

With JumpFly's help Funcom boosts conversions 15%, lowers cost-per-conversion 17% using AdWords remarketing



About Funcom

- www.funcom.com
- www.ageofconan.com
- Headquartered in Oslo, Norway
- MMO game developer and publisher

About JumpFly

- www.jumpfly.com
- Elgin, IL
- Google Certified Partner specializing exclusively in PPC management

Goals

- Bring the right audience to Funcom's niche games
- Attract gamers to revamped, free-to-play *Age of Conan* game
- Find qualified SEM partner savvy about gaming industry

Approach

- Began working with a Google Certified Partner
- Rebuilt robust campaigns on the Google Display Network
- Used remarketing to drive players back to *Age of Conan* game

Results

- Display campaigns drove 7% of their online conversions with Google
- CPCs on display campaigns were 30% lower than CPCs on search campaigns
- 130% higher CTR, 15% higher conversion rate, 17% lower cost-per-conversion with remarketing campaign

Founded in 1993 by passionate Norwegian gamers, Funcom develops and publishes massively multi-player online (MMO) games from its offices across the globe. With more than 25 game titles to its name, Funcom relies primarily on digital marketing to reach gamers internationally. "Our goal is to bring the right audience to our niche games, which can be challenging because most of our gamers tune out ads," says Terri Perkins, Funcom's media strategy director.

Scaling results with a Google Certified Partner

Lacking the time to manage its search marketing efforts in-house, Funcom worked with various agencies before finding the right fit. Needing a qualified partner with substantial knowledge of the gaming industry, Terri did a search on Google.com, found an ad for JumpFly and made contact.

As a Google Certified Partner, JumpFly has demonstrated an in-depth understanding of Google AdWords and account management by passing exams and meeting specific qualification guidelines. JumpFly helped Funcom develop a display strategy to grow exposure on the Google Display Network (GDN), both to improve branding and drive conversions.

"Our experience working with JumpFly has been incredible. They are constantly able to inform us of new opportunities and to solve issues we had previously run into walls with," Terri says, explaining how JumpFly reworked Funcom's existing display campaigns to effectively reach more gamers and complement its search campaigns. "JumpFly knows Google so well that I can be confident we're getting the best possible results. They've been able to scale results and lower our cost-per-acquisition."

Boosting conversions on the Google Display Network

Looking to attract more gamers to one of Funcom's most popular titles, *Age of Conan*, JumpFly created and optimized GDN network and remarketing campaigns featuring text and image ads. The new strategy enabled Funcom to better manage campaign bids and performance, while also ensuring conversions and retaining control of their ad exposure.

"The goal with *Age of Conan* was to get people to try it again and take advantage of the removal of cost barriers," says Terri, explaining that the game has evolved over time and is now free to play.

JumpFly fine-tuned these display campaigns to maximize Funcom's ROI on *Age of Conan*, resulting in a dramatic increase in conversions and a major lift in conversion rate year-over-year. The display campaign's average cost-per-conversion also dropped 97% over the same eight-month period.

Funcom is now experiencing 26% more traffic from the GDN, with display generating more than 80% of ad exposure. Display campaigns drive 7% of the company's online conversions with Google, and conversions on image ads represent 83% of the GDN conversions. Funcom increased their ranking by one point with their display campaigns, while lowering the cost per conversion by 30% compared to search campaigns.

Drawing gamers back to play with remarketing

JumpFly also helped Funcom cost-efficiently bring gamers to *Age of Conan* with AdWords remarketing on the GDN. With remarketing, Funcom can reach customers who left *Age of Conan's* "Play for Free" landing page without signing up, remind them of the game, and drive them back to play. When compared with overall display campaign performance over an eight-month period, remarketing clickthrough rates (CTR) were 130% higher. The conversion rate was 15% higher with remarketing, cost per conversion was 17% lower, and image ads conversions increased by nearly 33%. "We were pleasantly surprised with the results from remarketing," says Terri. "We've had JumpFly incorporate AdWords remarketing for our other titles, and it will definitely be used in any other future plans as well."

Achieving goals with the right partner

Funcom is delighted with JumpFly's services and the impressive results yielded with GDN and AdWords remarketing. Given her experience, Terri advises other advertisers looking for help with their marketing efforts to try working with a Google Certified Partner to reach their goals. "Do a trial with several agencies until you find the right fit for you," she says. "It's important that a partner not only has expertise in search engine marketing, but also knowledge of your business and your market."

