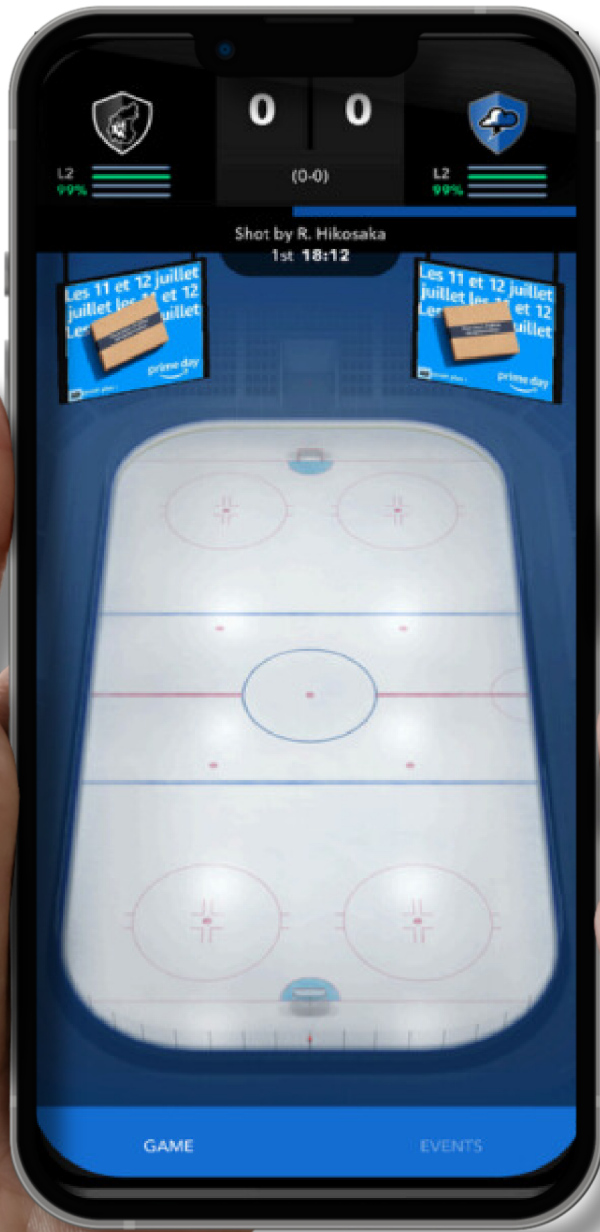


DRIVING TRAFFIC FOR A WORLD'S BIGGEST E-COMM RETAILER



Here's how AGN helped the world's biggest e-Commerce retailer, Amazon successfully drive traffic for their subscription service (including shopping, video and music streaming) and promoted their sale day called 2023. The brand chose AGN to boost traffic as well as engagement in Canada by taking advantage of a mix of tactics including In-Game Video and In-Game Billboards.



STRATEGY

- AGN used 15-second In-Game Video Ads to encourage engagement in a precisely targeted environment by placing the video in premium titles in the sporting games genre.
- AGN targeted the client's desired French speaking 18-49 year old demographic in Quebec while targeting the same age group of English speakers in the rest of Canada using In-Game Display Billboards.

RESULTS

With the mix of tactics employed by AGN on behalf of the client, this campaign surpassed benchmarks on each tactic with a high VCR and Viewability, resulting in impressive performance on behalf of the client

IN-GAME VIDEO:

304,658
Video Completes

95.31% vs 90%
VCR vs Benchmark

0.21%
CTR

IN-GAME BILLBOARDS:

984,375
Impressions

15.07s
Avg Time in View