Elevating the Game: Biborg’s Success with StackAdapt

Biborg partnered with StackAdapt to maximize awareness and drive sales for Capcom’s latest video game launch, Street Fighter 6. This was achieved with a strategy that leveraged display ads, video ads, HTML5 banners, and targeting through contextual solutions like Page Context AI and Keyword Rule Targeting. The campaigns’ success drove a remarkable 20% conversion rate in Europe, outperforming other channels used for the campaign.

Results

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Completion Rate</td>
<td>&gt;75%</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>20%</td>
</tr>
</tbody>
</table>

Challenge

Biborg and Capcom wanted to maximize awareness in the United Kingdom, France, Italy, and Spain, all four highly-competitive gaming markets, with a budget constraint. The campaign promoted the release of Street Fighter 6 on a budget, while also closely tracking game purchase conversion through internal tracking.

Strategy

The campaign leveraged Page Context AI and Custom Browsing Audiences to target users interested in fighting games, with a 20% conversion rate for Street Fighter 6 game purchases.

Outcomes

Biborg’s campaigns for Capcom’s Street Fighter 6 achieved outstanding results. Targeted ads immersed in relevant content saw a remarkable 0.28% CTR, surpassing the set goal by 4 times. This engagement level far exceeded industry benchmarks, indicating a highly receptive gaming audience that was targeted through StackAdapt.

Strategy

The campaign was formulated by extensive user research, identifying key insights and engagement vectors. Key strategies included engaging ads that were visually appealing and relevantly placed.

Execution

Recalls from previous campaigns were analyzed, emphasizing data-driven ad optimization. A multi-channel approach was employed, combining targeted and organic tactics, leading to a 20% conversion rate for Street Fighter 6 game purchases.

Effective Budget Allocation

Strategic Ad Format Selection

The campaign strategically used HTML5 banners and video ads to deliver compelling and engaging content. The integration of these formats allowed for an immersive user experience and a higher likelihood of conversion.

Advanced Targeting

StackAdapt’s Page Context AI and Custom Browsing Audiences targeted users engaged in content about Street Fighter and similar fighting games, leading to increased awareness and engagement.

Data-Driven Optimization

Insights from previous campaigns were employed to refine audience tactics, location bidding, and engagement tracking. This data-driven approach ensured optimal campaign setups, resulting in higher click-through rates and more effective budget allocation.

Reach out to the StackAdapt team for more information.

© 2024 StackAdapt Inc.