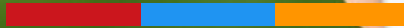




# GAMELOFT DRAGON MANIA MOBILE GAME USE CASE

*FIND BRAND CONTENT OPPORTUNITIES FOR  
THE CREATORS AND CHAINS OF YOUR MCN*



Measurement  
Program

# SITUATION

2 SPECIALIZED CHAINS OF OUR MCN  
WIZDEO

# CHALLENGE

FIND THEM BRAND CONTENT  
OPPORTUNITIES



143K est. 60 days  
views



49K est. 60 days  
views



# SOLUTION 1

FINDING BRANDS WITH A BUDGET, WHICH FIND THAT OUR CHANNELS HAVE A RELEVANT HEARING

1

## Identify products / brands and their budgets on YouTube

Wizdeo Analytics data on media expenses, sponsored videos + game releases

2

## Influencer Score / Evaluation

For each game identified with Wizdeo Analytics

3

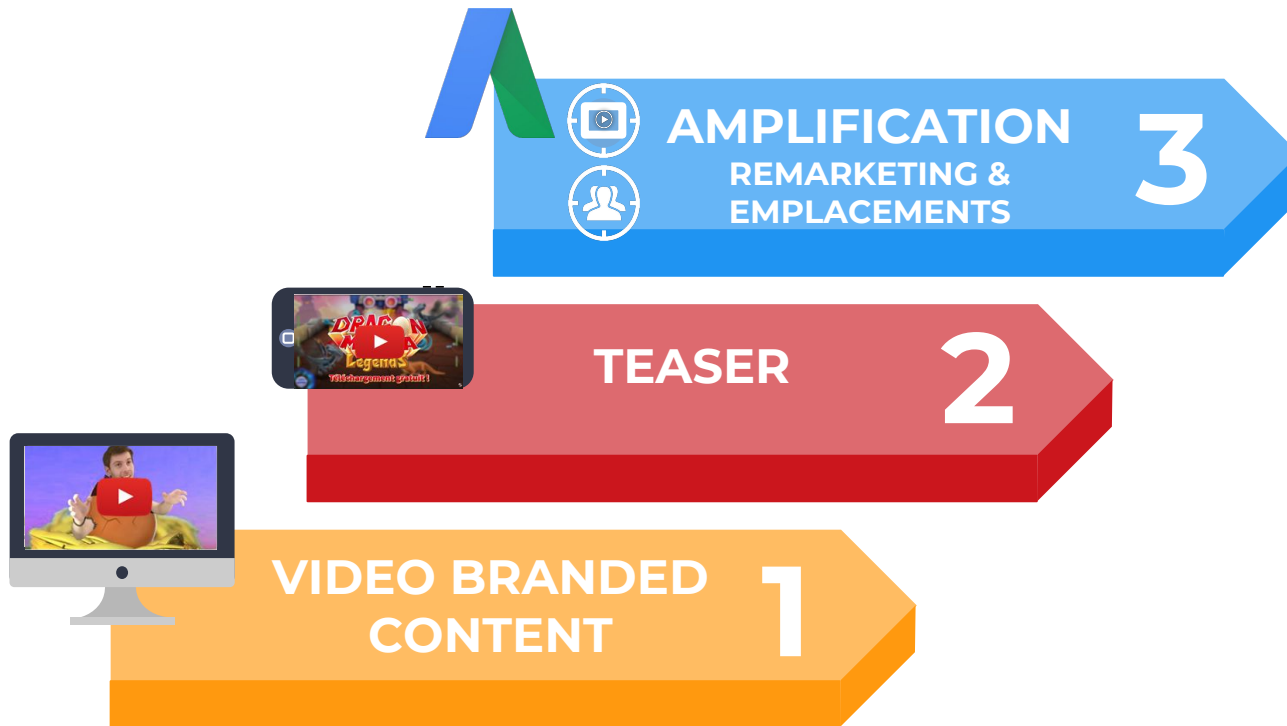
## Convince the most relevant brands

Thanks to the audience relevance data and the concept of the campaign



# SOLUTION 2

EXPAND REACH WITH A TARGETED ADWORDS CAMPAIGN



# WIZDEO ANALYTICS HELPS YOU TO :

FIND THE MOST RELEVANT INFLUENCER



Méthode approuvée par le YouTube  
Measurement Program



Measurement  
Program

1

MOBILE GAME



2

WIZGAMERZ  
MATCH !



3

RELEVANT INFLUENCEURS

n°1



n°2

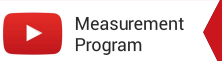


# WIZDEO ANALYTICS HELPS YOU TO :

IDENTIFY ADWORDS LOCATIONS FOR YOUR AMPLIFICATION CAMPAIGN



Method approved by the YouTube Measurement Program



1

YOUR INFLUENCER



2

RELEVANT EMPLACEMENTS  
sorted by audience proximity



1

2

3

4

3

YOUR ADWORDS CAMPAIGN



# RESULTS

A GLAD CUSTOMER & HAPPY YOUTUBERS / x4 CONVERSIONS

	Brand Content Campaign (60 days)		Adwords amplification (47 days on IOS & Android)
IEWS	<b>213 000</b>	<b>x4</b>	<b>787 700</b>
CONVERSIONS	<b>5395</b>	<b>x5</b>	<b>26 773</b>
COST/CONV	<b>1,5 €</b>	<b>-30%</b>	<b>0,98 €</b>
%CONV/IEWS	<b>2,53 %</b>	<b>+35%</b>	<b>3,40 %</b>

# EAGER TO START YOUR NEXT INFLUENCER CAMPAIGN ?

[FIND YOUR INFLUENCER HERE](#)



[AMPLIFY YOUR INFLUENCER CAMPAIGN HERE](#)

