

GAMING (MMO) COMPANY CASE STUDY

A gaming company was preparing to launch a new MMO game and needed to gain an online presence quickly to build brand exposure for launch.

AT A GLANCE

CHALLENGES

- Marketing department not hitting goals
- Organic visibility not strong enough for game launch
- Impending launch success critical for company profitability

RESULTS

- Increased #1 SEO rankings by 2,200%
- Increased top-10 rankings by 6,500%
- Increased website traffic by more than 370%
- Achieved 7x registration growth, moving registrations from 2,000 per month to more than 14,000 per month
- Marketing department exceeded all launch goals

CLIENT PROFILE

An MMO gaming company was preparing for launch of a new game that had been in Beta testing for seceral months. though they were already getting pre-sale signups, they needed a minimum of 200% monthly increase to be profitable at launch.

SOLUTIONS WE IMPLEMENTED

- Evaluated website for SEO opportunities and conversion improvements
- Assessed total online environment for attributon of converged channel exposure
- Implemented cross-channel marketing and social media campaign
- Initiated website conversion improvement project
- Implemented conversion improvement strategies

ABOUT THRIVE

Thrive Business Marketing helps businesses turn digital marketing into measurable growth by attracting qualified leads & converting more of them into customers.

Our work focuses on building stronger visibility, improving lead quality, reducing wasted ad spend, and creating clearer systems for tracking what drives revenue.

To learn more about how Thrive's digital marketing creates growth, visit:

https://thrivesearch.com

RESULTS THE CLIENT SAW

SEO Improvements

Through an extensive and aggressive SEO approach, we increased Google #1 rankings by 2,200% and 1st page rankings by 6,500%, which moved them from only 12 top-10 rankings to 779.

Website Traffic

With zero ad dollars to support our efforts, our organic strategies increased website traffic by more than 370% in the first 6-weeks. By month-five, the site was receiving more than 575,000 monthly visits from organic traffic.

Game Registrations and Goals

Prior to launch, our client was receiving 2,000 registrations per month with a goal of hitting at least 4,000 per month. Through our organic work, we hit over 14,000 monthly registrations, achieving 7x growth instead of the 2x target.