

TECHNOLOGY BRAND

Driving Purchase Intent Among the Elusive Gamer

THE GOAL

A global technology company launched a branded gaming sales event featuring exclusive deals, prizes and experiences in order to drive brand preference and incremental sales. For the launch, they sought to accomplish three goals:

- Authentically connect with the elusive gamer to drive urgency leading up to the sales event
- Position the brand as essential technology for gamers
- Drive a lift in purchase intent across the category

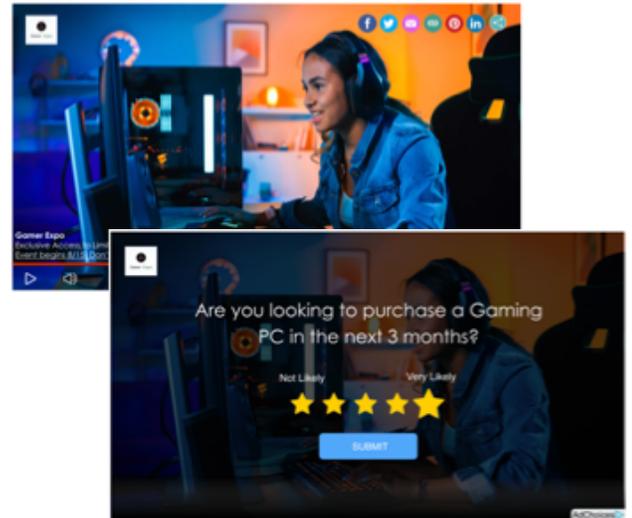
THE STRATEGY

The brand partnered with ViralGains for their unique ability to orchestrate ad journeys in real time based on customer sentiment. ViralGains implemented a three-part plan:

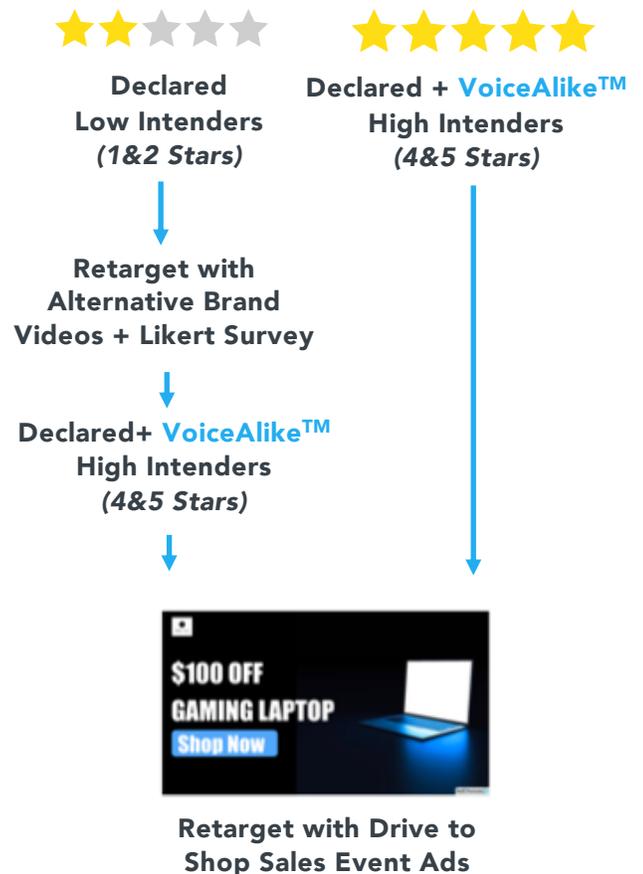
Pre-Launch: ViralGains built qualified audiences using its [Survey Suite](#). By customizing the survey question, ViralGains pinpointed the brand’s ideal in-market shopper – people looking to buy a gaming computer in the next 3 months.

Upper Funnel: ViralGains transformed the brand’s sales event creative into a video with clickable logos, calls-to-action and delivered guaranteed views to their strategic target audiences in adblocker-proof environments. A key video element was ViralGains’ proprietary [Likert Survey Engagement Experience](#) - an end card that captured customer sentiment and enabled the team to measure and optimize for real-time lift in purchase intent. In an effort to convince gamers to check out the event, ViralGains retargeted *low intenders* with alternative brand videos to see if different creative would have a positive impact on purchase intent.

Mid Funnel: ViralGains retargeted *high intenders* with promotional videos using ViralGains’ [Custom Image Engagement Experience](#). This featured exclusive sales from the event and drove viewers to shop online. To scale high intent audiences, ViralGains leveraged [VoiceAlike™ Audiences](#) which used machine learning to predict Likert Survey responses among people who completed the video, but didn’t answer the survey.



Likert Survey Engagement Experience



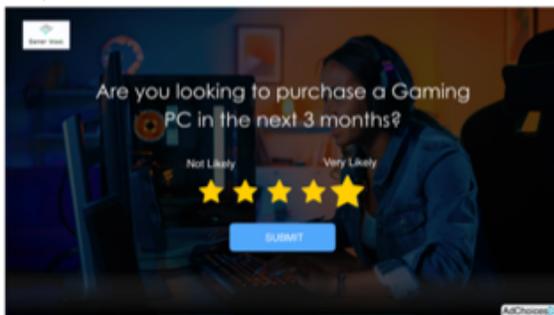
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UPPER FUNNEL KPIs

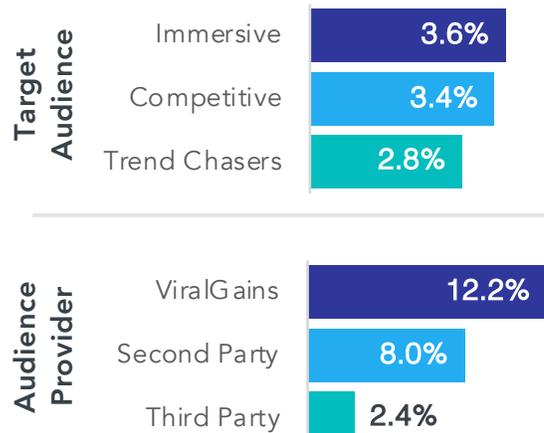
The awareness videos drove **3.3% absolute lift in high purchase intent (4&5 stars)** over the control group. ViralGains' Audiences drove a significantly higher lift than the other data providers used on the plan – providing a boost in overall performance.

Sales event logo drove **58% of all clicks** to the landing page.



Sales Event Awareness Video + Likert Survey Engagement Experience

Absolute Lift in Purchase Intent



The alternative brand videos convinced almost a third of people who initially reported low intent to shop:

31%

of gamers that originally declared low intent, reported high intent (4&5 Stars) after seeing the alternative brand ads

1.8%

Click Through Rate among gamers who originally reported low shopping intent

MID FUNNEL KPIs

15K+

Click-throughs to the sales event page in under 10 days

3.9%

Click Through Rate among High Intent VoiceAlike™ Audiences – **14x higher than the brand's 2nd party audiences**

97%

of all mid funnel campaign clicks were on the **Custom Image Engagement Experience**, making it instrumental in driving qualified leads to the site.



Custom Image Engagement Experience