

20% more transactions by encouraging „dead“ players

Browsergames activate baseplayers and create more loyalty with deal united

Marketing and distribution aims

The market segment of Browsergames has been rapidly increasing over the past 2 years. Trollgames GmbH and madmoo are a successful part of that with strategy games like Xhodon or Khan Wars. Though high user numbers are the basis of his games, it is crucially that players are willing to spend money on additional services. Therefore deal united's aim was to activate players that never bought premium items or did so a long time ago. So the ultimate ambition was to directly increase sales by involving this highly sensitive target group more and in long term.



„One of our key issues is the monetarization of gamers that only use our free features. deal united offers a great solution for that.“

Julian Migura, CEO
Madmoo (zarenkriege.de)

„Within a very short time period our sales increased more than 20%. That all customers addressed were reluctant to buy virtual currency before, makes this figure even more pleasing.“

Dennis Reimer, CEO
Trollgames GmbH (xhodon.de)

Campaign strategy

The main factor of the campaign was to address the users personally in the game with targeting advertising material and in-game messages: *Complete an offer with one of deal united's partners and get virtual currency for free.* This way, the reluctance to buy digital goods was levered and redirected. The vital call-to-action consisted in the combination with real quality products.

Results

Thanks to highly attractive partner offers and the aggressive advertising strategy directly within the game, transactions of the players increased up to 20% during the period of the campaign. The user activity is still more now than it was before. Additionally customer loyalty and long term willingness to buy virtual currency increased as well.

Campaign facts

Merchants: Trollgames, xhodon.de
Madmoo, zarenkriege.de
Strategy: Activate players directly in the game with attractive offers
Advertising material: In-Game-Messages

Campaign highlights

- Up to **20 %** more sales from customers that were reluctant before
- Increased user activity
- More loyalty and identification
- Lower inhibitions to buy virtual currency in the future