

Personalization at Scale Scores Big Points for Online Gaming Leader

A first-party data strategy supported by Treasure Data delivers a 65% improvement in ROAS



Global Online Game Developer

Executive Summary

A leading global online game developer wanted to maximize advertising efficiency around their new title launches while establishing more direct relationships with customers. The company had amassed extensive first-party data, but wasn't getting much value from it.

To tap the valuable insights on user behavior, preferences, and interests within their data, the gaming company turned to Treasure Data and Leverage Lab, a strategic first-party data activation partner. Through this partnership, the company has achieved "always-on" personalization, resulting in:

65% improvement in return on ad spend (ROAS)

12% average subscription growth

100% more data available for behavior insights

"We were ready to take our first-party data to another level and go beyond what the industry is accustomed to when releasing games. Now, we can leverage the data in new ways to gain more followers and grow our existing base."

—Senior Analytics Manager

Challenges

- Highly siloed data stored across more than a dozen disparate systems
- Lack of deep insights and value from first-party data
- No ability to provide "always-on" personalized customer journeys at scale

Use Cases

- Journey analytics / orchestration
- Suppression, geo-targeting, and retargeting
- Upsell / cross-sell
- Segmentation
- Predictive modeling

Solution

- Create unified customer profiles by matching IP addresses from website visitors and various sources of gaming data
- Capture high-purchase intent signals on users and web events
- Sophisticated segmentation of audiences
- Effectively measure marketing performance/attribution
- Improved marketing ROI through better targeting

Business Impact

- Cost savings: 65% improvement in ROAS
- Engagement: 12% growth in existing subscriptions
- Campaign measurement: 100% more data available for analysis and behavior insights

Why Treasure Data

The online gaming company has collected a lot of valuable first-party data from its users, including information from website visitors, in-game purchases, emails, and more. Unfortunately, this data was spread across more than a dozen different systems, making it hard to access and use.

The company needed a customer data platform that could provide a foundation for a trackable customer journey, including the ability to take anonymous visitors to known visitors, first-time buyers to routine buyers, and grow subscription-based accounts.

Treasure Data Customer Cloud Data ticked all the boxes with its ability to take IP addresses from website visitors and match them to various sources of gaming data, segment audiences based on a variety of factors, and automatically tag users with high-purchase intent signals.

More Marketing Efficiency and More Personalization

Since deploying Treasure Data Customer Data Cloud, the online gaming leader has improved its marketing efficiency by building high-value audience segments, forming lookalike audiences, suppressing and geo-targeting audiences for cross-selling, and upselling high-propensity audiences.

Touchpoints were enhanced and tailored to gamers along each step of the customer journey. Now, the gaming company has been able to provide an “always-on” personalized experience to its gaming audience, both around new releases and throughout the year. With fully actualized insights around customer loyalty, it can also offer targeted promotions and unique downloadable content to its most passionate followers.

The Results

65%

improvement in
return on ad spend
(ROAS)

12%

average
subscription
growth

100%

reduction in
duplicate profiles



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DATA**

To learn more about how Treasure Data can help you use all of your customer data to improve campaign performance, achieve operational efficiency, and drive business value with connected customer experiences, visit www.treasuredata.com.

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