarts Legacy Standard Edition	£49.99 £42.49 -15%
2		Destiny 2 Lightfall Standard Edition	£99.99 £82.79 -18%
3		Forspoken Standard Edition	£64.99 £51.99 -20%
4		The Last of Us™ Part I	£49.99 £42.49 -15%
5		Resident Evil 4 Standard Edition	£49.99 £41.99 -16%
6		Frostpunk 2 Standard Edition	
7		Starfield Standard Edition	
8		OCTOPATH TRAVELER II Standard Edition	£49.99 £39.99 -20%
9		Kerbal Space Program 2	
10		Wo Long: Fallen Dynasty Standard Edition	£54.99 £46.74 -15%

### The Challenge

#### Cut through the hesitation to commit to pre-purchase for PC gamers

PC customers are becoming more hesitant to pre purchase new IPs until reviews drop, but we knew we had to commit to some brand awareness, retargeting and aggressive conversion tactics to ensure customers purchased from us not other stores. We committed to a whole range of marketing activity on our store and paid for channels to drive new and existing customers to the Green Man Gaming store to purchase Hogwarts Legacy via pre-purchase.

## The Solution

### Lookalike audiences using 1st party data to pinpoint target the right customers

Focusing on the deluxe with the FOMO of 72 hours early access we created a series of targeted emails and increasing in frequency closer to launch alongside organic social posts. We created evergreen blog content and launched giveaways to keep the game front of mind whilst being cost effective.

Using a series of creative assets including static and videos we then created retargeting ads across Paid search (Google Performance max) and some paid social media channels; Facebook, Twitter & Reddit.

## The Outcome

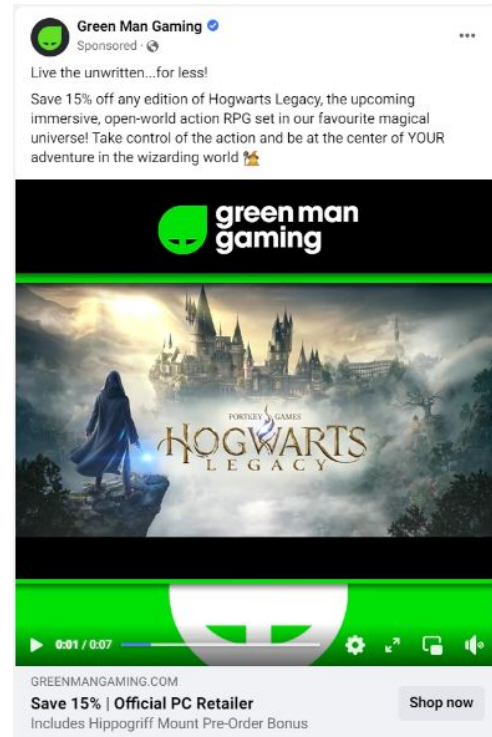
The conversion rates were much stronger than media averages and customers who converted have spent a higher AOV (deluxe & currency blend being Tier1). The game was supported in the US, GB, CA, AU & CA. With the US driving a majority of the performance. We took a slightly different approach to acquisition-focussed campaigns on Facebook with 'Landing Page Views' utilised as the key objective (rather than Clicks) and the initial results are incredibly impressive. Overall COS on both Facebook and Reddit was incredibly strong, with both around 30% COS against a typical 70-100% COS for these types of campaigns

**7.3 Million**  
impressions\*

**9.3%**  
average conversion  
rate\*

**258%**  
return on advertising  
spend (ROAS)\*

\*taken from campaign performances for pre purchases only



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