

# Yesadvertising Performs for Online Gaming Company

## The Client:

A well-known, national online gaming company based in the UK. They have been major players in the industry for more than 10 years.

## Campaign Goals:

- Promote new member sign-ups
- Promote more play
- Promote their new game

The campaign performance was measured by the number of visitors and the number of new members who proceed to play.

## Yesadvertising Strategy:

Yesadvertising helped this online gaming company streamline their online ad campaigns with:

- **Targeting** — Yesadvertising's contextual advertising network helped them target gaming channels and keywords for optimal results. Utilizing Yesadvertising's own network of quality publishers, they was paired with Yesadvertising's inventory of gambling publishers to maximize the effectiveness of the ads.
- **Optimization** — The Yesadvertising campaign management team proactively utilized optimization tools, incorporated with Forensiq Score, to identify and remove sources that did not contribute to sign up and game play. With Forensiq services, all traffic was screened for fraudulent clicks and views—Yesadvertising ensures that you get exactly what you pay for.

## Results:

- 156% increase of traffic to their new game.
- 48% of new members continued to play for more than 2 months after sign up.

**Using Yesadvertising's targeting system and campaign optimization, online gaming site increased their new member sign ups by 300%!**

## **Start maximizing your ROI now:**

Begin a campaign with Yesadvertising.com and immediately get your ads in front of the most relevant audience.

**Get our contextual marketing network working for you. At Yesadvertising.com we ensure that your message is delivered where it matters.**

To learn more about how we can help you reach your marketing goals, contact us by email at [info@yesadvertising.com](mailto:info@yesadvertising.com), visit our website [Yesadvertising.com](http://Yesadvertising.com), or call us toll free at 1.866.708.1666.