

# Elevating the Game: Biborg's Success with StackAdapt

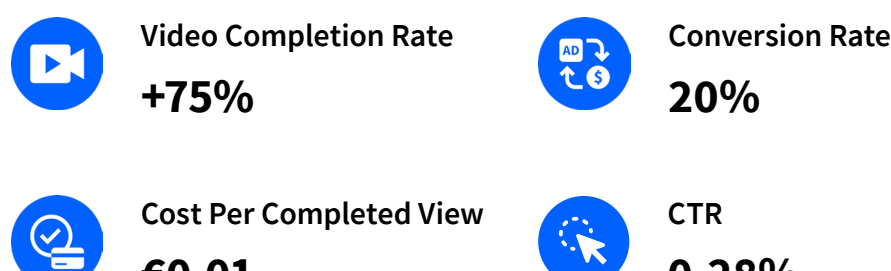


## Summary

Biborg partnered with StackAdapt to maximize awareness and drive sales for Capcom's latest video game launch, Street Fighter 6. This was achieved with a strategy that leveraged display ads, video ads, HTML5 banners, and targeting through contextual solutions like Page Context AI and Keyword Rule Targeting.

The campaigns' success drove a remarkable 20% conversion rate in Europe, outperforming other channels used for the campaign.

## Results



**Biborg** is a leading, independent full-service agency that partners with some of the world's biggest gaming and entertainment brands.



**Capcom** is a Japanese video game development and publishing company. It has created a number of high-grossing game franchises.



Collaborating with StackAdapt for Capcom's Street Fighter 6 campaigns was a highlight of our 2023 marketing at Biborg. The campaigns across various marketing surpassed expectations, delivering one of the highest overall conversion rates of Street Fighter 6 game purchases, attributed using GameSight tracking.

StackAdapt ensured it was a part of the best performing partners through close management of user ad frequency combined with smart targeting to ensure our budget reached fresh eyes, driving maximum exposure. A qualified success.

—Alex Humpage-Versavaud, Media Director at Biborg

## Challenge

Biborg and Capcom wanted to maximize awareness in the United Kingdom, France, Spain, and Italy, which are four highly-competitive gaming markets. The campaign promoted the release of Street Fighter 6 within a set budget, while also closely tracking game purchases by leveraging internal tracking through Gamesight.

## Strategy

The campaigns leveraged Page Context AI and Custom Browsing Audiences to precisely reach users interested in fighting games. This granular approach, combined with engaging ad formats, led to a 20% conversion rate for Street Fighter 6 game purchase.



### Multi-Channel Approach

The campaign leveraged a combination of display and video strategies, employing HTML5 banners and varying video ad lengths to ensure broad and engaging ad delivery.



### Precise Audience Targeting

To reach the right audience, the campaign leveraged StackAdapt's advanced targeting capabilities. Page Context AI, Third-Party, lookalike and Custom Browsing Audiences allowed Biborg and Capcom to target gaming enthusiasts, particularly those interested in fighting games.



### Data-Driven Optimization

Insights from previous campaigns were employed to refine audience tactics, location bidding, and engagement tracking. This data-driven approach ensured optimal campaign setups, resulting in higher click-through rates and more effective budget allocation.

## Execution

Employing HTML5 banners enhanced user experience by allowing for interactive and visually engaging content. This approach, combined with precise targeting and native language ads resulted in a remarkable 20% conversion rate.

Additionally, data-driven refinement ensured optimal ad placements, leading to higher click-through rates and efficient budget use.

### Strategic Ad Format Selection

The campaign strategically used HTML5 banners and various video ad lengths to deliver compelling and engaging content to the audience. This optimization contributed to achieving a 20% conversion rate for game purchases.

### Advanced Targeting

StackAdapt's Page Context AI and Custom Browsing Audiences targeted users immersed in content about Street Fighter and related fighting games. By reaching relevant audiences, engagement with the campaign was significantly boosted.

### Effective Budget Allocation

Drawing from prior campaigns, the team implemented refined audience strategies, location bidding, and engagement tracking. This data-centric approach ensured precise ad placements, leading to elevated click-through rates. This optimized budget allocation, enhancing campaign efficiency.

## Outcomes

Biborg's campaigns for Capcom's Street Fighter 6 achieved outstanding results. Targeted ads immersed in relevant content saw a remarkable 0.28% CTR, surpassing the set goal by 4 times. This engagement level far exceeded industry benchmarks, indicating a highly receptive gaming audience that was targeted through StackAdapt.