

# PLASTIC AND VIRTUAL CARD PROMOTION

**CO-BRANDED WITH THE CULT-CLASSIC  
COMPUTER GAME**

e-promo |  money

December 2020 - March 2021

# Online video and display conversions for the price of paid search

**We promoted co-branded debit cards to a specific and narrow audience of gamers with a limited-time offer**

**Despite the performance goals we had, we bet on the relevance of the product and a deep segmentation of the audience. For that reason, when budgeting for the top of the funnel, we prioritized the channels that could bring conversions as well as awareness**

## OBJECTIVE

To maximize the sales of plastic and virtual cards

## TOOLS

Banners and videos on Yandex.Direct, YouTube, DV360

## DIFFICULTIES

The offer was limited-time only and lasted the same time as the campaign. We needed to be as efficient as possible with both demand generation and demand fulfillment

**The card had the design of the cult-classic game, the release of which had been anticipated by the community for 8 years. The start of the advertising campaign was dedicated to the release of the game**

# The tactics and **the results**

**20+**

**thematic resources  
studied**

**120+**

**relevant keywords  
collected**

**60+ mln**

**total volume  
of the audience**

**1310%**

**surpassed the plan in the  
number of conversions\***

**\$3**

**CPA of the "first step of  
ordering the card" goal**

In 3 months, we have reduced CPC and grown CTR across all the platforms that have been used. The results of the campaign were impressive: CPA from the top of the funnel activities compared to the lower-funnel performance campaigns. Deep immersion into the specifics of the industry, constant monitoring and adjusting of the campaigns and, of course, a great product – that's what allowed us to convert the booming interest in the game into the sales for the client

\*Forecasted KPIs were approved and based on the agency and client's previous expertise in co-branding products.