



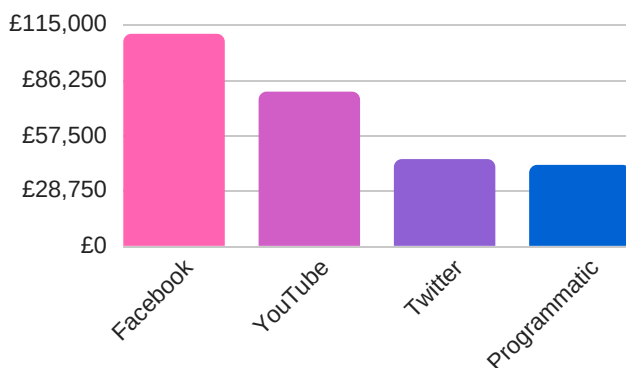
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RIPPL



GAMING CASE STUDY

107% ROI

- 1st Mar 2020 to 15 Apr 2020
- 10,460 panel
- 250 verified with bank data
- Over £1m transactions analysed



- Facebook drove the most overall conversion spend
- YouTube drove the best ROI
- 23% of consumers spent with the brand's main competitor
- 58% of consumers bought games in store prior to Covid-19

METHODOLOGY

- 1 A popular gaming company wanted to measure the uplift in sales for ads running on social media without losing conversion data due to a reliance on broken cookies on iOS devices
- 2 They chose to use Rippl's new cookie-less spend measurement which retargets the exposed audience with an instant cash page to verify the conversion spend
- 3 It took only 5% of media budget to drive 10,000 landing page views, collecting conversion rate data and over 250 linked their bank accounts verifying over £12,500 of conversion spend from over £1 million of transactions
- 4 By modelling the age, gender, salary, average brand spend and competitor spend to match the brand's exact customer profile Rippl were able to extrapolate a return of £253,500 of transactions and a 117% ROI for the campaign.