

Case Study: Weka Entertainment (2010)

Boosting revenues and eCPM through incentivized banners



The screenshot shows the Yves Rocher website interface. At the top, there are promotional banners from SponsorPay. The main content area features a large banner for 'The perfect gift for Everyone on your List in 2 EASY STEPS!' with a '100 images' offer and a '+5€ de réduction' voucher. The banner includes a search bar, navigation menu, and product recommendations.

Deep in-game integration



Two promotional banners for Yves Rocher. The top banner features a kiwi fruit and the text 'et +5€ de réduction avec le code NATUREL*' and 'YVES ROCHER vous offre* 100 images'. The bottom banner features a collection of products and the same text. Both banners include a '100 images' offer and a '+5€ de réduction' voucher.

Prominent branding

STRATEGY

Weka Entertainment took advantage of the SponsorPay platform to run a promotional campaign in their Facebook social game IsCool.

For two and a half days, the campaign was placed directly in the application in the form of incentivized CPS banners which offered IsCool players 100 'images' – the game's virtual currency – for a purchase of at least 25 euros in Yves Rocher's online shop. Additionally, the banners contained a voucher offering users a 5 euro discount for their purchase.

RESULTS

IsCool players clicked on the promotional banner and were guided to the Yves Rocher shop. The impact on the first day alone:

- 20,000 clicks on the banners
- 1440 conversions (7 % conversion rate)
- 0.75€ to 1.50€ eCPM for the banners

"SponsorPay has by far the most Facebook compliant offers relevant for Europe. Since integrating SponsorPay we experienced a very impressive and unexpected revenue increase, compared to the revenue generated by US providers."

- Baptiste Mercier, Social Media Specialist at Weka Entertainment